

Avaya Engagement Development Platform

Does your business
need new ways to

Engage

your **People**
Data
Customers
and **Markets?**

Avaya Engagement Development Platform
gives you the tools you need to...

GET IT DONE!

GET IT DONE...

What stands in the way of your success today?

What things could you do in your business right now that would really make a difference to...?



Delight your customers—and make them more loyal?



Make your employees more effective—and efficient?



Make your business more agile—and more responsive?

If you are like most businesses, your answer to these questions goes something like:

“We have the ideas, the systems and the people. What we need is a better way to pull them all together to get things done.”

Well, now you have a way to do just that: Avaya Engagement Development Platform.

Very simply, Avaya Engagement Development Platform gives you the tools you need to engage the right resource in the right place at the right time.

It delivers proven Avaya communications capabilities in an easy-to-use development environment—a virtual toolbox of pre-programmed tools and snap-ins—that you can add to just about any business process and “pull things together.”

Do you want to...?

- Quickly assemble a team to respond to a critical customer request or emergency? **Get it done.**
- Send information to a select group of customers in the way they prefer? **Get it done.**
- Monitor the exact words spoken on service calls for compliance purposes or to identify possible solutions? **Get it done.**
- Add communications capabilities to business processes that involve multiple decision makers (e.g., contract approvals, application processing, performance reviews)? **Get it done!**

In the past, the programming required to accomplish any of these tasks meant extensive time and resources.

Avaya Engagement Development Platform speeds and simplifies the process so you can resolve problems as they arise.

To get started, review the Use Cases described here. See which ones apply to your business. Think of some of your own. Then talk to your Avaya representative.

What could you do in your business right now that would really make a difference?

GET IT DONE...
with
Avaya Engagement
Development Platform.

Everyday Communications

Forget one-size-fits-all broadcast emails. Engage people and customers with communications and collaboration that's customized, personal and tailored to specific organizations, teams, devices, mediums and more.

Keep Everyone in the Loop



Set up need-to-know broadcast lists based on the recipients, the information being distributed (e.g., financial reports, news of big orders, incidents, scheduling) and personal preferences.



Enhance Customer Communications

Simplify and personalize customer communications by adapting the caller ID/ from-address, the outreach medium (voice, email or SMS [text]) and reply-back options.



Incident Notification

Use exception information pulled from enterprise systems to trigger alerts to the right people.



Skills Lookup

Find the right person with the right skill, e.g., enable an IT manager to find the resource with the knowledge and availability to resolve an issue.



Conference Call Activation

Use voice activation from you mobile device to select the right conference call to join from among multiple meetings.



Seamless Transfer

Make it easy for confidential calls that come in on one device (e.g., a public conference room speakerphone) to be automatically transferred to a private device.



Missed Call/Text Alert

Enable employees (sales reps, managers, etc.) to set automatic alerts and actions if a call is missed or a text is not responded to.



Call Reviews

Make it easy for employees to review call logs on a web page and then "click-to-call" from the log.



Executive Callback

Give executives a visual indication if a called party is on the phone. If the called party is away, a callback is initiated when they next use their phone.



Visual Calling (hearing-impaired)

Convert audio of a phone call to text in real time and present on a web interface for visually impaired.



Incident Polling

Create polling messages to identify who is being impacted by an incident (e.g., an IT outage).



Toll Fraud

Block outbound calls based on (but not limited to) time of day, outbound phone number, phone extension called from, etc.



Team Collaboration/ Event Response

Avaya Engagement Development Platform provides a range of tools to simplify and enhance team formation and organizational response.

Team Formation

Assemble teams from across locations based on project, task, event, time of day, schedule, skills/responsibilities of individuals and personal preferences for email, voice or SMS (text).

Escalation

Establish rules for escalating incident notification to people/teams based on work schedules, response/no response, skills and chain of command.

Response App

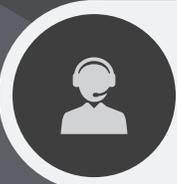
Provide a mobile app that enables team members/responders to share data, video, etc., as it is captured.

Real-Time Situational Intelligence

Combine real-time data—enterprise data feeds, news, social media feeds, weather, GIS mapping—to provide teams with real-time situational intelligence.

Event Response Management

Aggregate event responses. Use audit trails to track who responded to an event, evaluate the information that was shared, analyze resolution time frames, etc.



Personalize Customer Service

Avaya Engagement Development Platform excels at gathering the people and the information to personalize and prioritize the service you deliver.

Deliver Real-Time Context

Ensure agents get up-to-the-second information on transactions, browsing history, account history and more so they have the right context for every customer.

Personalize Outbound Calls

Control the number seen by the person being called—showing local numbers based on the location of a customer makes service more personal and increases the chances of making a connection.

Integrate Outbound/Inbound

When customers contact you based on an outreach campaign, preserve the context so agents know what prompted the customer call and other relevant information such as the specific offer they have responded to.

Prioritize High-Value Customers

Use incoming calling line identification to route and customize the service provided to high-value customers/customers with deals in progress.

Customer-Specific Service Directory

Give registered customers an online directory of all the unique points of contact (specialists, advisors, etc.)

Rich Media Customer Support

Enable customers to easily show a live video feed of a problem to help resolve issues faster.

Add Live Assistance to Self-Service

Add “click-to-contact” options to outbound notifications to give customers access to contextual assistance and expertise.

Click-to-Contact on Websites

Reduce abandon rates/Increase retention of customers during browsing/shopping by providing easy click-to-call access.



Enhance Contact Center Operations

Avaya Engagement Development Platform provides the tools to enhance efficiency and top-line performance in any contact center.

Understand Customer Journeys

Capture and consolidate customer data gathered from across touchpoints to do data mining and analysis to improve the customer journey.

Enhance Customer Engagement with Speech Monitoring

The speech monitoring capability offers numerous ways to enhance customer engagement. Speech monitoring can be used to:

- **Engage the Right Resource:** Identify key words to classify the call and determine the best resource (information, people) to handle the issue.
- **Supervisor Alerting:** Automate the observation of agent performance and identify instances where additional support could enhance the engagement.

- **Engagement Consistency:** Use speech captured on calls to train on consistent delivery of prepared scripts.
- **Compliance:** Track and measure the delivery of required statements.

Enhanced Queue Notifications

When customers use click-to-call from their browser, but queues in the contact center are too long, send notifications with queue information and relevant support back to the browser.

Handling Repeat Callers

Track and identify repeat callers to provide better customer experience.

Block Malicious Callers

Host a malicious/nuisance callers list to intercept or block nuisance calls in realtime, and enable agents to update nuisance call lists.



There is literally no end to the Use Cases that are right for Avaya Engagement Development Platform: Reach out to customers in new ways. Consolidate data across customer touchpoints. Connect your mobile workforce. Tap the knowledge of your top experts. Get the right people engaged with the right customers and right tasks at the right time.

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With the Avaya Engagement
Development Platform