



IP Telephony

Contact Centers

Mobility

Services

## PRODUCT BRIEF

# Avaya IP Agent

As you search for ways to grow customer loyalty and make your contact center more effective, while simultaneously reducing costs, Avaya IP Agent delivers on both fronts. Providing the right tools to help your agents to be more productive — whether they are working in an office location or from a home office — is an essential part of the equation.

Your customers demand the best from you so you demand the best from your agents. IP Agent empowers your agents to be their best. In addition to advanced contact handling features, IP Agent delivers on-demand access to customer-specific information and to experts throughout the enterprise, providing a superior customer contact experience.

## Improve Productivity and Customer Satisfaction

Avaya IP Agent introduces SIP-enabled presence into your call center, giving your agents the ability to access an expert for immediate help with the tough questions. Agents are able to provide requested information without having to transfer calls or schedule callbacks — one and done. Delivering one-call resolution to more of your customers reduces costs while increasing customer satisfaction.

The Avaya Advanced Segmentation feature now enables a Simple Screen Pop of customer contextual data to be sent to the IP Agent desktop upon call arrival. This gives agents the ability to obtain information in real-time about who is calling, what the customer is calling about, and the pertinent information needed to satisfy the customer's request. Better customer service and improved customer satisfaction are the result.

Avaya IP Agent is the application you need to provide a consistent interface and the same rich set of features to all your agents across your enterprise. The flexible features of Avaya IP Agent enable you to attract and keep top agents who can deliver world-class customer service from wherever they need to work — all at lower operating costs for your enterprise. And your contact center managers have the same rich set of reporting and monitoring capabilities for IP Agent desktops, regardless of the physical location of each agent.

## Reduce Costs

When it comes to managing one of your largest expense areas, your customer contact center, industry studies show

that a large portion of those costs comes from acquiring and maintaining a skilled agent workforce. That's why you need a solution that will help you attract and retain top agents in a cost-effective manner, removing all constraints of physical work location. With Avaya IP Agent, Avaya has made innovative advances in contact center technology for the agent desktop. Now you have new options to build virtual operations that will enhance your contact center's power, speed, and efficiency—no matter how far-flung your agent workforce may be.

Even companies who have no immediate plans to deploy remote agents are beginning to include remote agent capabilities as part of their business continuity and survivability operations in case of disaster, or for instances where severe weather conditions may prevent agents from coming into the office. With Avaya IP Agent, your agents simply become remote agents for the necessary period of time, and your business continues its operations without a hiccup.

## Features provided by IP Agent

Avaya IP Agent is a soft phone application that enables agents to work from any PC, anywhere, as long as they can connect to your corporate network. Avaya IP Agent provides the complete set of sophisticated agent features that you've come to expect from Avaya's best-in-class suite of contact center products, plus an additional set of powerful capabilities including Instant Messaging and Click-to-dial.

Avaya IP Agent provides easy access to more on-screen feature buttons than any conventional telephone can provide. It offers a VuStats Monitor, which show contact center statistics for individual agents as well as a group's combined activity. Avaya IP Agent includes an intuitive interface for accessing existing corporate database information via Lightweight Directory Access Protocol (LDAP), as well as an integrated contact history feature that gives agents a detailed view of the calls and Instant Messages they've initiated and received.

With Avaya IP Agent, contact center managers can administer screen pops based on commonly used triggers, such as dialed number identification service (DNIS), automatic number identification (ANI), and prompted digits. When used in conjunction with the Avaya Call Center feature named Advanced Segmentation, you are able to quickly and easily use data from a customer-specific database to drive your routing decisions and agent screen pops, without a costly and time-consuming CTI implementation.

Using the Instant Messenger capability of Avaya IP Agent R6, agents who need additional information in order to satisfy a customer request can see the status of other agents, supervisors, as well as experts outside the contact center. When selecting an expert from the Contacts list, the agent can see who is on a call, otherwise busy, available, or away from the phone. If the agent finds an available expert, a call — or an Instant Message — to that expert is one click away. Or, if a resource outside the business is needed, IP Agent provides Click-to-dial for numbers in Microsoft Outlook and from web pages displayed in Microsoft Internet Explorer.

### Avaya IP Agent configuration options

The hallmark of IP Agent is its versatility. Choose to deploy it:

- As a thick client or a thin client (via Microsoft Terminal Services or Citrix)
- On premises, in remote offices, and for work-at-home agents
- In Dual Connect, Voice over IP, or Shared Control modes, depending on your agent's location and telephone preferences
- With its standard user interface or one of three alternate interfaces
- In one of eleven languages

### Seamless Customer Interaction Suite Integration

As part of the full suite of Avaya IP contact center devices and applications, Avaya IP Agent integrates seamlessly with the Avaya Customer Interaction Suite and Avaya Communication Manager.

### System Requirements

#### Operating System for IP Agent desktop

- Microsoft® Windows® 2000 Professional for Intel x86 processors or Microsoft Windows XP Professional

#### PC Configuration

- Intel® Pentium® III — 300 MHz or higher PC
- 30 MB of available hard disk space
- Minimum of 128 MB RAM
- Full-duplex sound card, headset, microphone
- Microsoft Internet Explorer 5.5 SP2 or higher

#### Avaya PBX release:

- Avaya DEFINITY® 10
- Avaya MultiVantage™ 1.1 or 1.2
- Avaya Communication Manager 1.3 or higher

#### Call Center software release:

- Avaya Call Center R9 or later

#### Other requirements:

- AS Screen Pop requires Communication Manager 3.0 or later with Advanced Segmentation.
- Instant Messaging requires Converged Communication Server 2.1 or later
- Shared Control of Callmaster IV and V terminals requires Communication Manager 3.0 or later
- Agent Greetings in telecommuter mode requires the Avaya Switcher II adapter.

Contact your Avaya Client Executive or authorized Avaya BusinessPartner for more information today. Or visit us at [avaya.com](http://avaya.com).

### About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red background.

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