



Avaya™ CallCenterQ

A Complete Solution for Sales and Service Call Centers

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

Is your call center more like a circus than a place of business? Are your agents walking a tightrope, constantly trying to strike the right balance between serving customers and handling sales and telemarketing?

Although call centers provide a convenient, cost-effective way to handle customer service, sales, telemarketing, and first-level support, running them can be a bit tricky. Your agents can't perform without customer and product information at their fingertips.

So how can you deliver the right information to your agents?

Our Avaya™ CallCenterQ software is designed to provide agents at multifunctional contact centers with the information they need to close sales and deliver outstanding customer service over the telephone, Web, e-mail, or other electronic channel.

The smart choice for your multifunctional contact center

Avaya CallCenterQ is part of Avaya Interaction Center—an integrated multimedia contact center solution that routes, manages, records, and reports on customer interactions across a variety of communication channels.

Avaya CallCenterQ provides a range of functionality to help everyone in your contact center work more productively.

Telemarketing representatives and contact center agents can use Avaya CallCenterQ to handle service requests, manage contacts, track collateral inventories, manage telemarketing campaigns, and generate personalized letters.



Highlights

- Intuitive user interface lets agents easily access and work with customer data
- Automatic prompts allow agents to take advantage of cross-selling opportunities
- Powerful scripting capabilities help agents qualify leads, conduct surveys, and collect customer data
- Campaign management feature allows sales and telemarketing campaigns to be set up and administered efficiently
- Software supports 24/7 environments for thousands of users





Technical Specifications

Clients:

- Microsoft Windows NT
- Windows 98, Windows 2000

Servers:

- AIX
- Sun SPARC Solaris
- UnixWare
- Windows NT

Databases:

- DB2
- Microsoft SQL Server
- Oracle

ACD Connectors:

- Aspect
- Intecom
- Avaya DEFINITY®
- Nortel Meridian
- Nortel Symposium
- Rockwell Spectrum
- Siemens Hicom 300E

IVR Connectors:

- Brooktrout
- Avaya™ IVR (formerly CONVERSANT®)
- Edify
- Periphonics

Contact center managers can use Avaya™ CallCenterQ to gather the metrics they need to make intelligent decisions about resource allocation and productivity.

Creating and managing campaigns is easy

Avaya CallCenterQ gives your contact center staff the flexibility to perform a range of tasks, such as setting up, administering, and analyzing sales and marketing campaigns that generate revenue. With the intuitive user interface in Avaya CallCenterQ, you can easily organize each campaign right down to the details, like specifying price books, scripts, and standard literature for each event.

When new campaigns roll out, Avaya CallCenterQ automatically provides your agents with the information they need to handle calls and close sales quickly. And when a campaign is over, you can analyze results online using the comprehensive set of queries and reports in Avaya CallCenterQ.

Avaya CallCenterQ also provides flexible list management capabilities, allowing you to develop your own lists or import purchased lists easily using the embedded import feature. You can edit or manipulate lists to suit every campaign, as well as query the database to find specific sets of contacts that can be linked to campaigns. Features include:

- **One-Window Design:** Displays customer information, requests (product, service, or

literature), and order or return information on one screen, eliminating the need to toggle between multiple screens during a call.

- **Call Scripting:** Uses dynamic scripts to prompt agents to ask questions for lead qualification, surveys, or data entry.
- **Campaign Management:** Provides capabilities for setting up, administering, and analyzing the effectiveness of marketing campaigns.
- **Trends and Statistics:** Provides trends and call center metrics online.
- **Order Capture:** Provides pricing and product information for rapid order capture and cross-selling opportunities.
- **Fulfillment:** Coordinates and automates delivery of literature, forms, brochures, sample items, or coupons with a customized cover letter.
- **Reference Locator:** Provides on-line information on the nearest dealer, retail outlet, or repair depot.
- **Lead Qualification and Management:** Uses scripts to automate lead identification, qualification, and management.
- **Returns Processing:** Enables processing of returns online.
- **Integration:** Integrates easily with legacy and third-party systems, such as quote configurators, office applications, and real-time credit card validation.
- **Opportunity Management:** Provides sales opportunity management capabilities, including automatic lead distribution, sales opportunity tracking, quote generation, and reporting.

Contact your Avaya Client Executive or authorized Avaya BusinessPartner for more information today.
Or visit us at avaya.com.