

The Whys and Hows of Avaya Contact Center Control Manager



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Introducing Avaya Contact Center Control Manager

Avaya has been a contact center leader for years, initially as predecessor companies AT&T and Lucent. Consistent innovation from Call Management System (CMS) in 1990 to CentreVu Advocate in 1998 and, most recently, to Avaya Social Media Manager in 2010, keeps Avaya number one in global contact center market share. With a complete suite of inbound and outbound voice applications, multi-channel interaction routing, self-service and workforce optimization

solutions, elements of Avaya's suite can be found in 40,000 contact centers worldwide.

Contact center and IT management of multiple solutions, often in multiple contact center locations, can lead to administrative and management complexity. To address this growing issue, Avaya introduced Avaya Contact Center Control Manager, a centralized tool for the Avaya Contact Center suite of applications as well as synchronization with required Avaya Aura® Communications Manager components.

Why the Need for Avaya Contact Center Control Manager Evolved

The year is 1994. A mid-size bank in small city in Florida installs a 100-seat call center, with AT&T Call Center Elite and Call Management System (CMS) on a DEFINITY PBX. One year later, happy with the call center routing and reporting solution, the bank adds an IVR to offer simple self-service applications that integrate well with their existing Call Center Elite.

Flash forward 15 years. The bank has acquired several other local bank chains to become a large regional player with 40+ branches in 10 states. Now, with over 2,000 agents in six geographically dispersed contact centers, their centers not only have agents answering inbound voice calls but also run hundreds of predictive outbound calling campaigns, reply to email and web chats, depend on information populated to agent screens by a cloud-based CRM application, and administer thousands of voice portal sessions.

Changes in the contact center operation that occurred at this fictional mid-size bank are not the exception, they are the rule. Typical companies find themselves with a mix of legacy and new solutions, each with its own administrative or operational interface. This kind of geographically dispersed contact center can be a huge and growing expense to enterprises — yet demand for increasingly sophisticated customer service



applications, that can be delivered quickly and reliably, continues to mount.

The problems of increased complexity and demand for ever more advanced applications are coupled with a mandate to drive control of day-to-day operations to business users who often have limited technical expertise. And, as they implement solutions that give business users more control, companies need safeguards to ensure that users are able to make changes to only a pre-defined subset of functions within a specified range of applications.

How Avaya Contact Center Control Manager Takes Control to a New Level

In 2010 Avaya introduced Avaya Contact Center Control Manager to address the escalating requirements of existing and prospective Avaya customers. With this single application, Avaya customers who had implemented multiple components of the contact center suite over the years are able to manage and administer all major components of their Avaya contact center portfolio, from the most recently announced solutions such as Avaya Aura® Contact Center, Avaya Aura® Experience Portal,



How Avaya Contact Center Control Manager Takes Control to a New Level

- Business User Friendly
- Role and Location-based Controls
- Visual Design Environment

Avaya Aura® Workforce Optimization and Proactive Outreach Manager to solutions that have been part of the portfolio for decades, Call Center Elite, CMS and Interaction Center, for example.

For companies that have or plan to deploy Avaya contact center solutions, the key benefit of Avaya Contact Center Control Manager is centralized management and administration. Rather than having to set up and maintain Communication Manager, Avaya Aura Contact Center, Avaya Voice Portal, and call recording systems, etc. one-by-one, customers can perform a one-time definition of all relevant contact center data and entities and then centrally apply definitions across Avaya's entire contact center portfolio -- saving considerable time and money.

Business User Friendly

Equipped with a browser and Avaya Contact Center Control Manager, IT and business users can easily view and, as required, adjust routing and prompts without the need for expert knowledge of multiple

application-specific administration tools. Agents, skills, extensions, call flows, assisted service hours, dynamic prompts and menu content are examples of data items that can be set up and managed by supervisors or contact center managers through Avaya Contact Center Control Manager's unified and intuitive browser-based interface - without IT's assistance!

Having a single application to learn and use makes it easy to establish a team of people who, by fine tuning contact center operations, can contribute to lower IT expenses and increased customer satisfaction.

Role and Location-based Controls

Role-based access to various functions, key to successful business user involvement in the provisioning and management of contact center parameters, helps ensure that security is maintained while ease of operation is supported. This approach to restricting system access grants permission to perform certain operations to authorized users,

based on specific roles assigned to each user. Members of staff, for example, can be assigned particular roles and, with each role assignment, be given permission to perform particular functions within that role.

With Avaya Contact Center Control Manager, tasks can also be used to define user roles and permissions. When a number of people perform the same tasks and therefore need the same permissions, they can all be assigned the same role. Audit trails can be established for individual users and, in addition, their role-based access permissions can be integrated into Microsoft Active Directory. Using single sign-on functionality, businesses can establish a single repository for management of identities and relationships.

Taking role-based administration to the next level, Avaya Contact Center Control Manager enables a company to partition an operation into multiple contact centers, each with its own set of roles to support multi-tenant operation. Virtual

location-based architecture and customizable organizational structure make this possible and enable, for example, the finance and the sales departments to administer and manage their own contact center yet not be able to access the data and controls of one another's department.

Taking this example a step further, let's say a global business wants to manage contact center activity by country, city and facility. Location-based architecture enables a single instance of Avaya Contact Center Control Manager to manage contact centers in multiple geographic locations. The addition of a module for billing contact center usage, available with Avaya Contact Center Control Manager Service Provider Edition, creates an ideal solution for companies wanting to deploy Avaya's contact center portfolio components in a Communications as a Service (CaaS) environment.

Avaya Contact Center Control Manager in Action

HOT Telecom is a triple-play provider of TV, Internet and telephony services in Israel with a 2,200-agent contact center. The company implemented an Avaya contact center solution consisting of Avaya Contact Center Express, Avaya Voice Portal, Avaya Communication Manager and Avaya Application Enablement Services. Once installation was complete, HOT Telecom added the Avaya Contact Center Control Manager.

For HOT Telecom, Avaya Contact Center Control Manager complemented the Avaya contact center products by centralizing management and administration functions. Using Avaya Contact Center Control Manager to centrally administer its Avaya contact center solutions, HOT Telecom reports that they were able to reduce administration tasks dramatically and familiarize non-technical users with highly effective system administration functionality while controlling every single feature with an active directory integrated permissions engine.

HOT Telecom's IT director confirms that Avaya Contact Center Control Manager allows the IT department to focus on the things they do best while giving business users the tools they need to control the contact center.

Visual Design Environment

Administration and management interfaces for many multi-mode contact centers rely on command line interface, known as CLI.

Comfortable using CLI, IT professionals complete tasks quickly through simple programming constructs; however, the attributes that make CLI the right tool for IT professionals also make CLI difficult for non-technical people to master. For this reason, the graphical user interface, or GUI, was developed to enable non-technical users to very quickly learn to manipulate and control CLI and other functions that are masked by the GUI. Both the command line interface and the graphical user interface have their place; which interface a user chooses depends on the task at hand and the capabilities of the user.

Visual Call Flow Designer is an important contributor to Avaya Contact Center Control Manager's ease of use. Featuring a drag-and-drop graphical interface, non-technical (and technical) users can

design contact center routing strategies from intuitive interfaces that manage vectors and priority routing tables within Avaya Communication Manager.

Why Contact Centers Deploy Avaya Contact Center Control Manager

Preceding sections in this white paper outlined business needs met by Avaya Contact Center Control Manager and explained how this solution enables businesses to more easily administer and manage Avaya's entire Contact Center suite. The story of how HOT Telecom (described in the sidebar) incorporates features of Avaya Contact Center Control Manager into their everyday operation makes it easy to see the value of Avaya Contact Center Control Manager.

HOT Telecom is an example of a company that incorporated Avaya Contact Center Control Manager at the outset. In a greenfield case like this, Avaya Contact Center Control Manager adds very little to total

system cost, an expense that can be justified easily through potential IT savings.

An even more common environment that can benefit from installation of Avaya Contact Center Control Manager is an existing contact center with multiple Avaya solutions and a lack of IT resources needed to make day-to-day changes that improve center performance. For example, if a business decides to offer a new product the contact center may need to create a team of specialist able to address customer inquiries about the new product, and the company may want to modify the initial voice portal menu to direct customers to this team. Because voice portal menu changes may only be needed for a few days and because requesting IT support to complete programming changes can be time consuming, companies without Avaya Contact Center Control Manager might not even attempt to make potentially profitable process changes like these.

Another use case for Avaya Contact Center Control Manager could involve an organization adding multi-channel interaction management to a voice contact center, adding teams to handle multi-channel interactions, and modifying routing as required to administer and manage the multi-channel environment. For example, to handle email or web chat, a Call Center Elite contact center incorporates Avaya Aura® Contact Center. In such a case, the addition of Avaya Contact Center Control Manager would enable contact center managers and supervisors to make day-to-day changes quickly as staff and customers acclimate to the new functionality.

Finally, companies looking to integrate contact center provisioning, administration, or maintenance with other web services-enabled software applications are finding that Avaya Contact Center Control Manager's open application programming interface (API) makes such

transitions easier. In the past, integrating a human resources or time clock application with the real-time contact center system might not have been possible, or might have required expensive, complex custom programming but, with Avaya Contact Center Control Manager's Open API, the task is much simpler to manage.

How Avaya Contact Center Control Manager Will Continue to Deliver

Since first introducing it in 2010, Avaya continues to update the breadth of applications Avaya Contact Center Control Manager can manage. In mid-2011 this included the addition of connectors for Avaya Aura® Experience Portal, Avaya Quality Management and the Avaya Workforce Optimization Suite.

About the author

Sheila McGee-Smith, the founder of McGee-Smith Analytics, is a leading communications industry analyst and strategic consultant. With a practice focused on the contact center and enterprise communications markets, Ms. McGee-Smith works on a daily basis with both solution providers and enterprises to help them develop strategies to meet the escalating demands of today's consumer and business customers. Ms. McGee-Smith's views on the communications space can be found in her weekly blog at www.nojitter.com or by following her on Twitter, @McGeeSmith.

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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.