

Avaya and Co-nexus Providing a Recording and Monitoring Solution for Small to Mid-size Call Centers

Sometimes the only interaction customers have with a business is through their contact center. How can businesses ensure that their contact centers represent them in the best possible light?

Co-nexus, Inc., a Gold-level member in the Avaya DeveloperConnection program, meets this need with the CXM application, a recording and quality monitoring solution for small to mid-size call centers. A scalable solution utilizing industry-standard hardware and software, CXM bridges the gap between low-cost featureless call loggers and high-end, cost-prohibitive quality monitoring applications.

The CXM application automatically records phone calls and associated agent PC activity. With a simple web browser interface, call center supervisors can easily search and evaluate agent-customer interactions. Using this information, supervisors can then create the training materials necessary to help agents improve their performance. The CXM Agent Portal brings training material and feedback directly to agent desktops, enabling the agents to become actively involved in the quality monitoring process.

CXM can record audio via trunkside recording, station side recording, select observe recording, Communication Manager Application Programming Interface (CMAPI) recording and Voice over IP (VoIP) port spanning. Data about the recorded call is gathered from the Avaya computer telephony integration (CTI) link (AES server). CXM indexes each recorded call with detailed call activity from the AES server.

Businesses can store recordings on either the CXM provided recorder server or on their own storage server. Auto archive software is included to create a permanent library of recorded calls. Since call recordings are stored in a native WAV format, no proprietary client is needed to access and replay recording interactions. CXM can be effectively deployed in network environments supporting centralized administration and storage.

The Co-nexus CXM application works with Avaya Communication Manager. Communication Manager – the next generation of Avaya call processing software – is an open, scalable, and highly reliable telephony solution. The software provides centralized call control for a resilient, distributed network of media gateways and a wide range of analog, digital and IP-based communication devices.

Modules

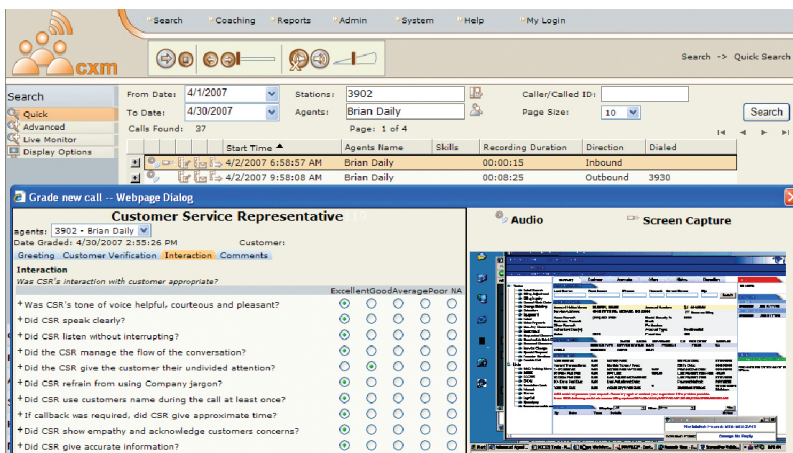
The CXM application includes the following modules:

- **Call Recording** – Provides the scalability to record all calls, predetermined calls or calls on demand
- **PC Recording** – Automatically records PC activity and logically indexes it for easy retrieval from any network PC
- **Agent Performance Evaluation** – Allows call center supervisors to analyze agent interactions and identify those agents requiring training and coaching
- **Agent Coaching** – Allows supervisors to create training material that is pushed out to the agents in the form of videos, tests, example calls and bulletins
- **Customer Satisfaction Surveys** – Presents callers with a series of prerecorded questions designed to elicit customer satisfaction levels

Functions

The CXM application is typically utilized by call centers for quality monitoring and training. Other functions include:

- Customer dispute resolution
- Compliance
- Order verification
- Payment verification
- Minimization of liability



System Requirements

Co-nexus CXM is a turnkey solution, which includes all software, hardware and professional services. Additional requirements include:

- Avaya CTI (AES server)
- CMAPI and TSAPI licenses
(dependant on recording configuration)

ABOUT DEVCONNECT

The Developer*Connection* Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at www.devconnectprogram.com

ABOUT CO-NEXUS

Co-nexus, Inc. develops recording and quality monitoring solutions for small to mid-size organizations. In addition to developing the CXM application, Co-nexus provides a full range of professional services that includes CTI integration to Avaya Communication Manager, CXM installation, end user training and ongoing support.

While designed and priced for small to mid-size organizations, Co-nexus products include a feature set comparable to applications utilized by the world's largest call centers. The Co-nexus CXM application has been installed in many vertical markets, including healthcare, finance, insurance and government.

Co-nexus is located in Houston, Texas. For more information, visit www.4cxm.com.

ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: www.avaya.com.

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