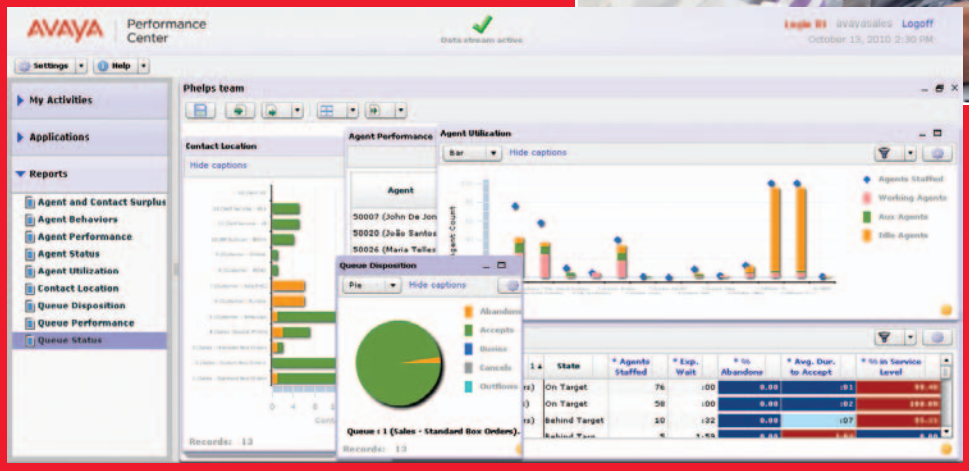
# Avaya IQ

## Introducing Reporting and Analytics as you Designed It.




AVAYA
The Power of We™

# Avaya IQ

## Introducing reporting and analytics as you designed it.

You face intense pressure to meet ever-rising standards of success, no matter what your role. Business unit leaders must lower TCO and increase ROI. Directors struggle to manage multiple contact centers as a group. And supervisors are under tremendous strain, trying to get a handle on real-time customer experience and agent behavior. Avaya IQ contact center reporting and analytics helps everyone achieve their goals. From precise facts to complete-picture views, you'll get **actionable intelligence** that lets you maximize customer satisfaction, agent productivity, and your bottom line.

Contact center managers and industry analysts recognize Avaya Call Management System (CMS) as the gold standard for contact center reporting. Avaya IQ takes reporting excellence even further. Using customer input, we evolved our reporting technologies to deliver exciting new capabilities based on your needs and requirements: an enterprise view, blended inbound-outbound and multi-channel reporting, time spent in self-service, agent behavior reporting, as well as insightful analytics.

What are the cost benefits of getting calls to the right agent? Of accurately modifying and rewarding agent behavior? Of satisfying easy, straightforward customer inquiries in self-service? With actionable analytics, Avaya IQ answers questions like these so you can optimize your contact center operation, decrease costs, and increase revenues.

## No matter what your role in the contact center, we designed Avaya IQ for you.

Make decisions for your business based on precise facts. Customers like you tell us they need more pertinent contact center reports to better manage their centers. Avaya IQ delivers on that request – whether you're a business unit leader, a contact center director, a supervisor, or an IT leader.

## Business Unit Leader

### Get enterprise-wide facts for actionable intelligence

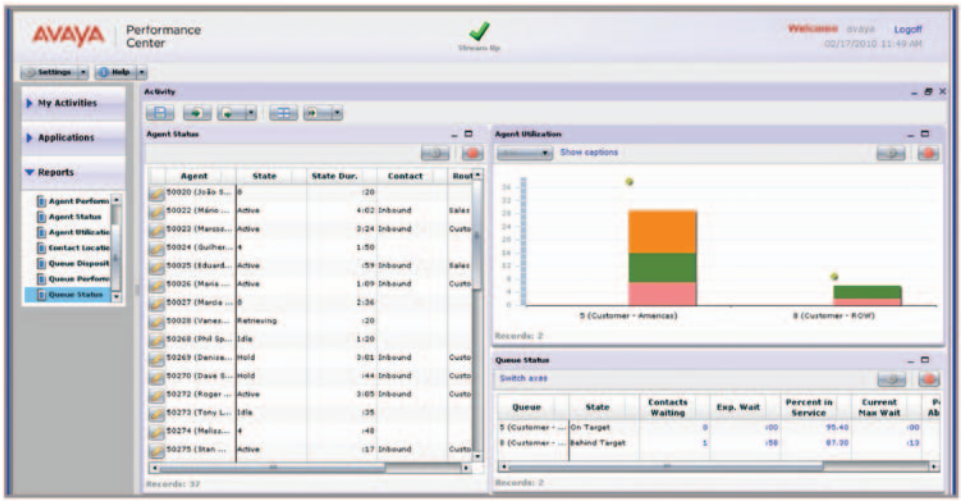
As the business unit leader, you're responsible for achieving corporate goals such as increasing revenues and improving the customer experience. You know there's an important connection between revenues, customer satisfaction, and customer retention, and you need to track activity based on measurable results in these areas. At the same time, you must contain costs and keep an eye on achieving the corporate goals of your business unit.

To make critical decisions that help you balance these competing goals, customers like you told us they needed a deep understanding of the facts. We built Avaya IQ to do just that: to give you meaningful insights into your contact centers' results.

For example, with the ability to import data from multiple sources, you can view the correlation between contact center activities and business performance. You get business-driven KPIs that link revenue with activities. With Avaya IQ, it's easy to make important connections, such as whether or not your investments in training are

having a positive impact on revenues, or whether time spent in self-service reduces agent talk time. Profile reports help you identify required service levels for each customer group, reducing abandons.

From browser access to user-friendly dashboards, Avaya IQ makes it easy to get the data you need. And because it's a Web-based reporting tool, sharing the information is a snap.




## Contact Center Director

### Simplify complexity – and standardize operations – with a single view of the enterprise

As the Contact Center Director, your challenge is to keep tabs on your contact center performance as a whole, while ensuring the efficiency of each site. But the range of data you need to meet this challenge is huge. On one hand, you need a big-picture perspective of composite results across sites. On the other, you need to evaluate the performance of each site independently. To do this today, you have to shuffle through multiple contact center reports to compile the total picture.

When customers like you told us about these problems, we listened. We heard your needs for site-specific data, such as whether the abandon levels at each site are within tolerance level. We heard your needs for global assistance, like providing an enterprise view as well as site-independent groupings to facilitate your ability to assess the enterprise, each location, or a group that spans multiple locations. Avaya IQ takes this flexibility a step further for global contact centers, enabling each site to view reports that are in their own language and time zone.

Avaya IQ gives you the richest, most detailed contact center reporting available. Using Avaya IQ, you'll learn more than ever about your customers' calling experiences — and your agents' behavior. It will be easy to evaluate contributions of blended agents who handle both inbound and outbound calls. When agents handle voice calls as well as email and web chat, it's easy to identify where each agent is most productive.

You can assess the time spent in self-service, and how it impacts customer satisfaction and/or agent talk time. You'll analyze groups in any way you want to define them so you can see what's working and what isn't. You'll be able to look at the big picture, or drill down to minute details; to compare contact centers, groups of agents, or individual agents in a single location or across multiple locations. Plus, you'll get enterprise-wide reporting and analytics through one interface.

## SUPERVISOR

### Quick and easy data about agents' behaviors and customers' experiences.

As the Contact Center Supervisor, you're responsible for maximizing the effectiveness of your contact center's agents. But which agents are role models, always working to maximize their results? And which ones are looking for ways to minimize their workload and beat the system? If certain non-desirable behaviors go unnoticed, it could cost you lost revenues — or worse, your best customers!

To optimize agent productivity and the customer experience, Contact Center Supervisors like you told us they need accurate, real-time details about agent activities. Knowing real-time details about agent behavior — like hold times and transfers — would help identify both agent game-playing **and** best behaviors.

And so we built Avaya IQ to give you quick and useful reports through one reporting interface – including thresholds (alerts), drill-down, real-time reporting, inbound/outbound and multi-channel agent results. Avaya has several patents pending for innovations such as reporting on agent behaviors. Risk/Reward analyses are a snap because Avaya IQ instantly shows you when an individual agent — or the entire team — is exhibiting a defined behavior. This lets you quickly resolve a problem behavior or reward role-model behaviors.

Avaya IQ gives you insight into the total customer experience, which can get lost in the averages and summaries of traditional reporting metrics. You can track agent behaviors that result in a poor

customer experience, such as a customer who is put on hold for too long, transferred multiple times, or dumped. Conversely you can also easily identify positive behaviors that help meet corporate goals, such as increasing customer satisfaction and customer retention.

Correlation reports enable you to assess how one key performance indicator influences another. For example, does time spent in self-service reduce talk time? Or, how long will callers wait on hold before it adversely impacts customer satisfaction? And, using measure tracking reports, supervisors can now set targets for actionable measures, and track progress against those targets.

A real-time dashboard lets you put all of your critical reports into a single activity template, where you have single-click access to functions such as sorting, adding or removing data, and filtering data so you have the pertinent available to you at a glance. Easy customization enables each of your supervisors to instantly tailor reports to precisely what they need to optimally manage their agents.

## IT Leader

### Advanced reporting that snaps into your enterprise, securely and reliably

As the IT Leader, you're responsible for procuring and maintaining applications and systems that bolster your company's contact center business strategy. That means you're concerned about obtaining systems with the highest performance and lowest TCO.

When we talked with IT customers like you, they told us they need applications that are flexible, scalable, and easy to deploy and maintain — without the need for specialized knowledge or proprietary skill sets.

That's why we built Avaya IQ to offer options in deployment and integration. Web-based access for reports and administration means no desktop client software to install. A software-only option gives you the freedom to choose your own hardware if you wish, or you can choose a turn-key option for ease of installation and management. Our Web Services interface ensures easy data integration. Avaya IQ also lets you interface with your existing Corporate Identity Management System to adhere with current security guidelines and practices.

Avaya IQ is highly scalable. You can have a single server, or spread the load among multiple servers, supporting the gamut of users — a few agents to many thousands. And if your contact center data is mission-critical, you have a High Availability option to provide additional fault tolerance.

## Make Better Decisions Faster

Designed by customers like you, Avaya IQ will help multiple stakeholders in your business make faster, better decisions and create a consistent customer experience. With Avaya IQ, Avaya continues to build upon the heritage and innovation that have made us the worldwide leader in contact centers.

## Learn More

For more information about how Avaya IQ can support your business, please contact an Avaya Account Manager, Avaya Authorized Partner or visit us on **avaya.com**.

## 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**.

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