

## Avaya Contact Center Communications

Avaya is the global leader in the contact center market. Avaya offers highly reliable, scalable contact center solutions that improve customer service and help companies compete more effectively.

Avaya’s contact center portfolio includes intelligent routing tools, as well as self-service and proactive contact applications that drive effective communications and transactions with customers. Avaya’s extensive reporting platform, Avaya CMS, coupled with the rich analytics platform, Avaya IQ, provides companies with detailed customer information that improves visibility, profitability, and customer retention.

All Avaya Contact Center Solutions leverage the award winning, Avaya Global Services. Avaya Global Services evaluates, designs, implements and manages enterprise communications networks for superior business results. Avaya’s consulting and implementation services are backed by approximately 8,700 employees worldwide; 26 network operations and technical support centers; and unique, patented design and management tools.



### Avaya Contact Center Vision & Strategy

Avaya Contact Center Strategy is based on our vision for the delivery of next generation customer service. An evolution is already underway from voice call centers to multimedia contact centers, and now to CONTEXT based enterprise-wide customer engagement systems.

Next generation context-based customer service is the ability to streamline information, processes and communications to provide a consistent, high-value end-customer engagement. This will ultimately provide end customers with the superior customer service experience they are

demanding. Key tenets of next Gen Context-based customer service will lead to highly satisfied customers and will fuel sustainable business growth. They include the ability to:

- Anticipate by leveraging real time persistent context for proactive engagement
- Automate via communications enabled business systems for effective voice and web self service transactions
- Accelerate through optimizing agent, expert, self-service interactions across channels for efficient operations

Avaya’s Contact Center Strategy leverages leading innovations from both NES and Avaya to deliver Avaya Next Gen Context Center, an industry leading SIP-based Context Center solution, leveraging the benefits of Avaya Aura™. The solution is further extended by the Agile Communication Environment (ACE) providing a development environment to transform customer service. Avaya will protect and extend current customer investments as well as help customers grow their businesses and transitioning at their pace to Avaya Next Gen Context Center.

### Contact Center Portfolio Overview

#### Interaction Solutions

- Avaya Call Center Elite
- Avaya Interaction Center
- Avaya Intelligent Customer Routing

- Avaya one-X® Agent
- Avaya Contact Center Express
- NES Contact Center with Contact Center Agent Desktop

### Automation Solutions

- Avaya Voice Portal (Dialog Designer)
- Avaya Proactive Contact
- NES Interactive Communications Portal
- NES Media Processing Server (MPS)

### Performance Solutions

- Avaya CMS
- Avaya IQ
- Avaya & NES Workforce Optimization

## Avaya Contact Center Key Facts

- Gartner Magic Quadrant Leader in Contact Center
- #1 World Wide Call Center (ACD) Revenue
- NA: #1 Call Center, #2 Outbound Dialer
- EMEA: #1 Call Center
- APAC: #1 Call Center, #2 IVR, #2 CTI, #2 Outbound Dialer
- CALA: #1 Call Center, #1 IVR, #1 Outbound Dialer

**Sources:** Gartner Magic Quadrant, Gartner, T3i Group, Frost & Sullivan, MZA, IDC

## Avaya Contact Center Leadership

- Anthony Bartolo, Vice President and General Manager
- Chris McGugan, Vice President, Contact Center Product Management
- Jorge Blanco, Vice President, Contact Center Product Marketing
- Onkar Birk, Vice President, Contact Center Enterprise R&D
- Gwynne Wade, Vice President, Mid Market Contact Center
- Oliver Daniels, Director Engineering
- Tony McCormack, Director, Contact Center Architecture and Technology

For More Information: <http://www.avaya.com/usa/topics/contact-center/>

## 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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