



AVAYA

Engage The Power of We™

Avaya Proactive Contact

Optimize Outbound Customer Care and Agent Productivity

Are you looking for ways to deliver a better end customer experience that maximizes use of your staff without overstaffing? Are you facing increasing payment delinquencies and looking for ways to minimize the financial impact?

With Avaya Proactive Contact, you can improve your customer experience, increase the productivity of your agents and, most importantly, improve your business bottom-line.

Introducing Avaya Proactive Contact

Avaya Proactive Contact is an industry leading outbound platform for creation and management of outbound and blended campaigns and customer communications.

Proactive Contact offers several advantages that help you maximize outbound communications effectiveness, agent productivity and your return on investment. Our solutions use industry leading call detection and the most advanced, patented dialing algorithms for optimizing customer service and agent productivity. When these capabilities are combined with flexible inbound and outbound blending and a proven track record of over 99.9% system uptime, Proactive Contact helps organizations more quickly impact business results, lower cost per contact, and achieve a superior return on investment with quicker payback.

Avaya Proactive Contact can run as a standalone campaign management application or integrate with your Avaya Aura® Contact Center or Avaya Aura Call Center Elite contact center. Multiple

deployment options, including support for IP trunking, assist in keeping ownership costs low by helping you match your investment to your specific needs. Proactive Contact software can be deployed as a “soft dialer” alongside your Avaya Aura Communication Manager for low volume dialing needs. For high volume dialing situations, Avaya offers “hard dialer” configurations that include our Avaya PG230 rack mountable switch.

Overview

Proactive Contact features:

Call Detection – includes the fastest, most accurate call detection technology available in the industry. Enhanced Call Progress Analysis detects the difference between live voices, voicemail systems, and busy signals with up to 98.9% accuracy and delivers the maximum number of live customers and prospects to your agents. Enhanced Cell Phone Detection capabilities can further fine tune accuracy, helping to improve dialing effectiveness when campaigns are targeting mobile customers.



Predictive and Preview Dialing –

dials ahead of the agent, screening out answering machines and busy signals, and only passes a live customer, with customer data, to the agent. With preview dialing, the agent has the ability to review customer data on screen before the call is placed, giving agents more control.

Blending – match the best agent blending approach to your business needs and significantly raise operational productivity. During times when inbound traffic is low, Agent Blend Predictive and Preview options allow capture of idle agent time so they can conduct productive outbound campaigns. This supports Predictive and Preview Agent Blending with both Avaya Aura Call Center Elite and Avaya Aura Contact Center. In addition, it supports Intelligent Call Blending on Avaya Aura Call Center Elite. Intelligent Call Blending allows outbound agents to take inbound calls during peak inbound calling periods.

Campaign and Systems Management

Centralized control and administration helps unify disparate contact center operations into a single, highly efficient system. Multi-dialer management capabilities enable a single supervisor to manage multiple dialers across the enterprise. Real-time system monitoring plus the ability to quickly diagnose issues and implement recovery help your staff maximize campaign uptime and effectiveness.

Proactive Contact includes a complete set of supervisory tools to create and manage campaigns and agent performance. The Proactive Contact Supervisor Suite features:

- **Editor** – includes easy to use wizards for creating and editing campaigns. Users can also set up Do Not Call lists, schedule automation of repetitive tasks, and define Agent Keys and Completion Codes for managing system messages.
- **Monitor** – provides real-time reporting on all systems, campaigns, and agents. Managers can make immediate changes to campaigns based on the results.
- **Analyst** – provides historical reporting tools for analysis of customer service and agent performance trends across single or multiple systems.
- **Health Manager** – proactively communicates service outages to your IT and management allowing diagnosis of system issues and quick recovery.

- **Roles Based Access** – fully leverage outbound campaigns by creating roles that allow individuals access to select applications and system capabilities based on their needs and system knowledge.

Security

Gain peace of mind from knowing that Avaya is helping you protect your systems and customer information. Proactive Contact systems are actively monitored for any undesirable activities such as bad logins, enabling you to protect database access. All data transmissions, including the user name and password, are encrypted and all passwords are aged; Telnet and ftp session protocols are SSH and SFTP; all communications between the agent desktop and the dialer are encrypted and are transparent to users. Proactive Contact also includes an auditor role in the Supervisor application for monitoring log-in behaviors and helps detect potentially unauthorized access attempts to the system.

Third Party Application Integration

Proactive Contact includes a set of agent, system, reporting, and telephony APIs (Application Programming Interface) to simplify integration of outbound campaigns and communications with your existing applications and databases. System and Agent APIs simplify integration to third party applications and data as well as enable developers to build customized agent interfaces that meet a call center's specific needs. The reporting API allows for

extraction of raw historical agent, campaign, calling list, and statistical data. The telephony API provides SNMP (Simple Network Management Protocol) alarm support for agent events as well as Avaya PG230 switch alarming for system, card, and port status.

Regulatory Compliance and Service Level Management

Managing regulatory compliance and ensuring optimal service levels is a daunting task for supervisors and managers. If mistakes are made in regulatory compliance, the results can be staggering: costly lawsuits, expensive fines, decrease in customer confidence and negative press. If campaign goals are not met, sales, service, and customer satisfaction goals can be significantly affected.

Proactive Contact Call Detection and Cruise Control call pacing help ensure compliance to even the most restrictive nuisance calling regulations while also helping you maintain service levels. Our industry leading call detection accurately delivers more live connects to your agents in less than the required transfer time, helping to ensure compliance while maximizing agent productivity.

In addition, you can automate service level management using our industry unique call pacing feature, Cruise Control. With Cruise Control, it is no longer necessary to manually monitor or adjust system and application settings to manage service levels - the system does it for you based on the call pacing methods and service level goals you define when you setup a

campaign. This means that even under the most stringent conditions, including highly restrictive legislative environments, you can be assured that your outbound campaigns will help you attain your goals.

Outbound Self Service

Proactive outbound self service is a powerful customer service approach in which organizations use IVR (Interactive Voice Response) and speech applications in combination with outbound dialing to proactively reach customers and conduct automated campaigns, reminder calls, alerts, and notifications.

Avaya Proactive Contact can be integrated with Avaya Aura Experience Portal or Avaya Voice Portal for automation of timely, relevant services and alerts to further boost service effectiveness and improve customer satisfaction.

Reporting and Analytics

Proactive Contact is fully supported within the Avaya contact center performance management solution, Avaya IQ. Avaya IQ is a comprehensive reporting tool which consolidates outbound activity and results from Proactive Contact with Avaya Aura Call Center Elite and Avaya Aura Contact Center interaction data. Consolidated reporting provides you the insight and answers to what's really happening with your customers and whether agent productivity and service effectiveness are being optimized.



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Avaya Proactive Contact: A World Leader

With a track record of over 25 years in outbound systems leadership, Avaya offers one of the most complete multi-channel, agent and agent-less outbound solutions on the market today.

Proactive Contact Solutions are proven in more than 2000 installations in some of the world's largest and most profitable contact centers, which together manage in excess of a billion customer contacts annually. More than 80% of the FORTUNE 500 banking and telecommunications companies use Avaya Proactive Contact.

Whether your outbound strategy requires inbound, outbound, or a blended approach, Proactive Contact provides unparalleled ability to meet the demands of your customers and business.

Avaya Global Services

Avaya Global Services can help you enhance the performance of your outbound solution within your contact center, helping you integrate multi-vendor environments, and mitigate risks. Our team's expertise includes consulting, planning and design, implementation, management, and maintenance. Your organization can benefit from 24x7 coverage; easy to install service packs and updates; remote telephone assistance; and access to comprehensive technical documentation and self service help options. In addition, Avaya security and business continuity consultants are certified and can help you protect your business and diminish risk.

Learn More

To learn more about Avaya Proactive Contact and services please visit us at avaya.com or contact your Avaya Account Manager or Avaya Authorized Partner.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

