

# AVAYA



## Avaya CRM Solutions Overview



Converged Voice and  
Data Networks  
Customer Relationship  
Management  
Unified Communication  
Supported by:  
Avaya Labs and Services

Communication without boundaries

In today's Customer Economy, attracting and retaining customers is vital to the success of every enterprise. Customers expect you to provide first-rate service delivered wherever, whenever, and however it is most convenient for them. If you can't meet their demands, your customers will switch to a competitor who can. At Avaya, we understand that your business revolves around your customers. That's why we offer a comprehensive portfolio of Customer Relationship Management (CRM) solutions—software, hardware, and services—to help you put your customers at the center of your enterprise.



## Delivering CRM solutions for the Customer Economy

Improving business performance by empowering customers is what Avaya CRM Solutions are all about—offering your customers a choice of ways to transact business, providing your employees the information they need to deliver quality service and meet customer commitments, and giving your managers insight into the customer and operational data that drives bottom-line decision-making. The goal is excellence in Customer Relationship Management (CRM)—which can help increase your profitability and competitiveness.

We define excellence in Customer Relationship Management as 360 degrees of execution. In addition to a 360-degree view of your communications, we deliver the means to optimize your processes and your customer relationships by enabling execution in a blended environment, providing service solutions that better match total service costs to customer value, and supporting dynamic business management to continuously improve operations. A combination of Interaction Management, Commitment Management, and Business Intelligence expertise and technology, delivered by Avaya and its partners, makes this possible. With a broad range of products that feature the world's leading Customer Relationship

Management software, hardware, and services, we create customer-focused solutions that turn business problems into opportunities.

With Avaya CRM Solutions, you can manage the most complex customer relationships, leverage skills and information within and beyond your enterprise, and make better business decisions based on actual transaction or operational data—not hunches. Your customers can choose the most convenient way to do business with you, including telephone, e-mail, Web, fax, and wireless service. Comprehensive reporting and modular functionality allows you to analyze your business and add specific capabilities according to your needs. No matter which communications medium a customer uses, you'll be able to deliver personalized, informed service that can drive customer loyalty at lower costs.

### Not all solutions are alike

Unlike CRM products that only benefit a single aspect of your business, Avaya CRM Solutions provide true enterprise-wide CRM—making your enterprise more efficient by allowing your front-office, back-office, and legacy systems to work together. Also, because Avaya CRM Solutions automate business processes and work distribution, your employees spend more time serving customers and fulfilling orders and less time handling repetitive workflow issues.

What makes such effective CRM solutions possible? A unique, all-inclusive approach that combines unmatched expertise and extensive product offerings to solve the problems of every business.



## Strengthening customer relationships

At Avaya, we understand that CRM does not begin and end with the customer contact. Our goal of 360-degree execution encompasses all aspects of your communications: the connection (Interaction Management), the response (Commitment Management), and the message (Business Intelligence). It's the ideal of consistent, quality contact followed by accurate and timely follow-through with a product or service that's relevant to the customer and reflects their preferences. Our expertise in Interaction Management, Commitment Management, and Business Intelligence ensures that we can deliver this ideal in a complete, enterprise-wide strategy for successfully managing customer relationships.

**Avaya™ Interaction Management**—intelligently manage customer interactions within and across your enterprise, through a spectrum of communication and service channels, while maximizing service quality and revenue opportunities. A customer-focused strategy combined with an integrated set of best-of-breed, multi-channel applications helps you deliver consistent and personalized customer experiences across all contact channels—inbound and outbound, self-service and assisted-service—while capturing every interaction to enable cross-selling and up-selling opportunities.

**Avaya™ Commitment Management**—live up to the promises you make to your customers, partners, and employees and continuously improve operations to maximize efficiency and effectiveness. With a customer-focused strategy for commitment management, you enable effective distribution, tracking, and measurement of work both within contact centers, through your enterprise and within your supply chain - delivering

access to customer data and fulfillment needs to ensure that promises are kept.

**Avaya™ Business Intelligence**—interpret customer and business information, then use what you learn to improve the way you serve your customers. Software and tools capture and integrate data from customer interactions and enterprise systems, creating intelligence you can use to know your customers better, optimize your resources, and convert positive interactions and kept promises into customer loyalty and increased business.

## Your solution for success

To create our customer solutions, we've combined our expertise in Interaction Management, Commitment Management, and Business Intelligence with the industry's most comprehensive, integrated portfolio of CRM products to deliver complete, enterprise-wide CRM solutions. And, because our CRM solutions are based on open, standards-based technologies, you can leverage your investment in our solutions throughout your organization. By focusing on complete solutions to your CRM challenges, you'll be better able to satisfy customers in the Customer Economy:

- **Avaya MultiVantage™ Call Center Solutions** best-in-class call processing software enhances operational efficiency to reduce costs while enabling consistent, personalized service experiences that promote customer satisfaction and loyalty.
- **Multimedia Contact Center Solutions** enable businesses to deliver personalized service across a variety of communication channels, including telephony, voice over IP, Web, imaging, facsimile, and e-commerce systems. These channels work within an integrated framework to provide a single point of control for all forms of communication. This

enables you to create and apply universal routing strategies and business rules across all channels simultaneously, instead of managing each channel separately. What's more, you can even carry out microcasting, mass personalization, and other targeted inbound and outbound marketing campaigns that drive revenue—all with the convenience of a common software platform and user interface.

- **Proactive Contact Management Solutions** provide the fully integrated campaign management, decision-making, and proactive outbound tools contact centers need to increase agent productivity and contact center performance.
- **Self-Service Solutions** improve customer satisfaction by empowering the customer with the choice to manage their engagement through whatever media they prefer.
- **Virtual Enterprise Solutions** extend the traditional agent-in-a-call-center structure to support remote experts (at home, in the office, or on the road) and selective outsourcing environments to maximize service quality and provide a seamless customer experience at lower costs.
- **Enterprise Management Solutions** deliver a complete set of applications and services that increase customer satisfaction and revenue by driving the commitment fulfillment process for customers, partners, and employees.
- **Strategic Insight Solutions** create a single, consistent view of customer data combined with the tools, performance metrics, and margin status that aid strategic business intelligence.
- **Operational Excellence Solutions** provide the tools for the analysis of real-time and historical enterprise-wide data from multiple perspectives.

- **Mid-Market Solutions** meet the requirements that growing companies have for improving customer service and operational efficiencies by integrating multiple communication channels, providing company-wide access to real-time and historical customer data, and merging voice and data networks.

## Avaya and its partners deliver solutions for the Customer Economy

As the global leader in business communication solutions and services, Avaya is dedicated to helping enterprises become more customer driven. More than 90% of Fortune 500® and government organizations rely on Avaya for secure network infrastructures and reliable voice and data applications that power faster decisions, profitable transactions and closer relationships between customer, employees, and suppliers.

Maximize the benefit of your Avaya CRM Solutions. Leverage Avaya Professional Services' award-winning expertise to plan, design, and implement reliable and secure, advanced CRM solutions. Protect your CRM investment, reduce implementation and training costs, and more effectively integrate CRM solutions into your existing and planned CRM and IT infrastructure.

Together with our alliance partners, such as Accenture, IBM, Siebel Systems, Unisys, and others, we can help businesses make strategic decisions and design and implement complete CRM solutions. Avaya's unique strengths in CRM communications complement the expertise of our alliance partners to help impact our joint customers' businesses and improve their relationships with their customers.



For more information on Avaya CRM Solutions—and how to tailor them to best suit your needs—please contact your Avaya Client Executive or Authorized Avaya BusinessPartner today. Or, visit our Web site at [avaya.com/solutions](http://avaya.com/solutions).

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