



AVAYA

Avaya全景中心
基于互联网的多媒体客户体验

世界在改变, 互联网和移动技术正在 改变我们的传统...

AVAYA

Economy & Growth 经济与发展



Mobile Living 移动生活



Generational 新一代

78

% of consumers buy products based on their relationship from prior to mid-1990s (2008)

Environmental 环保



twitter

Blogger

Social
Networking 社会网络

flickr

289+

SECONDLIFE
MILLION users on Facebook, Twitter, Myspace

LinkedIn facebook

myspace.com
a place for friends

Virtual Worlds and
Communities 虚拟世界和社区

技术在改变，不以我们的意志为转移

AVAYA



SIP把联络中心带入了互联网时代

联络中心必然要改变...

Avaya 全景中心，真正改变你的客户体验

AVAYA

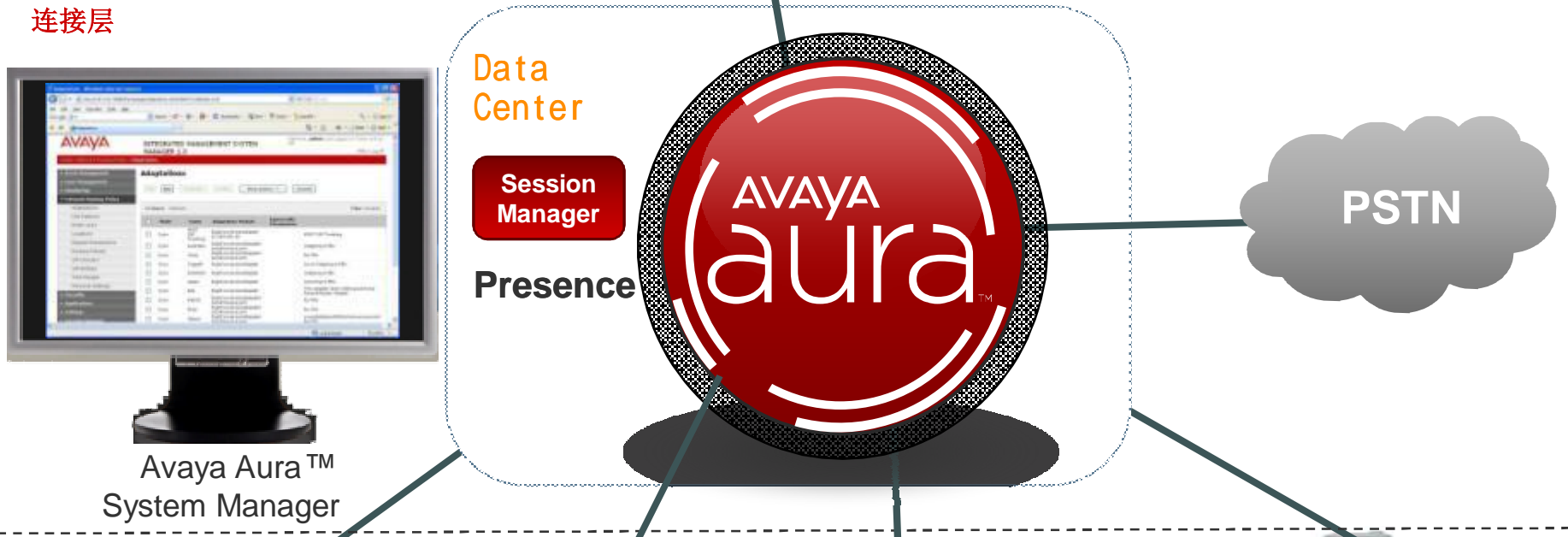


AVAYA全景中心是AURA下面的SIP联络中心应用
Aura-企业级IMS, 实现媒体世界的万物物相
 AVAYA

应用层
 客户交互应用
 通信应用

SIP联络中心的重点是全新的应用体验，而不是简单的SIP话音

连接层



接入层



AVAYA全景中心是真正的SIP架构
 基于E-IMS三层通信架构才是SIP的舞台

客户中心的变革-从CTI到多媒体会议

AVAYA

客户服务全景交互场景

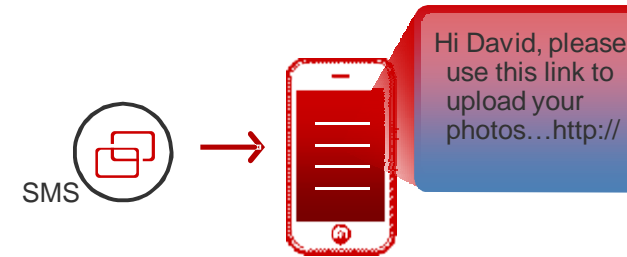


全景中心带来的改变-多媒体会议

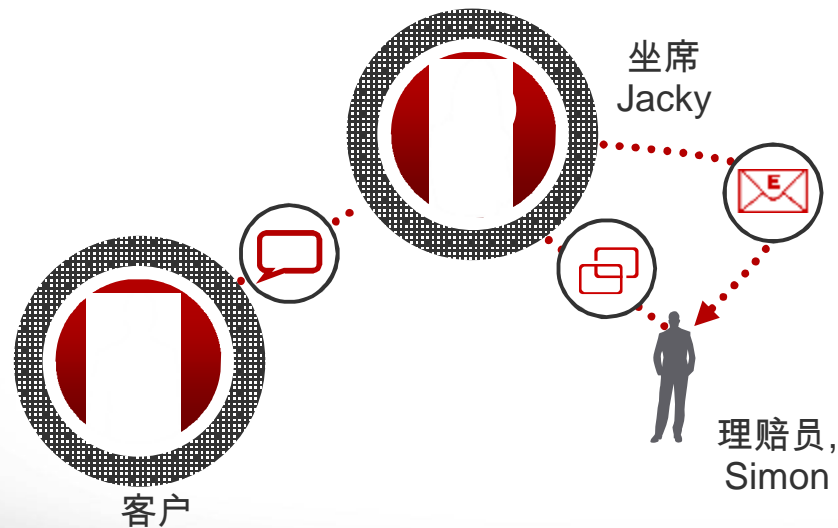
AVAYA

- Jacky录入David出险报告
- Jacky根据理赔员实时状态，找出一个空闲的理赔员Simon，开始与之进行即时通信
- 一个包括David基本信息Link的邮件，自动发送给Simon

一个带有URL链接的短信自动发送到David的手机上



ANTICIPATE • **AUTOMATE** • ACCELERATE

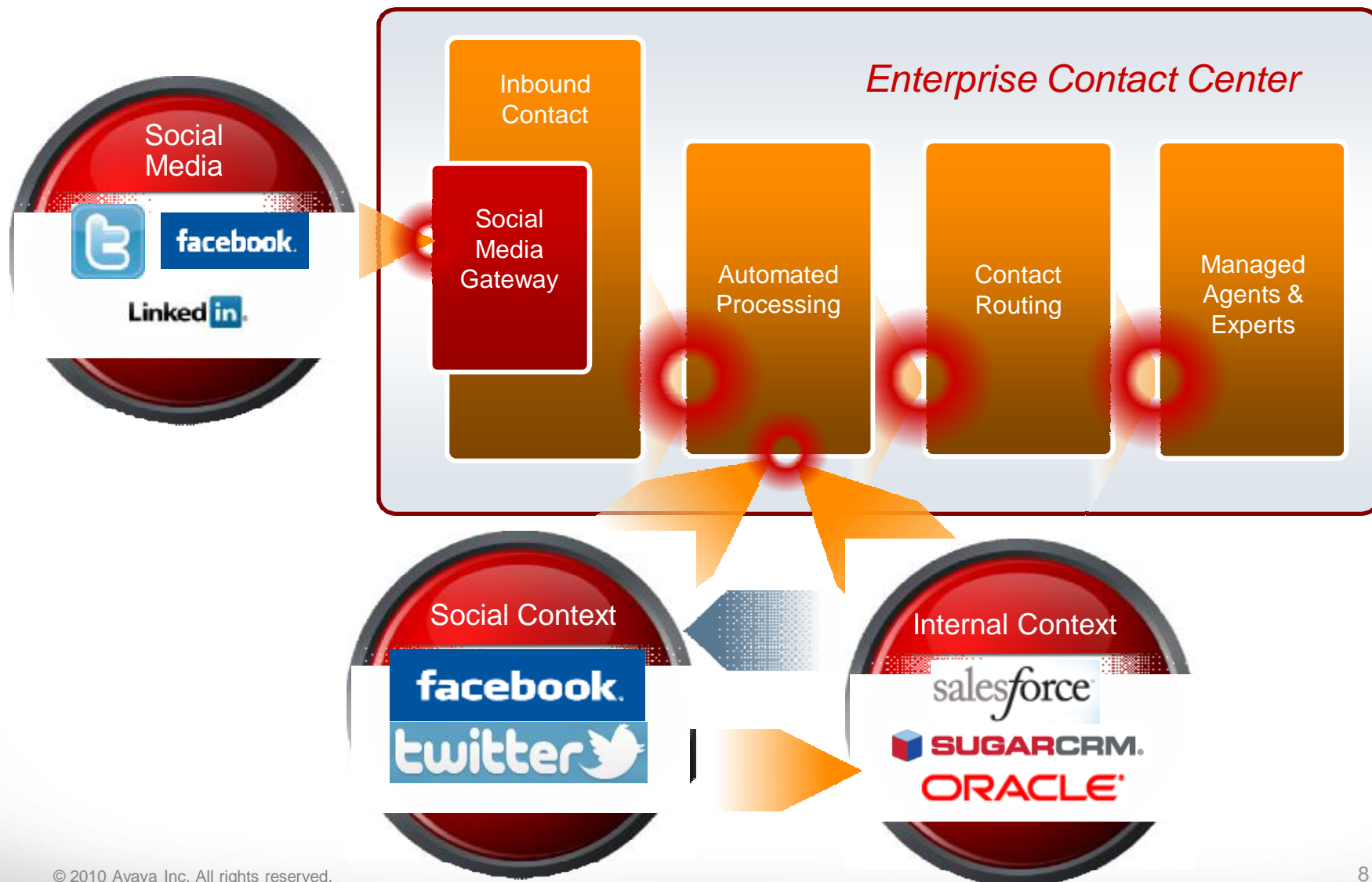


Persistent Consumer Conference

全景中心的创新-媒体社区服务

社区情景和内部信息联动帮助实现个性化的客户服务

AVAYA



Avaya Social Media Manager

I supported CJ's Charity Walk Week
<http://www.charity.org> #CJ

根据查询内容可以找到成千上万条内容

CJet airlines swings to \$161M loss in third quarter –bizjournals.com<http://bit.ly/2OUCRV>

30% 无关
70% 和企业有关

CJet voters, don't let a golden opportunity pass us by CJet County Independent Dear reader, are you one who.. <http://bit.ly/3qWX2>

If CJet could just play nice & bump me to a later flight this would just uncomplicate things.

在有关的70%中，有2%需要给座席处理

No joy on 2 CJet flights. Back through security again to mothership

总共100,000条

30,000 无关记录被忽略

在余下的70,000条中有1,400条记录应该被处理

Avaya 媒体社区管理举例

CJet航空公司的客户有抱怨情绪

AVAYA

CJet Customer Posts Problem on Facebook Wall

Users who "like" CJet page can post to wall

The screenshot shows the Facebook profile for CJet Airlines. The page has tabs for Wall, Info, Photos, and Discussions. A post by Dave AcmeAcme is visible, stating: "Cjet lost my bag again! This has been a problem with all my Cjet flights. Today I was on a direct flight and they lost my bag. How does that happen? Not sure if I will ever fly CJet again." This post has 7 minutes ago timestamp and options for Comment, Like, and Flag. Below it, a post by Patrick Parker says: "I called Cjet and they gave me a \$450 nonstop airfare to Rio even though their promotion had run out yesterday. Normally, it would have been about \$200 more. Nice." This post is dated September 15 at 2:31pm and has options for Comment, Like, and Flag. A comment by Reinhard Klemm says "Reinhard Klemm likes this." Below that, a post by Reinhard Klemm says: "Rio de Janeiro with Cjet cost me only \$450. A real steal. With AA, it would have been close to \$700." This post is dated September 15 at 2:15pm and has options for Comment, Like, and Flag. A comment by Patrick Parker says: "Patrick Parker and 2 others like this." At the bottom, a post by Patrick Parker asks: "I can't find that airfare. Will you have a stopover somewhere? And have you flown Cjet before?" This post is dated September 15 at 2:20pm and has options for Like and Flag. On the left side of the page, there is a section for "1 Friend Likes This" with a profile picture of Patrick Parker. Below that, there is a section for "11 People Like This" with profile pictures of Patrick Parker, Khemarj Dhondge, and Ant Theodor.

Avaya 媒体社区管理

坐席获得了来自网上媒体社区的信息

AVAYA

Standard Agent Desktop and Tools

Skills Based Routing Values (Premium – English)

Incoming Facebook Post Work Item

User Social Context Details and Location

Customer History

Text Analysis Summary

The screenshot displays an Avaya agent's desktop interface. At the top, a status bar shows 'agent 5522012 (5522012) Ready' and 'Working: EM_SC_Premium'. Below this, a 'Customer Details' window is open, showing a list of skillsets and subjects. The main window displays an incoming Facebook post from 'Dave AcmeAcme' about a lost bag on a C-Jet flight. The post includes a profile picture, name, and text. Below the post, there is a 'User Analysis' section with 'English - PREMIUM/airline' and 'Relevance(21/100) Emotion(0)'. A 'Facebook Context' section shows 'Name: Dave AcmeAcme Gender: male Language: en'. At the bottom, there are buttons for 'Reply', 'Reply All', 'Transfer', and 'Finish'.

Avaya 媒体社区管理 Agent 在媒体社区给客户回复

AVAYA

Customer Post

Avaya Social Media Facebook Response



Dave AcmeAcme - cjet lost my bag again this has been a problem with all my cjet flights today i was on a direct flight and they lost my bag how does that happen not sure if i will ever fly cjet again

Response

Sorry for your troubles. We found your bag and will be delivering it to your house today, with a \$200 travel voucher. Enjoy!

Reply

Agent Response,
stored for tracking

Avaya 媒体社区管理 CJet航空公司的客户有抱怨

AVAYA

Customer Post

facebook Search Home Pro

CJet Airlines
Wall Info Photos Discussions

Write something...
Attach: [Icons] Share Filters

Dave AcmeAcme Cjet lost my bag again! This has been a problem with all my Cjet flights. Today I was on a direct flight and they lost my bag. How does that happen? Not sure if I will ever fly CJet again.
18 minutes ago · Comment · Like · Flag

CJet Airlines Sorry for your troubles. We found your bag and will be delivering it to your house today, with a \$200 travel voucher. Enjoy!
9 seconds ago · Like · Flag

Write a comment...

Patrick Parker I called CJet and they gave me a \$450 nonstop airfare to Rio even though their promotion had run out yesterday. Normally, it would have been about \$200 more. Nice.
September 15 at 2:31pm · Comment · Like · Flag

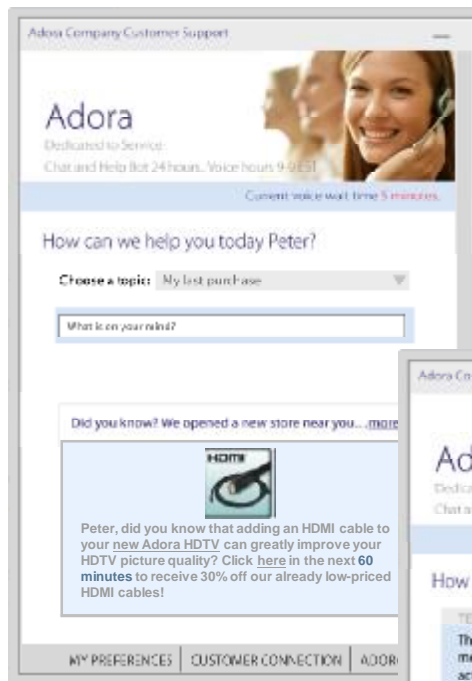
Reinhard Klemm likes this.
Write a comment...

Agent Response from CJet account

社会化媒体的企业联络服务

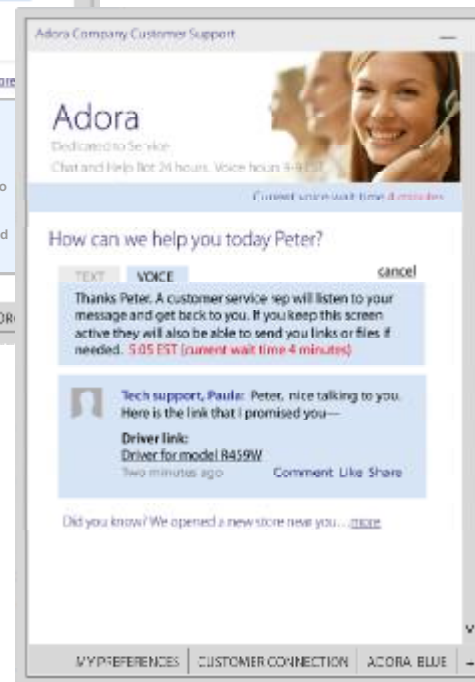
Connect with Customers in New Ways

AVAYA



客户-Customers

Install the Social Media application and connect with agents by simply clicking a link in their profiles



座席-Agents

Easily respond to customer inquiries, enabled with invaluable information and context from user profile

全景中心的创新：SIP实现WEB Call Back “客户移动连接”的场景

AVAYA

1

Eric刚刚购买了一个无线路由器，但是在连接 internet 的时候遇到了问题



2

他的妻子建议他使用新的iPhone应用通过互联网获得排除问题的简易指导



3

Eric尝试根据网上的提示解决问题，但他还是需要更多帮助。iPhone上的应用允许他通过WEB向一个呼叫中心发出访问，他选择了一个自助回呼的帮助。



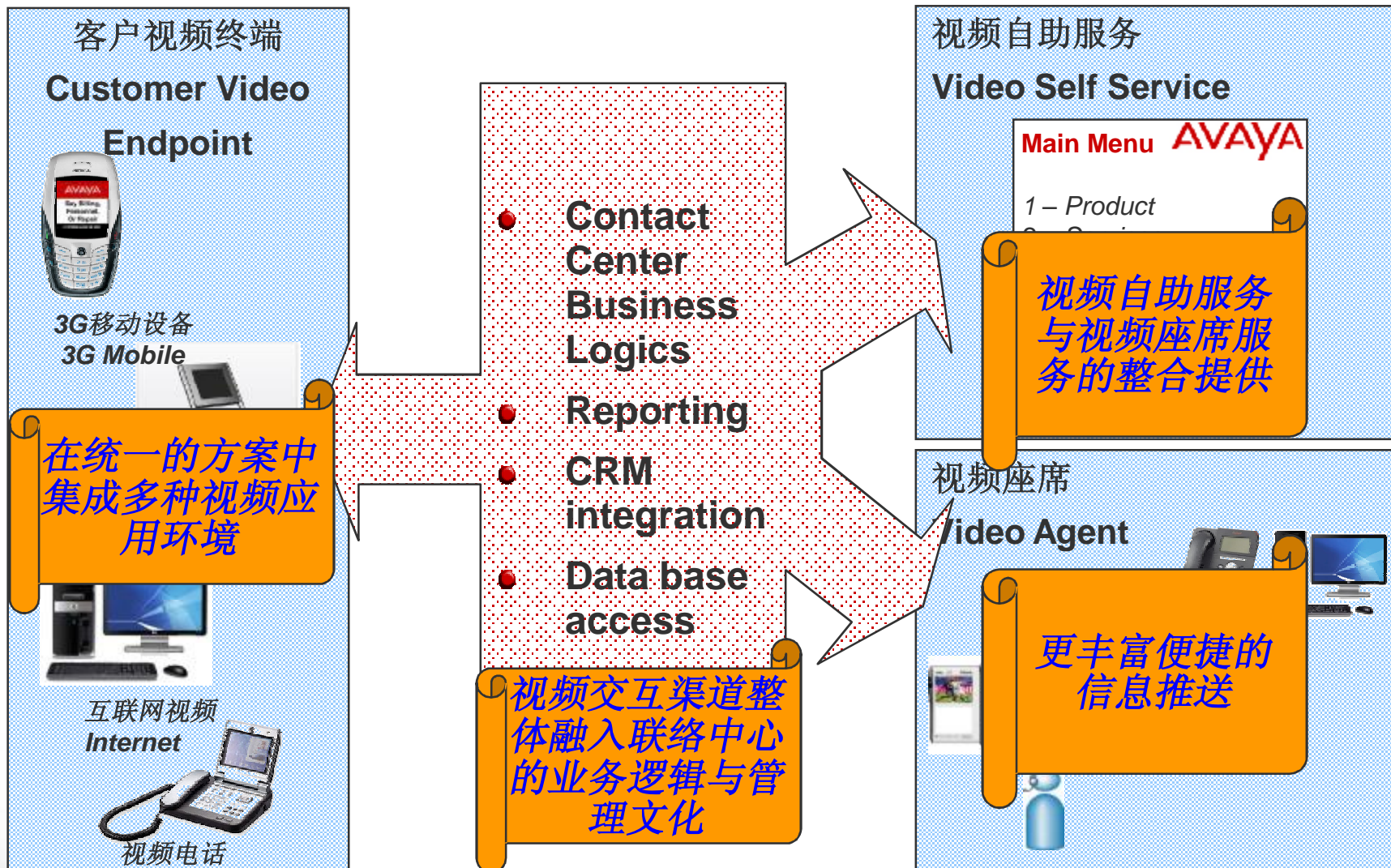
4

一个在家值守的呼叫中心坐席收到了Eric的请求，同时也获得了他在iPhone手机上留下的所有信息（包括位置信息）。这位呼叫中心坐席打电话给Eric去帮助他解决问题



视频呼叫中心，是相当热门的话题

AVAYA



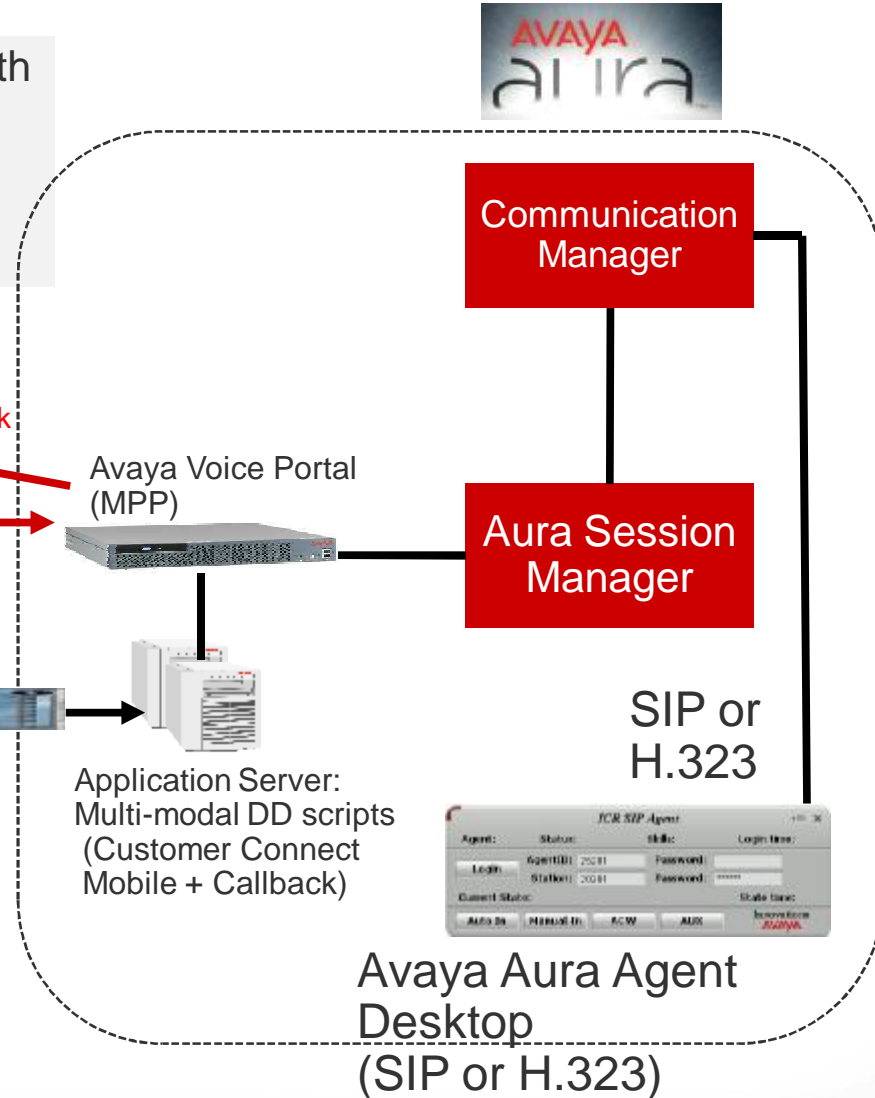
以客户为中心的创新，实现3G视频应用 AVAYA

Customer Connect Mobile 2.5. Builds on 2.0 with an embedded SIP endpoint in the application. Allows SIP calls over 4G/3G/EDGE and visual data exchange with seamless dialog handoff between content server and agent



In 2.5, DD scripts include multi-modal voice and data component. SIP component allows integration with Aura Named and Sequenced Applications.

Users can start with SS using app or voice call over SIP and extend with dialog of visual content. They will still have an option for a callback.



全球中心的创新-WEB Flash视频

AVAYA

Business Communications Solutions from Avaya - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://198.152.240.36/website/public/thincall/avaya_embed/avaya.htm

Most Visited Getting Started Microsoft Outlook We... Latest Headlines Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Business Communications Solutions ...

AVAYA

Solutions Products Support Community About Us

Search

Unified Communications

See how to keep workers productive and accessible, wherever they are.

[Live Video Chat](#)

Unified Communications

Contact Centers

Small Business

Information for
Partners
Developers
Federal Government
Nortel Enterprise Solutions
Employees

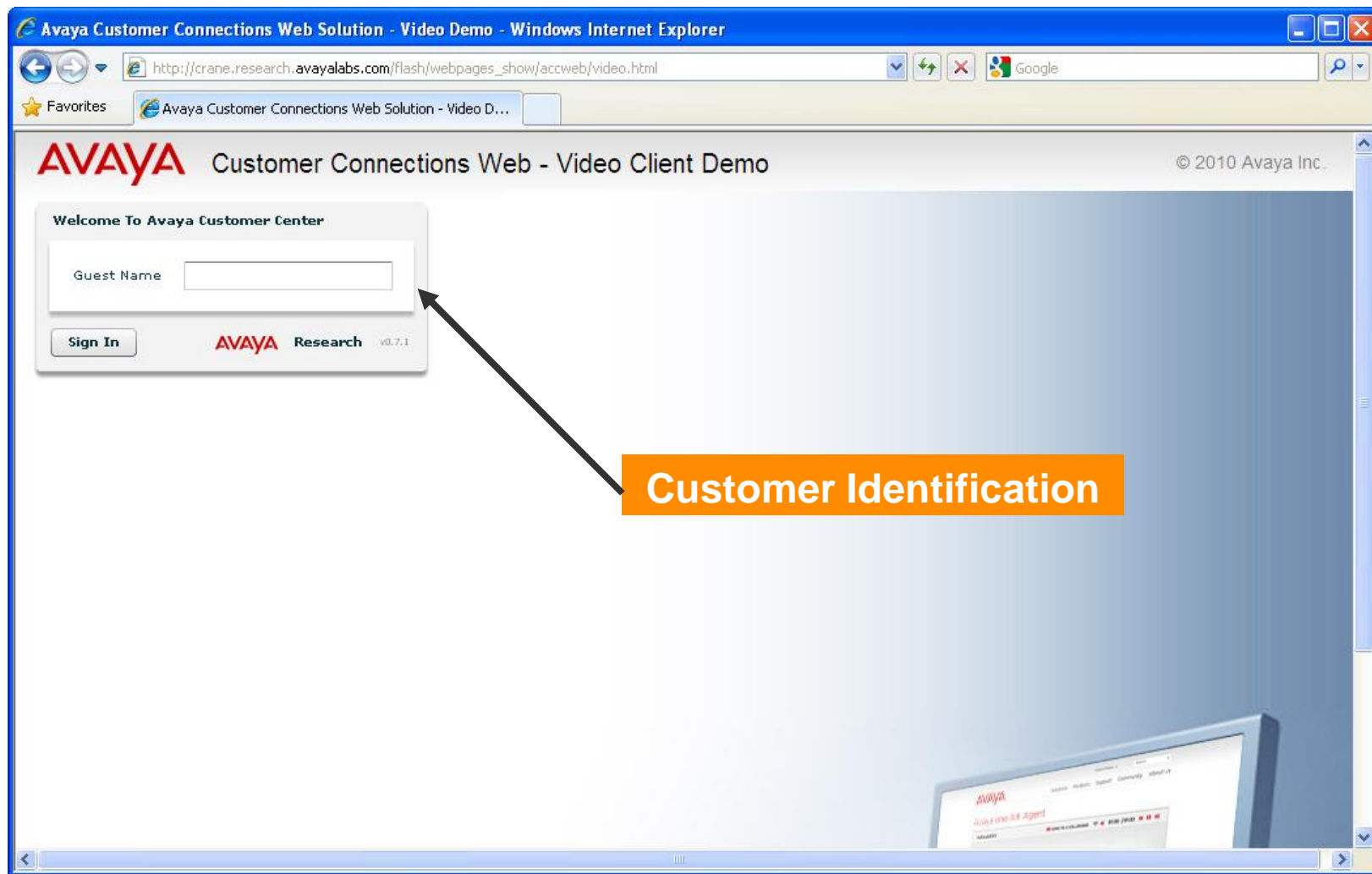
News | 20 Jul 2009 | Avaya Announces Agreements to Purchase Nortel's Enterprise Solutions Business

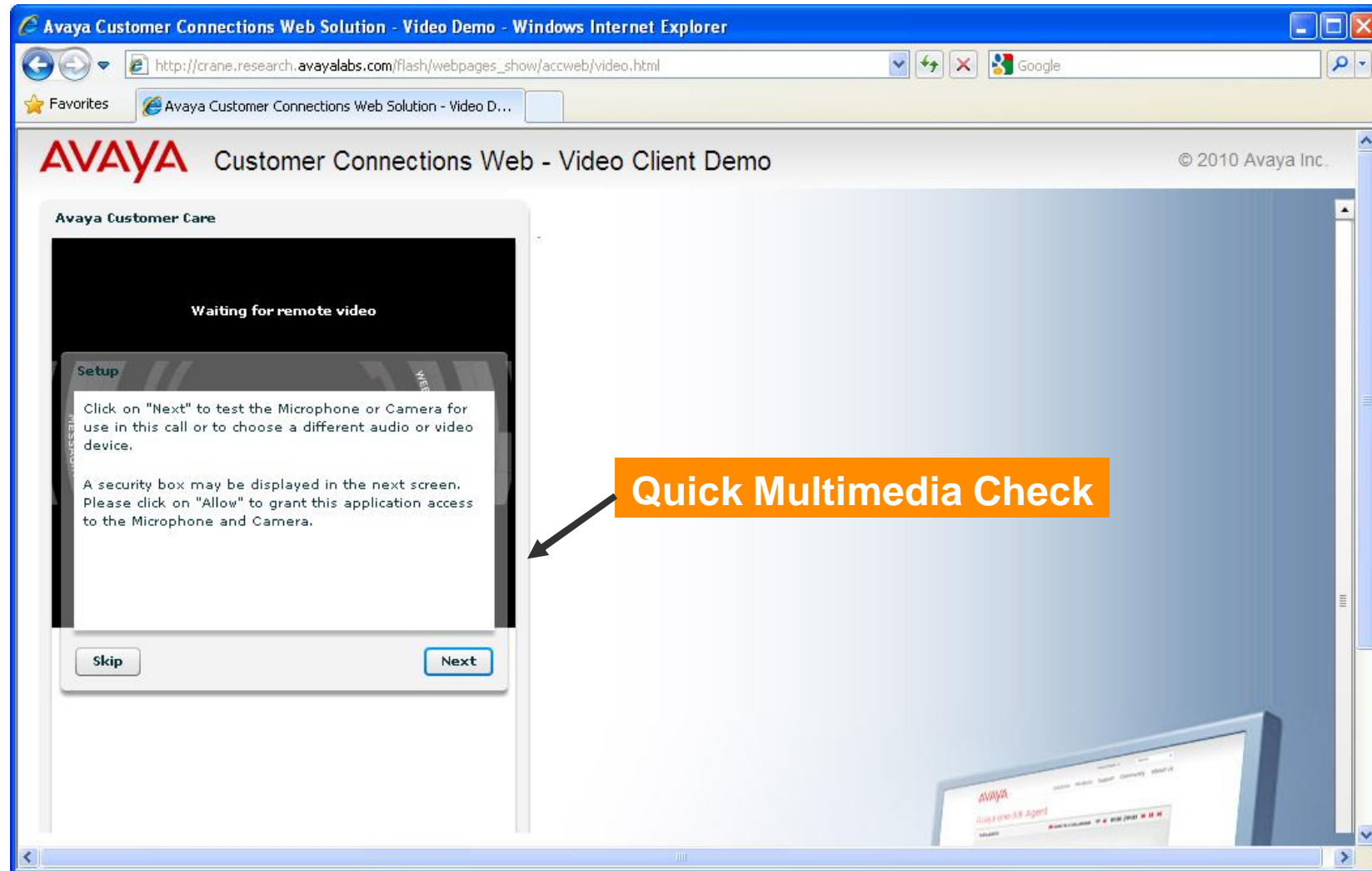
Blog | 07 Aug 2009 | Three Digits to Help

Find a Partner | Contacts | Careers | Resource Library | Site Map

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Customer clicks on Live Connect to Agent Link.

A screenshot of a web browser window titled "Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer". The address bar shows the URL "http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html". The page content includes the Avaya logo, the title "Customer Connections Web - Video Client Demo", and a copyright notice "© 2010 Avaya Inc.". A "Welcome To Avaya Customer Center" box contains a "Guest Name" input field and a "Sign In" button. An orange callout box with the text "Customer Identification" has an arrow pointing to the "Guest Name" input field. The bottom right of the page shows a small image of a computer monitor displaying a similar interface.



Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care

Waiting for remote video

Setup

Click on "Next" to test the Microphone or Camera for use in this call or to choose a different audio or video device.

A security box may be displayed in the next screen. Please click on "Allow" to grant this application access to the Microphone and Camera.

Skip Next

Quick Multimedia Check

Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care

Waiting for remote video

AVAYA aura

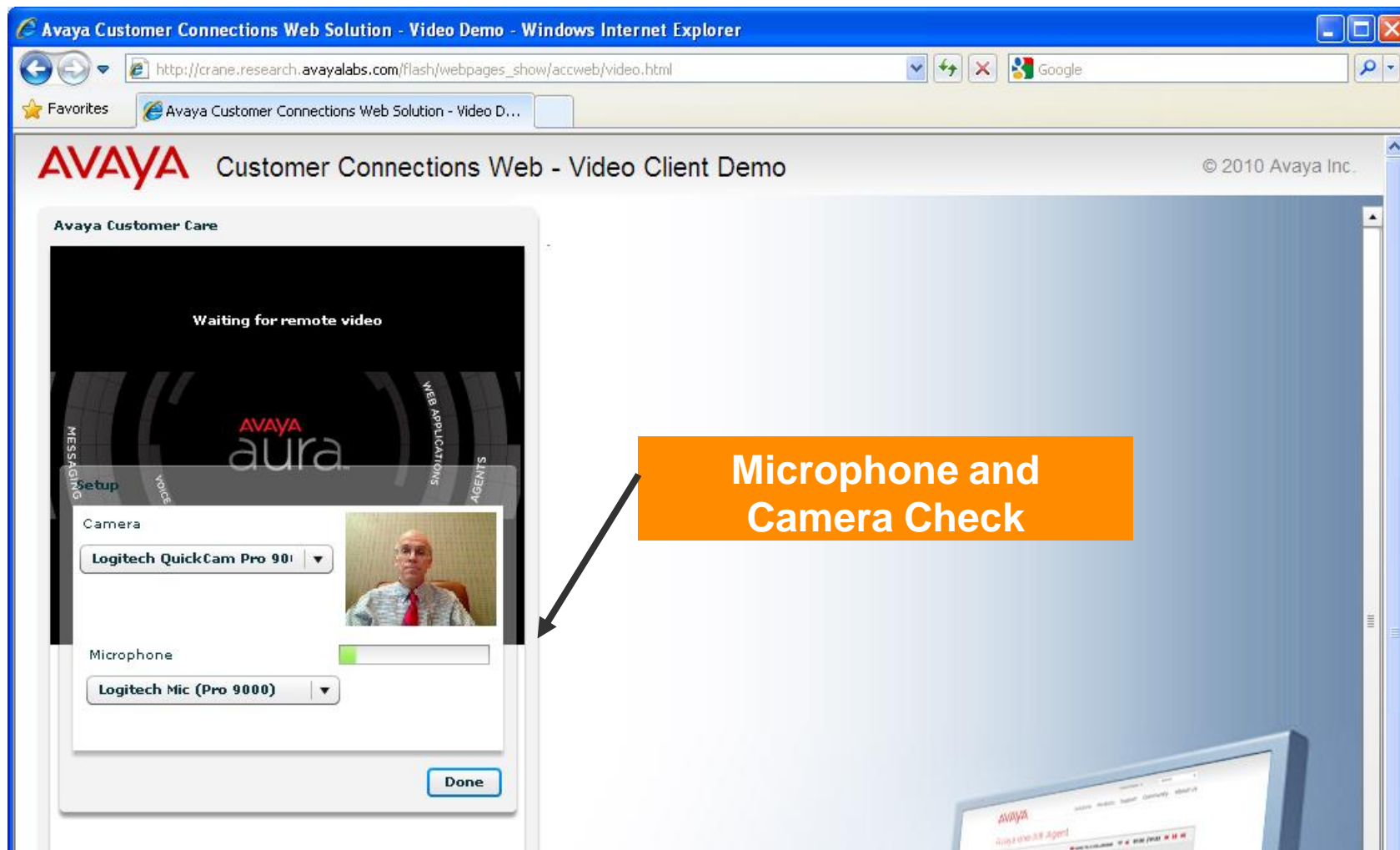
MESSAGING Setup VOICE AGENTS WEB APPLICATIONS

Camera
Logitech QuickCam Pro 9000

Microphone
Logitech Mic (Pro 9000)

Done

Microphone and Camera Check



Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care **Waiting for agent...**

AVAYA
labs

Please say the following phrase:
"TWO SIX NINE THREE"
(2 6 9 3)

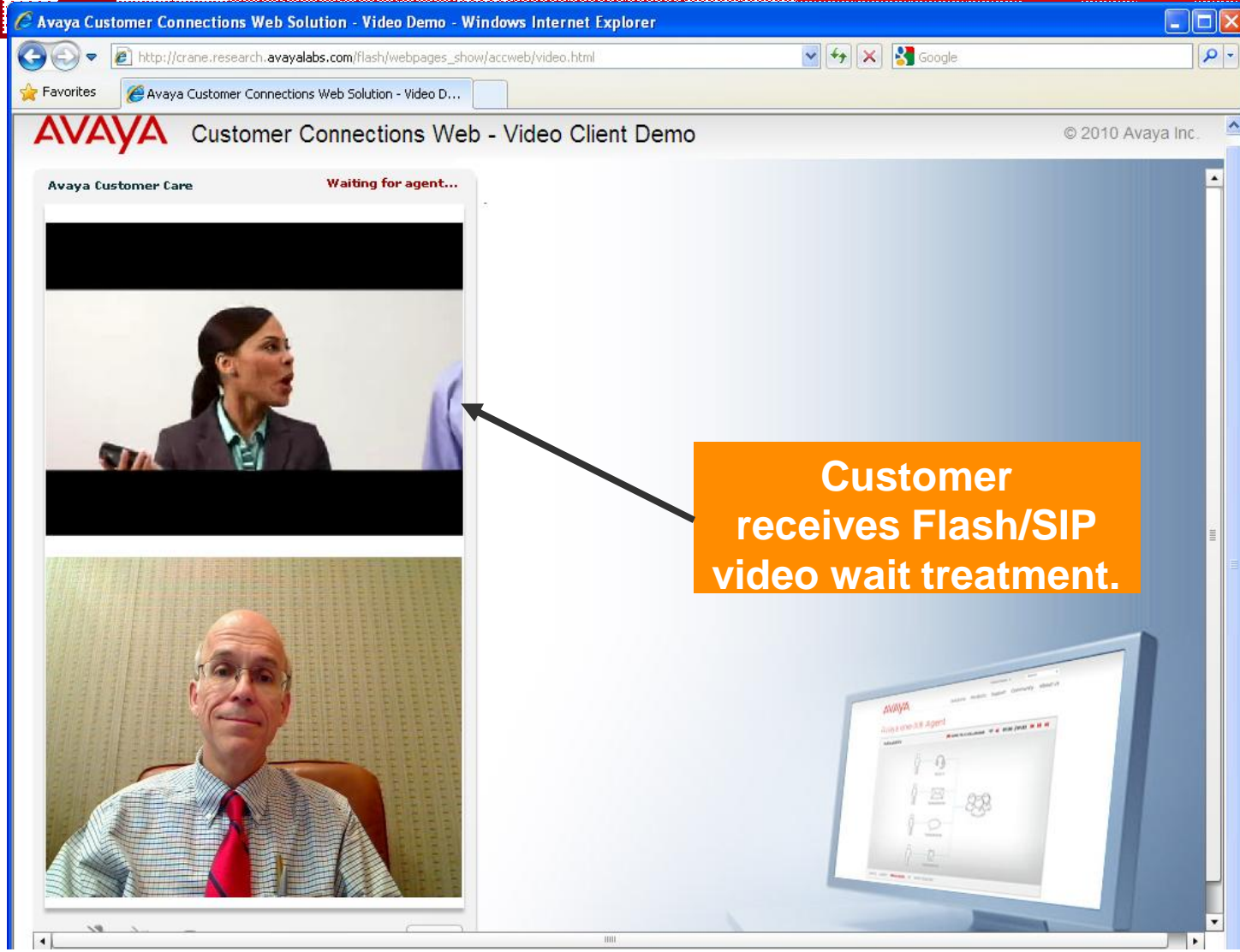
Optional Speaker Verification Via Avaya VoicePortal IVVR Platform

Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care **Waiting for agent...**




Customer receives Flash/SIP video wait treatment.

Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer


http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

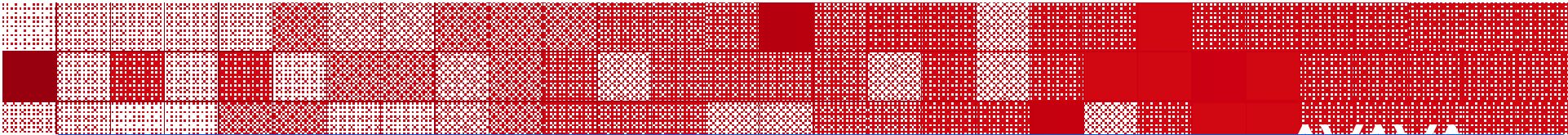
AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care Connected



Customer and agent converse.







Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://crane.research.avayalabs.com/flash/webpages_show/accweb/video.html

AVAYA Customer Connections Web - Video Client Demo © 2010 Avaya Inc.

Avaya Customer Care **Connected**



Chat

Agent [5:28pm]: Hello, how may I help you?


me [5:28pm]: Yes, I have questions about your architecture

Send

Text Chat

Agent

Customer



Avaya Customer Connections Web Solution - Video Demo - Windows Internet Explorer

http://kane.research.avayalabs.com/flash/webpages/_showaccweb/video.html

AVAYA Customer Connections Web - Video Client Demo

© 2010 Avaya Inc.

Avaya Customer Care **Connected**

Application Sharing

Chat

Agent [5:28pm]: Hello, how may I help you?
 me [5:28pm]: Yes, I have questions about your architecture
 Agent [5:28pm]: Let me show you a diagram.
 me [5:29pm]: ok
 me [5:29pm]: that is very helpful, thanks

Send

Avaya Customer Connections Web DMZ Configuration

Public Domain DMZ Enterprise

Internet Consumer Enterprise Web Server Avaya Customer Connections Web Flash SIP Media Gateway SIP Session Border Controller Avaya Aura™ Communication Manager Avaya Aura™ Session Manager or SIP Endpoints Services (SIP) Agents Agents XAgents

New

AVAYA Research

Application Sharing

AVAYA

INTELLIGENT COMMUNICATIONS