

## Avaya Aura™ Workforce Optimization

### Create a Differentiated Customer Experience by Harnessing the Power of Avaya Aura™ Workforce Optimization



Avaya Workforce Optimization helps businesses balance efficiency and effectiveness by using the contact center strategically rather than just as an organization that fields calls. Not only does Workforce Optimization give

businesses a better understanding of customer satisfaction and dissatisfaction, it offers intelligent insights that allow the business to operate more efficiently. Processes that were cumbersome and caused dissatisfaction can readily be identified, modified and addressed by businesses. Agents who are not getting the proper training or assisting customers appropriately can be identified and coached. The Workforce Optimization solution provides businesses with a deeper and more meaningful look at customer interactions.

**Avaya Aura™ Workforce Optimization** unifies Contact Recording, Quality Monitoring, eLearning, Workforce Management, Analytics, and Customer Feedback under one platform that provides a single user interface and centralized system administration and reporting. With Workforce Optimization, your contact center and back-office operations can capture, share, and act on information from across the enterprise. As a result, you now have the resource to make better decisions faster, and benefit from a single, coordinated source of support, service, and maintenance

with a lower total cost of ownership. Workforce Optimization is the solution you need to transform customer service from a detached business function into a strategic enterprise asset.

### Advantageously Leverage Workforce Optimization

In today's business environment, it is vital to invest in and extend customer service across your enterprise. Inconsistent

customer experiences can result in missed revenue opportunities or worse yet, may even drive your customers away. An untrained workforce can drag out average handle times, increasing your costs. Treating customer service as an isolated part of the business diminishes it as an enterprise asset. The right solutions can help your company transform customer service from a detached business function to an integrated set of business processes supporting a customer-centric strategy that influences your corporate top and bottom lines. From

providing sales and service to gathering customer intelligence to disseminating information for decision making throughout your organization, your contact center – and the people who staff it – can be formidable strategic assets.

A strategic component of any contact center, customer-centric solutions like Workforce Optimization provide you with critical information, which can help you make better decisions faster so you can optimize your business processes and returns. Through Avaya's comprehensive solution both real-time and historical customer and operational data can be collected, organized, and analyzed.

Workforce Optimization provides a closed-loop system for continuous performance improvement, helping you:

- Establish realistic forecasts and performance goals

- Schedule and deploy the right number of staff – whether in the office or home-based agents – with the appropriate skills to meet customer needs
- Capture customer interactions in their entirety through full-time recording, based on user-defined business rules, or through random or on-demand recording
- Securely record and store transactions to meet Payment Card Industry (PCI) Data Security standards through optional encryption management
- Measure performance to identify excellence and areas for improvement
- Apply intelligent analytics to customer interactions to investigate opportunities for optimizing people, processes, technologies, and customer relationships
- Take action by delivering targeted training or re-engineering processes

- Refine your forecasts and performance goals based on the valuable data you've collected

## Maximize Your People, Processes, and Technology

The Workforce Optimization solution is designed to optimize agent performance and business processes, reduce risk, uncover business trends and competitive advantages, and enhance customer service and relationships across organizations.

**Contact Recording** – The Workforce Optimization Solution includes a software-based recording solution that captures customer interactions across a wide range of channels. With rich integration to the Avaya Unified Communications platforms, it captures voice and data interactions in IP, TDM and mixed telephony environments, as well as handles high-volume recording for compliance and sales verification. You can reliably and securely record all voice transactions across multiple sites, or randomly capture a subset of transactions that may be of particular interest to you. On demand and meeting recording are also available.

**Quality Monitoring** – By adding Quality Monitoring to Contact Recording, businesses will have an integrated application that allows supervisors to monitor complete interactions and score agents on their performance. Avaya Quality Monitoring captures the on-screen activity of agents, such as data entry, screen navigation and data retrieval, and synchronizes it with the voice recording captured by Contact Recording. During replay, this provides a complete and comprehensive view of the customer



Figure 1. Quality Monitoring Scorecard

interaction. Quality Monitoring also provides several contact center agent performance enhancement tools. Flexible forms design, reporting, and graphs allow team leaders and supervisors to calibrate quality metrics, evaluate interactions, and coach staff.

**eLearning** –The solution can make strategic use of captured customer interactions to create a library of best practices for training your agents. By editing select contacts and creating “learning clips” specific to your business, you can rapidly address skill gaps, respond to changes in processes and regulations, and get your staff up to speed quickly. It’s ideal for products and services, campaigns and programs, or policies with a limited shelf life — something that’s just not practical with traditional course development software. Training sessions can be automatically assigned and delivered directly to your agents’ desktops based on scorecard results and/or quality monitoring evaluations. Supervisors can also manually select and assign the appropriate training sessions from a library of courseware. Employees can even assign lessons to themselves to proactively brush up on specific skills. Workforce Optimization also provides course completion reports and flags subsequent interactions, allowing you to gauge the effectiveness of the training and identify any remaining knowledge gaps.

**Workforce Management** – Although there’s no exact formula for predicting the workload of calls, emails, and chat sessions, the Workforce Optimization Solution provides a variety of methods for selecting, combining, and refining historical data for forecasting future transaction volume and handle time across queues. You can set profiles to model call behavior for

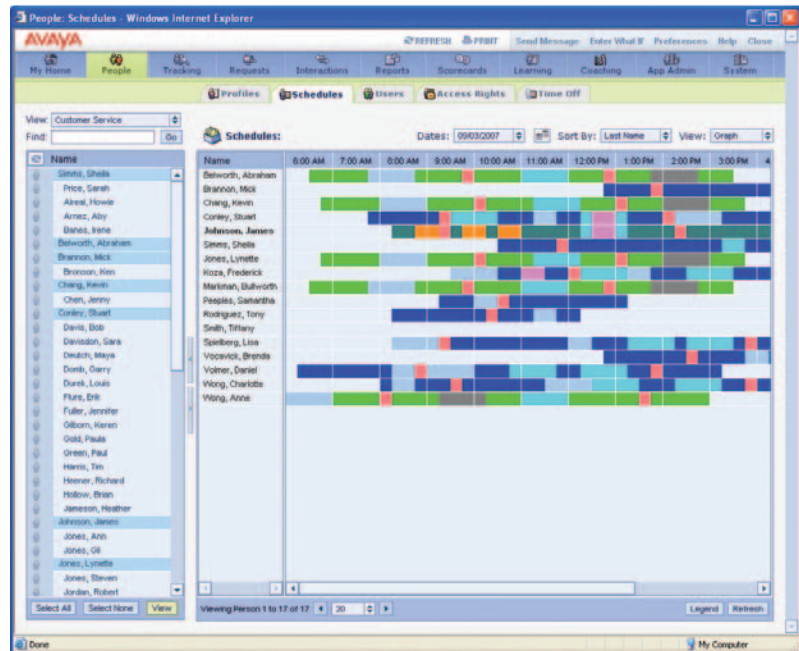


Figure 2. Workforce Management People Scheduler

different types of events and circumstances, as well as work out complex “what if” scenarios to help ensure you have the right staff to support your customer service operations. Avaya Workforce Management automates scheduling using powerful, patented algorithms that take business processes and employee proficiencies and preferences into account. As a result, you can quickly and easily produce schedules that maximize the efficiency of your contact center, enabling you to deploy the right number of agents, with the right skill sets, at the right time. Contact centers that are overstaffed are not operating efficiently, therefore draining precious budget resources. Because the Workforce Optimization solution is fully integrated, businesses have the ability to use quality scores as a factor in agent schedules. Agent quality scores can be imported from the quality monitoring application and used to schedule staff. This helps ensure consistent

customer service levels across shifts through the right blend of agent skills. You also can improve your bottom line when you’re able to schedule the most productive agents during peak periods.

**Centralized Administration and Reporting** – The Workforce Optimization solution provides centralized administration across multiple sites — enabling you to make better decisions faster, and implement them right away. You can administer staff information from a single point in the system, significantly lowering administration overhead and total cost of ownership. A common reporting engine with a single report writer across the complete solution allows you to choose from an extensive set of standard, pre-configured reports, or conduct ad-hoc queries for more sophisticated and custom analysis of your operations.

## OPTIMIZE YOUR OPERATIONS FOR A BREAKTHROUGH CUSTOMER EXPERIENCE

- Deploy a single-provider, unified solution that combines contact recording, quality monitoring, eLearning, workforce management, speech and data analytics, and customer feedback functionality, helping your business generate additional revenue and increase profitability; improve staff productivity and performance; and optimize customer relationships
- Transform your business into a customer-centric organization by delivering first-rate service, consistently and cost-effectively, across different communications channels and locations
- Streamline processes, maintain consistent service levels and quality, and uncover valuable, previously undiscovered information through tightly integrated applications
- Obtain customer intelligence and competitive insight from multiple channels and use it strategically to make analytics-driven business decisions, enhance staff skills, foster customer satisfaction, and build competitive differentiation
- Securely record and store media in adherence to PCI-based security guidelines through optional encryption management functionality
- Increase staff satisfaction and retention by providing employees with input into their schedules and insight into their performance
- Leverage captured customer interactions to build a library of best practices for training your workforce, and perform assessments to gauge skill acquisition and knowledge retention



### Solutions for Your Business Challenges

You consider new business communications solutions for one simple reason: success. Whether it's driving down costs and increasing revenue, meeting demand for new ways to interact with customers, enabling Web-based transactions and self-service, or creating

a service experience customers won't find with your competitors, your challenge is as unique as your business and your definition of success. Your solution must deliver on your terms. The Contact Center Portfolio from Avaya meets the challenge. Built on proven technology and best practices from Avaya, it's how businesses around the world achieve their unique communication objectives.

### Learn More

To learn more about the Avaya Contact Center portfolio and Workforce Optimization solutions, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at [avaya.com](http://avaya.com).

### About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

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05/10 • GCC5250-01

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