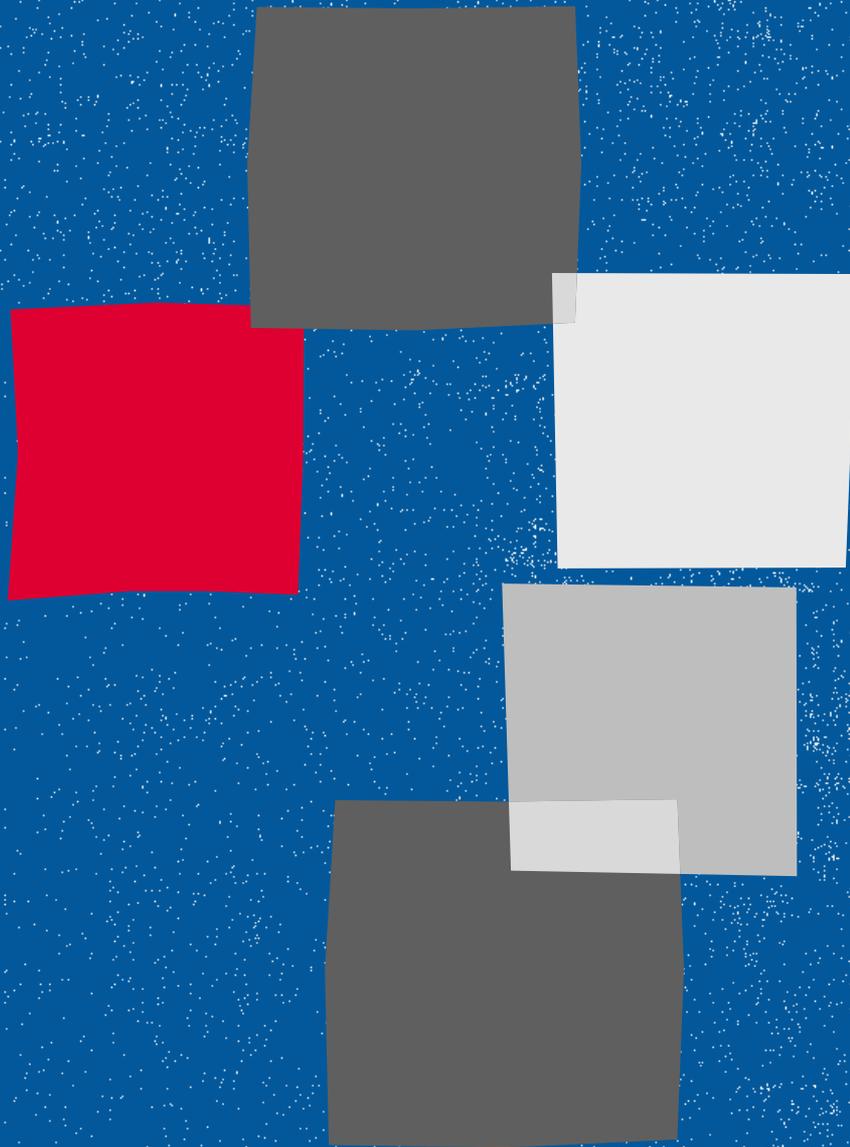




# Routing Solutions



## Automatic Call Prioritization and Routing: Your Contact Center's Central Nervous System

A state-of-the-art contact center isn't just about owning cutting-edge technology. It's about maximizing revenues, efficiency, customer satisfaction, and agent effectiveness.

With these goals in mind, if reporting represents your contact center's cognitive functions, and agent effectiveness is muscular coordination and competence, then routing is your contact center's central nervous system. As such, Avaya Routing Solutions' automatic reflexes will ensure optimum efficiency in call prioritizing, routing, and vector design that will:

- Cut costs while increasing revenue. Optimized routing means reduced bandwidth congestion and routing delays—while improved agent occupancy and enhanced customer experience will have a positive impact on your contact center's profitability.
- Increase call volume—without adding staff. Our sophisticated predictive routing algorithms automatically streamline call flow—throughout a single site, or across multiple sites—instantly and dramatically reducing ASA (Average Speed of Answer). And because all calls are automatically prioritized as well as routed, every caller quickly gets to the right place—whether that's a contact center, split/skill group, or specific agent. Add the ability to quickly and efficiently build your own call-handling paths, and you'll realize optimum efficiency in call prioritizing and routing.

- Enhance productivity—while keeping close control on costs. Whether you experience low volumes but high wait times or intense, peak call volumes, Avaya Routing Solutions will instantly increase your contact center's productivity. In addition to efficient call flow, your agents will be more productive for a number of reasons. First, their workloads will be balanced. And, because every call has been automatically sent to the right agent—and pertinent caller information has been attached to each call—each agent will also be more effective in providing personalized service. Plus, easy vector design lets your managers quickly create graphical flowcharts for designing more effective call-handling paths.
- Improve customer satisfaction. Your customers will spend less time waiting—and more time receiving superior service. Every call will be automatically sent to the most appropriate place, while special customers will receive priority treatment. And just as every caller gets to the right place, each agent will receive caller information (from Accumulated Time Waiting to customer history and value) that will help them provide satisfying and personalized customer service.
- Recruit and retain top agents. Offer job-enhancing capabilities—such as workload balancing and caller information forwarding—along with the promise of working with happier customers and you'll attract and keep the best talent.

To create the world-class contact center your business needs, Avaya Routing Solutions will become your contact center's central nervous system, helping you to instantly increase your efficiency, improve your agents' productivity, and enhance your customers' experience.



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