# Avaya Aura® Experience Portal

Avaya Aura® Experience Portal delivers a new model for customer experience orchestration that helps you improve customer loyalty, reduce costs, and drive growth.

## Avaya Can Help You

- Automate interactions across all media and modes

- Improve customer satisfaction and loyalty

- Reduce staff, telephony, and equipment costs

- Accelerate time to market of new services

- Maximize return on investment

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# Overview

In today's socially networked world, organizations know they must meet customers on their own terms to keep them not just happy but more than satisfied. It is critical to be proactive about managing your customer's end- to-end experience. Yet, achieving that goal can be an overwhelming task. How do you maintain a personal relationship with potentially millions of people across thousands of interactions and transactions – across all devices and media?

The latest innovations in contact center and context-based communications have ushered in a new era of customer collaboration, where dynamic real-time orchestration of every customer's interaction, across all modes and media, is now possible.

Experience Portal is Avaya's latest generation of our multiple award winning Avaya Voice Portal. It helps organizations automate and centrally manage multimedia self service and integrated voice response (IVR) applications. From inbound to outbound automated customer care, Experience Portal can help your organization reach a new level of customer satisfaction and business competitive advantage.

## Key Benefits

What if your business had the ability to serve customers across multiple channels while lowering your service and operating costs? What if your technical staff were able to manage and administer all your enterprise self service applications, both inbound and outbound, from one common set of tools and interfaces? Experience Portal can do these things and more. It can help you;

- **Improve Customer Satisfaction** – Differentiate your brand experience across multimedia inbound and outbound self service, all blended seamlessly with support from your experts and staff when needed.

- **Lower Service Costs** – Lower service costs with convenient 24/7 automation of inbound and outbound interactions across multiple media.

- **Reduce Operating and Capital Expense** – Dynamically optimize self service to best serve your customers and your business. Reduce application and infrastructure costs and accelerate time to market of new services.

## Key Features

### Customer collaboration across "any media, any mode"

New devices and technologies have changed consumer expectations leading many organizations to consider full scale adoption of multiple channels and media. Experience Portal supports a wide array of service options, from voice, video kiosk, mobile, and integrated voice and video response to outbound voice, email, and SMS text interactions. In addition, Experience Portal supports sophisticated conferencing, video, call back, and enterprise routing capabilities that can help you further realize more powerful, fully automated service experiences.

### Open platform lowers costs, simplifies integration

Experience Portal is a software-only solution that runs on off-the-shelf hardware and software. It is based on Web services and web communications standards like VoiceXML and CCXML to allow lower cost, simpler integration with your existing web and enterprise application environment. Easy to use Web service integration tools allow faster service creation and lower

## Imagine the Possibilities

- A smartphone user conducts basic voice/video self-help then is queued for immediate or scheduled callback from technical support

- A caller who recently completed an order online is provided the latest status before other self serve options are offered

- A subscriber is immediately notified via SMS about a suspicious purchase and offered the chance to take action

- A mobile caller conducts a speech-based transaction and immediately receives a confirmation code via SMS on their phone

- A service provider automates field service appointment reminders as well as post service customer surveys

- While queued for an agent, callers are dynamically served highly targeted information and service offers

- A local retailer sends an SMS alert to subscriber customers about a "one day only" sale

development costs by leveraging existing applications and web infrastructures. Organizations can build, manage, and maintain multimedia self service applications using the same skills, tools, and interfaces used for existing web applications.

## Distributed, highly scalable architecture

Experience Portal can scale to support from a few to tens of thousands of automated voice and multimedia interactions. It can be deployed in a virtualized environment, helping reduce business' hardware footprint, lowering the capital and operational expenses of self-service. Support for Web services, Media Resource Control Protocol (MRCP), VoiceXML,

and other standards allow for separation of application logic from the underlying communications and speech infrastructure, delivering a highly flexible and reliable solution.

## Flexible contact center deployment options

Experience Portal supports "in front" and "networked" PBX configurations across TDM, IP, and SIP environments. When deployed in front of the PBX, Experience Portal can directly terminate SIP service provider trunks and conduct self service before calls land on the PBX or ACD. This helps eliminate costly pre-route, post-route, and data directed dialing charges and helps reduce the contact center infrastructure footprint. A "networked" PBX configuration behind the PBX and ACD is optimal when organizations require minimal changes to their existing infrastructure.

## High reliability for mission critical service

Experience Portal has been architected to meet the most stringent performance and "high availability" requirements that today's mission-critical speech-

enabled communications applications demand, while helping businesses lower ownership costs. Unique dynamic license pooling and high availability automatic failover capabilities maximize continuity of both outbound and inbound campaigns and services.

## Built-in application level reporting

Experience Portal collects an extensive set of call, session, and application record detail that can be presented within fully customizable web-based reports. It combines detailed built-in application level reporting with true enterprise wide reporting and analytics through Avaya IQ to provide managers with a holistic understanding of key customer and operations business data. Centralized multiple system management and reporting allow a single "cockpit" view into all live systems with operational indicators.

Records are accessible through an open interface for integration into virtually any existing enterprise reporting system (e.g. Cognos, Crystal Reports, etc.) or information can be conveyed through Avaya IQ or Avaya Operational Analyst for

cradle-to-grave contact center reporting.

Experience Portal includes detailed application reporting, automatic "breadcrumb" reports of a customer's experience at every step of an interaction, plus transactional roll-ups. Application and caller information can be combined in unique ways with other external resources ("Web mashups") such as overlaying caller detail report data with mapping data to see the geographical distribution of caller information for visual trends analysis.

## Centralized application and systems management

Experience Portal includes a multi-tenant, roles based management system, Experience Portal Manager, to provide a single place for access to applications, system, and server information and data. Experience Portal Manager is a web-based interface to Experience Portal, allowing users to provision and manage applications, manage outbound campaigns, generate reports, as well as monitor the system and applications. It supports centralized management of key features like Avaya Intelligent Customer Routing for enhanced wait

treatment and load balancing as well as applications like Avaya Proactive Outreach Manager for outbound phone, email, and SMS campaigns.

Businesses can empower non-IT managers to locally manage their own applications and to change service behavior on demand when needs dictate. For example, local retail managers can issue their own outbound alerts or customer surveys as well as update key self service information such as hours of operation, announcements, or greetings as needed without requiring specialized development or testing resources.

## Application investment protection

Experience Portal provides a seamless migration path for organizations moving from TDM/IP to SIP-based contact center architectures. Also provided free of charge is Avaya Aura® Orchestration Designer 6, an Eclipse-based development environment (IDE) for creation of Experience Portal multimedia self service and Avaya Aura® Contact Center workflow applications. Orchestration Designer also supports creation of VoiceXML

applications for Avaya Interactive Response and Avaya Media Processing Server (MPS) as well as speech and multimedia applications written for prior releases of Avaya Voice Portal.

Existing MPS Developer and MPS VoiceXML applications can be run on an MPS Application Processor managed within Experience Portal. This helps businesses centralize management and reporting across both existing MPS applications and new services built using the latest in Experience Portal multimedia automation.

For existing Interactive Response users, common platform licensing allows users on Avaya maintenance to receive free product upgrades and support. Orchestration Designer, Interactive Response, and Voice Portal share the same VoiceXML browser allowing existing VoiceXML applications written in Avaya Dialog Designer to be managed from Orchestration Designer and run on Experience Portal. This approach helps reduce application deployment risks, increases self service application portability, and helps ensure a consistent user experience.

## Components and Architecture

Experience Portal was designed specifically for today's networked IP and SIP based enterprise contact centers. The solution is fundamentally divided into four components: Experience Portal media servers, Experience Portal Manager, Orchestration Designer, and the Application Execution Environment. Individual components reside on separate servers or for smaller scale deployments can be loaded on a single server.

### Experience Portal media servers

Experience Portal media servers provide automation functionality such as terminating telephony sessions, interfacing to third party speech and other multimedia services, and management of VoiceXML and CCXML sessions. Media server software integrates via H.323/SIP and RTP/C to IP Telephony infrastructures while managing external speech and media resources. Experience Portal supports both the Avaya Media Server and Experience Portal Media Processing Platform.

EP media servers include a fully programmable CCXML session manager which supports dynamic control of multiple voice dialogs and sessions with advanced call control functions such as on host conferencing, advanced answering machine and human detection, and programmable SIP headers. Mixing of multi-channel streams is also performed. A fully-standard VoiceXML Voice Browser supports recording of caller utterances as well as a complete call and session detail collection for reporting. Secure session management includes encrypted signaling encrypted audio, secure communication with external application servers, and mask sensitive data within management and user logs.

### Experience Portal Manager

Experience Portal Manager provides centralized operations, administration, management and provisioning interfaces for Experience Portal, Proactive Outreach Manager, Intelligent Customer Routing, and other Avaya and Avaya Partner applications. An easy to use Web-based interface provides support for the following management functions:

- Media servers which support all concurrent self service sessions across your enterprise

- VoIP, application, and speech resource provisioning

- Fail-over in case of loss of a media server by reclaiming licenses and registrations from the affected servers and automatically redeploying to spare capacity or spare servers.

Experience Portal Manager includes a Simple Network Management Protocol (SNMP) Management Information Base (MIB) to external Network Management Systems such as IBM Tivoli or HP OpenView.

### Avaya Aura® Orchestration Designer

Orchestration Designer supports application development for Experience Portal, Voice Portal, Interactive Response, Media Processing Server, and Avaya Aura® Contact Center. It is a complete Integrated Development Environment (IDE) allowing faster and less costly application design, coding, debugging, testing, simulation and deployment. The tool is provided at no added cost with every Experience Portal and Avaya Aura® Contact Center purchase and is downloadable from Avaya DevConnect on avaya.com.

### Application Execution Environment

The application execution environment can be deployed in a virtualized environment, helping reduce business' hardware footprint, lowering the capital and operational expenses of self-service. is the Web Server host, like an Apache Tomcat Web Server, that serves the standards-based VoiceXML and CCXML script to the Experience Portal media servers when called. This approach lowers IT management costs by allowing your organization to reuse existing web application servers for application management.

## Conclusion

Take your customer experience to a new level. Employ the latest automated customer care best practices and technologies to help lower your costs while delivering a superior customer experience.

## Learn More

For more information about how Avaya Experience Portal can support your business, please contact your Avaya Account Manager, Avaya Authorized Partner, or visit us on our Web site at **avaya.com**.

## Key Features

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Open platform lowers costs, simplifies integration

Distributed, highly scalable architecture

Flexible contact center deployment options

High reliability for mission critical service

Built-in application level reporting

Centralized application and systems management

Application investment protection

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.