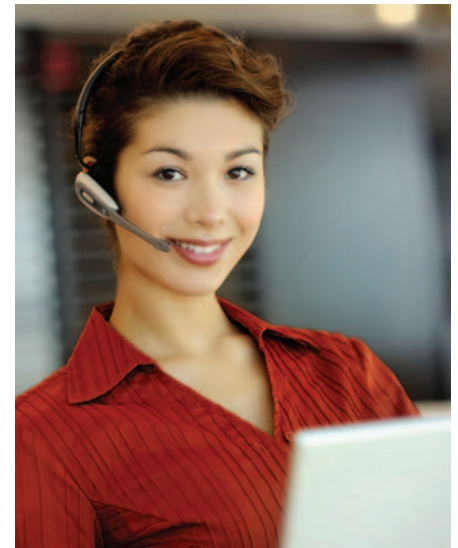


Avaya Aura™ Workforce Optimization

Contact Recording and Quality Monitoring

Enhancing the Quality of Customer Care

Newer and stricter regulatory environments, changes in customer expectations and behavior, increasing competitiveness and advances in communications technology have forced organizations to take a comprehensive approach to customer care. Organizations in industries such as investing and finance, banking and healthcare are required by law in certain jurisdictions to record calls and store those recordings, maintaining a clear audit trail. A few have started recording financial transactions as verbal agreements instead of on paper. While this reduces paperwork, recording for business verification can also decrease the number of disputes, substantially improving business efficiency. Other companies use call recording to discourage abuse and protect their employees, which can greatly improve employee morale.



At a fundamental level, by recording customer interactions, contact center managers can 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 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.

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 – provides businesses with a deeper and more meaningful look at customer interactions.

- **Contact Recording:** Provides the capability to record, store, and play back voice interactions
- **Quality Monitoring:** Synchronizes 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

Reliable, robust functionality

With Avaya Contact Recording, you can automatically capture customer interactions, or simply press a button or key sequence on the phone to record selected calls. With rich integration to the Avaya Communications and Contact Center Portfolio, Contact Recording makes it easy to record calls by using the same recording application for

calls originating from either IP or traditional phones. You can tag, search and retrieve the captured phone conversations using a variety of identification criteria, and use the information to help optimize your business processes as well as your customer relationships. Also, Avaya IQ contact center reports can be customized to contain links that enable an Avaya IQ report user to drill directly into relevant recordings.

Authorized users across the enterprise can use the intuitive browser-based solution to retrieve and replay particular calls using 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 outstanding 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 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.

CONTACT RECORDING - KEY FEATURES

- Scalable, software-only voice recording application
- Leverages existing Ethernet infrastructure for optimized IP recording
- Records IP, digital and analog handsets and digital trunks
- On demand, scheduled, conference/meeting, live monitoring, and bulk recording options
- Records both inbound and outbound calls selectively or in bulk
- Uses encryption to secure call recordings, in transit and while stored
- Complies with the technology requirements of Payment Card Industry (PCI) Data Security Standard
- Record, search and replay based upon a wide variety of parameters
- Integrates into business applications such as CRM
- Records calls based on business rules such as Agent ID, Activity Code, DNIS and Agent Skill Set

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 protected from unauthorized use. DTLS/SRTP encryption helps protect the secure voice recordings while in

transit for archiving and also during replay. Recordings are encrypted in storage as well, and periodically audited to maintain their integrity. The solution complies with Payment Card Industry (PCI) technology requirements to protect sensitive customer data such as credit card numbers and passwords. It allows administrators to strictly control user access rights through password protection.

Robust, intelligent monitoring

Data recording is crucial not only to understanding how well your workers verbally interact with customers, but also to 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 is instrumental in helping ensure your agents deliver exemplary customer care. In addition, it can help contact center managers identify and reinforce good practices, and remedy performance shortfalls that may undermine the customer experience.

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 component. By identifying all areas of the call in which agents need help, including wrap-up, contact centers can significantly enhance their efficiency. The solution allows supervisors to monitor whether agents access and use customer profiles, databases or other relevant back office processes and information, 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. Routine

QUALITY MONITORING – KEY FEATURES

- Synchronized voice and on-screen agent activity
- Random, scheduled, selective, and full-time contact recording for inbound and outbound calls
- Easily created customized agent evaluation forms tailored to business needs
- Powerful historical graphing and reporting capabilities to display trending data
- Best practices through recorded interactions and learning triggered by evaluations
- Performance management with role-appropriate scorecards that include predefined key performance indicators (KPIs)
- Secure recording, and optional encryption management

evaluation 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.

Voice of the customer

With Avaya Quality Monitoring, customer recordings and evaluations can be sent by email to others 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 the unfiltered voice of the customer, helping advise them of the issues heard by contact center agents. This valuable customer insight helps ensure business leaders are well informed and can proactively address customer trends and preferences before they impact competitiveness.

Optimize your customer service operations

Avaya Contact Recording and Quality Monitoring solutions empower businesses to optimize the performance of customer-facing

resources, 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 take remedial measures to deal with performance shortfalls. Avaya Contact Recording and Quality Monitoring can provide early insights into customer expectations and behavioral trends, which business managers can use to 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 and retention, and enhance revenue and profitability.

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](https://www.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.



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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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