AVAYA

NICE®

OVERVIEW

NICE Systems and Avaya provide businesses with Insight from Interactions™

Supports Avaya Communication Manager Application Enablement Services (AES) and Communication Manager API (CMAPI)

Millions of vital business interactions take place around the world every day as organizations communicate with customers, employees, investors and other stakeholders. These interactions are brimming with valuable information that can drive business decisions to improve performance and profitability.

As part of the Avaya Customer Interaction Suite, within the Operational Effectiveness portfolio, the Insight from Interactions™ solutions utilize the Avaya Communication Manager Application Program Interface (CMAPI) to supply customers with the tools needed to collect, analyze and use this valuable information throughout the enterprise.

The basic yet critical functions of call and screen recording and quality monitoring form the core of all NICE solutions. On top of this proven and reliable base sits a full suite of invaluable analytical tools including audio, agent screen content analysis, call flow analysis, customer feedback, and business data analysis.

The insights that these solutions extract from customer interactions can enhance contact center performance,

deepen understanding of customer intentions and provide early warning of otherwise hidden trends that can impact business performance. These insights lead to increased revenues and profitability through improved customer loyalty, better competitive intelligence and, ultimately, a heightened awareness of customer behavior and intentions. From the contact center to the marketing department to the CIO and CEO, these joint solutions from NICE and Avaya deliver the insights needed to improve and grow a business.

NICE Solutions provide Insight from Interactions for Avaya Contact Centers

For nearly a decade NICE has been a major provider of contact center solutions to Avaya customers. Working

closely with Avaya, NICE has developed solutions such as NICE Perform™ that integrate seamlessly into the Communication Manager environment as well as with the Avaya Application Enablement Services (AES) and Avaya Computer Telephony (CT) platforms. By connecting to Avaya communication systems through the Avaya Communication Manager API (CMAPI), these robust solutions provide a powerful and more flexible way to implement all the advantages of one of the world's best-selling recording and analysis solutions in an Avaya environment.

With the integration of NICE solutions and applications such as NICE Perform®, NiceLog logger, NiceUniverse® quality monitoring and NICE Monitor with the CMAPI interface, Avaya users now have easier access to intelligent recording, reporting and training solutions – without proprietary hardware – which allow them to listen to calls in real time, and initiate, analyze and extract insights from recordings and interactions.

Facing the Enterprise Challenge

Today's organizations face an ever-expanding array of challenges. The NICE/Avaya solutions arm executives, managers and contact center agents at all levels with the tools to overcome them. Challenges include:

- **Improving customer retention** – Customer churn hurts a business in many ways, impacting growth and costs. Understanding why customers leave and identifying those customers likely to defect is critical.

- **Ensuring high quality at lower cost** – Companies must find ways to implement quality assurance across the enterprise, especially in customer-facing operations.

- **Finding a differentiator** – Better service, a key factor in customer loyalty, is the only true differentiator in today's (and tomorrow's) competitive markets.

- **Eliminating data overload and poor business intelligence** – To obtain true business intelligence, companies must be able to distinguish relevant data, be able analyze this data, and use it to make better and faster decisions.

- **Neutralizing competitive threats** – Dynamic organizations must understand, anticipate and react quickly to the tactics competitors are using to lure away their customers.

- **Working as a global company** – Multiple branches of the same organization, regardless of their physical location and possible time differences must be able to work together seamlessly, utilizing solutions that support multi-site environments.

- **Providing employee training and recognition** – Contact center agents need to be kept up-to-date about the company's campaigns and policies, and receive continuous feedback on their performance to help them be more effective and efficient.

- **Measuring campaign effectiveness** – Companies spend substantial resources on marketing campaigns without the tools to measure their impact and effectiveness.
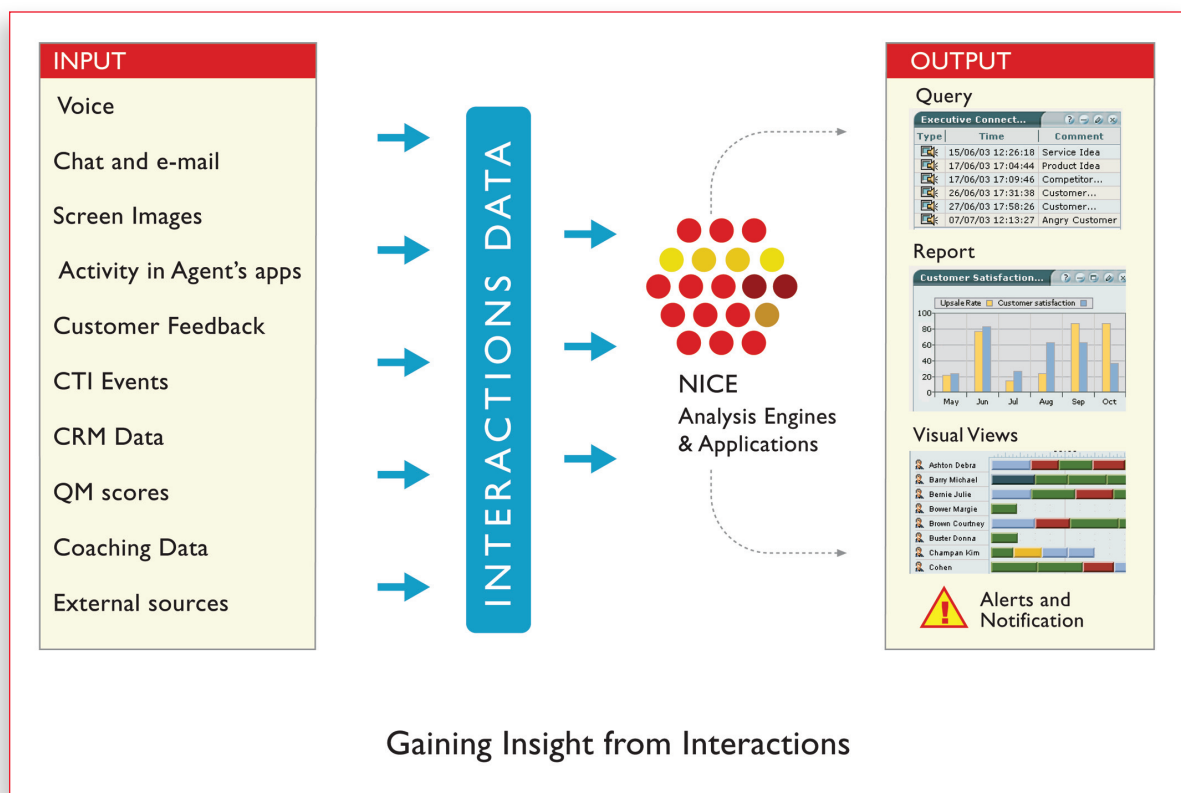
Insight from Interactions Meets the Challenge

These robust solutions extend beyond the contact center and offer a timely, reliable and cost-effective source of business intelligence for the entire enterprise. The executive suite, marketing, legal and other departments all can benefit from the insight extracted from the contact center interactions.

- Executives can effectively impact customer retention rates.

- Legal departments can receive early warnings of possible legal issues from analysis of customer interactions.

- Marketing directors can receive timely and reliable information on the effectiveness of their campaigns and how they are managed.

- Contact center managers can collect and analyze customer feedback to gauge and improve first-call resolution.

- Account managers can consolidate all interactions belonging to a specific account, analyze problem areas and identify major issues.

- Quality managers can analyze customer feedback to verify that supervisors' evaluations of agents are in line with customer perceptions.

- Supervisors can evaluate agent interactions wherever the agents may be, to ensure that the required level of quality is maintained and that organizational policies are followed.

- Agents can access their own evaluations, quality reports, coaching packages, work schedules and other information right from a desktop portal. This ensures that they receive and provide ongoing feedback, and empowers them to perform better.

- Coaching specialists can quickly create and send focused coaching packages to an agent, a group of agents or the entire contact center.

- Business analysts can define autoscoring formulas to assist users in evaluating calls or identifying those that show a specific trend.
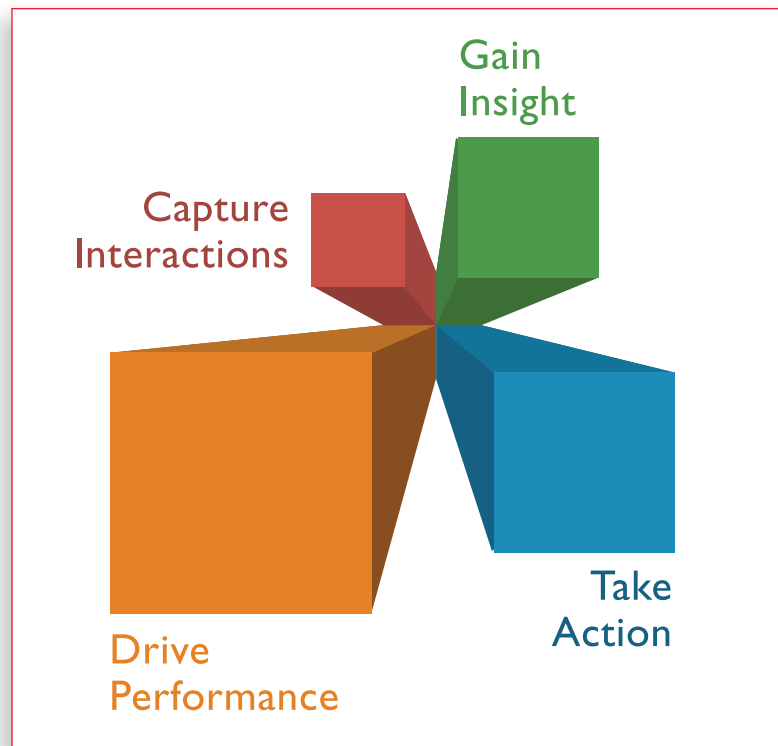
NICE Perform™

NICE Perform includes a complete set of tools to extract, process, analyze and effectively visualize information from customer interactions on a large scale. It provides a robust method of capturing the complete breadth of customer interactions by recording the telephone calls and agent desktop screen data. With this advanced capturing solution, there is no longer any need to compromise by recording only a sample of interactions with customers.

INPUT		OUTPUT
Voice		Query
Chat and e-mail		Report
Screen Images		Visual Views
Activity in Agent's apps	NICE Analysis Engines & Applications	Alerts and Notification
Customer Feedback		
CTI Events		
CRM Data		
QM scores		
Coaching Data		
External sources		

INTERACTIONS DATA

Gaining Insight from Interactions

Once these interactions are recorded, they are processed through a number of analytical "engines" and the results are presented in a series of sophisticated, user specific "dashboards" and reports that enable each class of user, from agents to supervisors to business analysts and executives, to see relevant data in a format best suited to their needs.

Audio analysis - NICE Perform utilizes advanced technologies such as automatic speech recognition, word spotting, and stress/emotion analysis to enable users to extract strategic business intelligence from customer interactions. Call flows are analyzed to improve agent training and internal processes, and ensure superior customer service.

Screen Content Analysis – NICE Perform can capture, extract and analyze any type of information such as customer name, segmentation, monthly bill, etc that appears on the agent's screen, and present the results within the various dashboard and reporting views. Screen activity can even be used to trigger recording functions.

Call Flow Analysis – Customer experiences are analyzed during interactions, and events such as excessive "hold" and "transfer" are indicated. This enables deeper analysis of agent behavior and customers' reactions.

Customer Feedback – Customer Feedback™ is a major information source, utilizing Interactive Voice Response (IVR) technology to gather information from the company's most important source of information: the customer. Customer Feedback provides timely surveys from customers, and lets users compare these to quality monitoring scores or any other details the system provides. These surveys can also be used to collect customer feedback on products or marketing campaigns.

Additional business data from other enterprise solutions can also be integrated with insights extracted from calls and screens. This data can include vital business information such as customer histories, addresses, volume of business and much more. This combined data further enhances management's view of and influence over the business.

Sophisticated Precision Monitoring – The NICE Perform quality monitoring solution helps users create new quality forms quickly and easily. It supports sophisticated and complex scoring methodologies while presenting the data in a user-friendly format. NICE Perform Precision Monitoring focuses on important calls in order to identify trends and root-causes of contact center issues. Using advanced rules, it automatically scores every recorded interaction, providing reports and dashboard views of the results.

For example, using NICE Perform business analysts can define auto-scoring formulas to assist users in evaluating calls or identifying specific trends. Calls that meet specific criteria are flagged and presented in a series of user-specific system "dashboards," allowing appropriate action to be taken, such as responding to a customer who is likely to defect. These queries encompass all of NICE Perform's capabilities including audio analysis, agent screen data, call flow, and CTI data.
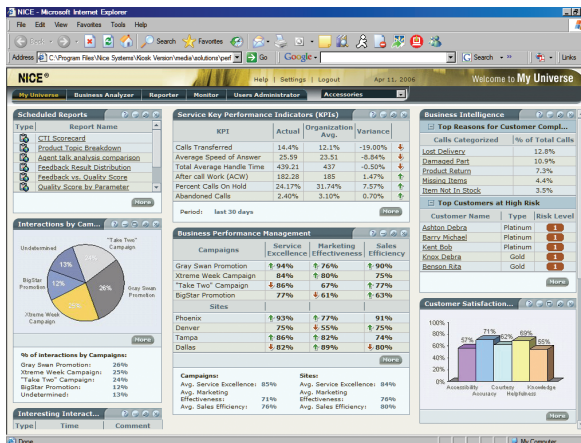
Business Analyst Dashboard Showing Campaign Effectiveness and High Risk Customers

The analysis of any interaction can be presented in an easily-understood form.
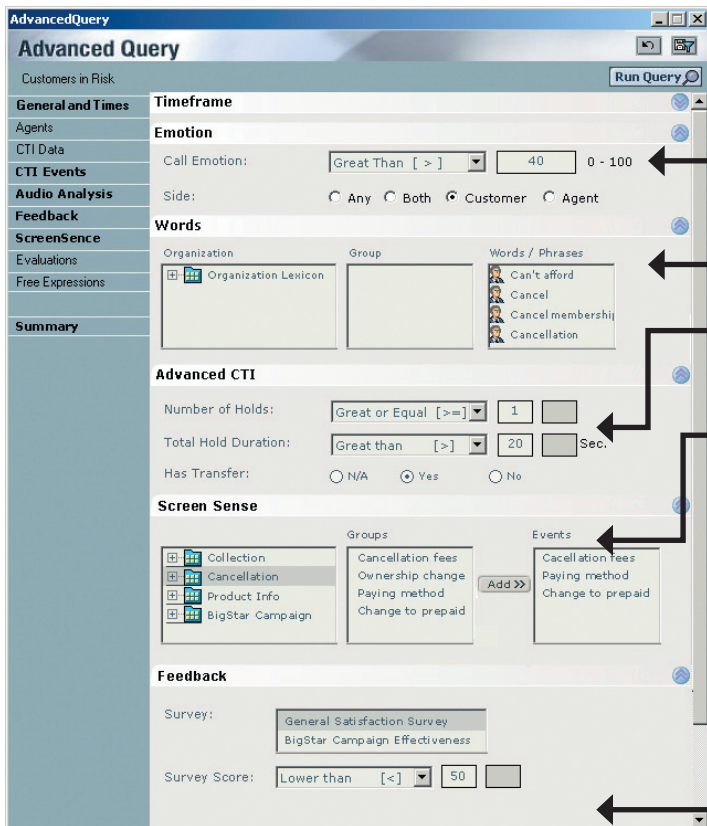
- High emotion level on the customer's side of the call

- Mention of words that indicate churn

- Agent puts customer on hold - probably for consultation

- Agent accesses cancellation policy screen

- The customer gives a low service satisfaction score

An advanced query to find callers who are likely to defect

Voice over Internet Protocol – Flatten, Consolidate and Extend

More and more of these interactions take place in hybrid IP/TDM and Voice over Internet Protocol (VoIP) environments, where tracking, logging and analyzing of interactions is far more complex. Avaya and NICE's partnership provides patented, robust VoIP capabilities that are helping to revolutionize VoIP interactions management with state-of-the-art solutions for IP contact centers, branches, and command and control centers – anywhere, in fact, where Avaya's leading VoIP infrastructure is creating 21st century environments.

NICE and Avaya – A Unique Partnership since 1997

As undisputed leaders in their fields, NICE and Avaya offer a simple way to provide organizations with some of the world's most advanced telephony recording, analysis and management systems. Avaya CMAPI provides the essential link.

NICE's solutions are fully integrated with CMAPI, resulting in:

- The ability to record in VoIP and mixed environments (including internal calls and encrypted networks).

- Selective, Record on Demand (agent or supervisor initiated), and All Calls recording.

- Support for the full NICE Recording and Quality Management suite.

- Proven reliability

- Simultaneous real time monitoring of audio interactions and agents' screens by supervisors.

- Unique Web applications for Quality Management.

- Advanced compression schemes for unbeatable quality and reduced storage costs,

- Easily scalable, cost-effective solutions that are intended to meet the most demanding customer requirements.

- Sophisticated yet simple centralized recording across multiple sites.

NICE/Avaya Solution Unique Benefits

The integrated recording platform by NICE and Avaya offers advanced analytics, distributed environment options and superb reporting and analysis tools that provides the basis for a wide range of NICE/Avaya CMAPI integrated solution benefits.

NICE's solutions provide a perfect fit with Avaya's "Flatten, Consolidate, Extend" strategy for the contact center; together, NICE and Avaya provide a range of complete solutions for recording, analyzing and acting on interactions using any telecommunications infrastructure and equipment in any environment.

Performance Benefits

- **Lower Total Cost of Ownership:** Reduced footprint, industry standard servers, and the highest number of channels per server promise lower ownership costs.

- **Fully transparent applications:** Agents work as usual, with only the improved contact center performance hinting at the new platform and applications.

- **Freedom from size limitations:** The integrated recording platform meets the quality management needs of all businesses, from small enterprises to large single-site and multi-site operations.

- **Cohesive, integrated solution suite:** meets all call recording requirements in any recording mode: All Calls, Selective, Recording-on-Demand (ROD), and Quality Management (QM).

- **Freedom from recording source limitations:** provides more insight from more interactions by recording internal and external calls in traditional, VoIP, and mixed environments.

- **More effective supervisors:** supervisors' capabilities are greatly enhanced with a full suite of sophisticated tools to help measure agent performance and deliver comprehensive coaching and e-learning "packages" directly to the agents desktop. A workflow application helps supervisors optimize their time while still providing the necessary one to one interactions necessary for high agent morale and lower turnover.

Solutions for your business challenges

You're considering 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 Customer Interaction Suite 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.

Avaya Professional Services and Learning More

NICE Systems solutions take full advantage of Avaya's recognized strength in voice heritage, application development, global services and leadership position in the industry. Avaya Global Services provides a suite of services designed to give you maximum flexibility in choosing the services needed to best support the unique needs of your contact center and your business.

Find your solution. To learn more about the Avaya Customer Interaction Suite and NICE solutions, visit http://www.avaya.com, or contact your Avaya Client Executive or Authorized Avaya BusinessPartner today or call **866-GO-AVAYA**

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

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