AVAYA

Avaya™ Predictive Dialing System

A Proactive Contact Management Solution

In today's Customer Economy, attracting and retaining customers is vital to the success of your enterprise. Customers expect you to provide first-rate service, delivered wherever, whenever, and however it is most convenient for them. If you can't meet their demands, your customers will switch to a competitor who can.

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

At Avaya, we understand that your business revolves around your customers. That's why we offer a comprehensive portfolio of Customer Relationship Management (CRM) solutions— hardware, software, services, and support—to help you put your customers at the center of your enterprise.

Increase your contact center's proactive performance

"Connect with your customer." It sounds so simple. In reality, however, it's a complex undertaking, one with many inherent challenges: public perceptions, regulatory issues, answering machines, voice mail, caller ID, busy signals, agent turnover, increasing competitive pressure, and the need to continually improve operational efficiency.

Avaya can help

Avaya can help you meet the challenge. The Avaya™ Predictive Dialing System (PDS) is completely integrated to help you achieve more transactions per hour, deal more positively and effectively with customers, and improve agent productivity. Plus, it provides management tools that help you make more informed decisions.

A solid return on your CRM investment

The Avaya™ PDS suite of telephony hardware and software automates and synchronizes contact center activity. Exclusive technologies include the world's most accurate predictive dialer and call progress analysis tools, a sophisticated and unique call blending system that provides multiple options for integrating inbound and outbound calls, and the industry's most accurate dialing algorithm that enables placement of up to 130,000 calls per hour. Combine this industry-leading functionality with other benefits like rapid implementation and open architecture, and you begin to see why Avaya PDS provides a solid return on your CRM investment. The result? As much as six times the productivity of your current contact center—and ROI in months or even weeks.*

- Industry-leading functionality
- Rapid implementation
- Integration with other contact center systems (such as ACD, PBX, IVR, and Host System)
- Scalability
- Open architecture
- Exceptional technical support
- Robust data security

*ROI EXAMPLE:

The Avaya™ Predictive Dialing System can increase agent right-party connects from 8 to 24 per hour in a manual dialing environment. Assuming a 50% agree-to-purchase rate and an average sale of $75, a contact center of 10 agents could see as much as $48,000 per 8-hour day in additional revenue.

Partnership—every step of the way

From custom PDS solution design to post-installation technical support, Avaya is there to help you every step of the way. Our customers and Alliance Members benefit from a comprehensive set of award-winning, world-class Avaya service options. These include fast and efficient product implementation; outstanding education services; extended-hour coverage; extensive phone, online, and on-site support; Web-based self-help; software application development support; and more.

The contact center world leader

The Avaya™ Predictive Dialing System is proven in more than 1,000 of the world's largest and most profitable contact centers, which together manage in excess of a billion customer contacts annually. More than 80% of the Fortune 500 banking and telecommunications companies use Avaya predictive dialing solutions.

Enhanced call progress analysis filters out nonproductive call attempts.

The Avaya™ PDS voice detection maximizes live-voice connects to your agents—eliminating up to 97.6% of busy signals, answering machines, voice mail, unanswered calls, pagers, faxes, modems, and operator intercepts. The Avaya system filters out nonproductive call attempts up to 25% more accurately than other predictive dialing systems.

Call blending smoothly integrates inbound and outbound calls.

As inbound volume increases, our sophisticated call-blending engine smoothly transfers available calls to the blended inbound or outbound team as needed. Choose from two blending strategies: blending based on overflow or on predictive analysis of inbound call trends. Sporadic inbound overloads and agent idle time are minimized, and contact center productivity is maximized.

Multi-dialer capabilities enable a single supervisor to manage multiple dialers across the enterprise.

You can create and manage log-ins and passwords for multiple dialers from a single system, combine real-time data from multiple dialers, and share user-defined views. A log-in and password created on one dialer may be populated to all of your dialers, regardless of their physical location. And one or more Avaya Predictive Dialing Systems can then run jobs using a single master list residing on any other Avaya dialer.

Avaya™ Predictive Dialing System Campaign Director

Enterprise-wide management, reporting, and analysis

Highlights: Avaya PDS Campaign Director

- Real-time information on the progress of your campaign helps you monitor campaign goals and improve productivity.

- Real-time control of campaign parameters ensures maximum campaign effectiveness.

- An intuitive graphical interface helps you build and modify campaigns easily and with minimal training.

- Over 18 standard reports, plus the ability to design custom reports, ensure flexible, meaningful report coverage of your contact center's productivity.

Campaign Director provides dynamic, real-time management of calling campaigns. Featuring a graphical, Microsoft® Windows®-based interface with simple pull-down menus and input fields, Campaign Director makes it easier than ever for your supervisors to design, control, and analyze contact center campaigns.

Campaign Director seamlessly integrates with your Avaya PDS to provide a set of functions essential to your calling missions. First, it enables you to set targeted and effective strategies for your campaigns. Next, it efficiently runs the campaign and modifies operations as needed to ensure maximum campaign effectiveness. Then, it reports on the activity of the campaign, both while the campaign is running and after it is completed. With Campaign Director, you focus on the contact center and your customers. You do not waste valuable time trying to get a campaign up and running.

"We increased our contact rate by 59% and achieved system payback in six months."

—Michigan Consolidated Gas Co.
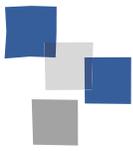
Campaign Director includes three modules that provide specific benefits to your contact center. Take a look at how these modules—Campaign Editor, Monitor and Analyst—work together to help you succeed.

Avaya™ Predictive Dialing System Campaign Editor reduces campaign setup time. Campaign Editor features an easy-to-use, Windows-based interface that enables supervisors to build and begin calling campaigns with point-and-click simplicity. Supervisors can manage lists, create calling strategies, select records, and design new campaigns—without extensive computer training or experience.

Avaya™ Predictive Dialing System Monitor improves campaign effectiveness. Monitor provides a real-time view of system, job, and agent statistics. Supervisors can monitor as many system, job, or agent activities (single or group) as desired, including current call results, call quality, agent productivity, talk times, and progress toward campaign goals. Scope Selectors present options for how much data can be viewed. Supervisors can monitor inbound and outbound wait queues and view call completion results for each campaign, thus analyzing campaign effectiveness.

Monitor displays statistics graphically, so you can interpret your data at a glance. A choice of display formats is provided, including pie charts, bar charts, or trend lines. You can even get a graphical view of the status of all your agents at any time. To help manage the contact center more effectively, supervisors can set both visual and audio alarms that are triggered when certain characteristics of a campaign or agent performance are reached—for example, when an agent has exceeded a specified talk time, or when a campaign has reached a preset goal. Supervisors can make changes to a campaign while it is in progress. They can fine-tune the campaign parameters, change a calling strategy, transfer agents between campaigns, or send messages to agents without stopping the campaign. And supervisors can make changes to a campaign while it is in progress, including fine-tuning the campaign's parameters, changing the calling strategy, transferring agents between campaigns, or sending messages to agents without ever stopping the campaign.

Avaya™ Predictive Dialing System Analyst provides comprehensive management reports. Analyst is a powerful query, reporting, and analysis tool for your Avaya PDS. A combination of Crystal Reports 8.5—the industry leading query and reporting tool from Crystal Decisions—and value-added contact center software from Avaya, Analyst gives you the ability to assess performance with real-time and historical data. In addition to over 18 comprehensive standard reports, Analyst puts ad hoc reporting in the hands of contact center management, helping to satisfy your needs for timely, pertinent information on which to base operational and strategic decisions.

Avaya™ Predictive Dialing System Internet Monitor

Monitor and fine-tune campaign and agent performance over the Internet.

Highlights: Avaya PDS Internet Monitor

- Multiple supervisors can simultaneously monitor campaigns and agents without impacting performance.

- Campaign progress can be viewed in real time using Netscape® Navigator™, Microsoft® Internet Explorer, or any equivalent Web browser.

- Remote monitoring enables supervisors to telecommute or service bureau clients to monitor their campaigns.

- Cost-effective management tool eliminates the need for multiple Campaign Director workstations when only summary campaign information is required.

- Easy to install and use.

Internet Monitor enables you to leverage Internet technology in your contact center to more cost-effectively manage day-to-day operations. With it, you can establish a virtually unlimited number of monitor-only workstations via the Internet. This can be accomplished from any computer equipped with Web browser software and Internet access. For PCs you plan to use solely to access summary information on campaigns and agents, Internet Monitor eliminates the PC platform requirements and software costs associated with additional Campaign Director workstations. Multiple supervisors can simultaneously monitor a campaign without affecting performance. Internet Monitor enables viewing of agent and active call campaign information (calls remaining, call results, and agent activity).

Avaya™ PDS Scripting allows you to create graphical agent scripts

Our call scripting program arms your agents with just-in-time access to the information they need—via intuitive, easy-to-use, point-and-click scripts. Avaya PDS Scripting allows agents to handle multiple situations without the need for costly training. Script development is easy—you need no programming skills—and can be updated in real time without IS or vendor support.

Avaya™ Predictive Dialing System Administration Manager

Easy, effective control of your Avaya Predictive Dialing System

Highlights: Administration Manager

- Powerful PC-based software lets you customize, configure, and maintain your Avaya PDS.

- Intuitive, graphical user interface is easy to use and understand.

- Comprehensive data management functions ensure that you maintain data integrity.

- Dynamic calling application configuration lets you control list definitions.

"I like being able to store and retrieve information using different criteria and appreciate having the ability to track how many hours have been put into servicing a delinquent account."

—Gerald Collins, Director of Credit and Collections, CommNet Cellular, Inc.
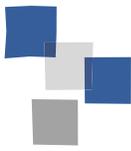
Administration Manager places you in firm control of your Avaya™ PDS configurations. A powerful, simple-to-use PC-based software solution, Administration Manager enables you to create, modify, and maintain system operations easily and efficiently without vendor intervention. As a result, you can swiftly and cost-effectively respond to your organization's changing needs.

With Administration Manager, Avaya PDS configuration is under your control. You can customize host download and upload calling list formats, record voice messages, design wait queues, edit agent function keys, create and modify call completion codes, set up internal system parameters, and more. Featuring an intuitive, Windows-based interface, Administration Manager makes operation easy. No programming experience is needed to take full advantage of Administration Manager's powerful capabilities.

Avaya™ Predictive Dialing System Agent API

A developer's tool for the Avaya™ Predictive Dialing System

Highlights: Agent API

Agent API (application programming interface) calculates agent statistics at the agent's desktop. You have the option of configuring Agent API to provide error and message log files for troubleshooting. It also provides a configuration interface that gives developers 11 different options for tracking errors, debugging their code, and enhancing performance. Here are some of the options:

- Write error history to file
- Use dialog box services
- Write message transactions to log file
- Create error message log file name
- Set message log file name
- Create agent statistic file
- Agent owned recall notification

Agent API is a developer's tool that allows you to produce agent applications for the Avaya PDS. Agent API is a set of commands and event notifications that enable developers to create a customized user interface for handling Avaya PDS agent operations.

The Agent API Software Development Kit (SDK) helps you create desktop applications for contact center agents that are tightly integrated with the Avaya PDS and other Customer Relationship Management systems.

With the Agent API SDK, you are able to build customized agent applications that meet your contact center's specific needs. Agent API is built on the Microsoft® Component Object Model (COM) standard. COM is the underlying architecture that forms the foundation for higher-level software services such as object linking and embedding (OLE). Because Agent API is object-oriented, it is easy to use in most visual development environments.

The Agent API SDK aids in rapid application design, development, and deployment by giving you a head start with sample code in popular visual development languages like Microsoft Visual Basic®, Microsoft Visual C++®, and Sybase® PowerBuilder®. As a result, you can respond quickly to your company's changing requirements, design new applications, and update existing applications as needed.

Avaya™ Predictive Dialing System

Feature Summary

The Avaya Predictive Dialing System delivers best-in-class efficiency and effectiveness to today's contact center by optimally managing calls to and from customers. Whether your calling mission requires inbound, outbound, or blended solutions, the Avaya PDS provides unparalleled technology to meet the demands of your business in today's highly competitive Customer Economy.

Agent management

The following features allow agent representatives to enhance a conversation or track pertinent information about a particular customer conversation or call outcome.

- **Agent interface options**—Flexibility to build basic scripts for agents, using the built-in ScreenBuilder® application. Or in-house programmers can develop a custom agent interface using the Agent API Software Development Kit.

- **Agent owned recall**—Allows the agent to set a recall that will only be delivered back to that agent, no matter what job he or she is on.

- **Auto-play**—Automatically plays a message to a detected answering machine while passing on live contacts to agents.

- **Auto-wrap**—Avaya PDS reduces line costs and increases agent productivity by automatically moving agents to after-call work mode when a customer hangs up.

- **Designated job access**—Allows for the segregation of applications (e.g., customer service, collections, telemarketing).

- **Manual dial**—Calls can be placed to any number not on the current customer record, providing an open field to type the phone number.

- **Remote agents**—Agents can be connected to the Avaya PDS remotely through data and voice connections.

- **Virtual agent**—Run campaigns without live agents by automatically delivering prerecorded messages to both "live" contacts and answering devices.

- **Multi-dialer agent log-in management**—Customers can create and manage log-ins and passwords for multiple dialers from a single system.

Campaign management

The following features enhance the flexibility of campaigns. Using these features, contact center supervisors have the ability to design, control, and analyze calling campaigns dynamically and in real time.

- **Detect the beep**—Avaya PDS detects the last beep of an answering machine before leaving a message, instead of using a timed delay.

- **Job linking**—Allows jobs to be "chained" or linked while enabling agents to move smoothly from one job to another without downtime.

- **Letter generator**—Enables the creation of customized form letters as a calling campaign follow-up.

- **Managed dialing**—Enables agents to provide specialized handling on sensitive accounts by previewing the client record before a call is placed.

- **Person to person**—Monitors customer connection rates and ensures that excess calls from sudden changes in the connect ratios are answered by a live voice.

- **Real-time campaign management**—Provides real-time monitoring and control of campaign parameters and agents.

- **Real-time and historical data monitor**—Allows access to completed jobs, enabling data from those jobs (e.g., previous agent performance) to be added to real-time data.

- **Multi-dialer campaign monitor**—Supports multiple dialers across an enterprise, allowing a single aggregate view of real-time job data from multiple dialers.

- **Scope selectors**—Settings for common job definitions include options that allow users to specify the data view based on the chosen characteristics.

- **Hierarchies**—Hierarchy Manager allows the creation of additional data groupings specific to an individual organization's needs. Incoming data is then filtered according to hierarchy settings.

- **Filters**—Filters apply one additional criterion to selected views, for user-specific needs.

- **Sales verification**—Automatic creation of a second calling campaign (to confirm sales or commitments obtained in a prior campaign) that allows use of a different pool of agents to perform verification tasks.
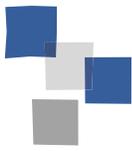
Report management

The following features allow contact center supervisors to report on the activities of calling campaigns, either while the campaign is running or after the calling campaign is complete.

- **Automated PC analysis extracts**—Enables managers or supervisors to select critical campaign statistics they want to monitor and set the Avaya™ PDS to automatically extract this data hourly, daily, weekly, or monthly.

- **Campaign metrics**—Campaign metrics monitor customer interaction and agent performance in real time, displaying current information and updates to agents and managers directly on agents' desktops.

- **Enterprise reporting**—Enables users to link information from an Oracle database to the Avaya PDS for richer analysis in a single reporting structure.

- **PC analysis**—Support for Crystal Reports 8 allows the Avaya PDS to provide very detailed campaign statistics that can be exported and used in reports via spreadsheets, etc.

- **Quality monitoring and recording**—A comprehensive quality management solution that captures synchronized voice and screen/Internet activity together. Plus, timesaving applications for playback, evaluation, and analysis.

- **Security standards**—Robust application security utilizing HP UNIX security standards, with a trusted C2-compliant option, ensures incredibly sensitive customer data is well protected.

Telephony resource management

The following features utilize telephony resources to control the flow of calls to contact center agents. Call blending features allow the transition of inbound and outbound calls to the agents.

- **ANI/DNIS number pop**—Populates fields on the inbound calling record with automatic number identification (ANI), which identifies the inbound phone number, or dialed number identification system (DNIS), which identifies the destination number when those numbers are available on the network. This provides agents with front-end account information and allows calls to be answered based on call type.

- **ANI support**—Provides identification to the called party as necessary to meet state regulation requirements for telemarketing.

- **Blending—Intelligent Call (no ACD)**—Connects directly to the Public Switched Telephone Network (PSTN) without an ACD/PBX. Routes both the inbound and outbound calls to blend agents in the contact center.

- **Blending—Intelligent Call (ACD)**—Integrates with an ACD via internal API. Enables third-party integrators to integrate non-Avaya ACDs more easily, without proprietary information.

- **Blending—Intelligent Call (overflow)**—A customer's ACD/PBX can integrate with the Avaya PDS and route calls into the Avaya PDS to blend agents when ACD/PBX agents are unable to take inbound calls.

- **Blending—Predictive Agent**—By utilizing a CTI link, the Avaya PDS can monitor customer ACDs and predict when inbound agents can transition to take outbound calls. Agents can be acquired for outbound dialing quickly via multiple simultaneous acquires. The Avaya PDS can also predict when these agents will be required to return to inbound.

- **Blending—Proactive Agent**—By utilizing a CTI link, the Avaya PDS can monitor customer ACDs and, based on the inbound hold queue, move agents from outbound calling to inbound to take calls.

- **Line pooling**—Allows multiple jobs to share common pools of lines. This enables the Avaya PDS to automatically assign and release lines to campaigns as needed.

- **Multi-country dialing**—Configuration allows the system to place outbound phone calls to multiple countries. A single campaign can be used to dial multiple countries.

- **Native voice and data transfer**—Allows any outbound agent on an outbound or blend job to transfer a call—with its associated data—to any available inbound or blend agent that is actively joined to an inbound or blend job.

List/data management

The following features impact calling list records that are loaded onto the Avaya™ PDS. Supervisors can set targeted and effective strategies for calling campaigns.

- **Area code update—**Supervisors can quickly add and change area codes and prefixes.

- **Campaign update—**Automatically removes records from the calling list while the campaign is in progress, eliminating outbound nuisance calls to clients who have previously called into the contact center.

- **Do not call update—**Allows the agent or supervisor to mark a customer record as "do not call" and have all matching records in other selected calling lists marked as well.

- **Flexible list preprocessing—**The Avaya PDS has an extensive set of preprocessing tools that allow users to manipulate data, eliminate duplicate accounts, update information on their current list from a previous list, check phone numbers, and determine time zones prior to implementing a campaign.

- **Infinite job—**Appends a subsequent host download to a calling list that is already in progress (and will automatically re-sort if desired) without shutting down the active campaign.

- **List distribution—**Analyzes the records in your outbound calling list before you run an outbound job. It creates reports that count the records in the distribution sets.

- **Shared calling lists—**The Avaya PDS can run jobs using a calling list that resides on another Avaya PDS—enabling one or more Avaya systems to run jobs on a single master list.

- **Multi-dialer management—**Manages multiple dialers from a single location. Log-in and password administration is distributed to multiple systems. Runs multiple record selections and starts jobs on multiple dialers at the same time. Edits to record selection and phone strategies can be saved to multiple dialers.

- **Record edits—**Allows the supervisor or agent to access and edit the calling list. The supervisor may search the list on a unique client field and then update any piece of the client's data stored in the calling list.

- **Record selection—**Allows supervisors to tell the Avaya PDS whom to call during the campaign by defining the criteria for selecting records.

- **Record-specific messaging—**Specific recorded messages can be played to the called party based on a unique identifier in the customer record.

- **Unit work lists—**An outbound campaign during which agents can work a specific subset of customer records from the calling list.

Avaya™ Predictive Dialing System features

- Shared calling lists

- Multi-dialer agent log-in management

- Auto wrap on a per-job basis

- Common user interface for supervisor applications

- Managed and predictive outbound call handling

- State-of-the-art dialing algorithm

- Industry-leading voice detection

- Three fully featured blend options (outbound and inbound integration)

- Powerful supervisor workstation

- Robust campaign design and scripting

- Advanced monitoring and reporting capabilities

- Unified open client/server architecture

- Scalable features and applications

- Open standards–based development tools

- UNIX® security standards

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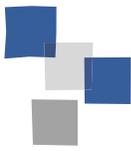
System cabinet specifications

Overview

The system cabinet contains the system software and hardware required to call clients, handle incoming client calls, connect agents and clients, and maintain client information.

Dimensions

4.7 ft x 2.16 ft x 3.33 ft (1.42 m x 0.66 m x 1.04 m)

Placement—Allow sufficient space to open and close the front and rear doors. Each door is the full width of the cabinet and is hinged on the left side. The doors require a 24-inch arc from the left side of the front and rear of the cabinet.

- Minimum of 3 ft (0.92 m) of work space at the front and back of the cabinet

- Minimum 2.34 ft (0.75 m) of ventilation space on sides

- Minimum 5 ft (1.5 m) from air conditioning or heating ducts

- Raised floors must support 550 pounds (250 kilograms) for each system cabinet

**Clearance**—We recommend moving the system cabinet in the shipping crate.

Access and entry ways (including doors, hallways, stairs, elevators, and lifts) must be at least 5.5 ft x 3.16 ft x 4 ft (1.69 m x 1 m x 1.23 m) to accommodate the crated system cabinet.

Note: After the initial installation, use the shipping crate any time you need to move your system. Prior to moving your system after the initial installation, you must first contact your Customer Service Engineer or risk non-compliance.

IP address requirements—Add the IP addresses for each internal system cabinet component to the IP address table.

Electrical—The system cabinet is equipped with one power cord and a standard three-prong grounded electrical plug.

Use one separate, dedicated circuit with the appropriate receptacle for the system cabinet.

Avaya™ PDS Cabinet (Front View)

1. Digital Switch Card File
2. Tape Drive
3. Application Server
4. Access Server
5. Uninterruptable Power Supply

Note: The circuit must accommodate the appropriate power input requirements. Any change to the supplied electrical connection is your responsibility and must be completed by a qualified electrician where the call center is located. The local authorities must approve all electrical connections and components to ensure that they meet local electrical requirements.

- One earth grounded outlet within 9 ft (2.7 m) of the systemcabinet.
- One dedicated, separate circuit breaker.

For details on the electrical connections, see the electrical connections table below.

Power consumption—The Avaya PDS uses approximately 1500 watts.

Grounding—Install wire to connect the system cabinet to the building earth ground. Use minimum 10 AWG (2.60 mm) ground conductor (green insulated wire with one or more yellow stripes).

In addition to information in this guide, you must comply with the requirements in Avaya PDS Regulatory & Safety Information guide.

In the United States: Comply with grounding connections listed in Article 250 of the National Electric Code, NFPA70.

Outside the United States: Comply with applicable national electrical codes.

Elecrical connections—Use the following guidelines for electrical connections.

Power	Input Cord	Plug	Receptacle
105 to 125 V at 60 Hz	16 A, 12 ft provided	NEMA 5-20P, provided	NEMA 5-20R
85 to 110 V at 50 Hz	20 A, 5 ft provided	NEMA 15-30P, provided	NEMA L5-30R
210 to 250 V at 50 Hz	8 A	locking, not supplied	IEC320/C-20

Uninterruptable Power Supply (UPS)—The system cabinet contains one UPS that protects against power supply fluctuations and outages. The UPS provides approximately seven minutes of power reserve. This should allow a system administrator time to shut down the system.

Floor mounting—An optional floor mounting kit is available. Each kit includes detailed installation instructions and the parts required to secure the system cabinet to a concrete floor. Please contact your Avaya vendor for details.

Telephony—Telephone specifications included in "Telephony" chapter.

Data transfer—For details regarding FTP, see "Data Transfer" chapter.

Energy usage—The Avaya PDS cabinet may produce up to 5000 BTUs per hour.

Security—We recommend placing the system cabinet in a secure location with controlled access.

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Contact your Avaya Client Executive or authorized Avaya BusinessPartner for more information today.

Or visit us at **avaya.com**.

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