



AVAYA

Engage **The Power of We™**

Avaya Aura® Workforce Optimization

Contact Recording and Quality Monitoring

Enhancing the Quality of Customer Engagement

Government and industry regulations, liability issues, and risk management practices have prompted many organizations to record and archive interactions between their customers and employees. However, capturing, maintaining, storing and retrieving contacts are only one part of the challenge.

Demanding and powerful consumers, increasing competitiveness, and advances in communications technology are forcing organizations to take a comprehensive approach to customer service. Increasingly, organizations are recognizing the richness of the information contained within their contact recordings, information which provides invaluable insights into the customer experience, the operational performance and the competitive landscape. Today, many contact centers are doing more than traditional call recording and quality monitoring — they're using “voice of the customer” intelligence captured across multiple channels to help them engage customers more effectively and drive better decisions on products, services, staffing, and processes.

Avaya Contact Recording and Quality Monitoring

Part of a comprehensive performance management solution, Avaya Contact Recording and Quality Monitoring – application components of the Avaya Aura® Workforce Optimization suite – provide businesses with a deeper and more meaningful look at customer interactions.

- **Contact Recording:** Provides the capability to record, store, and play back voice and screen interactions.
- **Quality Monitoring:** Synchronizes an agent's on-screen activity to the audio recording, and provides agent performance evaluation tools for a complete view of customer interactions and their quality.

In addition, applications such as Avaya Coaching and eLearning can further facilitate a complete, closed loop performance management solution¹.

- **Avaya Coaching:** A powerful solution to help organizations enhance employee performance by initiating, delivering, and following-up on personalized coaching sessions that are linked with key elements of performance management.
- **Avaya eLearning:** A software-based training solution that can provide your staff with timely, relevant training without the high cost and inconvenience of classroom sessions.

¹ Avaya Coaching is an integral component of Avaya Workforce Optimization and Quality Monitoring packages while eLearning is available with the Advanced Quality Monitoring Package.

CONTACT RECORDING — KEY FEATURES

- Flexible, business driven recording:
 - Record on demand, scheduled, conference/meeting, live monitoring, and bulk recording options
 - Record inbound and outbound calls selectively or in bulk
 - Record calls based on business rules such as Agent ID, Activity Code, and DNIS and Agent Skill Set
 - Record SIP, IP, digital and analog handsets and digital, SIP and IP trunks
 - Record audio for Session Border Controllers using the SIPREC protocol
 - Use a single Avaya Contact Recorder to record across multi-switches, helping enable centralized license key management, administration, archival and search / replay
- Search and replay based upon a wide variety of parameters
- Use encryption to secure call recordings, in transit and while stored
- Comply with the technology requirements of Payment Card Industry (PCI) Data Security Standard
- Integrate into business applications such as CRM
- Leverage inclusive DMCC and TSAPI licenses to minimize initial costs and total cost of ownership
- Leverage existing Ethernet infrastructure for optimized IP recording

Together, these applications can help contact center managers easily identify areas of good agent practice and reinforce them across the contact center. Similarly, managers can isolate performance shortfalls and take steps to remedy them, as well as assign training or coaching to improve performance. Finally and most importantly, contact recording and quality monitoring provide early insights into customer expectations and behavioral trends, which can be used by business managers to make decisions critical to the continued competitiveness of the business.

Reliable, secure, business driven recording

With Avaya Contact Recording, you can automatically capture all customer interactions, or simply press a button or key sequence on the phone to record selected calls. With rich integration to the Avaya Communication and Customer Engagement portfolio, Contact Recording makes it easy to record calls by using the same recording application for all calls, whether they originate from SIP, IP or traditional phones. You can tag, search and retrieve the captured phone conversations based on a variety of identification criteria, while using the information within the conversations to help optimize your business processes as well as your customer relationships.

Authorized users across the enterprise can use the intuitive browser-based solution to retrieve and replay particular calls based on powerful search criteria. You can graphically display a call and rapidly identify points of interest for review, such as a prolonged silence, higher volume or raised voice portions of conversations. The resulting information can help you improve call handling and employee productivity. By tagging recordings that are deemed to be examples of excellent customer interactions, you

can create a library of best practices. Additionally, the solution can help you identify breakdowns in your service delivery chains, and share sound files with other organization users and functions for maximum impact.

Centralized Archiving provides a local or enterprise-wide solution to efficiently and securely archive the recordings on external, industry-standard storage devices, such as Storage Area Networks (SANs) and Network Attached Storage (NAS). This can help businesses leverage their existing storage systems and maximize their return on investment. Centralized Archiving is rules- driven, giving organizations the flexibility to choose what, when, where, and for how long contacts should be archived

Improved business efficiency and safety

With the flexibility to make ad-hoc decisions to start, stop and save recordings from an IP desktop, users can capture and store verbal agreements, commitments and any threat or abuse at any time. This can significantly reduce paperwork, facilitate quicker dispute resolution and address the safety concerns of customer-facing employees. It helps provide a sense of protection and can enhance agent morale, which can lead to improved agent performance.

Security and peace of mind

With the Secure Call Recording application available in IP environments, businesses can trust that sensitive information captured in a recording is better protected from unauthorized use. DTLS/SRTP encryption helps protect the voice recordings while in transit for archiving and also during replay. Recordings are also encrypted in storage and periodically audited to maintain their integrity, while the new Fingerprint Validator can help determine if a recording has been tampered with after it was recorded.

The solution can help organizations comply with Payment Card Industry

(PCI) technology requirements to better protect sensitive customer data such as credit card numbers and passwords. It helps administrators to control user access rights through password protection.

Intelligent monitoring

Data recording is crucial not only to understanding how well your workers verbally interact with customers, but also how well they use the productivity tools at their disposal. Avaya Quality Monitoring captures both voice and desktop activity, such as agent response to email inquiries or web chats with customers, synchronizing the actions during replay to help you achieve thorough and objective customer interaction recording. By providing contact center managers with the information they need to objectively and comprehensively evaluate agent performance, Avaya Quality Monitoring can help contact center managers identify and reinforce good practices, and remedy performance shortfalls that may undermine the customer experience, so that your agents can deliver an exemplary customer experience.

Customer insight and real-time monitoring

With Smart Inbox, calls for evaluation are automatically identified and sent directly to the supervisor's email account for evaluation. Additionally customer recordings and evaluations can be sent by email to others in the organization who would find value in the recordings. Avaya Quality Monitoring allows line-of-business managers, in departments such as marketing, sales and service, to hear from your customers, and business partners, helping advise them of the issues heard by contact center agents. This valuable customer insight helps business leaders to be well informed so they can proactively address customer trends and preferences before they impact competitiveness. Avaya Quality Monitoring also

supports real-time agent monitoring capabilities, helping enable users with appropriate security profiles to live monitor voice or voice and screen. This can help supervisors address performance issues faster and more effectively.

Increased agent efficiency and effectiveness

Avaya Quality Monitoring can continue to monitor an agent's screen actions after the customer has disconnected, giving supervisors valuable insight into agent productivity. Recording after-call-work leverages the solution's strong data capture capability. By identifying all areas of the call in which agents need help, including wrap-up, contact centers can significantly enhance their efficiency. The solution can help supervisors monitor whether agents access customer profiles, databases or other relevant back office processes and information during their interactions with customers, which can greatly improve efficiency and effectiveness. Additionally, managers can identify any missed up-sell and cross-sell opportunities, and coach agents to help create more positive revenue results.

Easy performance evaluation

The Avaya Quality Monitoring evaluation functionality helps facilitate agent performance scoring through customized forms, reports, and graphs that summarize immediate performance feedback. It enables supervisors and quality analysts to conduct evaluations across centers while streamlining and standardizing the way contact center productivity is measured. Session-based visualization and replay makes it much simpler to identify and work with complex, multi-segment contact recordings. Calls containing multiple segments can be searched for and replayed as an entire session including consults, conferences, multiple parties on a call, holds and transfers, without the need to select individual segments in sequence. Routine evaluation

QUALITY MONITORING — KEY FEATURES

- Synchronized voice and on-screen agent activity
- Easily created customized agent evaluation forms tailored to business needs
- Powerful historical graphing and reporting capabilities to display trending data
- Session-based visualization and replay to identify and work with complex, multi-segment contact recordings
- Analytics-driven quality for targeted, automated, intelligent contact sampling and quality evaluation – Note: additional licensing required
- Advanced export feature for selecting one or multiple recordings and exporting both voice and screen recordings
- Best practices through recorded interactions and learning triggered by evaluations
- Performance management with role-appropriate scorecards that include predefined key performance indicators (KPIs)
- Inclusive Coaching application, while Advanced Quality Monitoring also includes the eLearning Lesson Management solution

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.

information can be auto-populated in a form, helping busy supervisors and quality assurance managers save time. In addition, the quality evaluation forms can be completely customized to meet your business needs.

Analytics-Driven Quality (Note: an optional add-on capability requiring separate licensing)

With Avaya Quality Monitoring, you can use the power of speech analytics to focus your quality process on the types of calls that matter most. Analytics-Driven Quality helps you automate quality assurance while identifying the types of calls that may be the most important. With this innovative solution, your contact center can move beyond traditional quality monitoring and random call sampling toward an insightful, focused quality program that incorporates insights gleaned from the voice of the customer. Analytics-Driven Quality automatically categorizes calls into speech analytics-derived categories focused on situations that can make or break customer relationships, including greetings, escalations, behaviors, empathy, and confusion.

Avaya Coaching

Avaya has created the Coaching solution as part of the Quality Monitoring package to help organizations effectively enhance employee performance by initiating, delivering, and following-up on personalized coaching sessions that are linked with key elements of performance management. By tying coaching together with scorecards and training — and making this information available right on the desktop — Avaya Coaching can help your organization provide employees with better guidance on how to develop and enhance their skills, and — ultimately — deliver better service to your customers.

Avaya eLearning

eLearning makes training available directly on the employee desktop thereby supporting a continuous learning environment. Supervisors can assign courses and other training content to individuals or groups manually based on their own observations about employee strengths and weaknesses. Training can also be triggered automatically by scorecard results and quality monitoring performance evaluations. Employees can even assign lessons to themselves proactively to improve their skills.

Optimize your customer service operations

Avaya Contact Recording and Quality Monitoring can help empower businesses to optimize the performance of customer-facing resources, both in the contact center and across the enterprise. Recording customer interactions, including on-screen activity, and using those recordings to evaluate agent performance helps contact center managers reinforce good performance, and deliver exceptional customer service. Business managers can then use that data and make decisions critical to the continued competitiveness of the enterprise. With this solution, businesses have an integrated, closed-loop system to help achieve continuous performance improvement that can increase customer satisfaction, experience and retention, and enhance revenue and profitability.

Learn More

To learn more about the Avaya Customer Engagement and Workforce Optimization solutions, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at avaya.com

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