



INTELLIGENT COMMUNICATIONS

# Five ways Avaya innovation can change your world

From customer service to  
process automation, Avaya  
innovations improve the way  
companies conduct business

# A peek behind the curtain

**For years, pundits have lamented the death of innovation in America.**

Kids hate math and science. Young professionals want more glamorous careers. R&D departments are moving offshore where the world's best and brightest are being groomed.

**Hogwash.**

**At Avaya, we embrace and cultivate innovation, both in the United States and abroad.** We've introduced breakthrough technologies for decades and have no intention of slowing down.

**In fact, we've raised the bar recently through a new collaborative innovation model.** We're bringing together Avaya customers, our world-class research organization, Avaya Labs, and our world-class software development professionals at Avaya Global Services. This setting includes the folks who have the business need for communications, the wizards behind our latest innovations and the business-savvy technical specialists who make those innovations work in the real world.

Through this approach, we engage Avaya customers in the innovation process and bring next-generation solutions to market faster.

**Want to take a look behind the curtain?** Read on to learn about a few of the latest Avaya innovations that will change the way our customers do business — and how you can become part of the process.



# Harnessing the social media **Wave**

**Any executive with a pulse knows that social media is a force to reckon with.**

The immediacy, influence and viral nature of tweets, blog posts, fan pages and other channels demand your attention and action. But how and where should you dip a toe in the water?

**At Avaya, we've pioneered "listening" to selected social media streams via commercially available software.**

That software sifts through, IDs and tags certain items of interest. Next — and this is the secret sauce — Avaya applications capture and convert relevant items, use “presence” to locate the most qualified Avaya contact center agents, route the selected items to those agents, and automatically track those items from capture through resolution.

How well does it work? **Recently, we “heard” a Twitter tweet** in which an IT executive was comparing phone systems from Avaya and a competitor. We responded with an offer to provide more information, and 13 days later landed a quarter-million-dollar sale.

## Harnessing the social media wave (continued)

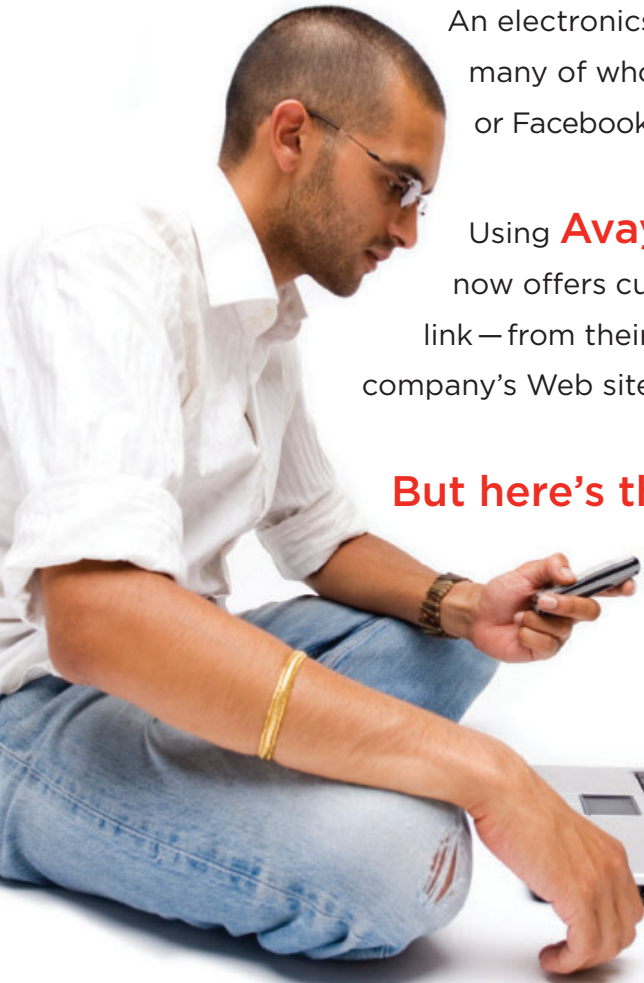
**Here's another example.** When we first channeled the river of social media conversations, we weren't surprised to hear a certain amount of customer grumbling about Avaya solutions. What company doesn't have detractors? But after less than a year of funneling those complaints to qualified responders in our customer service organization, the balance has shifted almost entirely toward positive feedback and collaborative customer interactions.

**Innovation is helping us address the social media imperative** within established mechanisms and processes — efficiently, cost effectively and in alignment with our customer service strategies.

**And, yes, these innovations are available to Avaya customers.**



# More and better **face time** with customers



An electronics retailer wanted to provide a better sales and service experience for its customers, many of whom are young adults and teenagers. We suggested getting in the customers' face—or Facebook, as it were.

Using **Avaya Customer Connections Social Media solutions**, the company now offers customers the option to **add a link to their Facebook page**. Click on the link—from their desktop, laptop, iPhone, Android, it doesn't matter—and customers go directly to the company's Web site for a wide variety of self-service options.

**But here's the real magic.** With another click, the customer can link directly to a contact center agent—audio and video, audio-only, chat or e-mail, whichever is most convenient. As the session begins, the agent receives the customer's Facebook profile and customer history, and so is equipped instantly with valuable information to help speed things along.

**The results? A much richer customer experience.** Tremendous flexibility in how the customer interacts with the company. A viral marketing channel for the company (customers can forward the company's Facebook link to their friends). And added face time with customers that is priceless.

# Faster, simpler hospital discharges

During daily rounds, a hospital's attending physician decides a patient is ready to go home. But before issuing the discharge order, he wants to consult with three other specialists involved in the patient's care. Previously, tracking down the other doctors was a time-consuming and frustrating process.

Now, the attending physician simply places a call to the Avaya Notification Solution and issues a prerecorded message to the other specialists. Those specialists who can respond immediately can select an option to conference with the attending physician and discuss the decision to discharge. That conversation is recorded, so if a specialist can't make the first call, he can listen to the notification message later, review the recorded conversation and then weigh in on the decision with the attending physician.

After the discharge order is issued, the medical records department processes the order. The medical records administrator updates the patient's record in the hospital's computer system. The computer system automatically links to the Avaya Notification Solution and issues a message to admissions, so it knows that additional bed space is available; housekeeping, so the departing patient's room can be cleaned; and the clinic, so it knows that the departing patient's prescriptions will be handled by the patient's primary care physician going forward.

For years, patient discharge has been a hassle, affecting staff productivity, patient satisfaction and even revenue when vacant beds aren't filled in a timely manner. Avaya Notification Solution speeds the discharge process, helping hospitals stop the revenue drain while improving patient satisfaction and the performance and productivity of healthcare providers.

# Virtual across-the-counter service

**Our customer was a wireless communications provider with many retail outlets.** A growing number of customers walked in off the street wanting information about the company's new residential cable television and Internet services. The wireless store personnel weren't equipped or incented to help.



**We worked closely with the company to understand its needs.** In a matter of weeks, we assembled several new, but already proven, capabilities into **a solution: a free-standing video kiosk** (but it could be a desktop or cubicle, too) linked to contact center applications, including a thin video client, routing, desktop tools, workforce management and reporting. The result?

Now when prospective cable customers come into the company's retail stores, sales associates point them to the video kiosk. There, customers can gather basic information and fill out applications using self-service menus. They also can link directly with a contact center agent who can push out digital content, co-browse with them through online information, and remotely print information and forms. **It's as if there is a live person "across the counter" from the customer.**

The communications provider reports rave reviews from its customers and now captures missed revenue opportunities.

# A firmer handle on contact center performance

**Contact centers are inundated with calls today** – directly to their agents, as well as to the variety of self-service applications. **How do you measure efficiency and effectiveness** of both human and automated agents in the face of this avalanche of data? Now there's a way.

Working with Avaya customers, we've developed a portfolio of solutions that track and analyze contact center activities and measure their performance. Regardless of the entry point – direct call, IVR, Web link, whatever – these solutions show you call path and flow, points of interruption or digression, customer decision points, agent actions, and many other attributes that characterize performance. More than just showing you what is happening in the call center, **these solutions can help you understand why things happen.**

With this deeper insight into the dynamics of your contact center operations, you can be much better informed as you devise ways to improve processes, procedures, systems and the organization. **Think of it as a road map for performance improvement.**

# Skin in the game

**Many of today's innovations will be business-as-usual in a few years.**

That's why we're constantly on the move, looking for fresh, winning ideas to advance the state of the art. No doubt we can do some of that alone, but the best innovations come from ideas we develop along with Avaya customers.

**Why?** Because the solutions that come from our collaborative innovation process take direct aim at urgent business issues and opportunities. We and our customers invest significant time and effort in understanding business needs and designing solutions that address them.

So how can the innovative use of communications help address issues in your organization?

**Why don't we start a dialog and see what kind of magic comes out of it?**



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## Learn more

To learn more about the ideas presented in this eBook, our Avaya Aura™ and Intelligent Customer Routing solutions, and other innovative communications advances from the Avaya Emerging Products and Technologies group, talk to your Avaya Client Executive or Authorized Business Partner. Also, visit us at [www.avaya.com/innovations](http://www.avaya.com/innovations).

## About Avaya

Avaya is a global leader in business communications and collaboration systems, providing unified communications, contact centers, data solutions and related services to organizations of all sizes around the world. For more information, please visit [www.avaya.com](http://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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