

Avaya Callback Assist

A Key Contact Center Capability for Increasing Customer Choice

For many contact center managers, operating a customer support operation is a constant balancing act between maximizing transaction effectiveness and attaining the highest possible levels of center efficiency.

Although contact centers are increasingly being viewed by business leaders as strategic assets for driving revenue growth, traditional “cost center” metrics such as agent occupancy remain central measurements of contact center performance.

In a 2007, the Yankee Group¹ study on Key Performance Indicators (KPIs), a main finding underscored the need for businesses to place increasing emphasis on metrics such as first call resolution that directly impact customer satisfaction and retention – two essential enablers for driving business growth and annuity revenue.

The Downside of Call Queuing

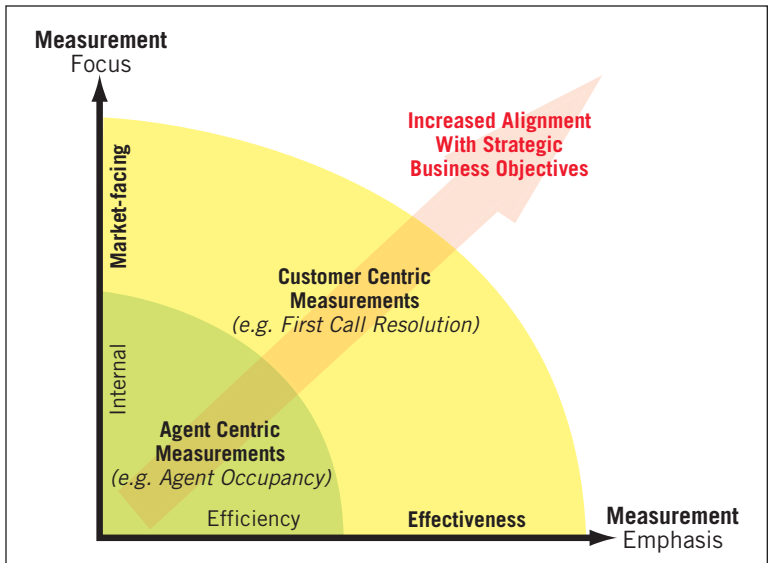
Although most center managers would readily acknowledge the importance of handling customer calls quickly and effectively, it is a rare center that can always have the needed number of agents on-duty to completely eliminate the possibility of call queuing.

The business downside of forcing customers into queues is well understood. Faced with little choice other than waiting for an agent to become available or terminating the call, customer responses typically range from irritation and a loss of good will, to a decision to abandon the call altogether and seek a competitive alternative. Clearly, none of these outcomes are conducive to customer satisfaction and retention.

A Better Approach

As a long-standing contact center market leader, Avaya has had the opportunity to help tens of thousands of businesses choose and implement customer support solutions that drive stronger center performance and higher levels of customer satisfaction and retention.

For businesses wanting to provide an improved customer experience during peak calling periods, we recommend Avaya Callback Assist -- a highly effective solution for giving customers greater choice when encountering a queue. Instead of a presenting the customer with a “hold or disconnect” decision, Avaya Callback Assist helps enable the contact center to offer customers the



option of a callback, either immediately when the next available agent becomes free, or at a later date and time that is convenient for the caller.

If the customer chooses to receive a callback, they are prompted to record a message with their name and reason for the call. Once the caller keys in their preferred reach number and specifies an immediate or scheduled callback, they are free to disconnect and return to other activities. At the appropriate time, Callback Assist will engage the contact center agent and play the recorded message. In environments utilizing a CRM application, the agent will also be presented with a screen pop showing database information on the caller. Once the agent is fully prepared to handle the customer’s transaction, Callback Assist will launch the outbound call.

Core Components of the Solution: Application Software

Avaya Callback Assist is a VXML software application that is designed to interoperate with the Avaya Voice Portal or Avaya Interactive Response platforms. The Callback Assist application consists of five main components:

- The Interactive Voice Response (IVR) Application interacts with customers to offer the callback option, and also presents/launches the callback request for the agent

¹ Source: The Evolution of Key Service Indicators: Matching Contact Center Goals With Performance, April 2007

- The Web Administration Application is used by the contact center administrator to configure the Callback Assist solution and specify the desired performance parameters and options
- The Database Server stores all system configuration and operational data
- The Reports Generator provides administrators and center management with usage and performance data
- The Callback Engine is the “intelligent heart of the solution” and coordinates the functions of all solution components

Core Components of the Solution: Professional Services

In addition to the software application, the Callback Assist solution also includes expert professional services support that provides the customer with end-to-end project management, solution design, configuration, implementation, comprehensive knowledge transfer and lifecycle support.

Project Management

Avaya provides an experienced resource that is responsible for overseeing the total project. In addition to acting as a single point of contact, the Avaya project manager works closely with the customer to ensure that the project plan and deliverables meet the exact needs of the business.

Solution Design, Configuration and Deployment

Avaya Technical Integration Engineers play a central role at this stage of the project. Once the application is configured and installed, the Avaya team performs rigorous testing to validate full readiness to move the solution into the customer's production environment.

Knowledge Transfer

Prior to the completion of the project, the Avaya team provides a comprehensive briefing and demonstration for the customer's technical and operational staff. Knowledge transfer topics include application configuration and administration, report generation, and tips on daily operation and troubleshooting.

Lifecycle Support

Once the application has been deployed, the Callback Assist solution includes comprehensive 24x7 customer support that covers the gamut of servicing needs -- from software fault correction to general function and usability questions.

The Bottom Line

The Avaya Callback Assist solution can bring multiple benefits to your business – particularly in the areas of maintaining customer satisfaction and loyalty:

- ✓ Improved customer experience by giving the caller more choice on their contact center interaction
- ✓ Decreased call abandonment call rates
- ✓ Reduced customer annoyance – and improved agent morale – when estimated wait times are high
- ✓ Improved ability to handle peak call volumes with existing staff

Learn More

To learn more about self-service applications from Avaya and other services that can help enhance and support your business communications, please contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit avaya.com/Services.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

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