

AVAYA

INTELLIGENT COMMUNICATIONS

Avaya Aura全景中心与媒体社区服务

世界在改变，互联网正在改变我们的传统...



Economy & Growth 经济与发展



Mobile Living 移动生活



Generational 新一代

Environmental 环保



什么是全景中心，让我们从一段视频开始...



“客户移动连接”的场景回顾



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



我们看到什么场景？

- SIP实现WEB世界和语音世界的集成



4 Call context & ICR (Load balancing & Estimated Time)



附加的信息将包含位置、多媒体信息如录音和图片等；

我们看到什么场景？

- 移动座席端丰富的联络信息



ICR SIP Agent [Close] [Menu]

Agent: 25200 Status: Logged IN Skills: 12 Login time: 46:56

Logout AgentID: 25200 Password:

Station: 20200 Password: *****

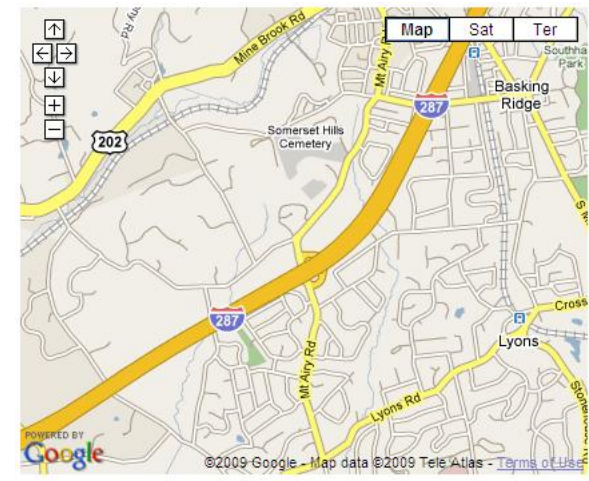
Current State: Manual IN State time: 20:33

Auto In **Manual In** **ACW** **AUX** Innovations AVAYA

- 不再需要CTI的屏幕弹出
- 丰富的语音与数据集成，特别是位置服务

APS Innovations
AVAYA
 SIP Agent Demo

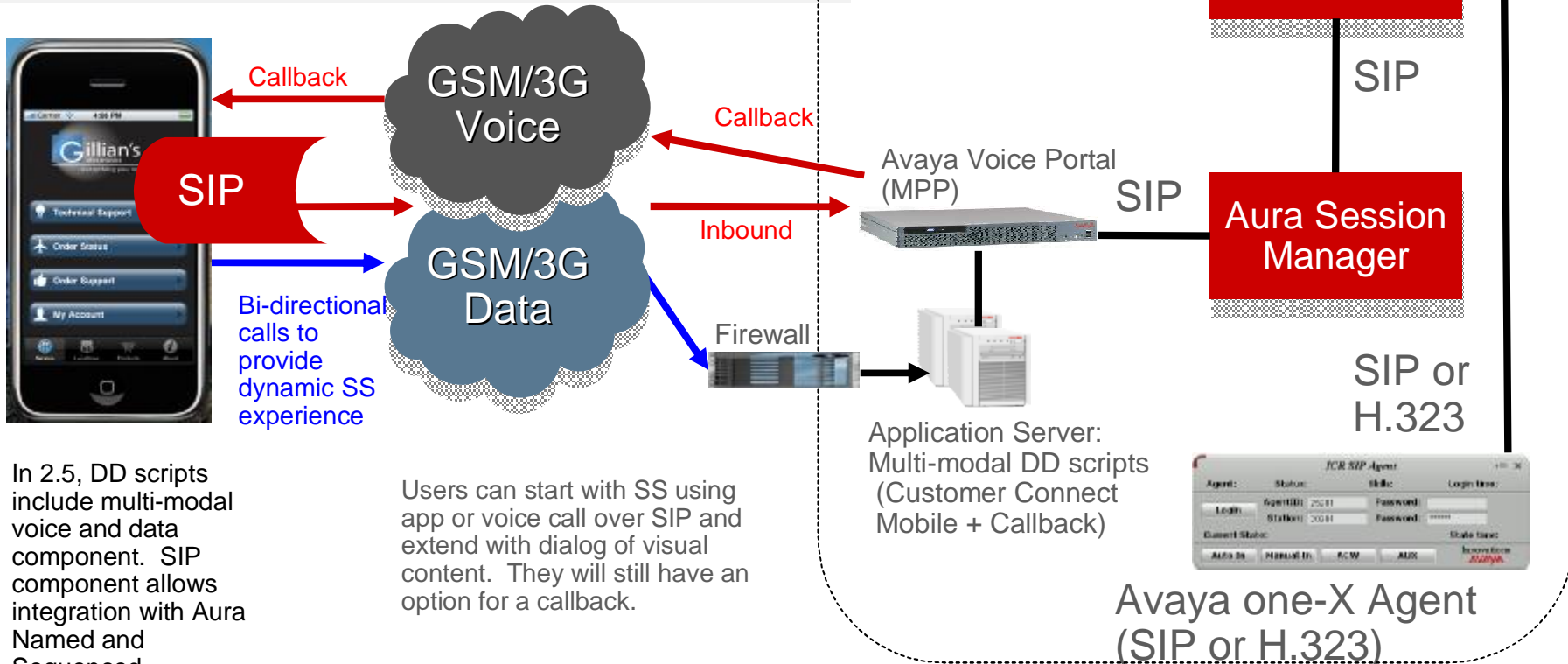
<i>Prior CWT Data</i>	
<i>Language</i>	en-us
<i>FirstName</i>	Marcos
<i>LastName</i>	Fujisawa
<i>AccountNumber</i>	11223344
<i>Coordinates</i>	40.692386#-74.577019
<i>Service</i>	Refinancing
<i>Detail</i>	I would like to know if I am eligible for the new Homeowners Assistance Modification program.
<i>CustomerPhone</i>	9087872070@icr.com
<i>AgentPhone</i>	10015@icr.com
<i>Call Type</i>	
<i>avaya-cm-alert-type</i>	ACD-external



“客户移动连接”方案 – Avaya下一代联络中心的一部分



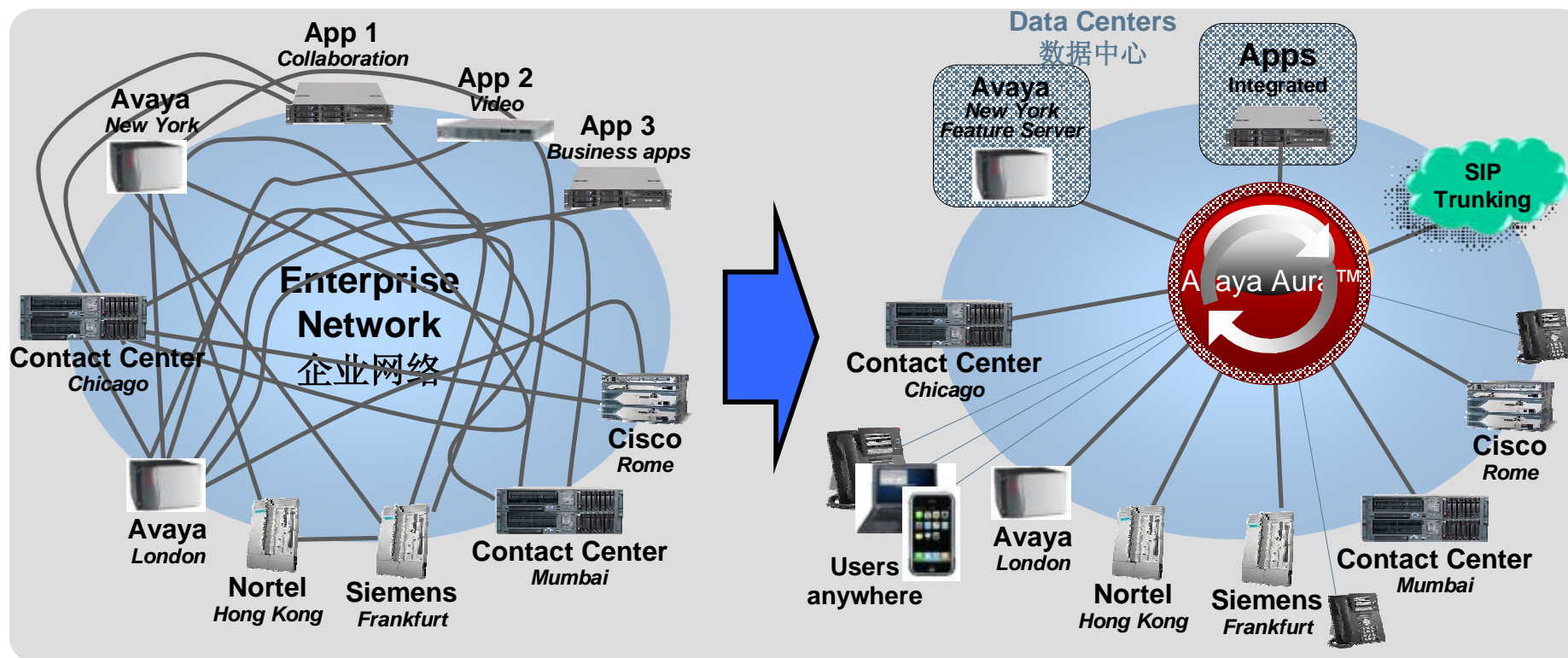
Customer Connect Mobile 2.5. Builds on 2.0 with an embedded SIP endpoint in the application. Allows SIP calls over 4G/3G/EDGE and visual data exchange with seamless dialog handoff between content server and agent



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.

Aura, 一场企业通信架构的变革已经发生



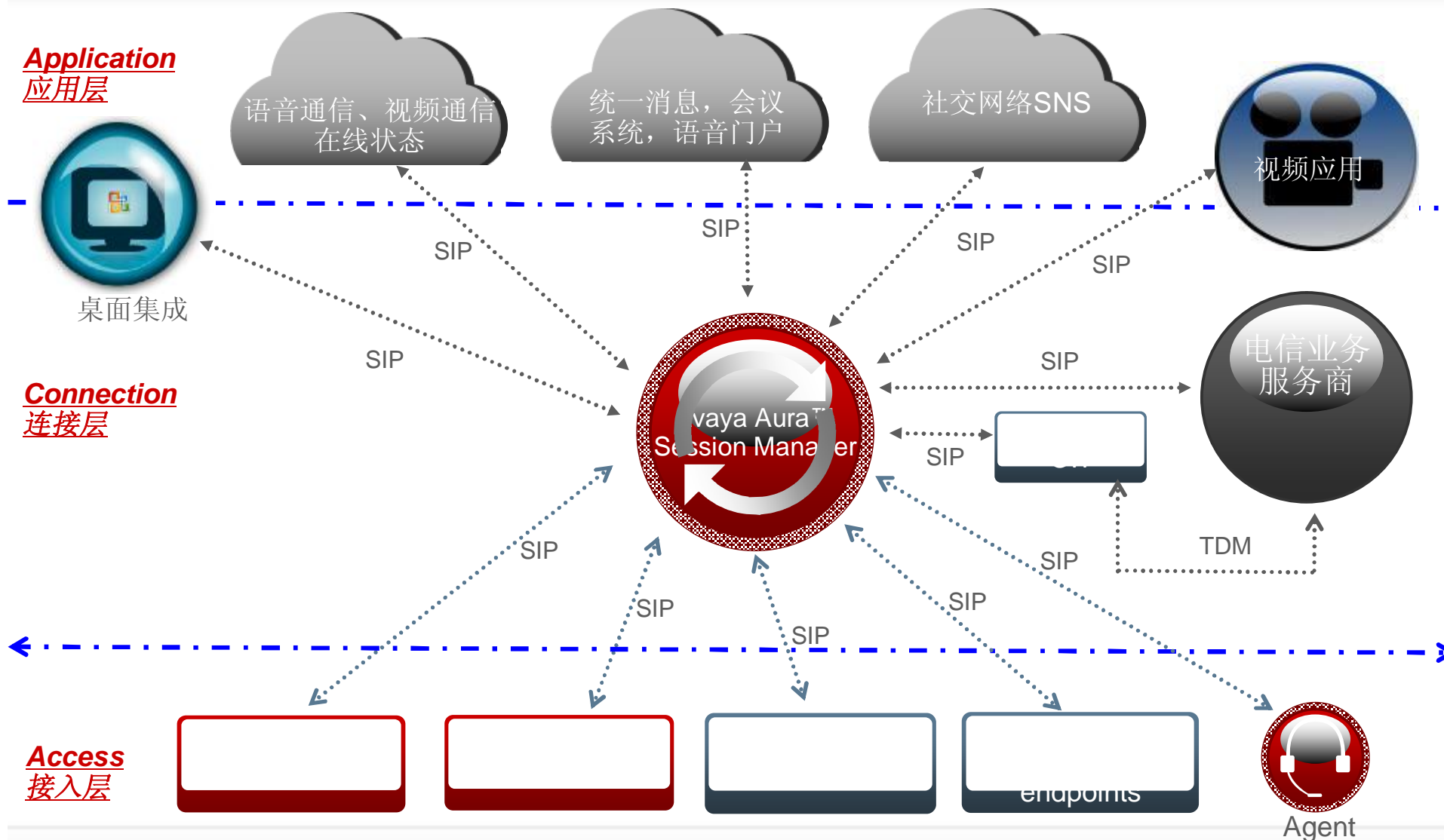
在整个企业内灵活地连接用户、应用和系统

- 4 Aura能够建立一个统一的拨号规则
- 4 Aura能够建立中心呼叫管理控制系统
- 4 Aura能够简化异构系统的网络互联
- 4 高达50,000个SIP链接和25,000个地点
- 4 系统可以超过2,500,000 BHCC值和最高支持450,000个用户

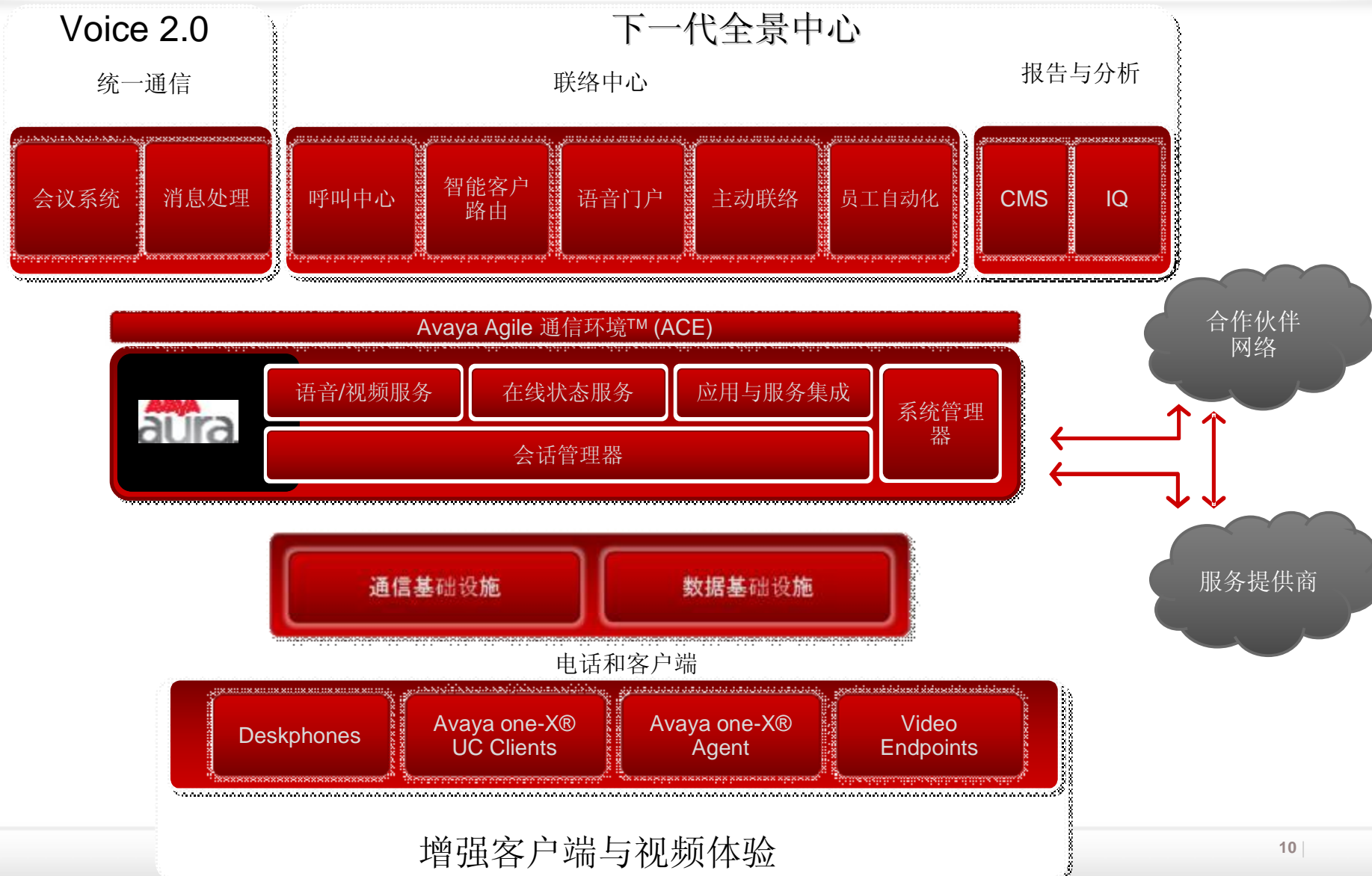
Avaya Aura, 实现企业通信的“物物相联”

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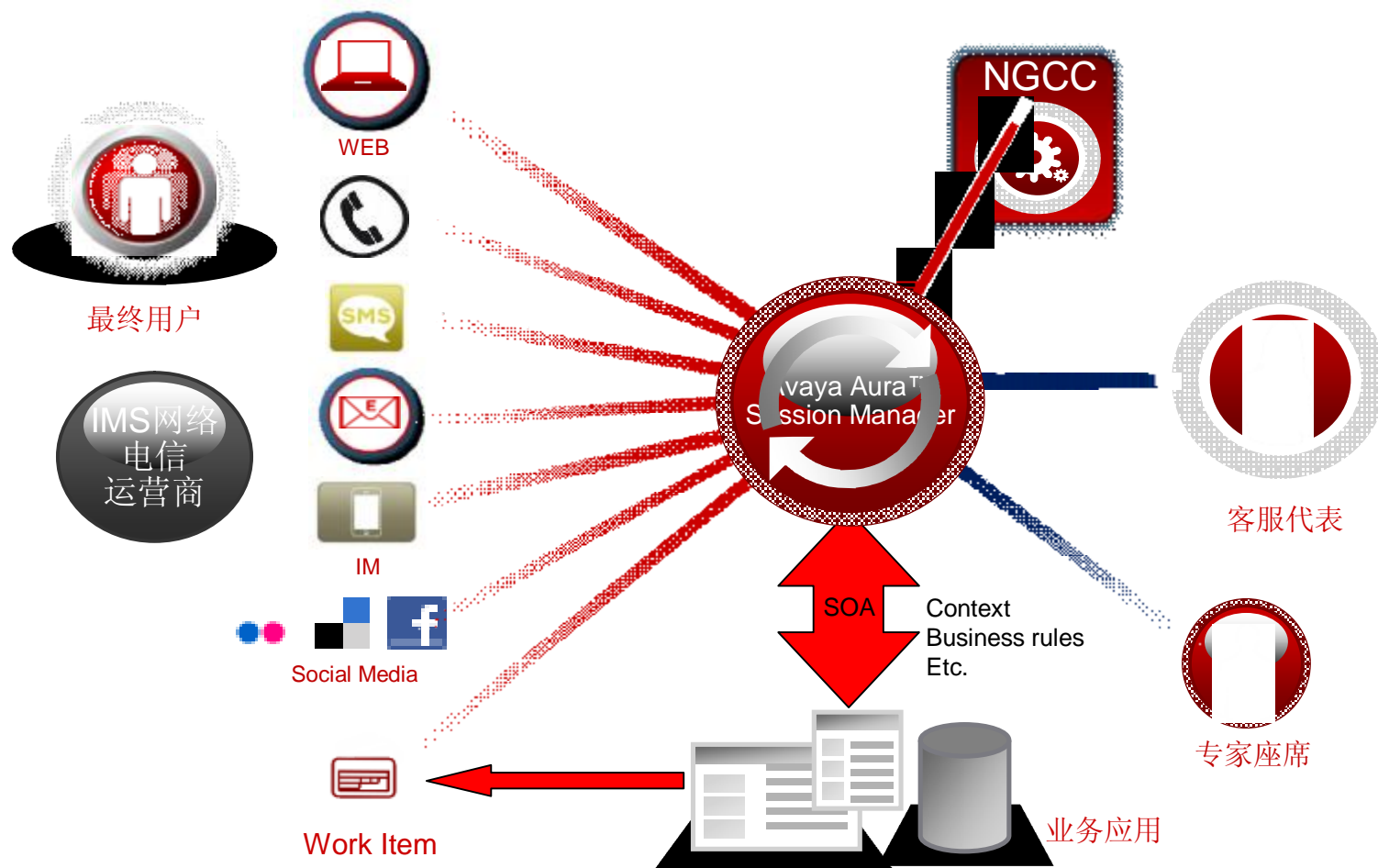


Avaya提供统一的企业通信整体架构

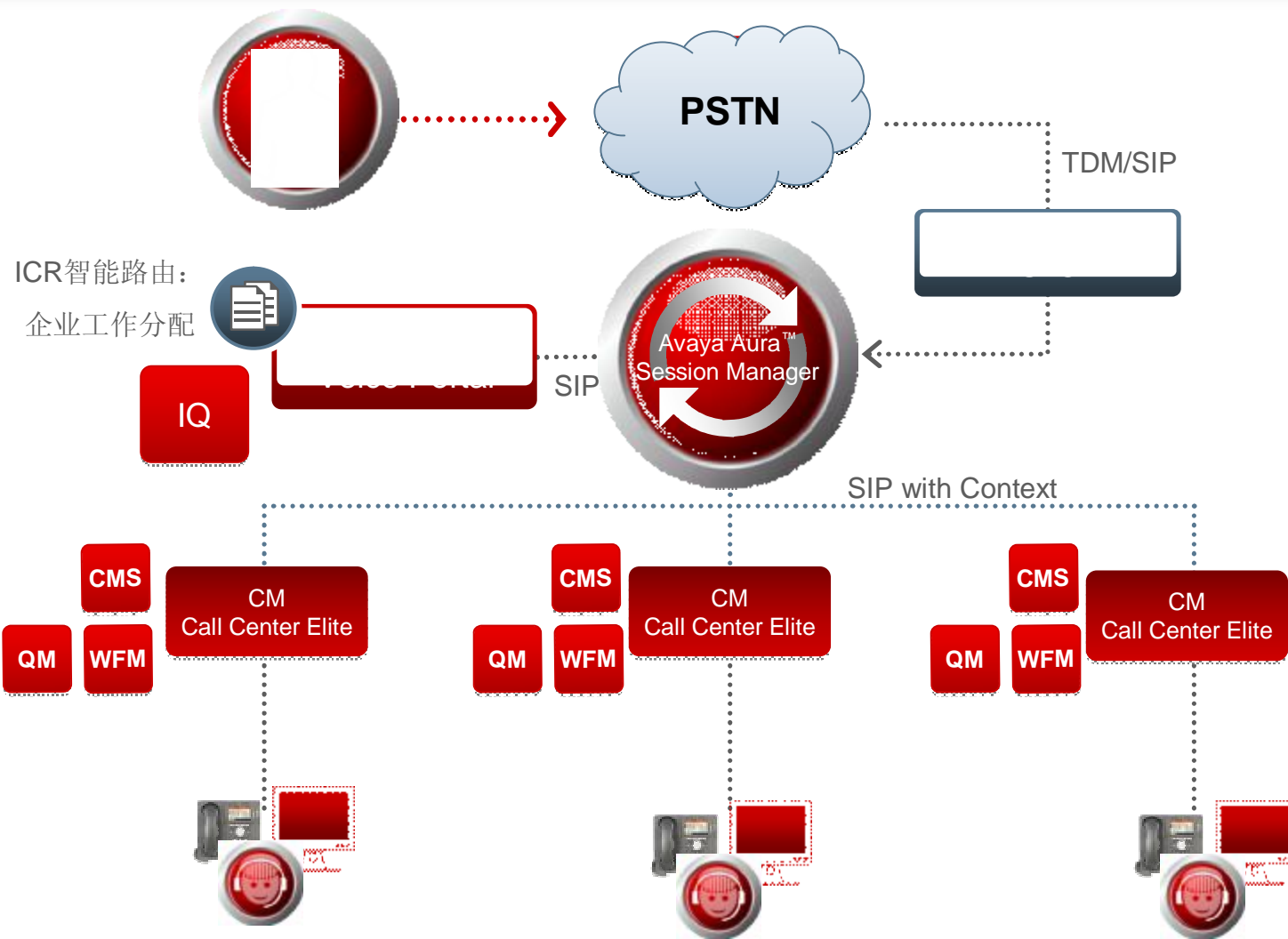


AVAYA全景中心，是基于Aura的下一代联络中心

INTELLIGENT COMMUNICATIONS



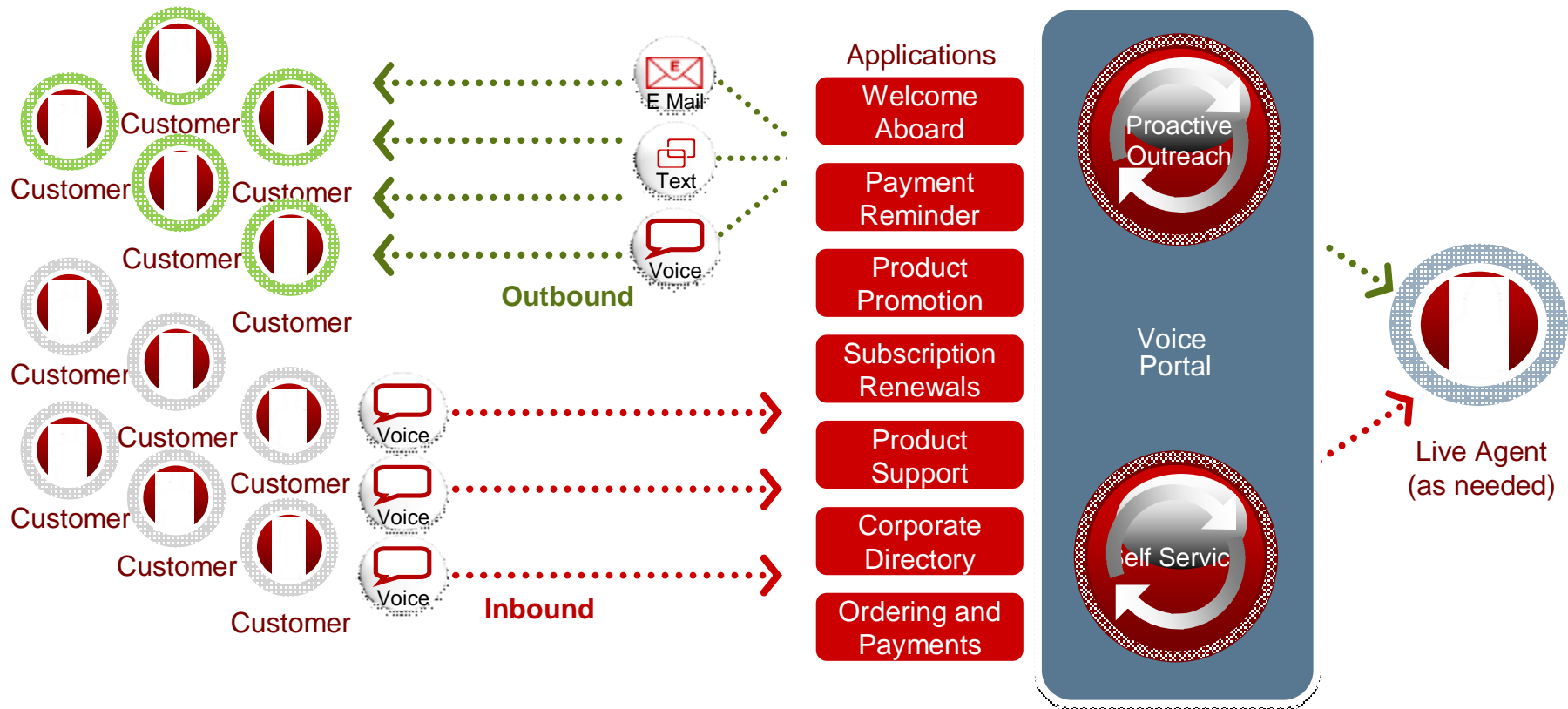
迈向全景中心的第一步：VP前置/ICR智能路由



主动联络与自助服务的体验 Orchestrate The Experience (React to Prevent)

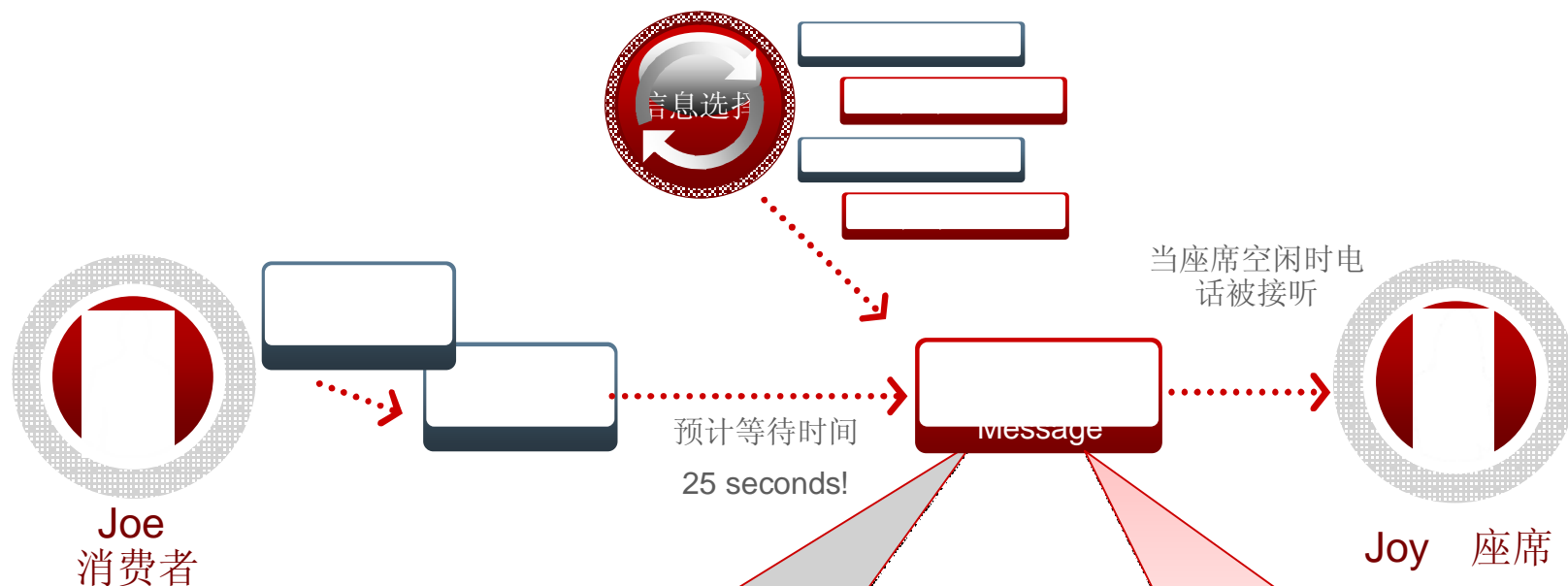


Proactively Managing multimedia inbound/outbound automated and assisted care



增强的排队等待功能

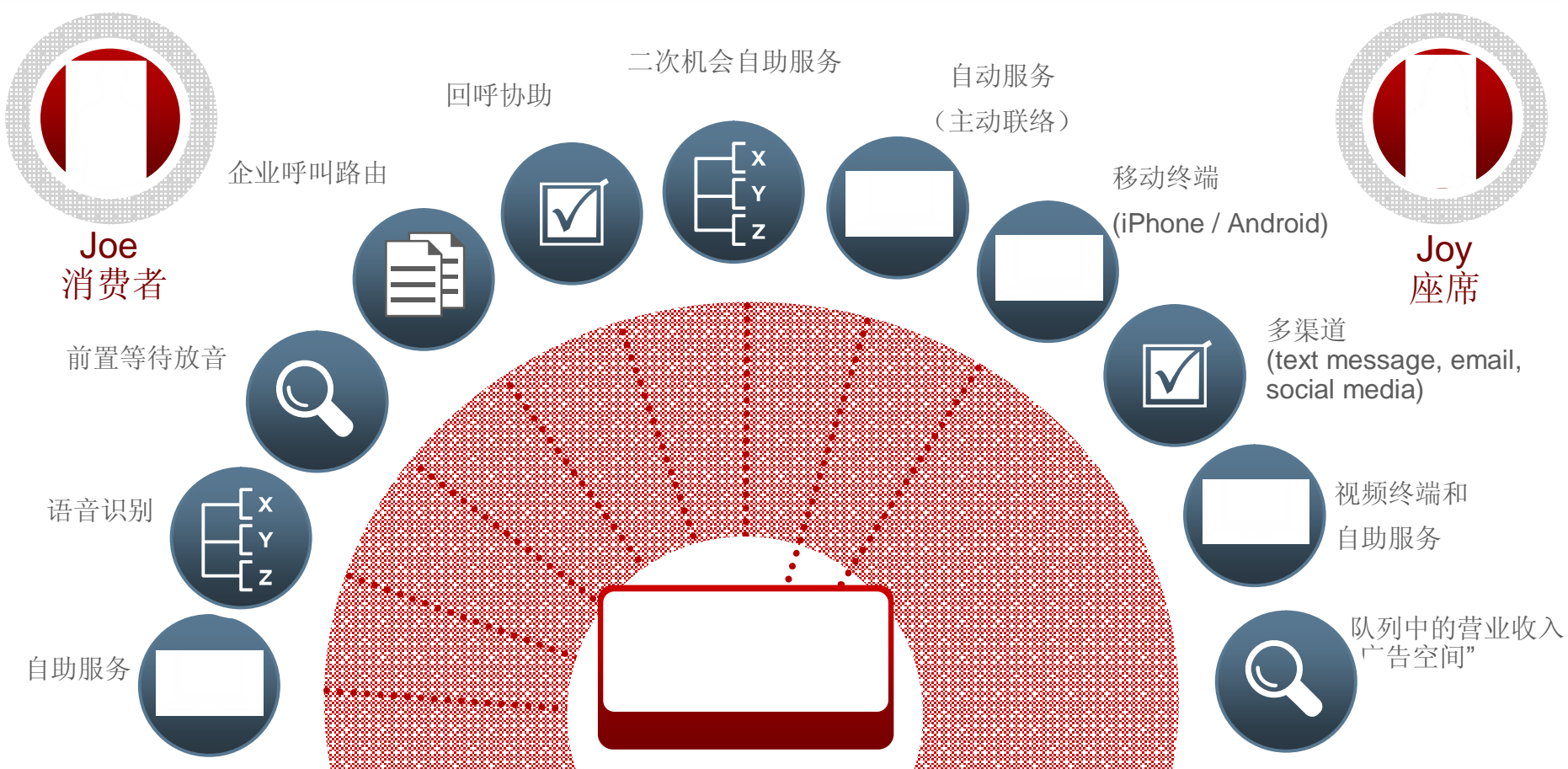
- 在队列中产生营业收入



我们得知您正在核对您的新车贷款。您是否知道**“ABA保险”**正对老客户提供**20%**的新车辆折扣呢？我们能跟您谈谈这个新的折扣优惠吗？

作为高价值客户，您的本地**“快换”**机油服务正在打**50%**折扣。有兴趣吗？说“给我短信”，我们将发送优惠代码给您手机，优惠截止**5月30日**。

全景中心，提供一个丰富的、差异化的用户体验



一系列服务犹如建筑群落来差异化客户体验

全景中心 (Avaya Aura Contact Center) — 呼叫中心的一次技术突破



客户服务全景交互场景



全景中心带来的改变

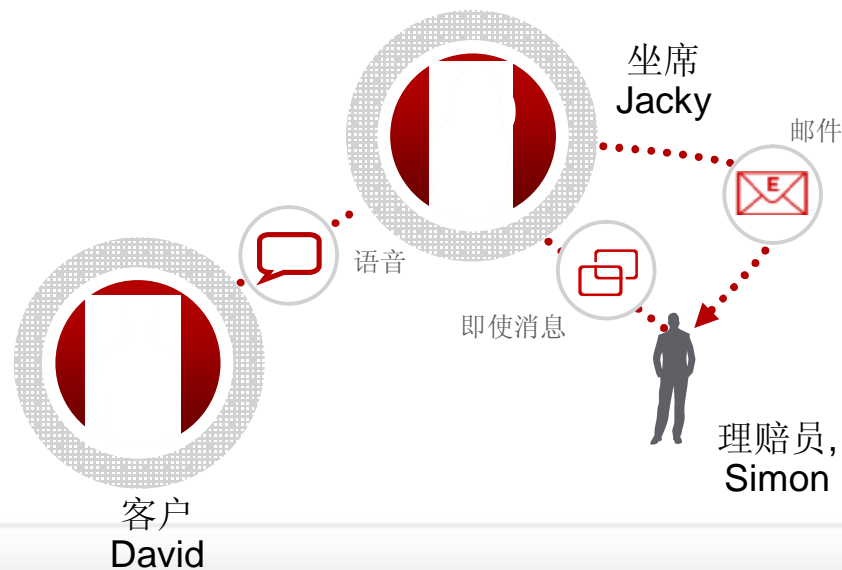


- Jacky录入David出险报告
- Jacky根据理赔员实时状态，找出一个空闲的理赔员Simon，开始与之进行即时通信
- 一个包括David基本信息Link的邮件，自动发送给Simon

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

Replay Playback Archive Mute Sp

David :Jacky here's my car pics...

Jacky Our claims agent, Simon West, has contacted the towing company and advised to deliver your car to Dents R Us on...

tomstow: your car has landed safe... <http://tomstowing.com/hank/30089687>

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Avaya媒体社区服务

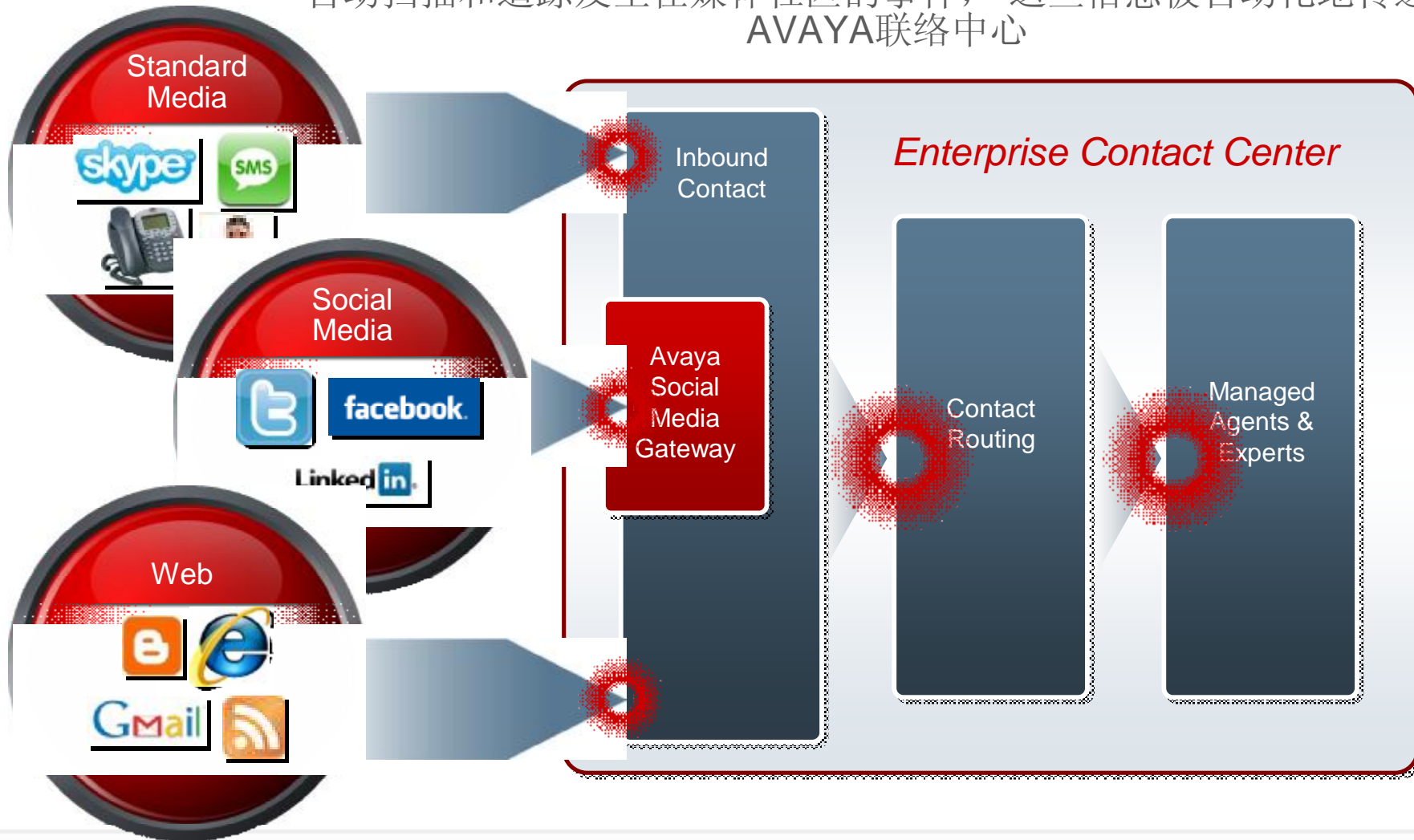
不同类型的媒体社区就在我们身边



媒体社区自动化 *Automating Social Media*



自动扫描和追踪发生在媒体社区的事件， 这些信息被自动化地传递到
AVAYA联络中心



Avaya媒体社区管理解决方案的架构



Avaya Social Media Manager
Avaya Product

Standard Media



Social Media

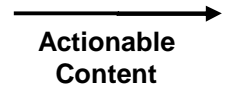
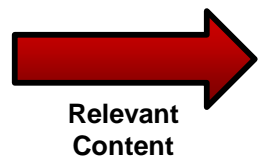
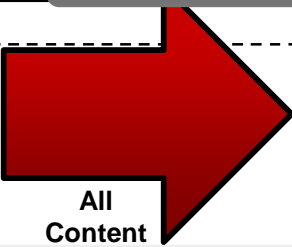
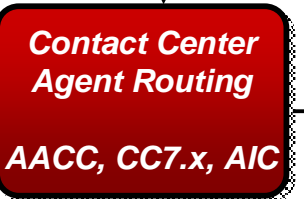
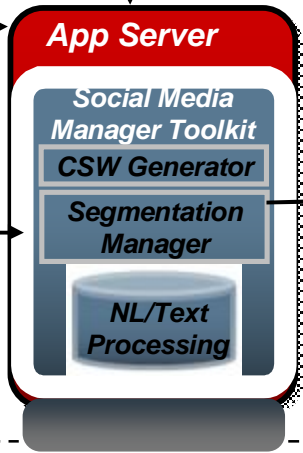


Web

Enterprise Contact Center



App Deployment
(social, voice,
CSWs, etc.)



Outbound /
Agent Feedback

All
Content

Relevant
Content

Actionable
Content

Avaya媒体社区管理举例

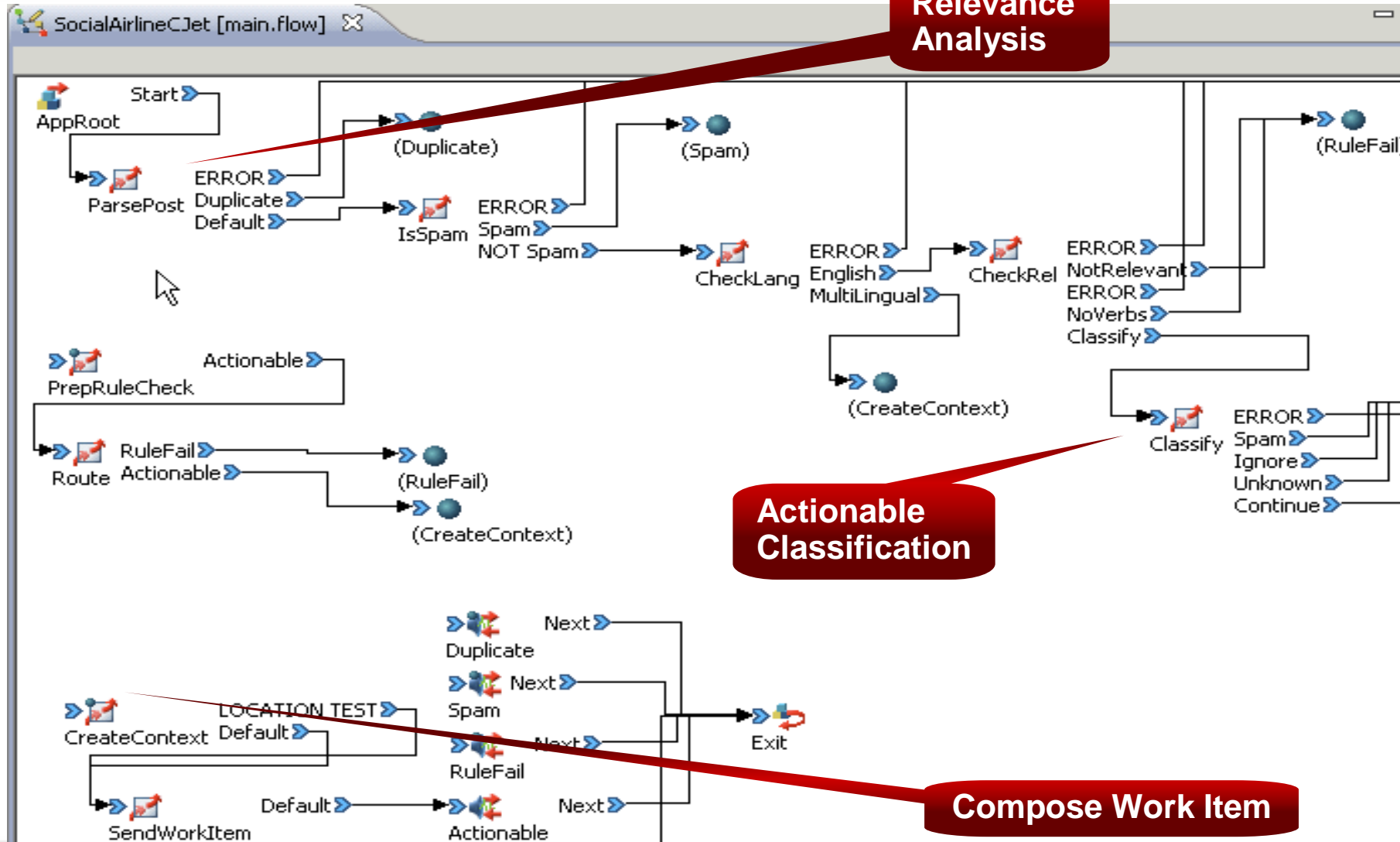
CJet航空公司的客户有抱怨情绪



- 4 CJet customer posts their frustration!
- 4 AcmeDave noticed the higher bag fees.
- 4 The negative sentiment is out on the web for all to read.

Avaya媒体社区管理

Dialog Designer analyzes incoming Tweets



Relevance Analysis

Actionable Classification

Compose Work Item

Avaya媒体社区管理 坐席获得了来自网上媒体社区的信息



Standard Agent Desktop and Tools

Skills Based Routing Values (Premium – English)

Incoming Tweet Work Item

Customer History

Text Analysis

User Social Context

The screenshot shows an Avaya agent desktop interface. At the top, a status bar indicates 'agent 5522000 (5522000) Ready'. Below this, an email window is open, showing the following details:

- From: AcmeDave@avaya.cjet.com
- To: almgcc1@tiburon1.dr.avaya.com
- Date: 7/7/2010 12:00 PM
- Format: HTML
- Subject: premium - English

The email content includes a C-Jet Airlines logo and a tweet from AcmeDave: "wow, cjet increased bag fees!". Below the tweet, a 'User Analysis' section provides the following data:

- English - premium/airline
- Relevance(60/100) Emotion(0)
- Posts(54) Following(2) Followers(4)

A 'Tweet History' section lists several tweets with timestamps and content:

- Wed Jun 07 10:35:22 AM - @AcmeDave the fees are needed to keep us in business!
- Mon Jun 21 12:58:05 PM - wow, cjet just increased bag fees!
- Fri Jun 11 10:57:45 AM - the cjet canceled flight was delayed
- Fri Jun 11 10:55:17 AM - bag fees at cjet are expensive
- Thu Jun 10 02:18:29 PM - cjet canceled my flight, late too.
- Thu Jun 10 01:48:10 PM - cjet lost my bag again.
- Wed Jun 09 07:18:52 AM - can cjet cancel my bag fee?

At the bottom of the interface, there are buttons for 'Reply', 'Reply All', 'Transfer', and 'Finish'. On the left side of the desktop, a 'Customer History' table is visible, showing a list of interactions:

Original Skillset	Subject	Arrival Date
EM_EN_Sales	premium - English	7/7/2010 12:00 PM
EM_EN_Sales	premium - English	7/1/2010 9:57 AM
EM_EN_Sales	premium - English	7/1/2010 9:40 AM

Avaya媒体社区管理 获得更多的来自社区的信息



[Thu Feb 25 22:44:55](#) - I think cjet has deals to rome too :-)
[Thu Feb 25 22:38:45](#) - I bet cjet will fly to Paris for less!
[Thu Feb 25 20:18:58](#) - Abc cjet is good


位置服务被广泛应用



Avaya 媒体社区管理 坐席给客户发邮件



Avaya Social Media Twitter Response



AcmeDave - wow, cjet just increased bag fees!

Response

@AcmeDave sorry about the increase, however as a member of our frequent flyer program you will never pay bag fees!

Reply Type: @Reply Twitter Account: CJet Support

Reply

Remain: 26

- 4 Agent looks up customer account and determines he is a frequent flyer.
- 4 Agent points out the benefit of frequent flyer no bag fee policy.
- 4 Public reply will promote benefits of CJet frequent flyer program
- 4 Use @reply for public or direct reply for private messages

AVAYA Aura全景中心...



- 4 SIP是NGCC的基础，但SIP只是技术手段，不能“为了SIP而SIP”。NGCC更重要的是给呼叫中心带来从架构、渠道、服务模式，直到全新业务体验的变革
- 4 Avaya在AURA的架构上部署NGCC解决方案，使得呼叫中心全面的与统一通信、企业业务联系在一起
- 4 AVAYA采用全景中心的概念，实现“基于会议方式的多媒体互动”，全面革新了传统呼叫中心以“路由+排队+转接”为主体的呼叫处理方式，实现“全景服务”的全新客户体验
- 4 Avaya NGCC实现了WEB世界和语音世界的连接，适应了WEB服务的潮流概念
- 4 Avaya未来的NGCC方案，将完全包容和整合现有的CM系统。现有的CM系统将作为NGCC整体方案的一部分得以保留，现有的投资得以保护

让我们帮助您与众不同



www.avaya.com.cn