



# 提升联络管理12步

## 借助智能通信创造价值

罗军 CRM 总监

Avaya (中国) 通讯设备有限公司

IP Telephony

Contact Centers

Mobility

Services

# 变革

# 变革～～从经营理念开始

**Identify**  
识别

**Differentiate**  
区分

**Interact**  
交互

**Customize**  
定制

- ① 识别你的客户（Identify）
- ② 对客户进行差异分析（Differentiate）
- ③ 与客户保持互动（Interactive）
- ④ 调整产品或服务以满足客户的需要（Customize）

– Pepper & Rogers

# 变革~~由需求驱动

## ● 面向需求的定向服务

- 将客户的请求准确链接至合适的资源处，无论在什么时间和地点。

## ● 差异化服务

- 通过联络管理为客户提供差异化服务

## ● 提升自主式服务

- 通过定制或灵活的流程服务于客户的自主需求

## ● 坐席绩效管理

- 以更嘉的坐席业绩降低成本提高服务水准

## ● 渠道整合

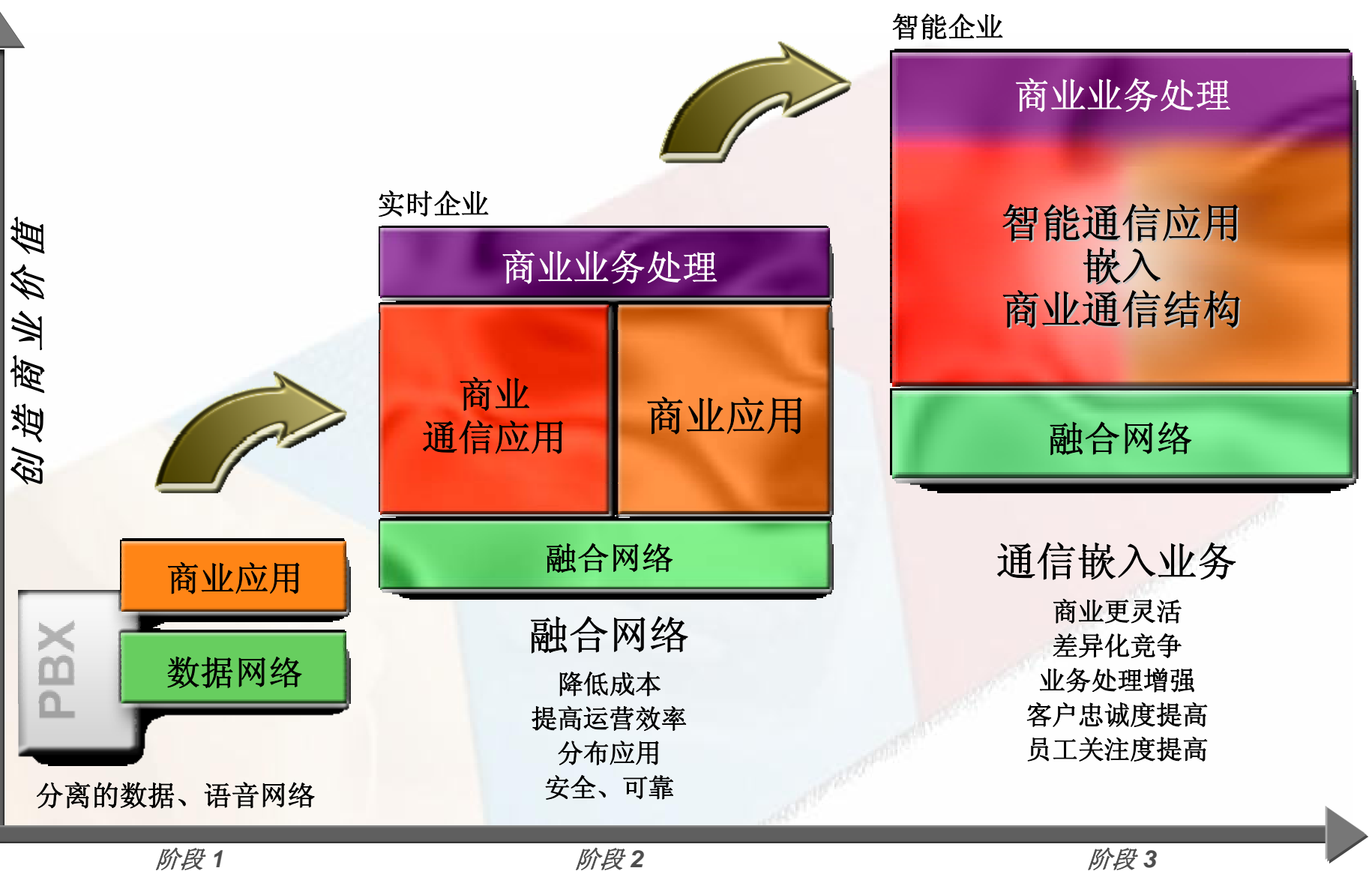
- 通过各种方式整合各种媒体渠道，提供统一的服务策略和一致的客户体验

## ● 虚拟化的体系架构

- 摆脱地理位置的限制，实现跨区域和跨部门的合作



## 变革~~落实于技术实现



# 实现步骤

# Avaya联系管理—高效CRM的引擎

| 运营管理 | 核心业务   | 客户关系管理 | 多媒体技术 | 降低成本 |
|------|--|--------|-------|------|
|      | <div data-bbox="472 364 643 539" style="border: 1px solid black; padding: 5px;">           阶段-0<br/> <b>Hot Line</b><br/>           接电话         </div> |        |       |      |

# 阶段0—接听电话

## 需求

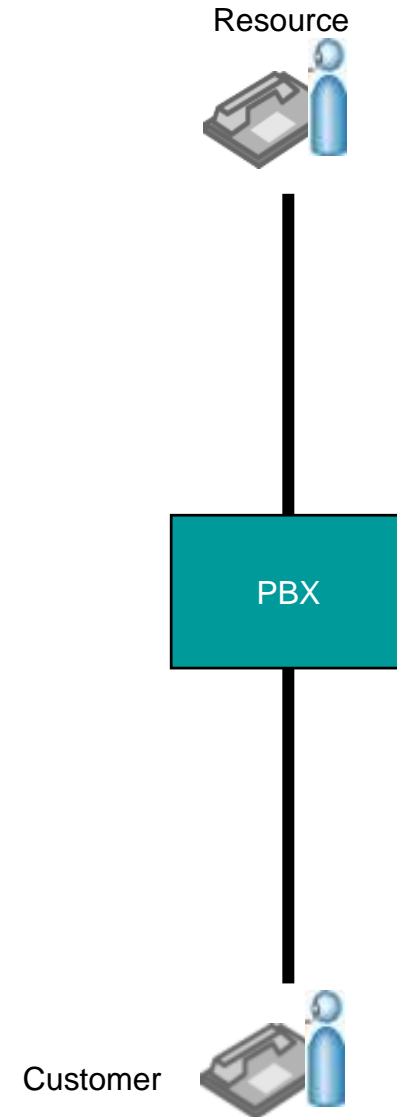
- 公司需要处理日常的客户来电
- 非正式地处理客户来电，多数来电是信息咨询
- 跨多个业务部门，共享服务资源

## 益处

- 提供基本的客户服务能力

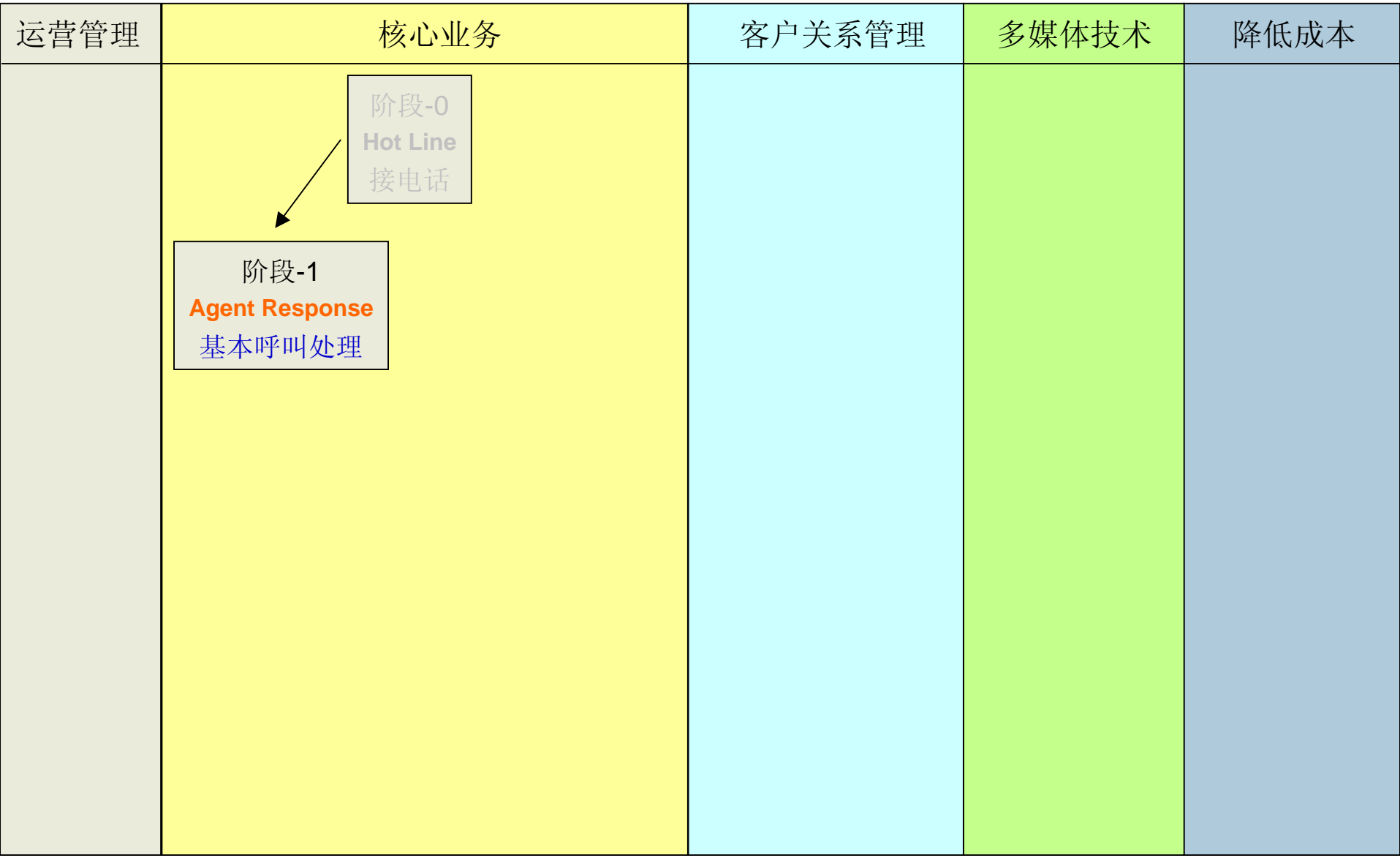
## 解决方案的组成部分

- 语音交换机系统（Avaya Communication Manager）





# Avaya联系管理—高效CRM的引擎



## 阶段1—基本的呼叫处理

### 需求

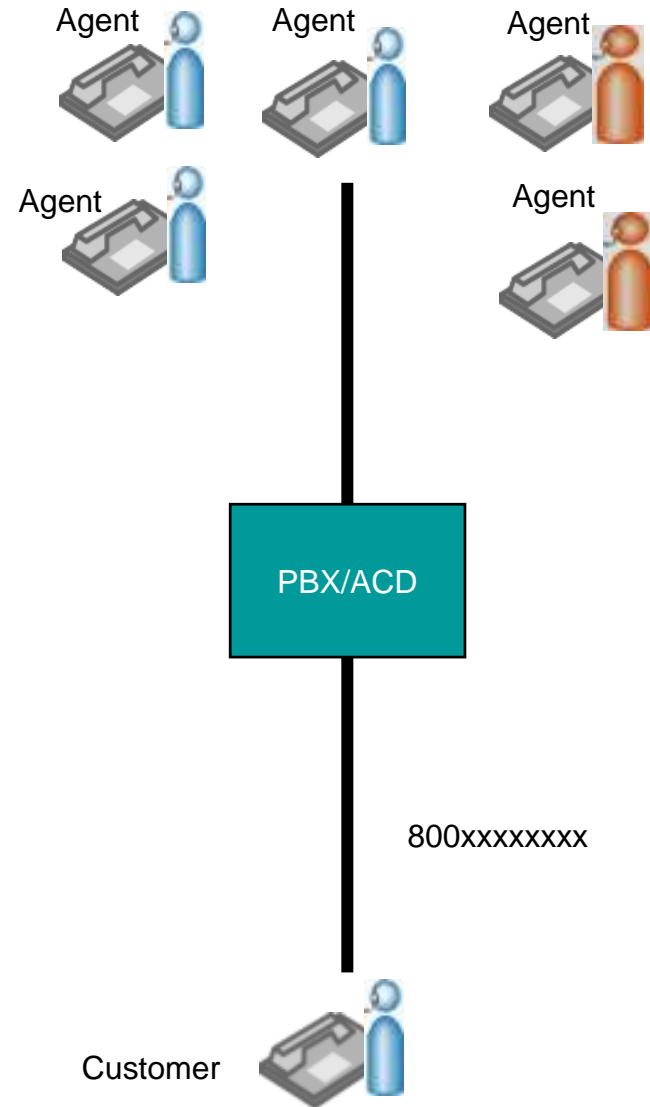
- 公司需要接听日常的客户来电
- 规定标准的呼叫处理流程
- 安排专门的服务资源来处理客户来电
- 座席只有在登录到系统以后才开始接听呼叫
- 呼叫后处理代码

### 益处

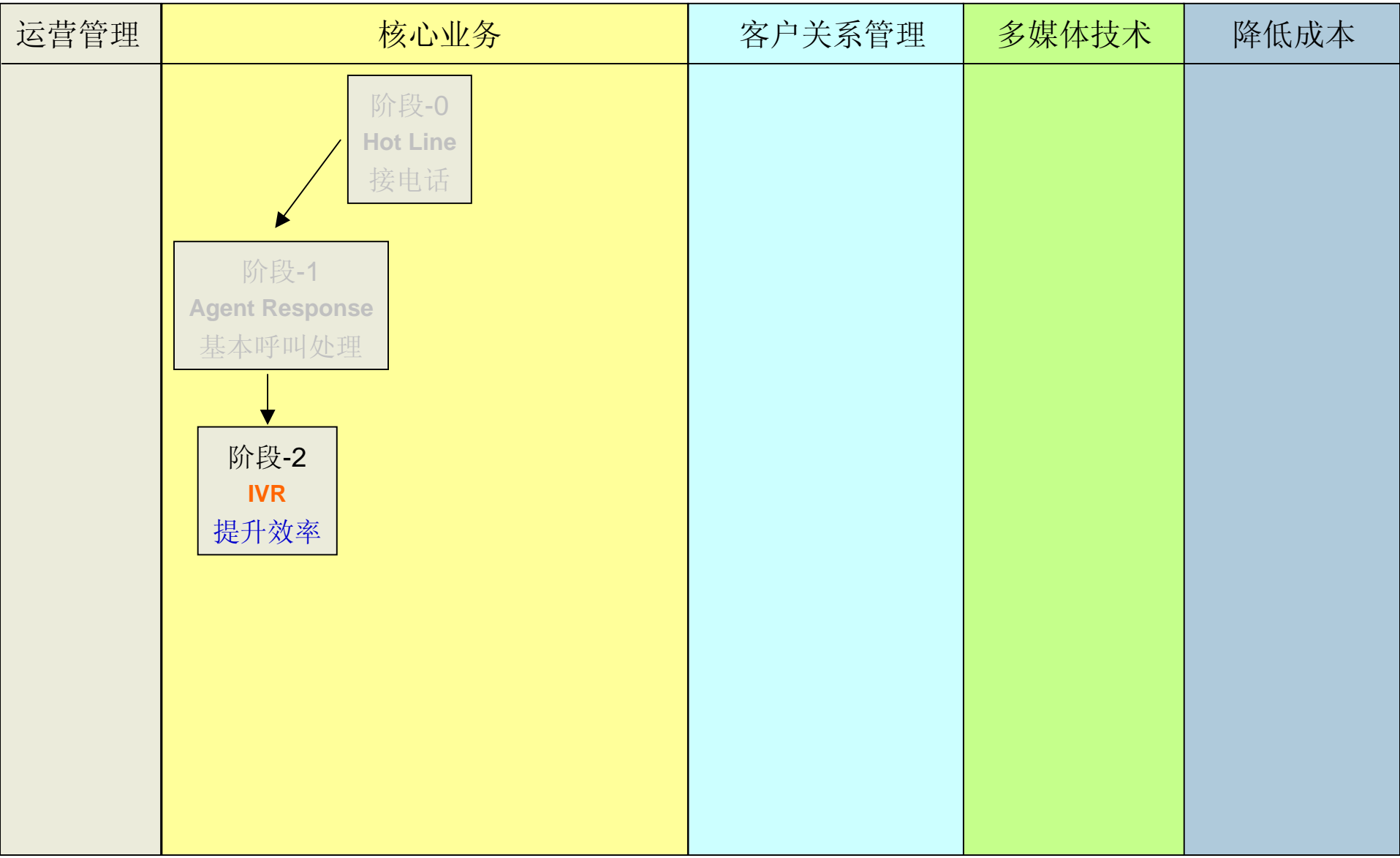
- 提高对客户的服务响应能力
- 提供更好的销售和服务能力

### 解决方案组成部分

- 基本的ACD排队软件（Avaya Elite ACD）
- 座席专用话机（Avaya CallMaster）
- 座席耳机



# Avaya联系管理—高效CRM的引擎



## 阶段2 — 语音自助服务系统提升效率

### 需求

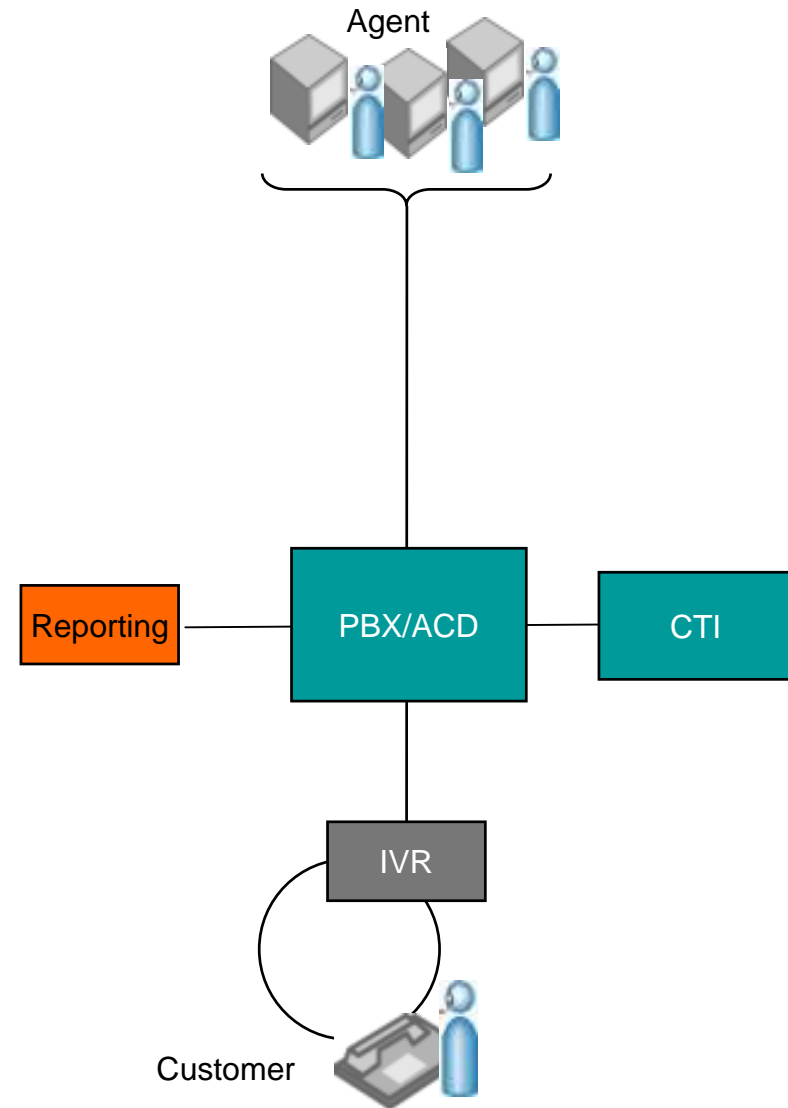
- 减轻人工座席的工作量

### 益处

- 客户通过自助服务系统获得更快的响应
- 全天候24小时提供服务
- 通过从IVR获取额外数据来更优的路由决策

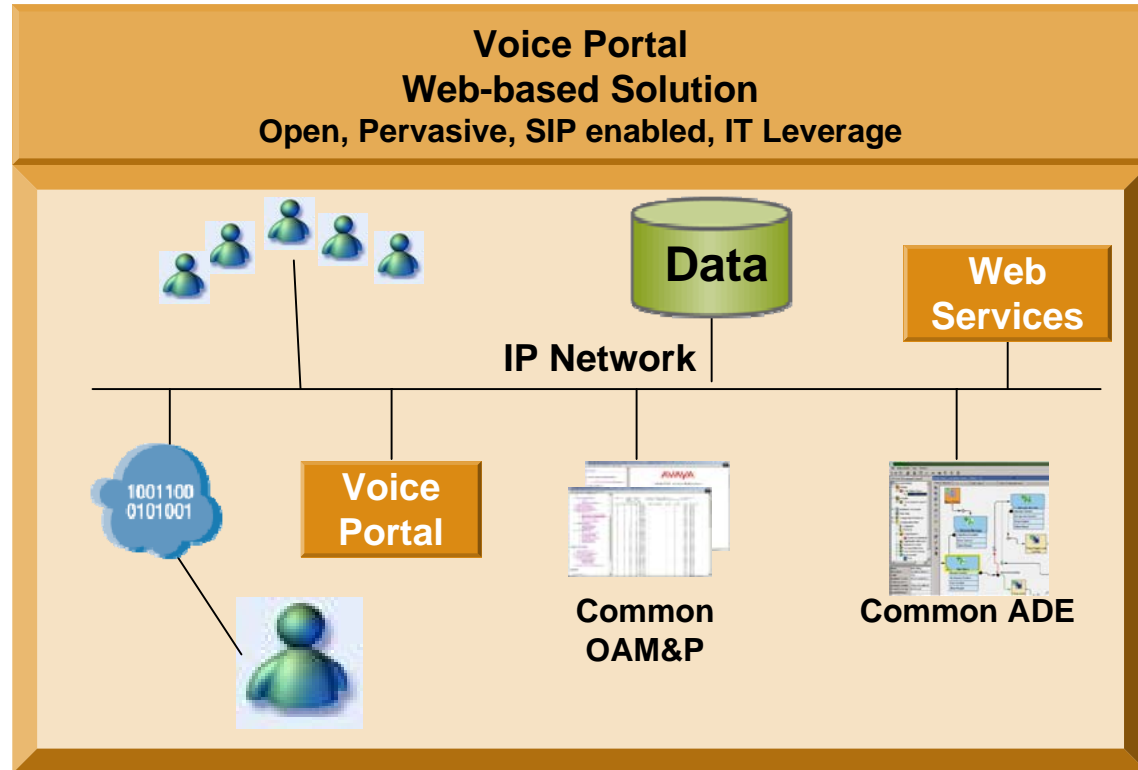
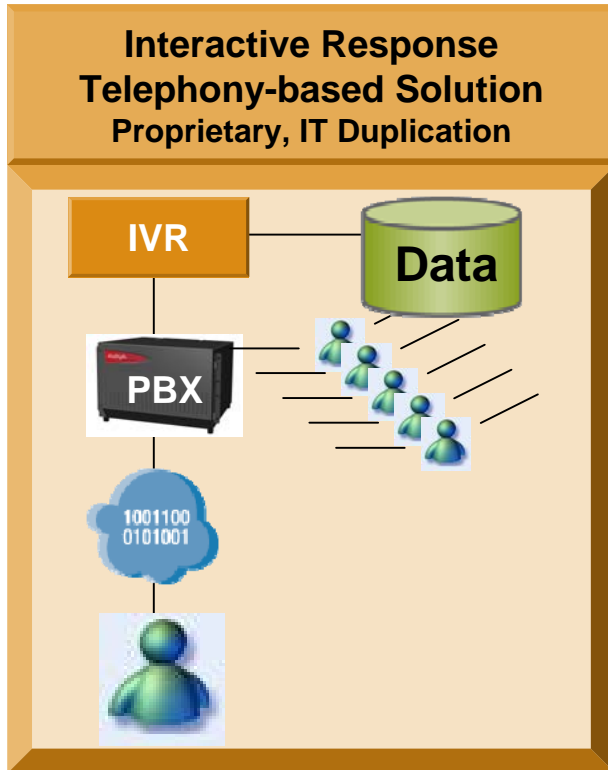
### 解决方案组成部分

- IVR系统（Avaya Interactive Response）

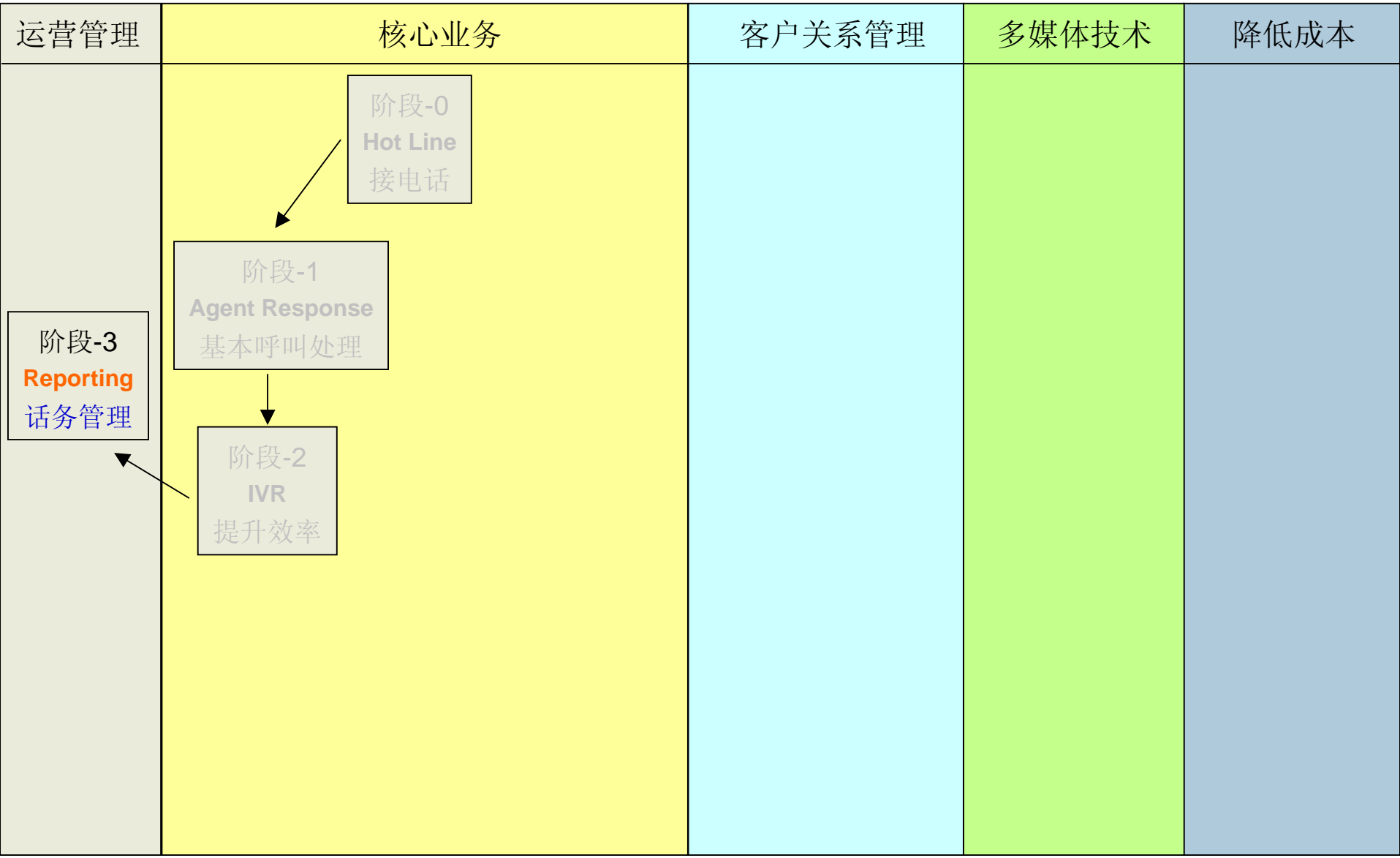


# 阶段2 — 语音自助服务系统提升效率

- 基于 Web 的软件体系
- 基于 Speech-Enabled 的自我服务应用
- 集成客户现有的基于 Web 的体系结构
- 与 Avaya 其他解决方案完全整合



# Avaya联系管理—高效CRM的引擎



# 阶段3—话务管理

## 需求

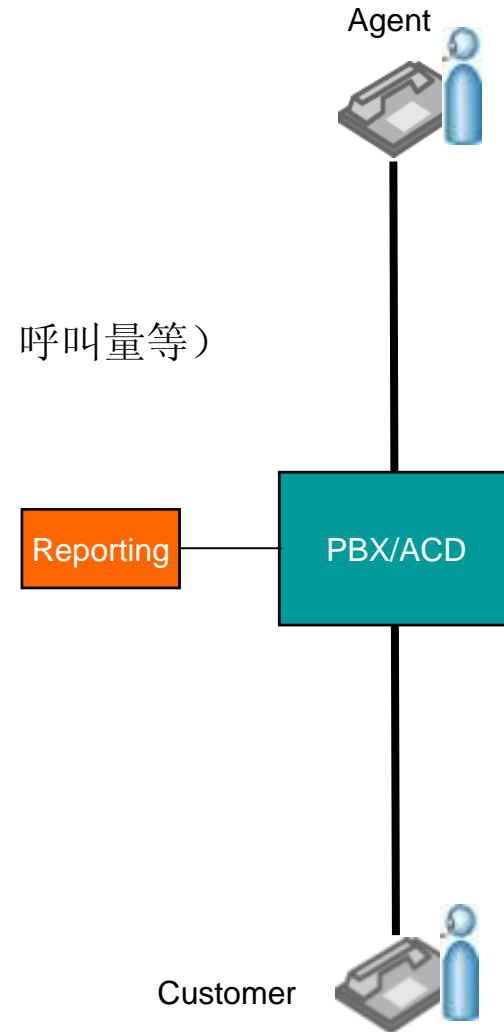
- 呼叫中心需要对运营成本和运营效率进行控制
- 报表提供了针对客服中心运营管理效能的分析依据
- 班长席和系统分析人员可以获取基本的呼叫数据（呼叫时间，呼叫量等）

## 益处

- 根据报表统计，评估客服中心的服务质量和运营效率
- 提高客户满意度
- 合理规划客服中心的容量和人力资源
- 有效合理地提高座席人员（服务人员）的工作效率

## 解决方案组成部分

- 呼叫管理系统（Avaya CMS）
- 呼叫中心报表系统（Avaya Operational Analyst）



Agent: Cantin, Diana  
 Date: 9/25/98  
 Agent: Cantin, Diana  
 Time Report Run ACD 05:11 PM

| Time            | ACD Calls  | Avg ACD Time | Avg ACW Time | % Agent Occup w/ ACW | Extn In Calls | Avg Extn In Time | Extn Out Calls | Avg Extn Out Time | ACD Time       | ACW Time       | Agent Ring Time | Other Time    | AUX Time      | Avail Time    |
|-----------------|------------|--------------|--------------|----------------------|---------------|------------------|----------------|-------------------|----------------|----------------|-----------------|---------------|---------------|---------------|
| <b>Totals</b>   | <b>112</b> | <b>2:23</b>  | <b>:38</b>   | <b>93.59</b>         | <b>0</b>      |                  | <b>11</b>      | <b>:00:40</b>     | <b>4:37:02</b> | <b>1:26:32</b> | <b>:00:04</b>   | <b>:05:37</b> | <b>:11:00</b> | <b>:00:00</b> |
| 8:00 - 8:30AM   | 0          |              |              | 100.00               | 0             |                  | 0              |                   | :00:23         | :00:00         | :00:00          | :00:00        |               |               |
| 8:30 - 9:00AM   | 8          | 3:06         | :02          | 98.00                | 0             |                  | 0              |                   | :27:49         | :00:21         | :00:00          | :00:06        |               |               |
| 9:00 - 9:30AM   | 12         | 2:02         | :06          | 93.87                | 0             |                  | 1              | :00:32            | :25:40         | :02:55         | :00:00          | :01:36        |               |               |
| 9:30 - 10:00AM  | 3          | 3:35         | :56          | 99.64                | 0             |                  | 0              |                   | :10:46         | :02:56         | :00:00          | :00:01        |               |               |
| 10:00 - 10:30AM | 7          | 2:39         | :06          | 82.75                | 0             |                  | 1              | :00:15            | :21:41         | :01:41         | :00:00          | :03:32        |               |               |
| 10:30 - 11:00AM | 5          | 3:10         | :06          | 98.30                | 0             |                  | 3              | :00:52            | :18:39         | :05:51         | :00:00          | :00:11        |               |               |
| 11:00 - 11:30AM | 10         | 1:57         | :12          | 98.84                | 0             |                  | 0              |                   | :11:08         | :02:07         | :00:03          | :00:00        |               |               |
| 11:30 - 12:00PM | 13         | 1:53         | :06          | 99.06                | 0             |                  | 0              |                   | :11:06         | :02:46         | :00:00          | :00:08        |               |               |
| 12:00 - 12:30PM | 8          | 2:26         | :06          | 80.89                | 0             |                  | 2              | :00:55            | :11:02         | :02:19         | :00:00          | :00:02        |               |               |
| 12:30 - 1:00PM  | 1          | 3:52         | :04          | 100.00               | 0             |                  | 0              |                   | :11:00         | :09:49         | :00:01          | :00:00        |               |               |
| 1:00 - 1:30PM   | 6          | 2:22         | 2:32         | 91.06                | 0             |                  | 1              | :00:33            | :11:02         | :11:07         | :00:00          | :00:01        |               |               |
| 1:30 - 2:00PM   | 8          | 1:39         | :26          | 92.28                | 0             |                  | 1              | :00:31            | :11:00         | :09:49         | :00:01          | :00:00        |               |               |
| 2:00 - 2:30PM   | 9          | 2:12         | 1:53         | 92.75                | 0             |                  | 0              |                   | :11:00         | :09:49         | :00:01          | :00:00        |               |               |
| 2:30 - 3:00PM   | 5          | 2:35         | 1:40         | 99.00                | 0             |                  | 0              |                   | :01:17         | :10:06         | :00:00          | :00:01        |               |               |
| 3:00 - 3:30PM   | 9          | 3:07         |              |                      | 0             |                  | 0              |                   | :06:41         | :06:41         | :00:00          | :00:00        |               |               |
| 3:30 - 4:00PM   | 6          | 1:57         |              |                      | 0             |                  | 0              |                   | :02:29         | :02:29         | :00:00          | :00:00        |               |               |
| 4:00 - 4:30PM   | 2          | 3:00         |              |                      | 0             |                  | 0              |                   | :02:51         | :02:51         | :00:00          | :00:00        |               |               |

分机打入的电话

分机呼出的电话

AUX辅助工作时间

座席空闲时间

座席的工作占用率

总的呼叫后处理时间

总呼叫次数

平均每个呼叫的处理时间

平均呼叫后处理时间

总的通话时间



Split/Skill Status - Benefits
\_ \_ X

Report Edit Format Tools Options Help

Split/Skill: **Benefits**      Agents Staffed: **80**

| Agent Name         | State | Time |
|--------------------|-------|------|
| ☎ Smith, Jerry     |       |      |
| ☎ Knight, William  |       |      |
| ☎ Reservations 3   |       |      |
| ☎ O'Connell, Rick  |       |      |
| ☎ Phillips, Doug   |       |      |
| ☎ Newman, Alfred E |       |      |
| ☎ Mintz, Terri     |       |      |
| ✍ Moore, Clayton   |       |      |
| ☎ Doyle, Pat       |       |      |
| ☎ Roemmich, Rory   |       |      |
| ☎ Costello, Cathy  |       |      |
| ☎ Fouts, Dan       |       |      |
| ☎ Sexton, Kathy    |       |      |
| ☎ Dumas, Susie     |       |      |
| ☎ Flinn, Andy      |       |      |
| ☎ Help Desk Pos. 1 |       |      |
| ✍ Help Desk Pos. 2 |       |      |

Agent Information Report - Howe, Judith
\_ \_ X

Report Edit Format Tools Options Help

Report Data Start Time: **12:00 AM 6/30/97**  
Agent: **Howe, Judith**

Login ID: **2038**      Extn: **1047**

State: **ACD IN**  
Time: **:00:44**  
Active Split/Skill: **Order Group**  
AUX Reason:

Top Skill: **Tech Support**  
Call Handling Preference: **LVL**  
ACD Calls: **215**  
Login Time: **12:45 PM**  
Move Pending?: **NO**

Direct Agent Skill:  
Direct Agent Calls: **0**

| Split/Skill   | Level |
|---------------|-------|
| Tech Support  | 1     |
| Cust. Service | 2     |
| Order Group   | 2     |
| Benefits      | 2     |

Agent Time Spent

| Category | Percentage |
|----------|------------|
| AVAIL    | 0%         |
| ACD      | 78%        |
| ACW      | 13%        |
| AUX      | 3%         |
| RING     | 2%         |
| OTHER    | 0%         |

Staffed Time: **14:22:24**      AUX Time: **1:46:36**

|                       |                                  |
|-----------------------|----------------------------------|
| Lunch: <b>:10:44</b>  | Meeting: <b>:10:17</b>           |
| Break: <b>:09:34</b>  | Outbound: <b>:09:44</b>          |
| Sick: <b>:08:05</b>   | Training: <b>:11:22</b>          |
| Coffee: <b>:12:12</b> | Internet Browsing: <b>:12:40</b> |
| Lab: <b>:10:00</b>    | Personal Time: <b>:11:58</b>     |

Double Click To Run For
Thresholds: On    San Diego

## 每月 Split/Skill 呼叫概要 - order

报告(R) 编辑(E) 格式(F) 工具(T) 选项(O) 帮助(H)

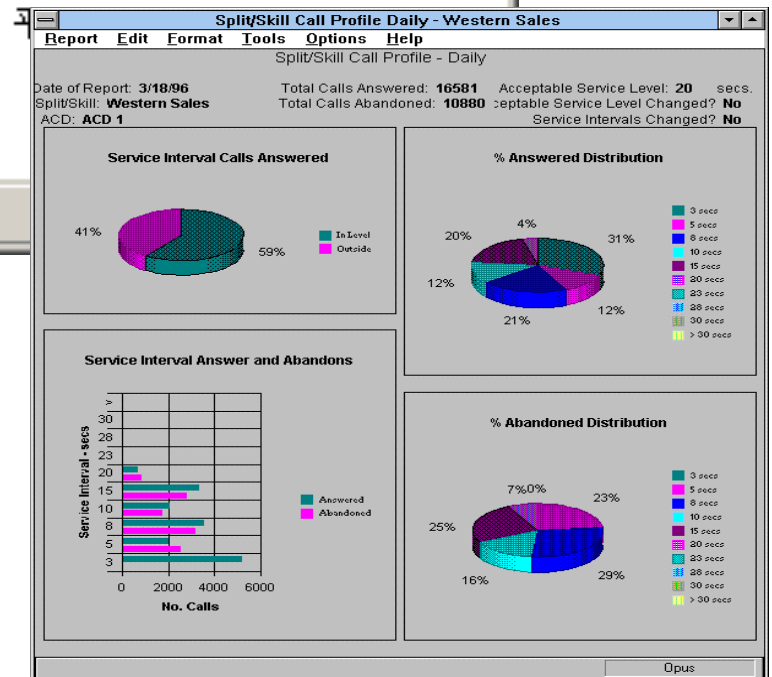
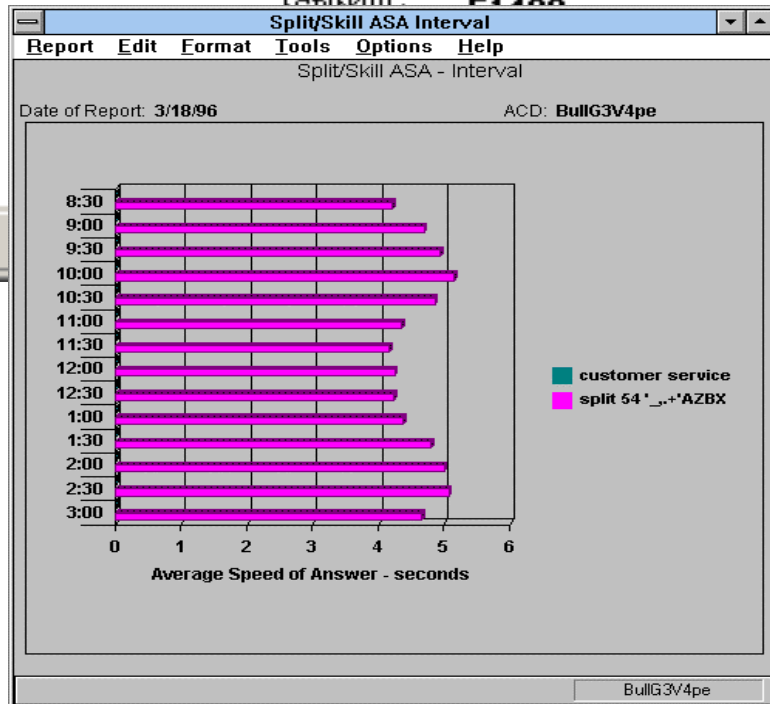
月份开始: **2004-8-1**  
 Split/Skill: **order**  
 % 在服务级别内: **61.76**

服务间隔已更改: **n**  
 可接受服务已更改: **n**

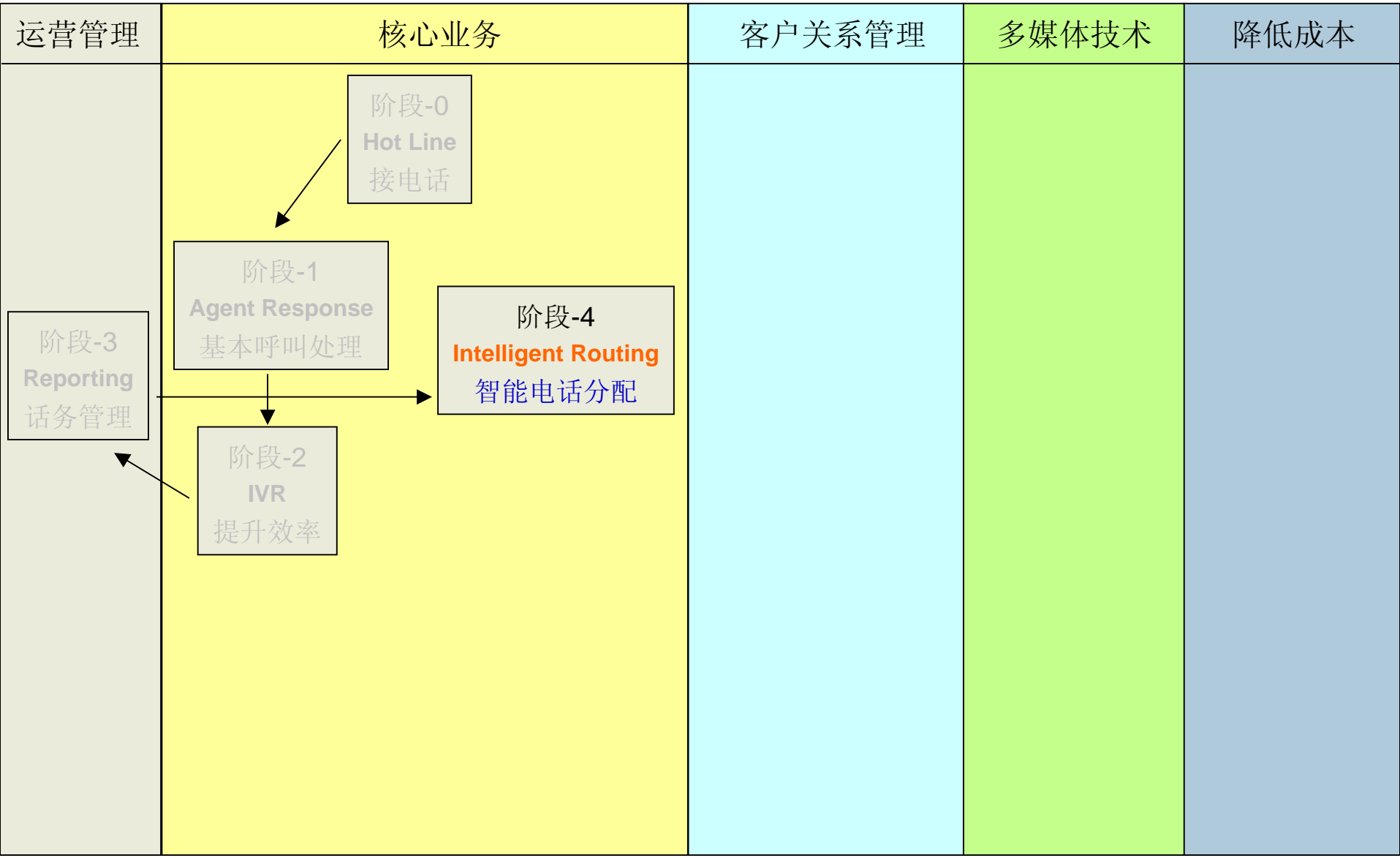
秒      0 - 1 - 2 - 3 - 5 - 10 - 20 - 30 - 60 - 120 - >

|        |             |              |             |              |             |            |            |            |            |            |
|--------|-------------|--------------|-------------|--------------|-------------|------------|------------|------------|------------|------------|
| ACD呼叫: | <b>5973</b> | <b>18633</b> | <b>9191</b> | <b>10218</b> | <b>4216</b> | <b>686</b> | <b>460</b> | <b>913</b> | <b>933</b> | <b>276</b> |
| 放弃呼叫:  | <b>202</b>  | <b>102</b>   | <b>72</b>   | <b>221</b>   | <b>874</b>  | <b>340</b> | <b>209</b> | <b>716</b> | <b>309</b> | <b>123</b> |

放弃呼叫: **3168**



# Avaya联系管理—高效CRM的引擎



## 阶段4—智能电话分配

### 需求

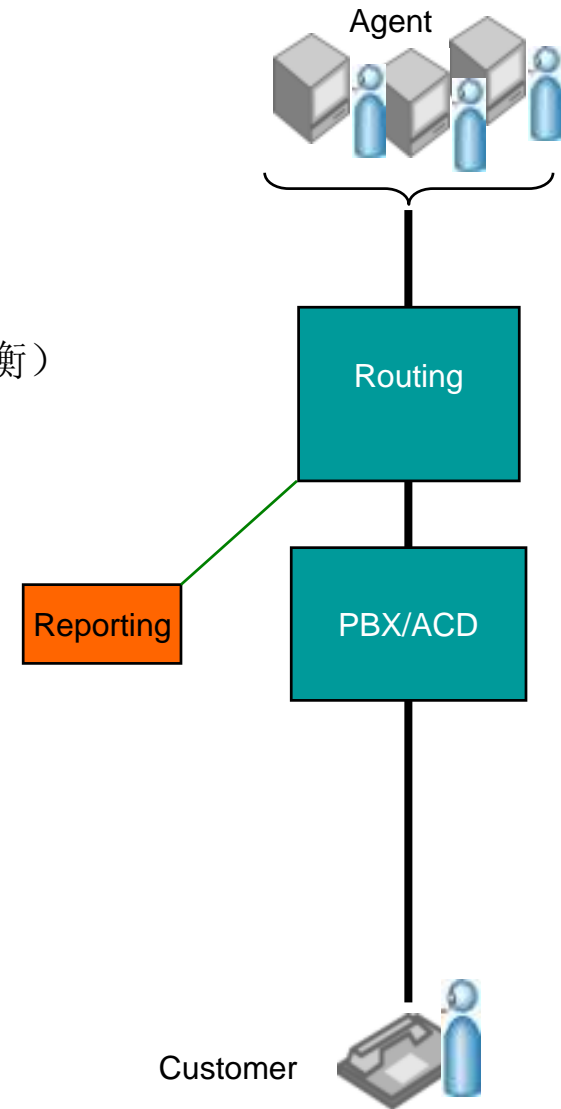
- 由于呼叫量的增加，呼叫中心需要提高座席的工作效率
- 呼叫路由可以将客户和呼叫优先级与座席进行匹配
- 更有效地使用座席资源（基于技能的座席）
- 呼叫路由的报表可以提供更有意义的分析内容（使用率，负载平衡）

### 益处

- 提高首次联络解决率（1<sup>st</sup> Contact Resolution）
- 注重座席的培训（针对不同的技能和等级）
- 减少客户的不满

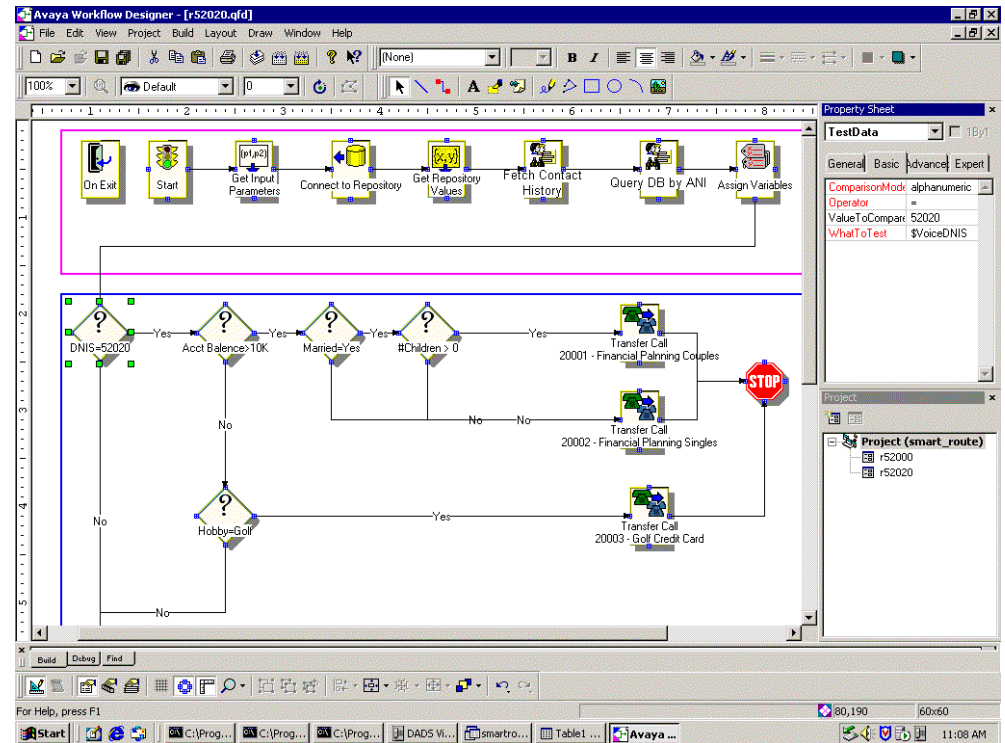
### 解决方案组成部分

- 语音交换系统（Avaya CM）
- ACD自动呼叫分配软件（Avaya Elite ACD）
- Advocate基于运营管理目标的系统软件（Avaya Advocate）
- 基于座席技能组分类的系统设计（Skill-based）

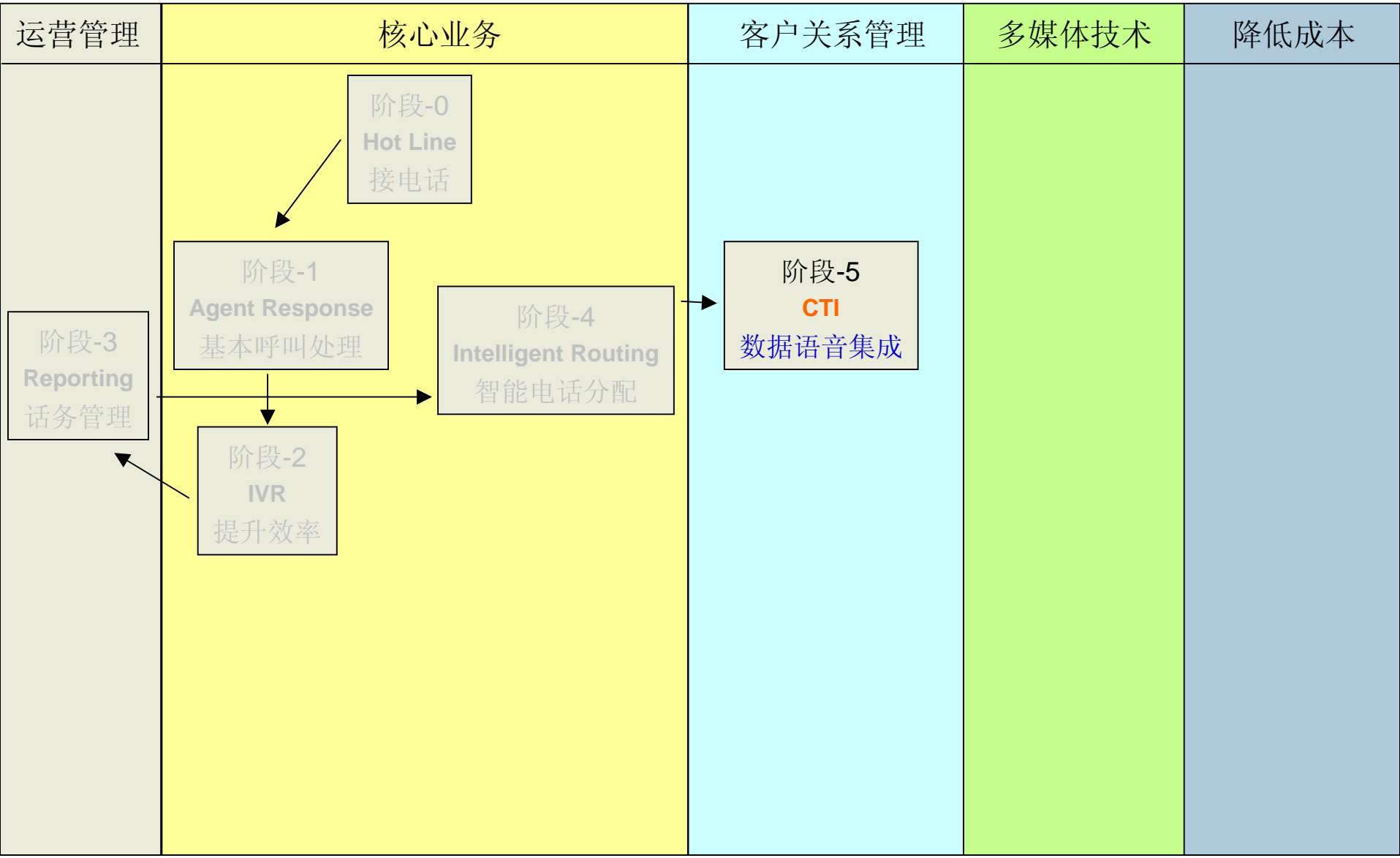


## Avaya ACD 常用的路由策略

- 根据主叫号
- 根据时间、周日和节假日
- 根据不同技能组的工作状态
  - 已登录的座席数量
  - 空闲的座席数量
  - 已排队等待的呼叫数量
  - 最长等待的呼叫时间
  - 预计等待时间（EWT）的长短
  - 平均应答速度（ASA）
  - 同时的来话数量



# Avaya联系管理—高效CRM的引擎



## 阶段5—数据语音集成

### 需求

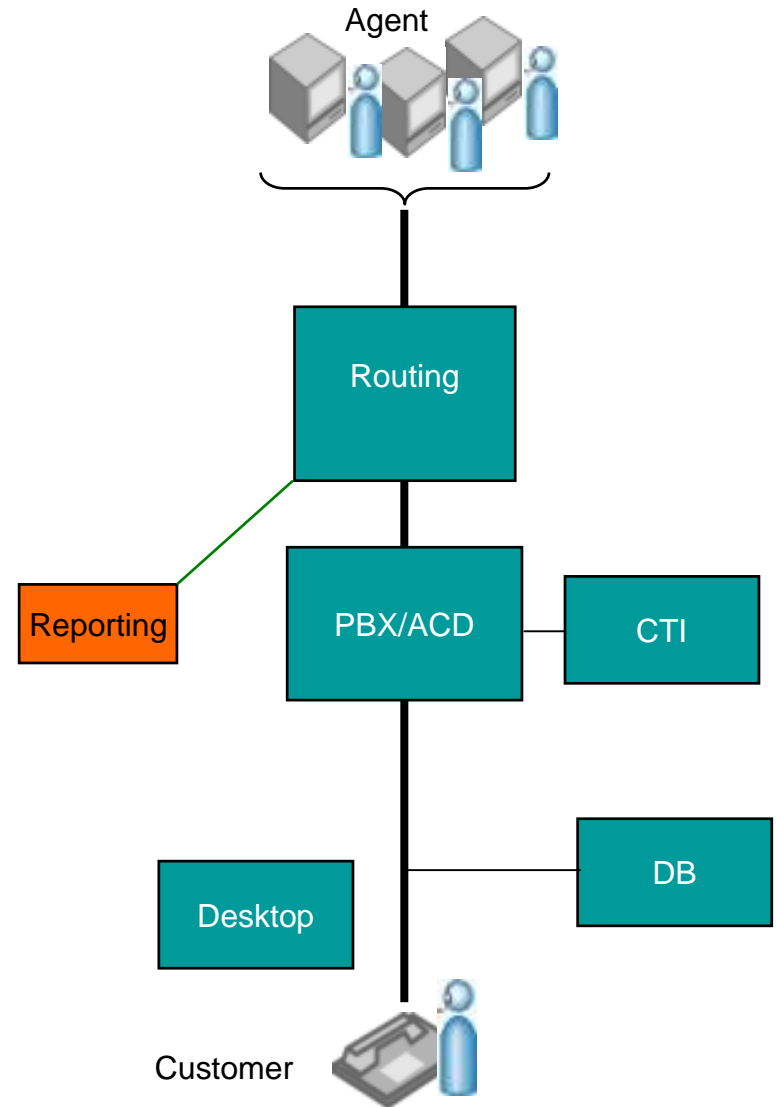
- 在呼叫到达座席时，自动显示出客户的相关信息
- 自动验证和确认客户的身份
- 保留客户的历史联络记录
- 软电话的应用集成

### 益处

- 提高座席处理客户呼叫的时间
- 提高呼叫处理的一致性和效率
- 方便座席的对呼叫的控制和使用

### 解决方案组成部分

- CTI中间件
  - Avaya Interaction Center
  - Avaya Contact Center Express



## 客户信息的屏幕弹出

The screenshot displays the Avaya Agent software interface. The main window is titled "业务代表(1)" and contains a menu bar, a toolbar, and a navigation pane with buttons for "奔小康理财专案", "珠江教育保障计划", "定货", "解决方案", "订购输入", "退货", "客户", "机构", and "Prompter".

The central area shows a customer information popup for "客户". The popup contains the following details:

- 客户名称:** “奔小康”-理财规划专案
- 适合人群:** 30-45岁, 工作稳定、家庭美满的稳健人士
- 姓:** LEUNG
- 名:** STEVEN
- 全名:** Leung, Steven
- 电子邮件:** customer1@avayademo.com
- 电话:** (000) 002-0002
- 传真:** (111) 234-5678
- astagent:** 50001
- astcall:** 2004/01/04 16:31:38
- Vip:** 0

At the bottom of the interface, there are two data tables:

**一个匹配** (One Match):

| 联系 | 20002                |
|----|----------------------|
| 主题 | 建立日期                 |
|    | 2004年01月02日 19:21:13 |
|    | 2004年01月02日 19:16:23 |
|    | 2004年01月02日 19:15:29 |
|    | 2004年01月02日 19:07:53 |
|    | voice                |
|    | voice                |
|    | voice                |
|    | voice                |

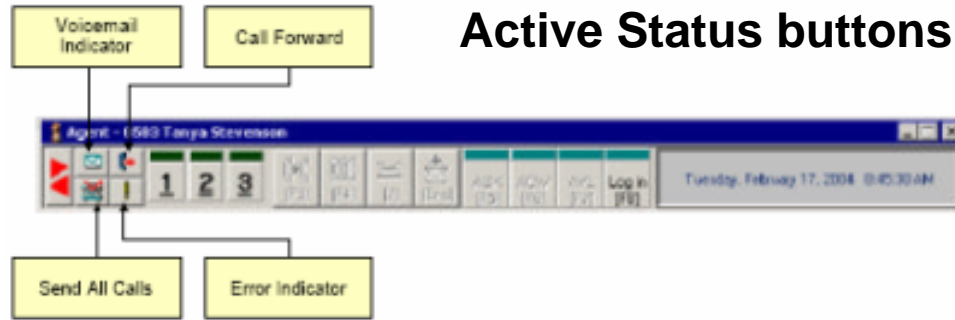
**20002** (Details):

|      |                     |
|------|---------------------|
| ANI  | 20002               |
| 建立日期 | 2004-01-04 08:31:50 |
| 目标   | 20001               |
| DNIS | 50001               |
| 分机   | 20001               |
| 来自   | 20002               |

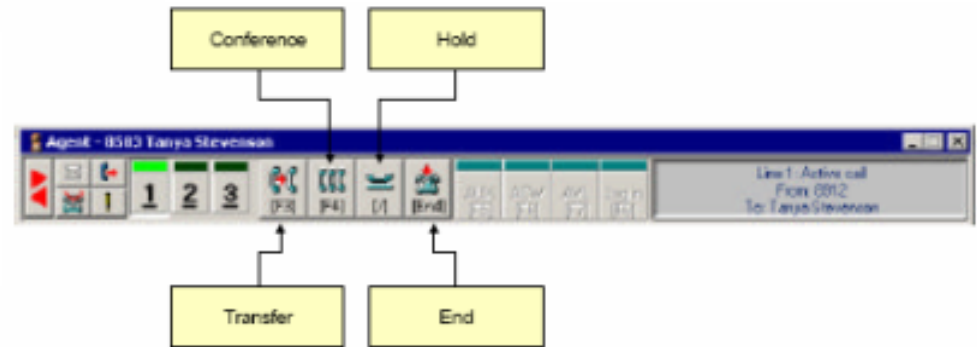
The right-hand side of the interface features a control panel with buttons for "应答", "搁置", "外呼", "转移", "咨询", "会议", and "DTMF". Below these are fields for "来自" and "名称", and a list of "受理..." items.



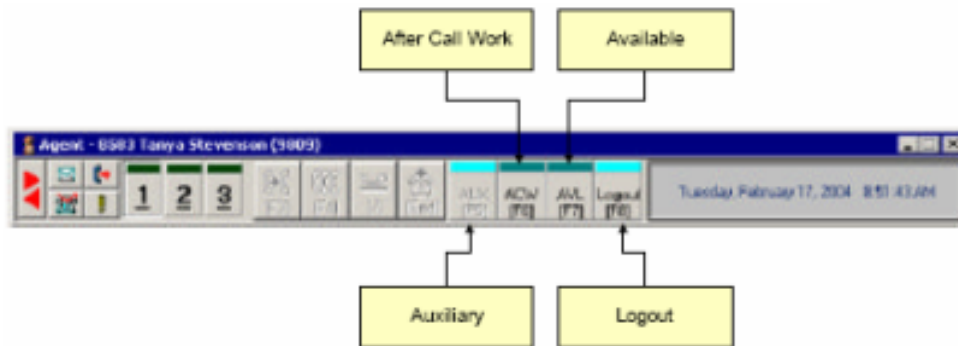
## 座席的软电话控制



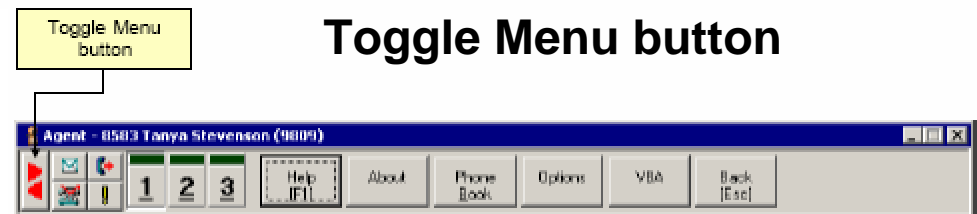
### Fixed Feature buttons



### Agent Mode buttons



### Toggle Menu button



# 班长席监控

Supervisor - 8583

File Tools Help

- Agent Information
  - Tanya (8911)
    - Calls - Current = 0, Total = 1
    - Tanya (9810), Agent work mode - Available
    - Avg ACW = 42, Avg Available = 12, Calls received/interval = 2
  - Robert (8912)
    - Calls - Current = 1, Total = 2
    - (Connect) Incoming call from 8914
    - Robert (9812), Agent work mode - Available
    - Avg ACW = 35, Avg Available = 5, Calls received/interval = 20
  - Denesh (8913)
    - Calls - Current = 0, Total = 0
    - Agent work mode - Logout
    - Avg ACW = 0, Avg Available = 0, Calls received/interval = 0

Send Broadcast | Send Call Data

Show history Send

Supervisor - 8583

File Tools Help

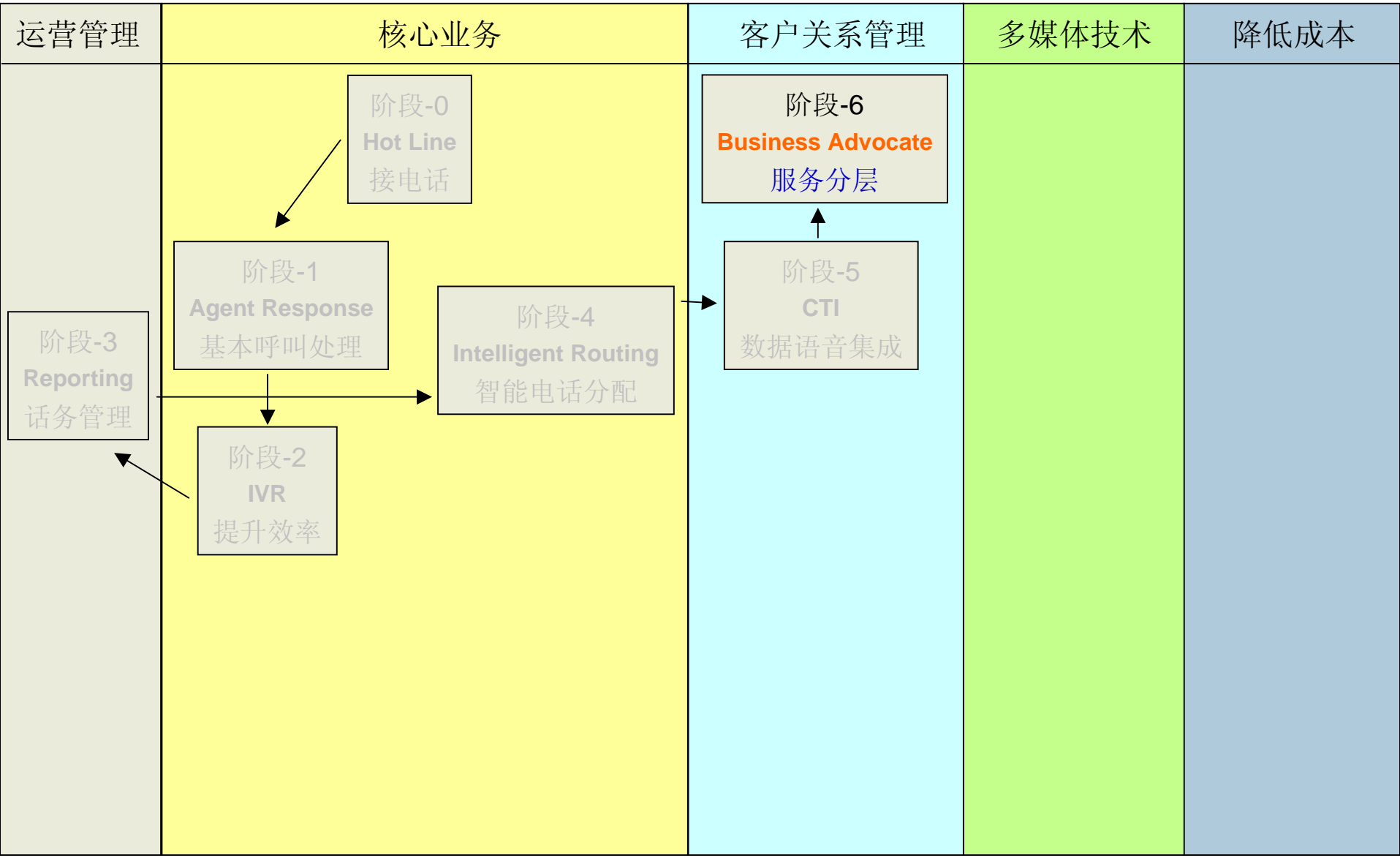
- Agent Information
  - Tanya (8911)
    - Calls - Current = 1, Total = 2
    - (Connect) Incoming call
    - Tanya (9810), Agent work mode - Available
    - Avg ACW = 0, Avg Available = 0, Calls received/interval = 0
  - Robert (8912)
  - Denesh (8913)

Join call as observer  
Join call as coach  
Join call as participant  
Send call data  
Drop me from call

Send Broadcast | Send Call Data

Show history Send

# Avaya联系管理—高效CRM的引擎



# 阶段6—服务分层

## 需求

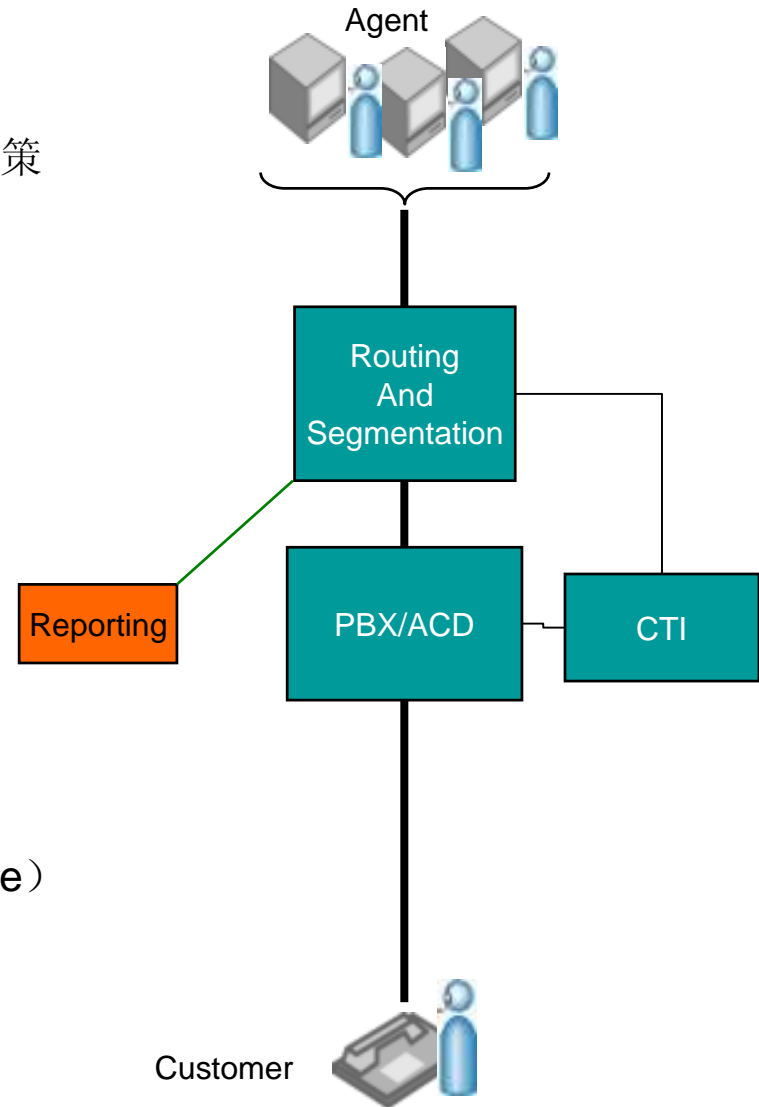
- 使用客户数据（不仅仅是呼叫数据）来进行路由的决策
- 对客户身份进行验证和确认
- 针对不同客户，期望提供不同等级的服务水平

## 益处

- 高端客户可以享受到高优先等级的服务和响应时间
- 提升一对一的客户服务能力
- 保证服务的一致性

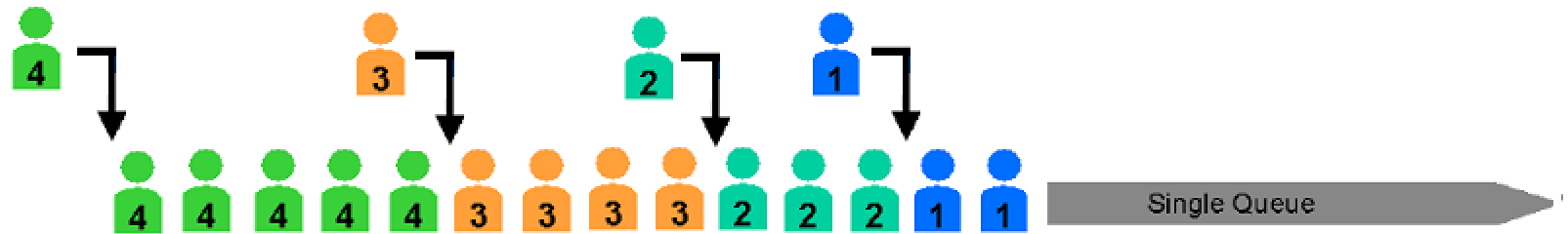
## 解决方案组成部分

- 客户分层系统（Avaya Business Advocate）
- 服务水平监控和调整软件（Avaya Business Advocate）

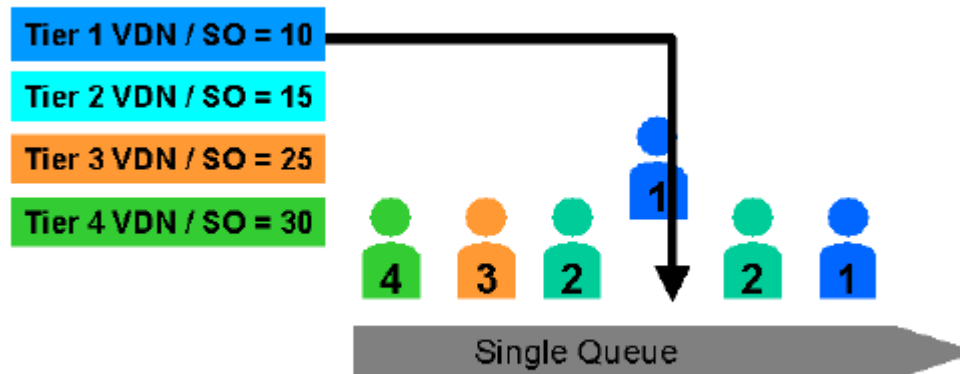


## 动态队列位置 Dynamic Queue Position

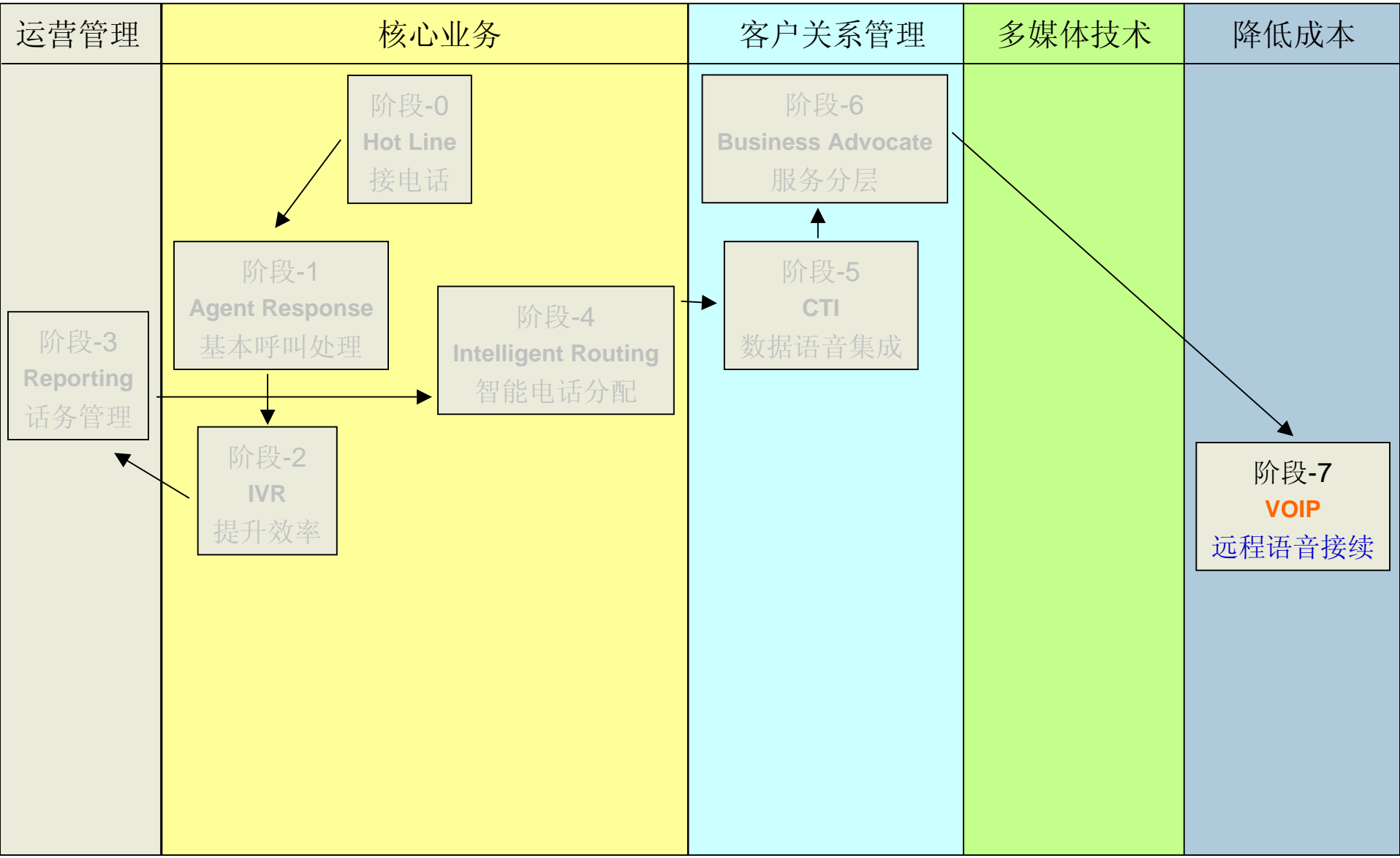
传统的基于 4 个不同优先级别的排队方式: Top, High, Med, Low



动态排队位置 Dynamic Queue Position:



# Avaya联系管理—高效CRM的引擎



# 阶段7—基于VoIP的分布式通讯架构

## 需求

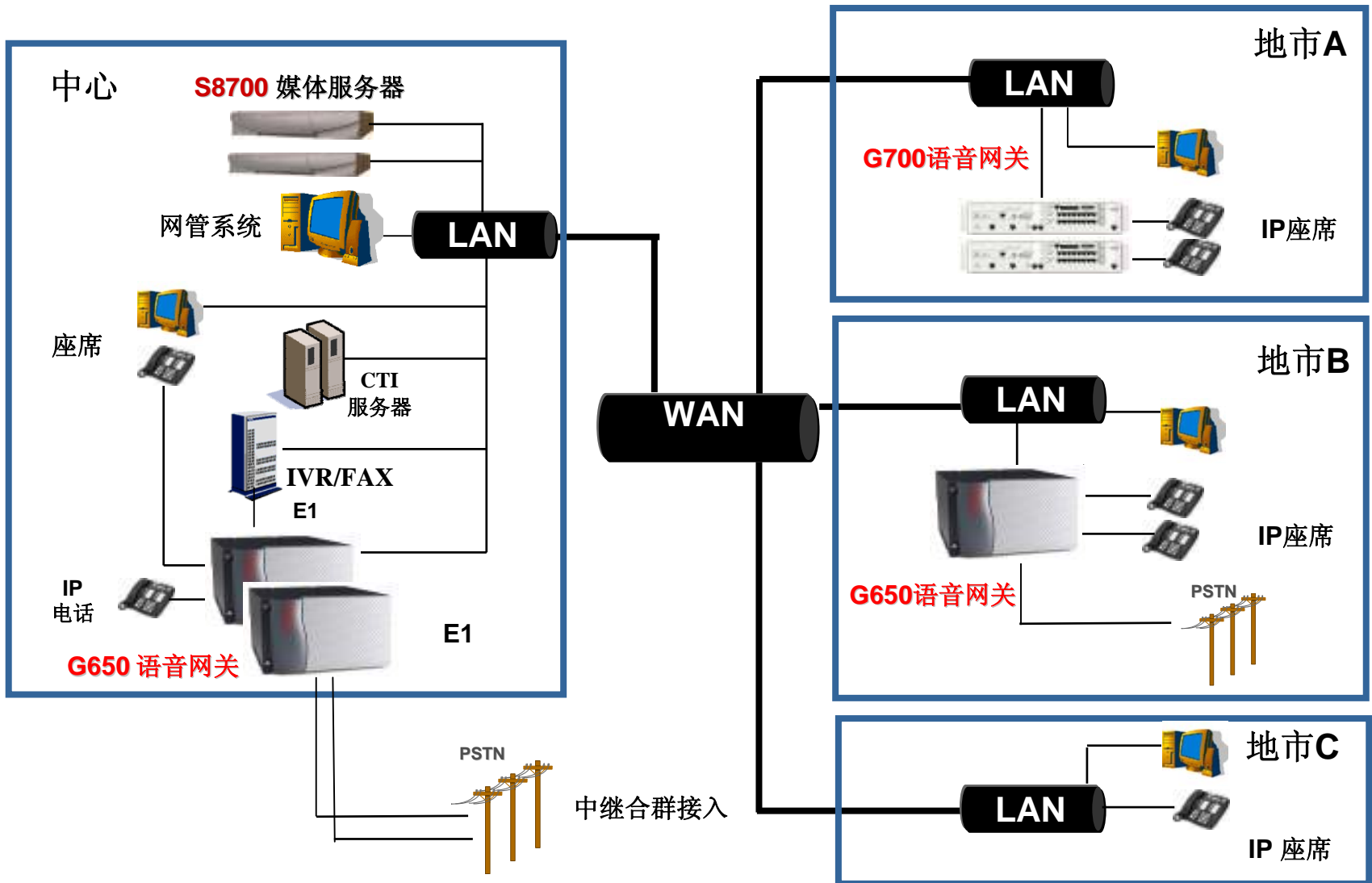
- 随着公司业务范围的拓展，分布在各个地市的本地业务部门以及服务部门需要一套更完善的通讯系统来保持沟通
- 各个区域的分支机构需要以更低成本的来实现更有效率的内部通讯机制
- IT部门需要对分布在全国的各个分支机构的系统进行统一管理和监控

## 益处

- 通过IP网络实现全国各个分支机构的内部语音通讯，大大降低了长途话费的开销
- VoIP提供的灵活架构，即实现了集中管理和监控，又保证了各个分支机构的独立运作

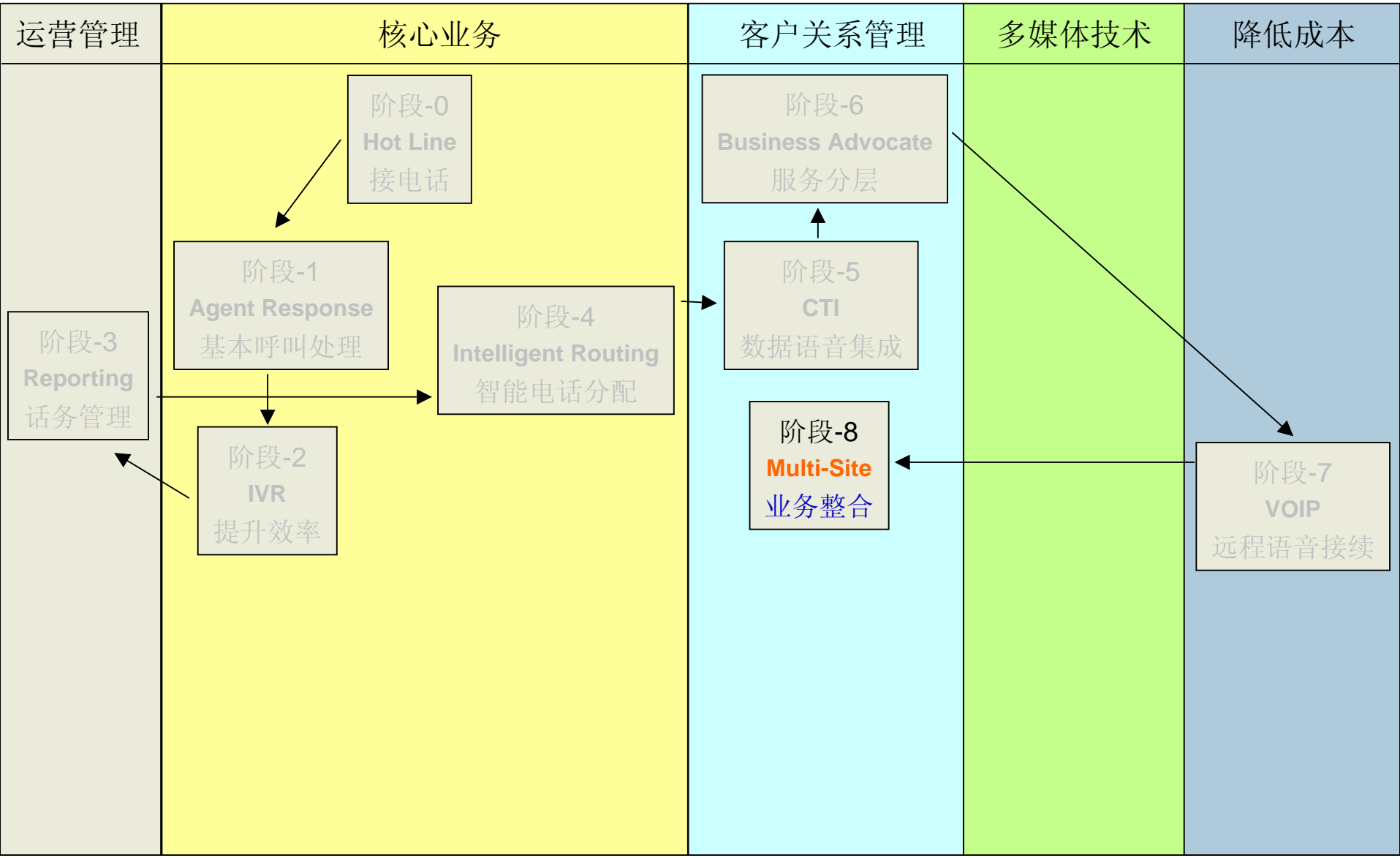
## 解决方案组成部分

- Avaya Communication Manager 语音处理系统
- Avaya S8x00媒体服务器 + G650/G700/G350/G250媒体网关
- Avaya 46xx IP话机





# Avaya联系管理—高效CRM的引擎



# 阶段8—业务整合

## 需求

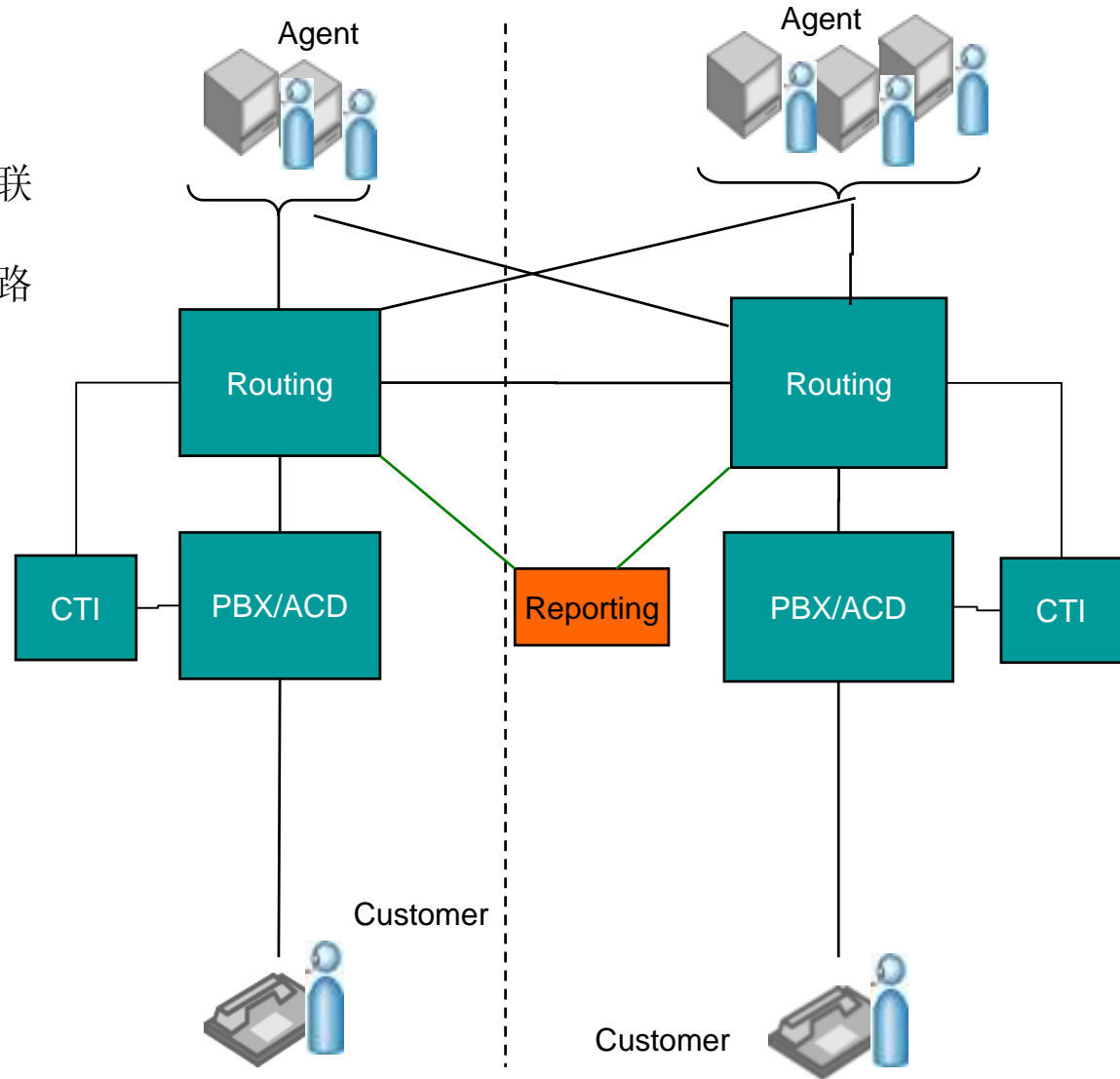
- 大型企业期望把他们的多个中心互联起来，以期提供更好的服务
- 呼叫被路由到其他的中心或者直接路由到远端的座席

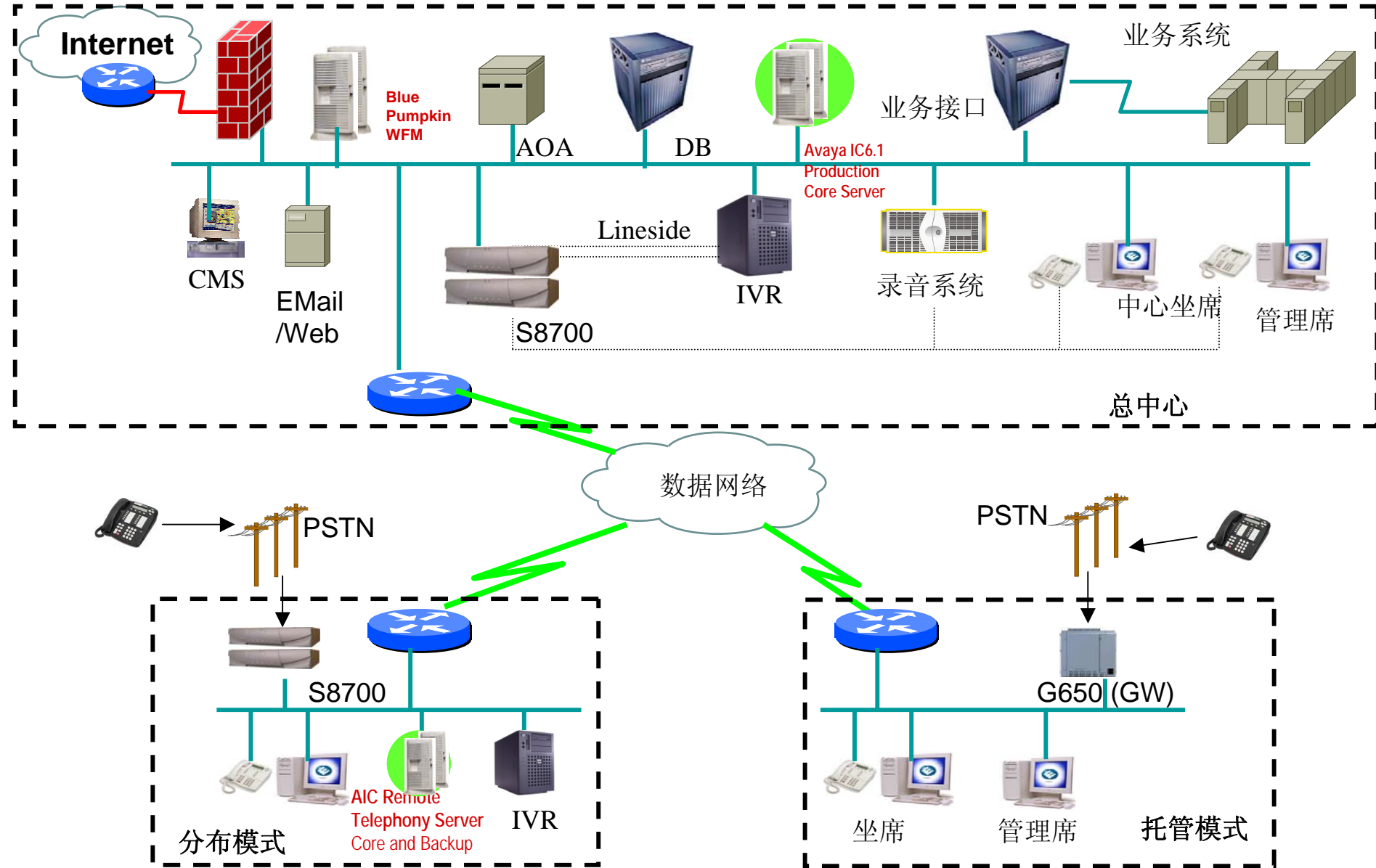
## 益处

- 支持不断扩展的业务区域
- 组成一个虚拟的呼叫中心
- 冗余备份

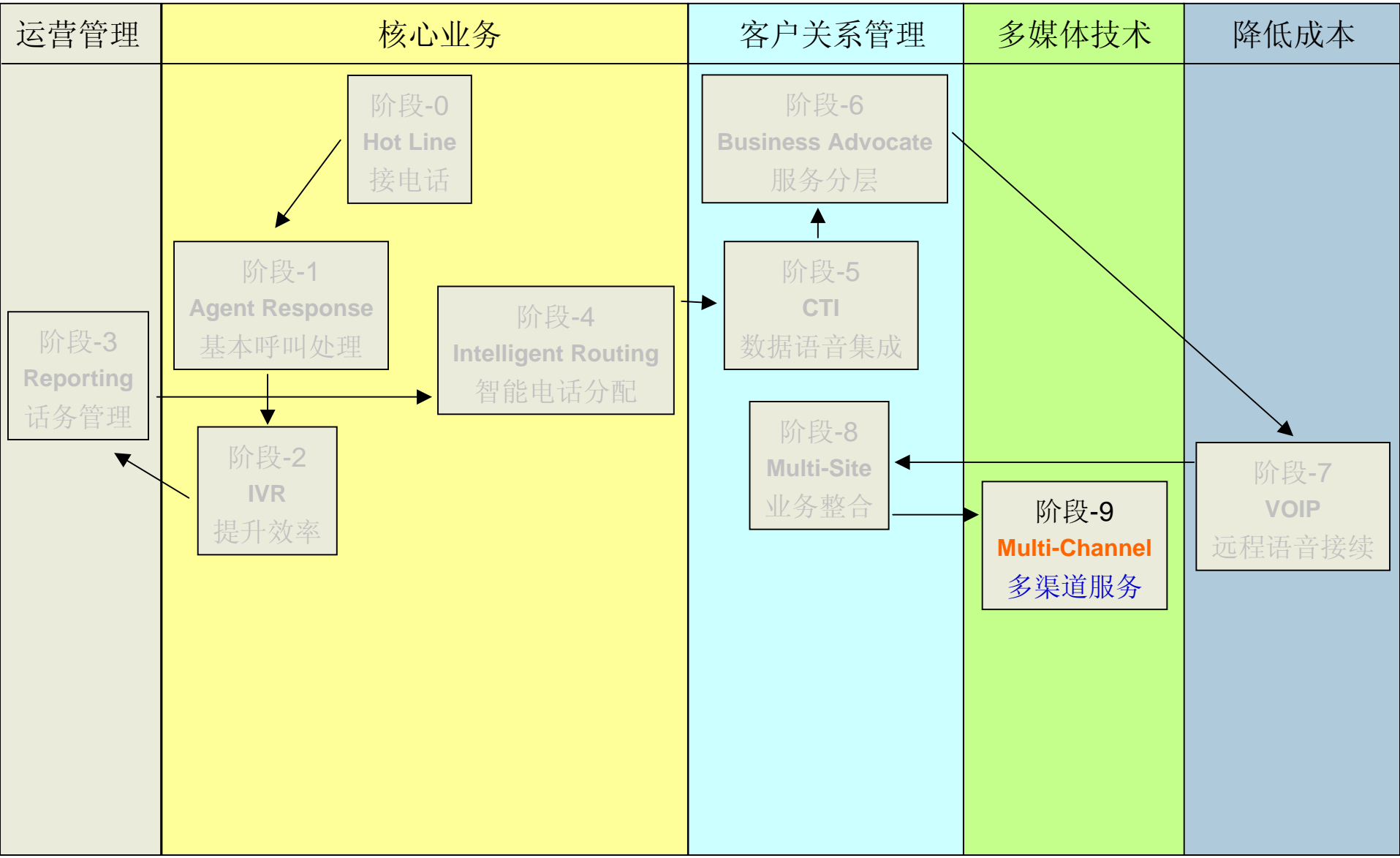
## 解决方案组成部分

- Avaya Network Routing
- Avaya Interaction Center
- Avaya Operational Analyst
- Avaya IP Agent





# Avaya联系管理—高效CRM的引擎



## 阶段9—多渠道服务

### 需求

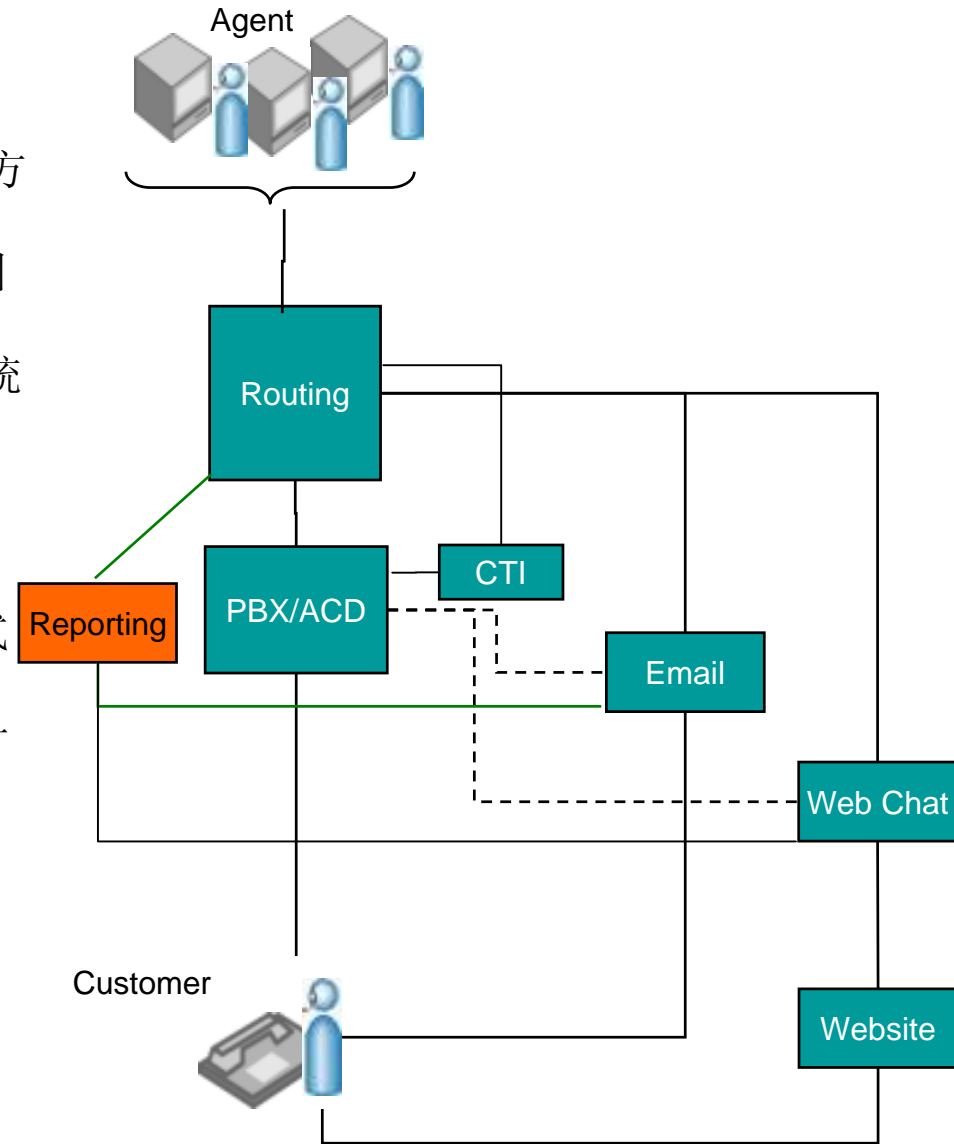
- Internet互联网的发展提供了新的通讯渠道和方式
- 基于统一队列的交互管理—一个统一的路由引擎—成为关键的组成部分
- 新型的公司 (dot coms) 可能都不具备电话系统
- 集成化的报表

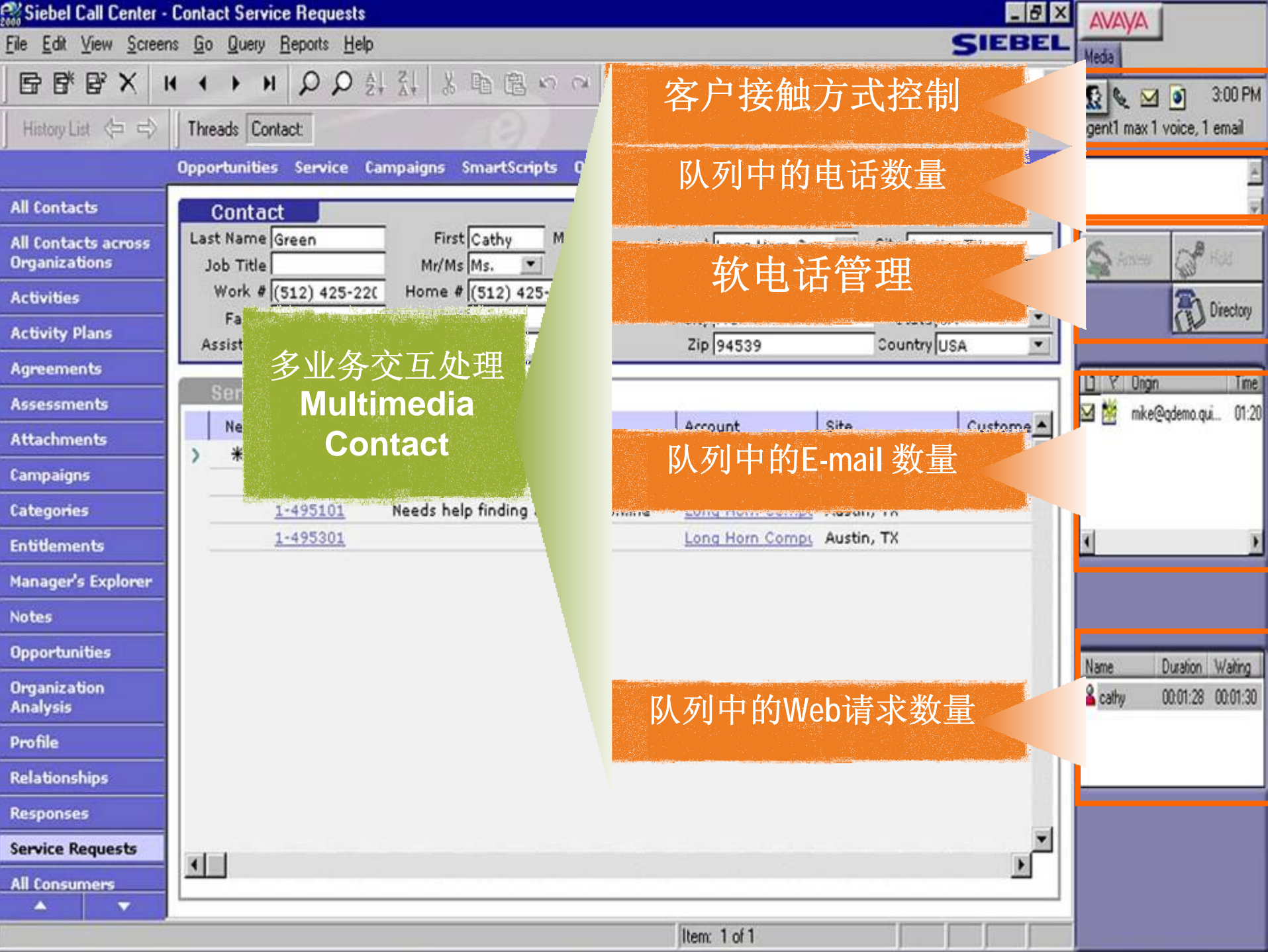
### 益处

- 客户可以根据自己的偏好，采用任何一种方式来获取服务
- 保证各个服务渠道，客户获得的服务水平是一致的
- 降低了运营成本

### 解决方案组成部分

- 多媒体交互中心
  - Avaya Interaction Center
  - Avaya Contact Center Express





客户接触方式控制

队列中的电话数量

软电话管理

多业务交互处理  
Multimedia  
Contact

队列中的E-mail 数量

队列中的Web请求数量



## 随时随地的联络

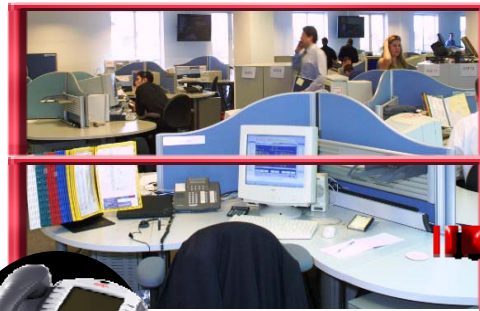
- 随时随地的方便联络
- 一个业务号码，一个语音邮箱
- 统一的呼叫记录、IP录制
- 生产效率与工作地点无关



在旅馆房间用  
软件电话开始  
通话



在前往参加会议的路上将电话转移到手机上



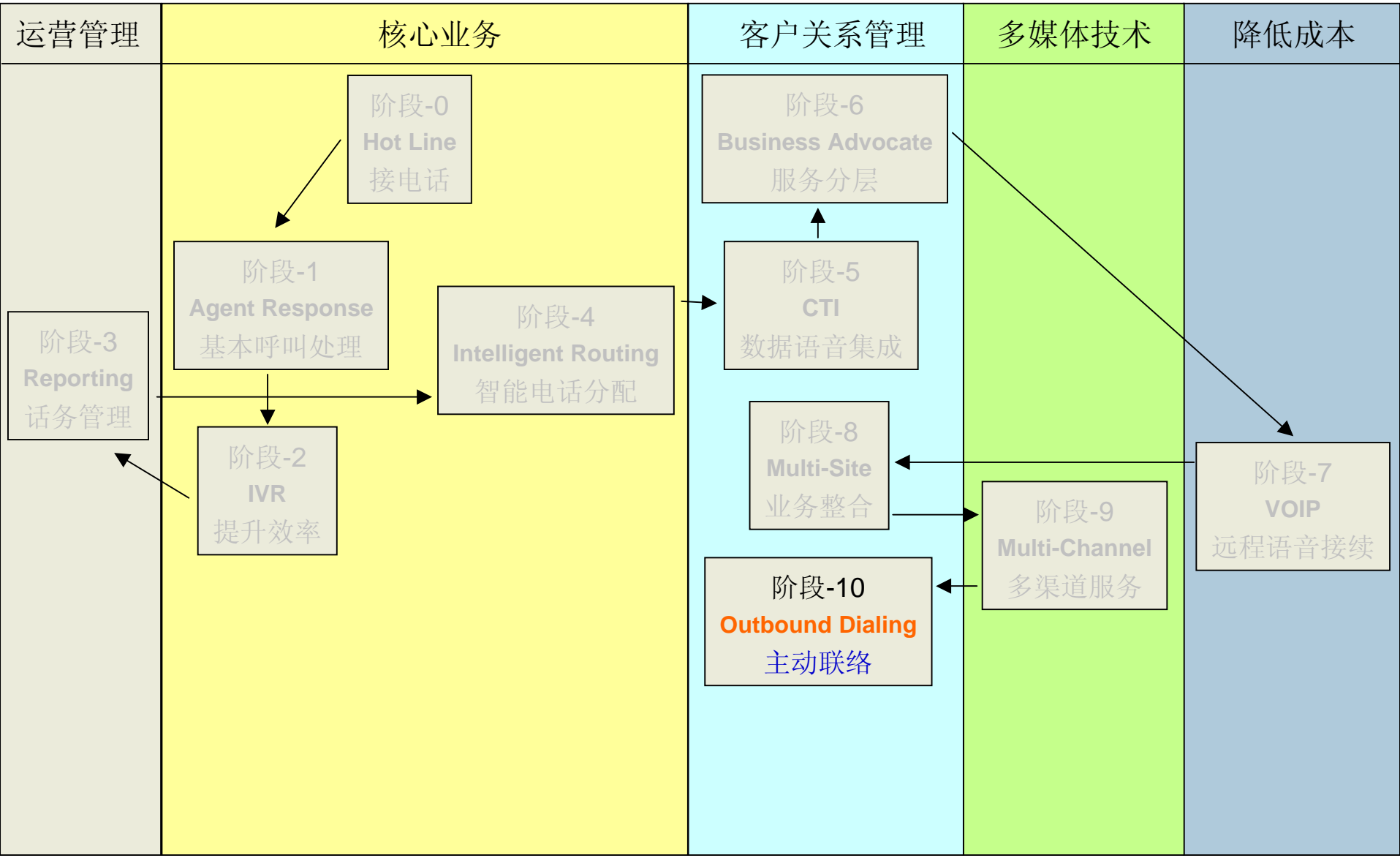
登录到帮助台，将电话转移到帮助台



在前往机场的路上将电话转到手机上



# Avaya联系管理—高效CRM的引擎





## 阶段10—主动联络

### 需求

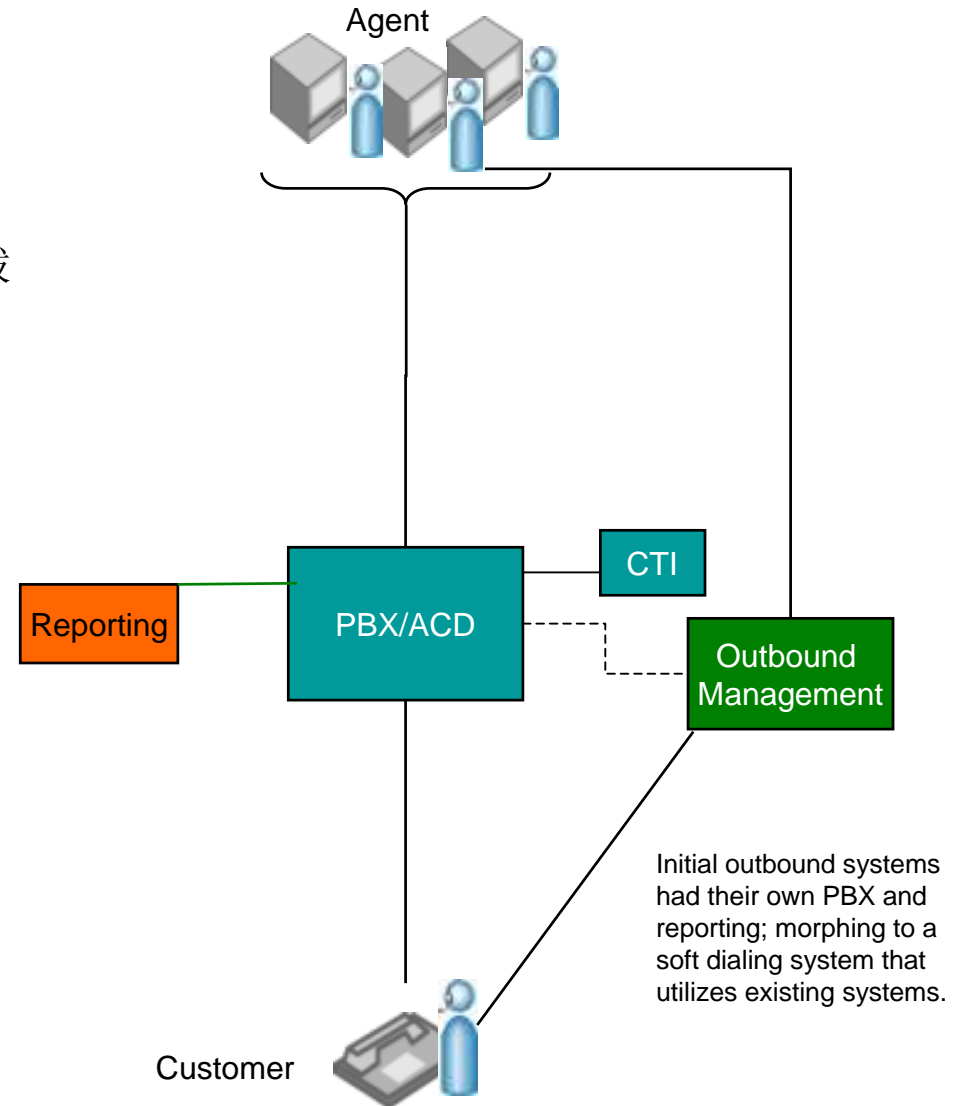
- 从被动服务到主动联络
- 座席主动拨叫客户
- 主动联络可以是手工（预览）拨叫或者自动拨叫（预测）

### 益处

- 主动营销、主动关怀，保留客户，创造价值
- 提高业务处理能力（如催收）

### 解决方案组成部分

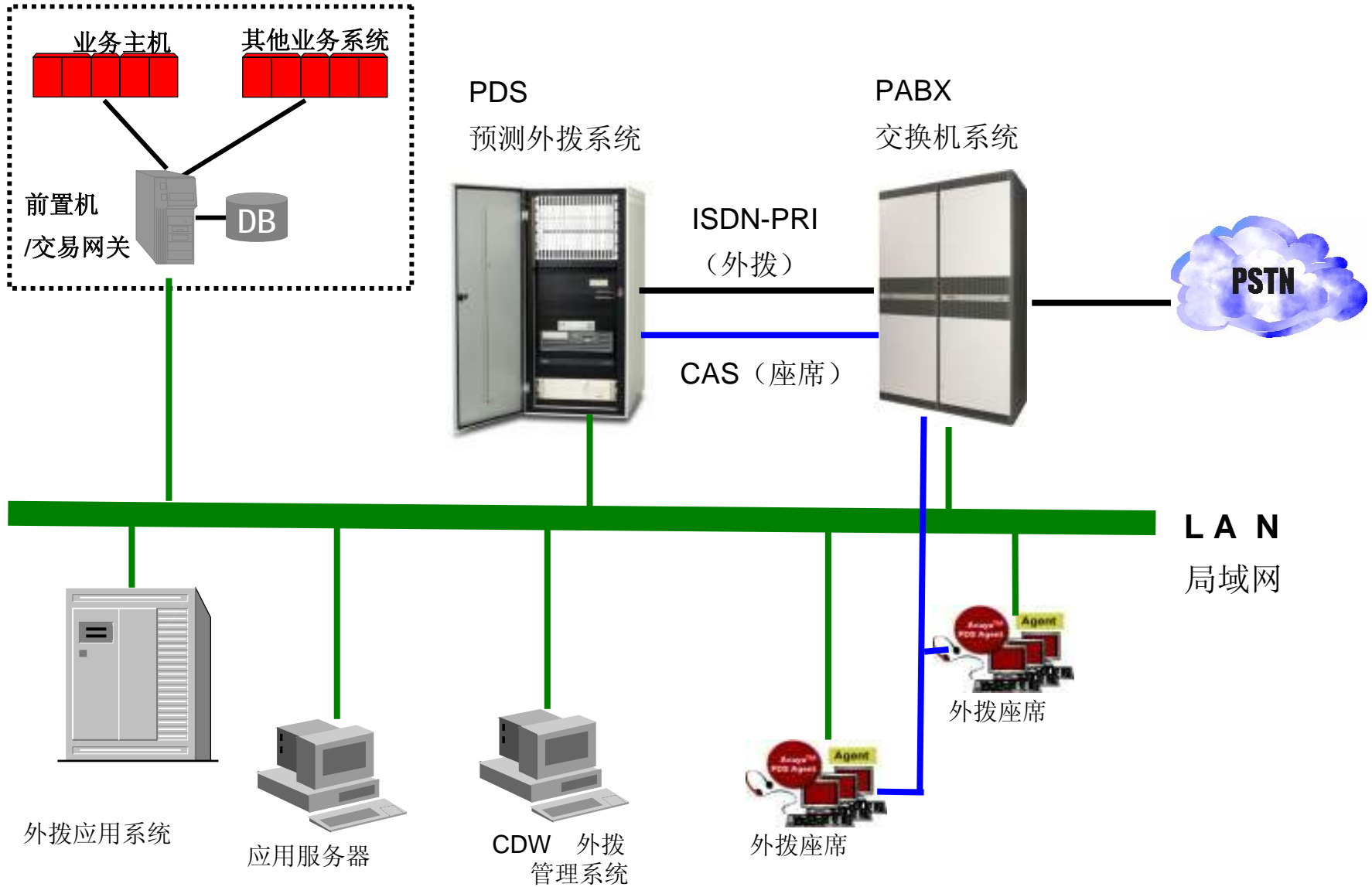
- 基于软、硬件的外拨系统（Avaya Predictive Dialing System）



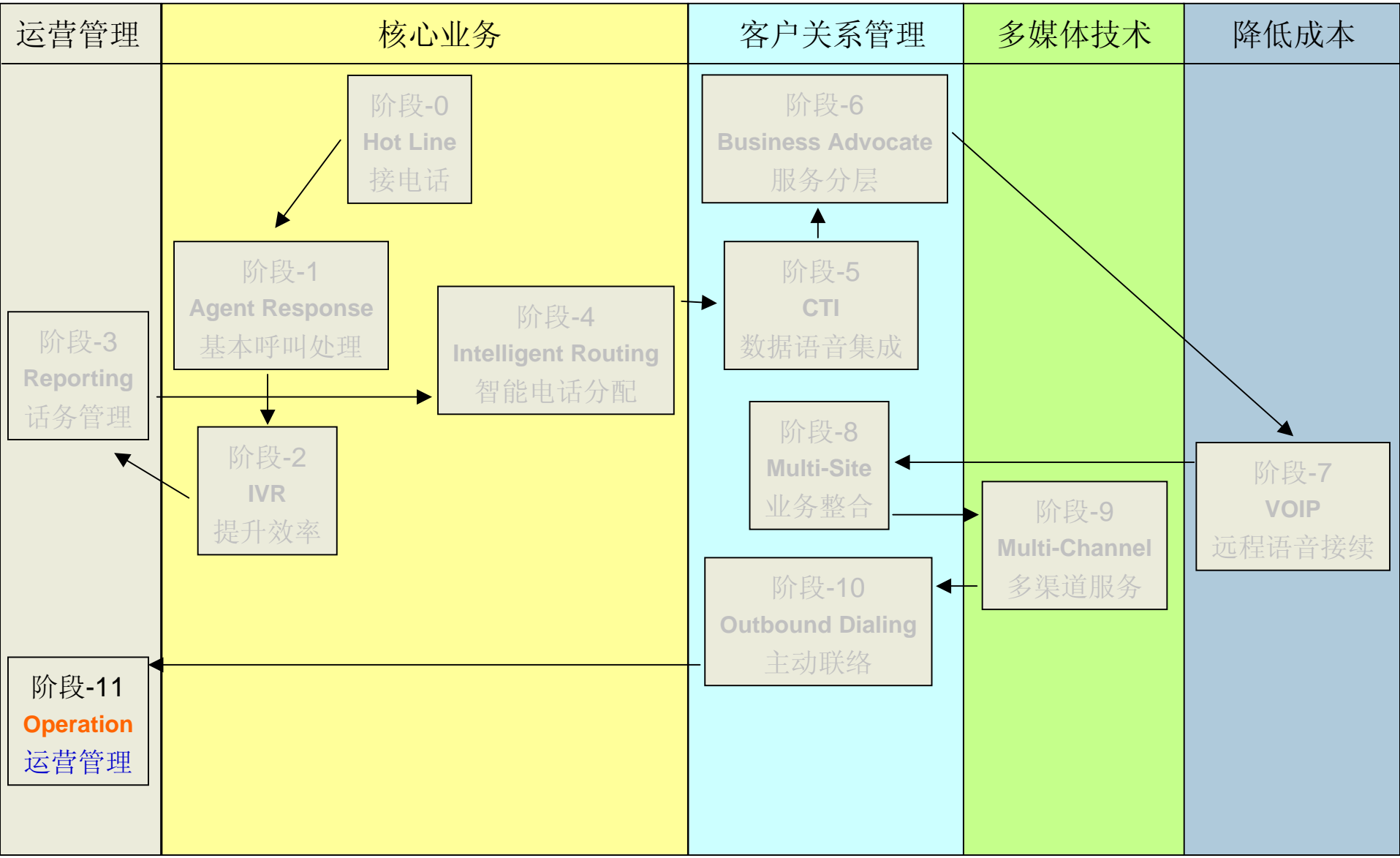
# 高价值主动呼叫应用举例

| <b>客户服务</b><br>Customer Service   | <b>销售/电话推销</b><br>Sales/Telemarketing  | <b>费用催缴</b><br>Collections  |
|---|--|---|
| <ul style="list-style-type: none"> <li>✓ 服务跟踪<br/>Service follow-ups</li> <li>✓ 客户满意度调查<br/>Customer satisfaction surveys</li> <li>✓ 欢迎电话<br/>Welcome calls</li> <li>✓ 请求回电<br/>Requested callbacks</li> <li>✓ 预约安排<br/>Appointment scheduling</li> <li>✓ 紧急通知<br/>Emergency notification</li> <li>✓ 主动通知<br/>Proactive notification</li> </ul> | <ul style="list-style-type: none"> <li>✓ 电话销售<br/>Telesales</li> <li>✓ 基于互联网web点击的预见回电<br/>Predictive callbacks based on Internet web clicks</li> <li>✓ 预见IVR回电（无论是否采用自然语言）<br/>Predictive IVR callbacks (with or without natural language)</li> <li>✓ 筹集资金<br/>Fund-raising</li> <li>✓ 市场调研<br/>Market research</li> <li>✓ 民意调查<br/>Polling</li> <li>✓ 主动通知<br/>Proactive notification</li> </ul> | <ul style="list-style-type: none"> <li>✓ 前期收费<br/>Early-stage collections</li> <li>✓ 后期收费<br/>Late-stage collections</li> <li>✓ 使用后收费<br/>After charge-off collections</li> <li>✓ 从CRM Central直接收取用于实时市场活动管理的服务费<br/>Service-to-Value direct feed from CRM Central for real-time campaign management</li> </ul> |

## 外拨系统架构



# Avaya联系管理—高效CRM的引擎



## 阶段11—运营管理

### 需求

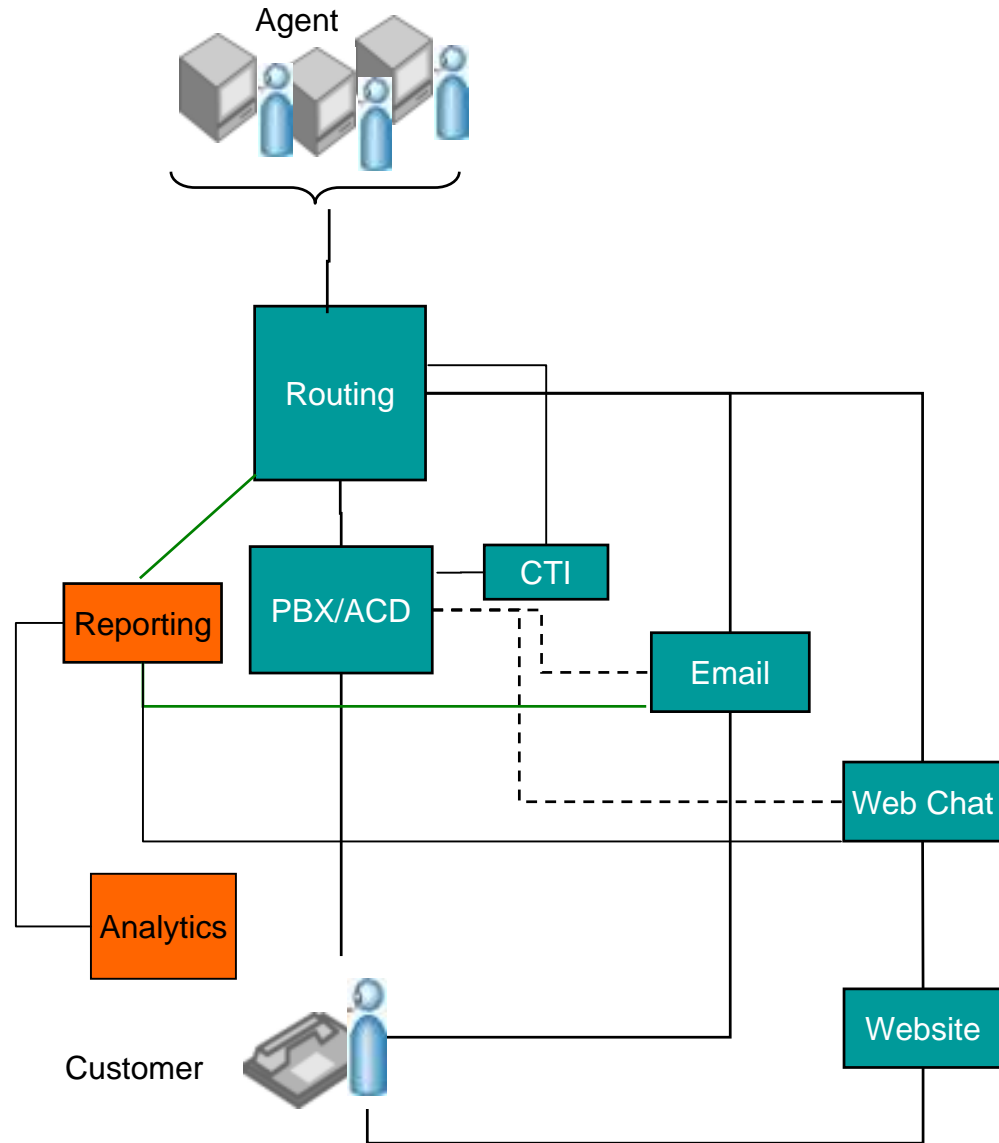
- 联络中心复杂度的增加，对于系统运营的性能的分析和统计要求也相应提高
- 联络中心的集成化和统一性对业务的成功至关重要

### 益处

- 提高联络中心的运营效率和效力
- 基于实时的分析结果，对系统进行及时调整
- 基于历史的分析结果，进行策略性的改变
- 提升整体的业务运营效能

### 解决方案组成部分

- Avaya Operational Analyst
- Workforce Management (BluePumpkin)
- Recording Systems



## 座席排班软件

**Forecast**  
 Media: Phone Queue: <Combined>

| Week                          | Weight |
|-------------------------------|--------|
| Week of 9/24/2001 - 9/30/2001 | 1.0    |
| Week of 9/17/2001 - 9/23/2001 | 1.0    |
| Week of 9/10/2001 - 9/16/2001 | 1.0    |

| Total                    | Calendar   |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
|--------------------------|--|---------------------|--|-------------------------|--|--------------------------|---|-----------------|--|-------------------|--|-----------------|--|-----------------|--|------------|--|--------------|--|--------------------|--|------------------|--|-----------------|--|-----------------------|--|----------------|--|-------------------|--|-----------------|--|----------------|--|-----------------|--|---------------|--|---------------|--|--------------|--|-----------------|--|----------------|--|-------------------|--|-----------------|--|---------------|--|----------------------|--|-----------------|--|--------------|--|--------------|--|---------------|--|-----------------|--|
| Mon 4054                 | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">Service level Total</th> </tr> <tr> <th colspan="2">Service level for phone</th> </tr> <tr> <td>Monday, October 01, 2001</td> <td>6</td> </tr> <tr> <td>Whistler, Aaron</td> <td></td> </tr> <tr> <td>Belworth, Abraham</td> <td></td> </tr> <tr> <td>Johnson, Albert</td> <td></td> </tr> <tr> <td>Cramer, Allison</td> <td></td> </tr> <tr> <td>Wong, Anne</td> <td></td> </tr> <tr> <td>DeVries, Bob</td> <td></td> </tr> <tr> <td>Markman, Bullworth</td> <td></td> </tr> <tr> <td>Vocavick, Brenda</td> <td></td> </tr> <tr> <td>Wong, Charlotte</td> <td></td> </tr> <tr> <td><b>Volmer, Daniel</b></td> <td></td> </tr> <tr> <td>Thadwick, Earl</td> <td></td> </tr> <tr> <td>Notterson, Elvira</td> <td></td> </tr> <tr> <td>Koza, Frederick</td> <td></td> </tr> <tr> <td>Teller, George</td> <td></td> </tr> <tr> <td>Corones, Helena</td> <td></td> </tr> <tr> <td>Edwards, Jake</td> <td></td> </tr> <tr> <td>Harms, Joseph</td> <td></td> </tr> <tr> <td>Chang, Kevin</td> <td></td> </tr> <tr> <td>Spielberg, Lisa</td> <td></td> </tr> <tr> <td>Jones, Lynette</td> <td></td> </tr> <tr> <td>Brickles, Melinda</td> <td></td> </tr> <tr> <td>Rogers, Michael</td> <td></td> </tr> <tr> <td>Brannon, Mick</td> <td></td> </tr> <tr> <td>Shuttlesworth, Peter</td> <td></td> </tr> <tr> <td>Songer, Rachael</td> <td></td> </tr> <tr> <td>Coon, Stuart</td> <td></td> </tr> <tr> <td>Smith, Tammy</td> <td></td> </tr> <tr> <td>Bloom, Terril</td> <td></td> </tr> <tr> <td>Rodriguez, Tony</td> <td></td> </tr> </thead></table> | Service level Total |  | Service level for phone |  | Monday, October 01, 2001 | 6 | Whistler, Aaron |  | Belworth, Abraham |  | Johnson, Albert |  | Cramer, Allison |  | Wong, Anne |  | DeVries, Bob |  | Markman, Bullworth |  | Vocavick, Brenda |  | Wong, Charlotte |  | <b>Volmer, Daniel</b> |  | Thadwick, Earl |  | Notterson, Elvira |  | Koza, Frederick |  | Teller, George |  | Corones, Helena |  | Edwards, Jake |  | Harms, Joseph |  | Chang, Kevin |  | Spielberg, Lisa |  | Jones, Lynette |  | Brickles, Melinda |  | Rogers, Michael |  | Brannon, Mick |  | Shuttlesworth, Peter |  | Songer, Rachael |  | Coon, Stuart |  | Smith, Tammy |  | Bloom, Terril |  | Rodriguez, Tony |  |
| Service level Total      |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Service level for phone  |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Monday, October 01, 2001 |  | 6                   |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Whistler, Aaron          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Belworth, Abraham        |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Johnson, Albert          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Cramer, Allison          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Wong, Anne               |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| DeVries, Bob             |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Markman, Bullworth       |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Vocavick, Brenda         |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Wong, Charlotte          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| <b>Volmer, Daniel</b>    |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Thadwick, Earl           |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Notterson, Elvira        |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Koza, Frederick          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Teller, George           |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Corones, Helena          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Edwards, Jake            |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Harms, Joseph            |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Chang, Kevin             |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Spielberg, Lisa          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Jones, Lynette           |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Brickles, Melinda        |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Rogers, Michael          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Brannon, Mick            |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Shuttlesworth, Peter     |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Songer, Rachael          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Coon, Stuart             |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Smith, Tammy             |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Bloom, Terril            |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |
| Rodriguez, Tony          |  |                     |  |                         |  |                          |   |                 |  |                   |  |                 |  |                 |  |            |  |              |  |                    |  |                  |  |                 |  |                       |  |                |  |                   |  |                 |  |                |  |                 |  |               |  |               |  |              |  |                 |  |                |  |                   |  |                 |  |               |  |                      |  |                 |  |              |  |              |  |               |  |                 |  |

| Tue 4087 |
| Wed 4079 |
| Thu 4087 |
| Fri 4094 |
| Sat 0 |
| Sun 0 |
| **Weekly 20401** |

| Average          |
|------------------|
| Mon 64           |
| Tue 65           |
| Wed 67           |
| Thu 65           |
| Fri 68           |
| Sat 0            |
| Sun 0            |
| <b>Weekly 66</b> |

**Detailed Time Off Calendar**

YEAR AT A GLANCE

Nov 2001

| Mon         | Tue         | Wed         | Thu         | Fri         | Sat | Sun |
|-------------|-------------|-------------|-------------|-------------|-----|-----|
|             |             |             | 1<br>4,0,0  | 2<br>4,1,0  | 3   | 4   |
| 5<br>3,3,1  | 6<br>3,3,1  | 7<br>3,4,1  | 8<br>3,4,1  | 9<br>0,4,0  | 10  | 11  |
| 12<br>0,1,0 | 13<br>0,1,0 | 14<br>2,1,1 | 15<br>2,1,1 | 16<br>2,1,1 | 17  | 18  |
| 19<br>3,0,0 | 20<br>2,0,1 | 21<br>2,0,1 | 22<br>3,0,1 | 23<br>3,0,1 | 24  | 25  |
| 26<br>2,0,1 | 27<br>2,0,1 | 28<br>2,0,1 | 29<br>2,0,1 | 30<br>2,0,1 |     |     |

ADD NEW REQUEST

December 2001

| Mon         | Tue         | Wed         | Thu         | Fri         | Sat | Sun |
|-------------|-------------|-------------|-------------|-------------|-----|-----|
|             |             |             |             |             | 1   | 2   |
| 3<br>0,0,0  | 4<br>0,0,0  | 5<br>0,0,0  | 6<br>0,0,0  | 7<br>0,0,0  | 8   | 9   |
| 10<br>0,0,0 | 11<br>0,0,0 | 12<br>0,0,0 | 13<br>0,0,0 | 14<br>4,0,0 | 15  | 16  |
| 17<br>4,0,0 | 18<br>4,0,0 | 19<br>4,0,0 | 20<br>4,0,0 | 21<br>4,0,0 | 22  | 23  |
| 24<br>4,0,0 | 25<br>4,0,0 | 26<br>3,0,1 | 27<br>4,0,0 | 28<br>4,0,0 | 29  | 30  |
| 31<br>4,0,0 |             |             |             |             |     |     |

**My Time Off Summary**

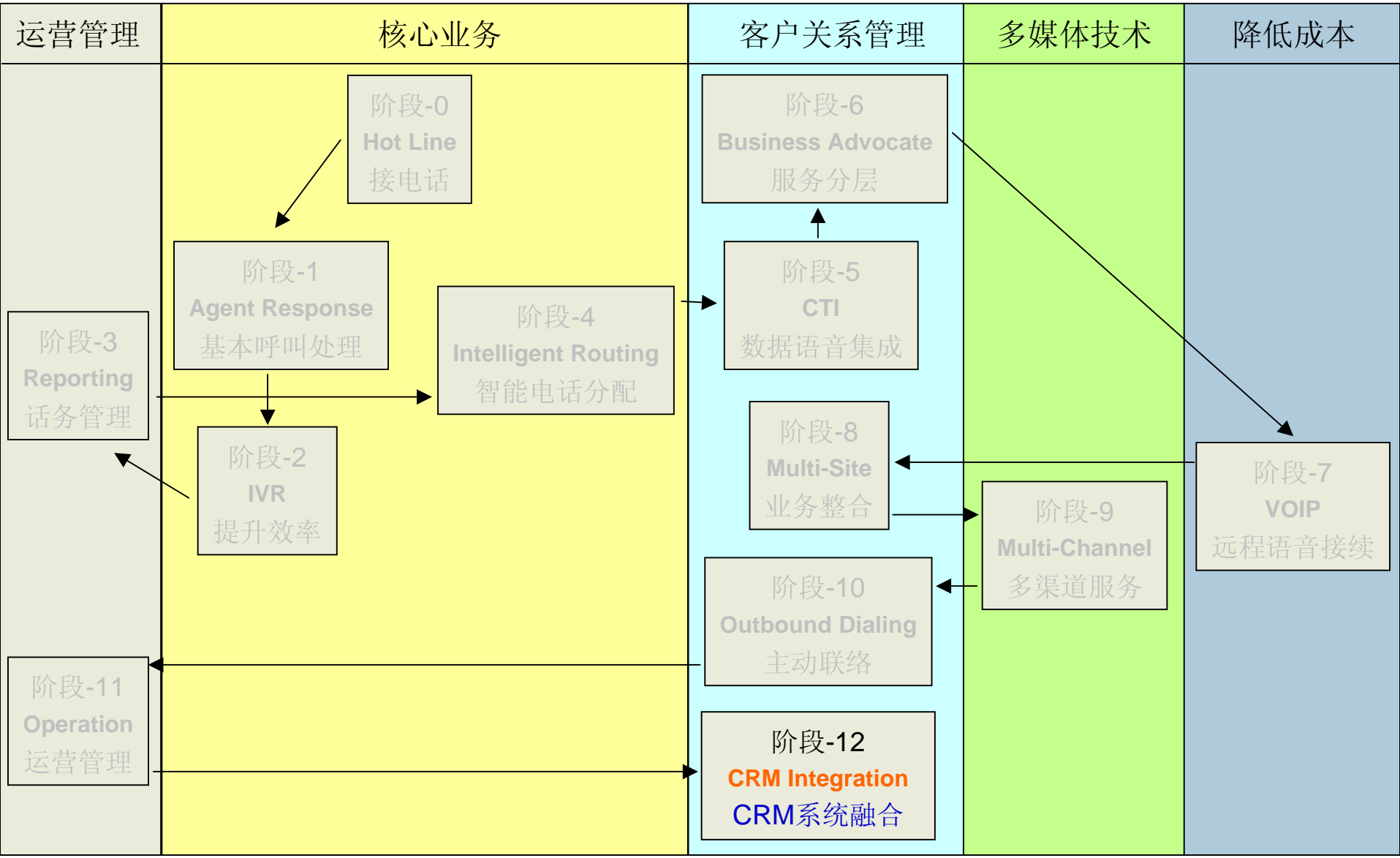
|                      |          |
|----------------------|----------|
| Total Vacation Hours | 80 hours |
| Scheduled Vacation   | 0 hours  |
| Used Vacation        | 56 hours |
| Remaining Vacation   | 24 hours |
| Pending Requests     | 1        |

**Time Off Calendar Legend**

|                          |                    |
|--------------------------|--------------------|
| Non-operation Day        | Blackout           |
| Non-working Holiday      | Working Holiday    |
| Day with Available Slots | No Available Slots |
| Pending Request          | Scheduled Time Off |

slots available: 23  
scheduled vacations: 10,9,1  
pending requests: 1

# Avaya联系管理—高效CRM的引擎



## 阶段12—CRM应用

### 需求

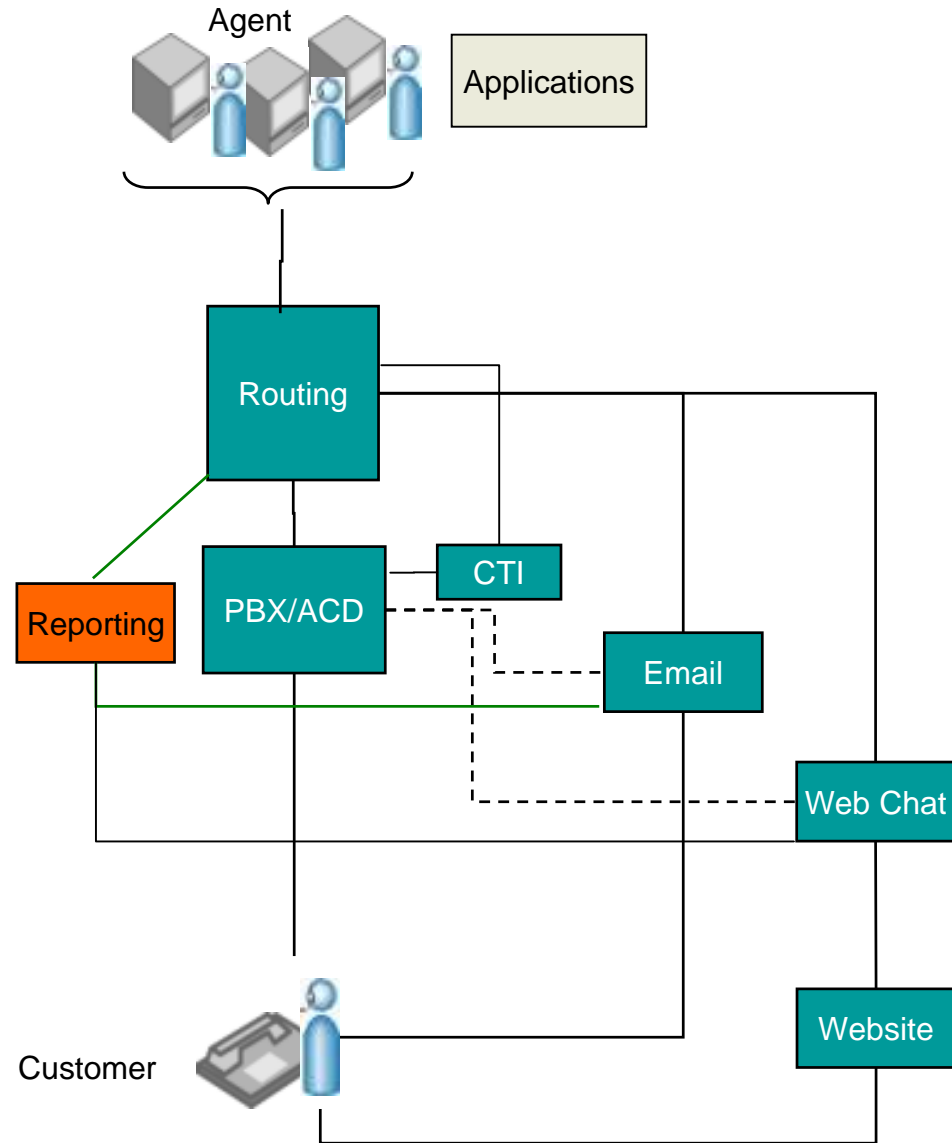
- 座席需要处理与销售和服务有关的业务

### 益处

- 提高联络中心的运营效率和效力
- 提高整体的业务效能

### 解决方案组成部分

- 3<sup>rd</sup> party application integrations
  - Siebel
  - Peoplesoft
  - SAP
  - E.piphany
  - Onyx





The screenshot displays the Siebel Call Center interface within a Microsoft Internet Explorer browser. The main window is titled "Onyx Employee Portal - Web Client - Microsoft Internet Explorer" and shows the "Onyx Software" customer portal for "SimplICTI (ID: 1)".

**Navigation and Search:**

- Navigation icons: Home, Customer, Task Manager, List Manager, Messenger, Search.
- Search bar: "QUICK! Search Customer ID" with a search icon.
- QUICK! List: A list of tools including Customer, Sales Tools, Service Tools, Internet Tools, Add New..., and Diagnostics.

**Customer Details:**

Company: SimplICTI (ID: 1)

Details | External Contacts | Internal Contacts | Organization Chart

| Company                |  | Telephone                   |
|------------------------|--|-----------------------------|
| URL                    | <a href="http://www.simplicti.com">http://www.simplicti.com</a>          | Main (200) 03 - x           |
| Company Email          | <a href="mailto:onyxsupport@simplicti.com">onyxsupport@simplicti.com</a> | <b>Billing Address</b>      |
| <b>Primary Contact</b> |  | 501 Keisler Dr              |
| Name                   | SimplICTI Software Solutions   | Cary, North Carolina 27511- |
| <b>Details</b>         |  |                             |
| Type                   | Small  |                             |
| Source                 | Internal   |                             |
| Status                 | Hot  |                             |

**History:**

History | Comments | Sales | Service | Support | Task

History

No history exists for this customer

**Left Panel (Navigation Menu):**

- Menu
- Product
- Installation
- Marketing
- Sales
- Customer
- Order Form
- Order Form
- Service
- Quality
- Support
- Field Service
- Workflows
- Items
- Configuration
- Banking
- Financial
- Numbers
- Setup
- Solutions
- Worklists
- Tree Maps
- Reporting
- People
- 360 Degree View
- Agent View
- Agent View
- Change
- My Personal
- My System

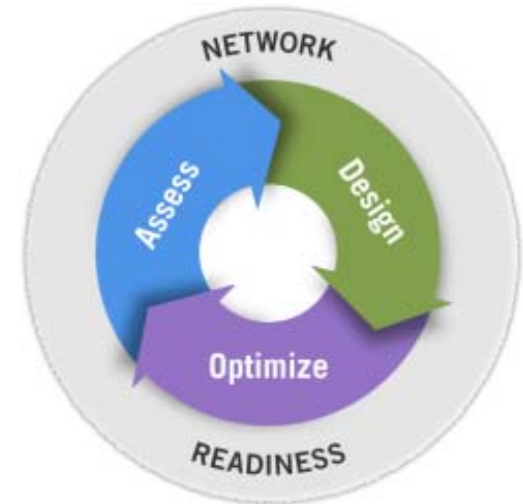
**Bottom Panel (Agent Tools):**

- Avaya Agent
- Outbound
- Contact
- Subject
- fasdf
- qetrt
- tyrfta
- test
- Transaction

# Avaya 的价值

## 我们的服务从规划、评估和设计开始

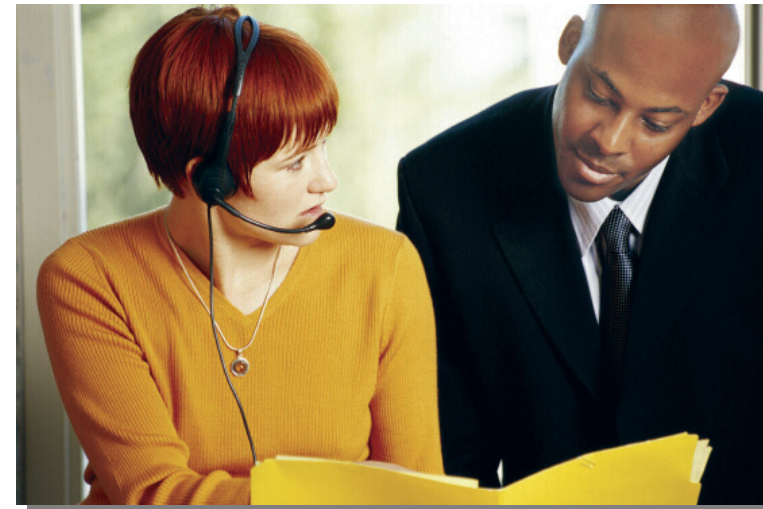
- **Avaya Global Services takes the complexity out of multi- technology, multi-vendor environments:**
- **Assess, Secure and Prepare With Communications Experts**
  - Assess your readiness for IP ... be ready to remove back office processes
  - Help secure customer data from hackers, employees, competitors
  - Identify vulnerabilities in your operations and create a plan to help ensure business continuity
- **Access a Single Point of Contact**
  - To leverage all existing investments
  - Design, integrate, manage and support a communications solution enabling you to deliver differentiated customer service --including tools to provide insightful reporting and analysis
    - Help you identify problem areas and opportunities
    - Optimize Resources



**Over 7000 service professionals,**  
**23 Network Operations Centers, plus 13 Technical Support Centers**

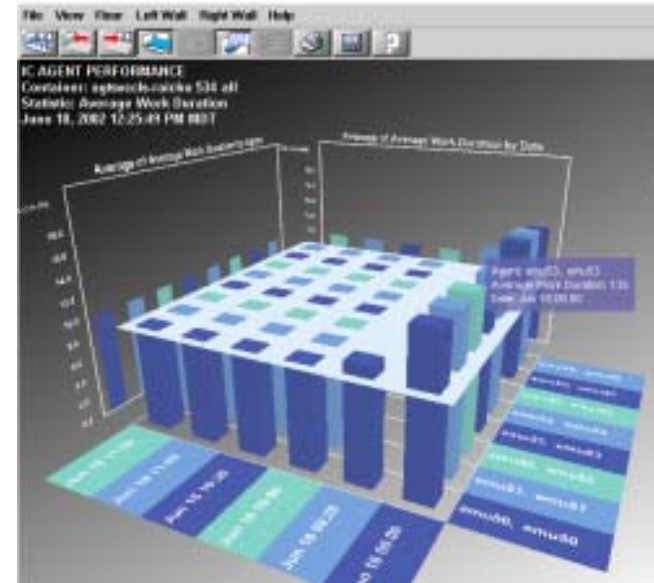
# 健壮的底层通信架构和管理系统使联络畅通

- **Avaya MultiVantage™ Communications Applications Transforms Your Customer Support Operations**
- **Centralize Control with Avaya Communication Manager**
  - Move inquiries from the central facility to the branch or vice versa
  - Enable secure access to customer information from any branch location
  - Leverage investments in existing multi-vendor systems
- **Integrate Contact through the Avaya Customer Interaction Suite**
  - Communicate via all channels (phone, email, chat, etc.)
  - Add self-service and proactive contact capability
  - Help ensure measurement with reporting and analysis capability



# 高度智能的软件协助您优化呼叫中心的运营

- **Give management insightful reporting, intelligent routing and effective front-office customer interaction**
  - **Optimize impact with a single decision tool for outbound, inbound, real-time and historical contact center reporting**
  - **Achieve a consistent customer experience while maximizing agent and resource utilization**
    - Intelligently match every customer to the right resource across all locations
    - Identify cross-sell and up-sell opportunities
  - **Help secure customer data at the branch**
    - e.g - use Avaya Messaging fax capability (so a customer's private information is never sitting on a fax machine)



**Sample of 3D Reporting  
Water plane view of Agent  
Performance Report**

# 让您的企业充分“活动”起来

- **Provide Relationship Managers with speech or wireless access to information and communications capabilities**
- **Effectiveness anywhere with the Avaya Unified Communication Center**
  - Launch phone calls through your enterprise directory
  - One number access for clients
  - “Find me” capability with caller ID screening
  - Easy conferencing “on the fly”
  - Check calendar for free time and schedule appointments
  - Get notified of urgent messages
  - Set reminders to important tasks
  - Receive and reply to e-mail via voice





The Avaya logo is rendered in a bold, red, sans-serif font. The letters are thick and closely spaced, with a slight slant to the right. The 'V' and 'Y' are particularly prominent due to their unique shapes.

# AVAYA

**COMMUNICATIONS  
AT THE HEART OF BUSINESS**

