



AVAYA DYNAMIC ROUTING

AT A GLANCE

Avaya Dynamic Routing helps you define and manage the complex customer segmentation and destination selection logic associated with customer engagement solutions, including automated self-service and live agent interaction. It helps you create the customer experience your organization and customers want, while offering your organization the opportunity to:

- Improve customer satisfaction by speeding and facilitating the customer journey.
- Optimize contact center agent time and, as a result, reduce operational costs through more efficient resource and application management.
- Increase your organization's agility by being able to react faster to changing conditions, such as new product promotions, holidays or emergency situations.
- Centrally manage routing across multiple contact center sites and even among outsourced service providers.

Centralized, easy-to-administer decision engine for customer segmentation and destination selection

Helping customers engage easily with the business is a key imperative for contact centers. Demographic shifts and technological advancements, along with changing customer expectations, are driving the trend. Customers no longer tolerate long wait times or endure multiple interactions to solve a single issue. Convenience and speed rule.

Self-service is expected—customers understand and value it—but they also want it to be fast and efficient. When they do need or want personal service, they expect live agent interaction on-demand from well-informed company representatives. They also expect businesses to support almost any technology and channel, including smartphones, tablets, chat, texting (SMS), video and social media.

The amount of effort customers are willing to expend for service shapes their decisions. Consumers say they constantly change how they deal with organizations, and a majority of them will shift their business to companies

that make it easier to transact with them. Poor service can hurt a business more than good service can boost it.

Given these factors, medium-size and larger contact centers often struggle to manage multiple sites and hundreds of agent groups that deal with different customer segments, products and services. Sites are often geographically dispersed and have multiple automated call distribution (ACD) systems and applications. As a result, many factors impact decisions about customer segmentation and destination selection (Figure 1). It's challenging to manage and control the overall customer experience.

To address the issue, organizations deploy a variety of automated and agent-assisted applications serving both inbound and outbound interactions across multiple touch points. Avaya Aura® Experience Portal and Avaya Breeze™ are examples of these application platforms for front-line customer service and proactive customer care. They use development platforms, such as Avaya Aura® Orchestration Designer and Avaya Engagement Designer, to personalize the automated experience for customers.

Managing these applications has historically been a task reserved for IT professionals, as they are beyond the capabilities of the people responsible for customer experience. Those people typically aren't technical—they're business professionals. So if they want to change the customer journey experience, the IT department must be engaged. Developers make the changes, which because it may involve reconfiguring dozens of applications and servers, can take days, weeks or months. Application testing and deployments must wait for a break in the IT maintenance schedule.

At the speed of business today and in the face of growing customer expectations, who can wait that long? Many types of organizations share the problem, including airlines, banks, governments, health care and life sciences companies, insurers, retailers, telecom companies, utilities and other organizations. But with Avaya Dynamic Routing, it doesn't have to be a problem anymore.

Avaya Dynamic Routing is a centralized, intuitive, Web-based decision engine that enables business users to define and manage the logic associated with customer segmentation and destination selection. It is especially effective in organizations with complex customer segmentation strategies and multiple contact center locations, systems and applications. No need to call IT. No need for developers once it's set up. No disruption to IT systems or networks.

Avaya Dynamic Routing offers business users more centralized control over customer engagement and greater agility to respond to changing customer needs. At the same time, it helps free up IT resources for value-added work elsewhere in the enterprise.

Centralized Customer Segmentation and Destination Selection

Avaya Dynamic Routing's Web-based administration interface gives business users tools to define and control customer interaction logic flow (Figure 2). Segmentation tables let you define customer attributes previously collected through an interaction management application, such as Avaya Breeze™ or Avaya Aura® Experience Portal. Those segmentation attributes, combined with the destination selection strategy you choose, determine how and when customers of different types are routed along their journey. Destinations can be agent groups, skills, applications or services.

Figure 1. The Contact Center Operations Challenge



Administration tool

The Web-based administration tool is the main component of Avaya Dynamic Routing. It enables you, through its segmentation tables, to configure and manage the many capabilities of the application. It enables you to define customer segments and, based on that segmentation, decide where customers are routed throughout the contact center. Time of day, holidays, special offers, rewards programs, customer requests via IVR answers—you can make routing decisions based on any of these parameters, and many more.

Without Avaya Dynamic Routing, those decisions typically have to be programmed into many different systems and tools, especially in a multi-location, multi-system contact center environment. With Avaya Dynamic Routing, you can administer it all centrally and easily.

Destination selection tool

While segmentation tables enable you to specify different types of customers, a destination selection strategy helps you route those customers to the most appropriate resource, whether it be an automated service or a live agent, based on a variety of parameters. Destination strategies are especially valuable in a multi-location, multi-system environment because so many factors can affect the routing decision, including call volume, resource availability, areas of specialization, seasonal time of year, time of day and so on.

With Avaya Dynamic Routing, you can define your own custom destination selection strategies or choose one of three “out-of-the-box” strategies that come with Avaya Dynamic Routing:

- A **Percent Distribution** strategy is considered static allocation—you adjust interaction traffic balance

between in-house and outsourced contact centers by setting percentage limits for each.

- A **Dynamic Balance** strategy combines static allocation with dynamic routing based on interaction queue metrics.
- A **Preferred Selection** strategy lets you distribute interaction traffic according to estimated wait time and the availability of different agent groups, including backup agents.

Real-time monitoring

Another important capability of Avaya Dynamic Routing is real-time monitoring of routing activity. As it's occurring, you can observe routing activity by customer segment, destination, agent group, ACD, contact center location and company (in the case of outsourced services).

Flexible, adaptable

Avaya Dynamic Routing extends the reach of business users who make customer experience decisions by interfacing easily with other customer engagement applications, such as those developed on Avaya Aura[®] Experience Portal, Avaya Breeze[™] and Avaya Dynamic Self Service, as well as third-party development platforms. Avaya Dynamic Routing also collects information from a variety of ACD applications and systems, whether from Avaya or third-party providers, to help business users make more informed destination selection decisions. As such, Avaya Dynamic Routing is a vital part of your automated customer experience solution portfolio (Figure 3).

Figure 2. High-Level Logic Flow

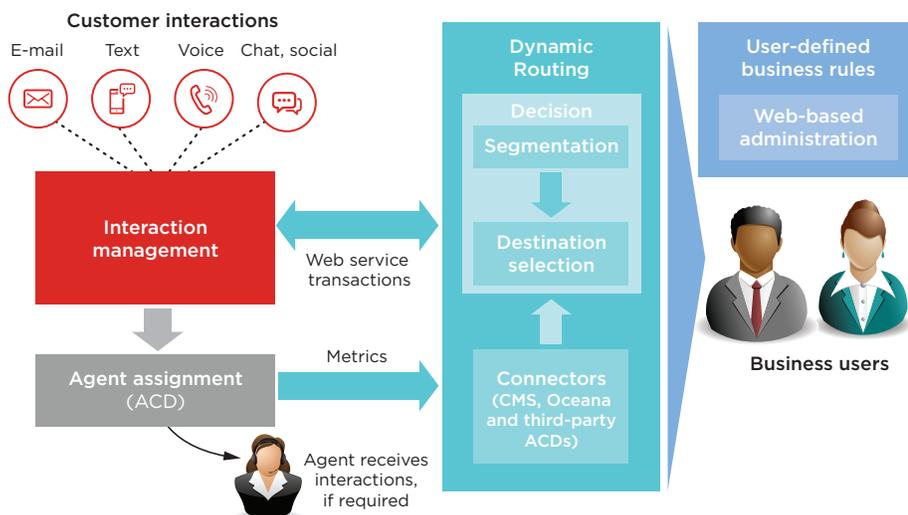
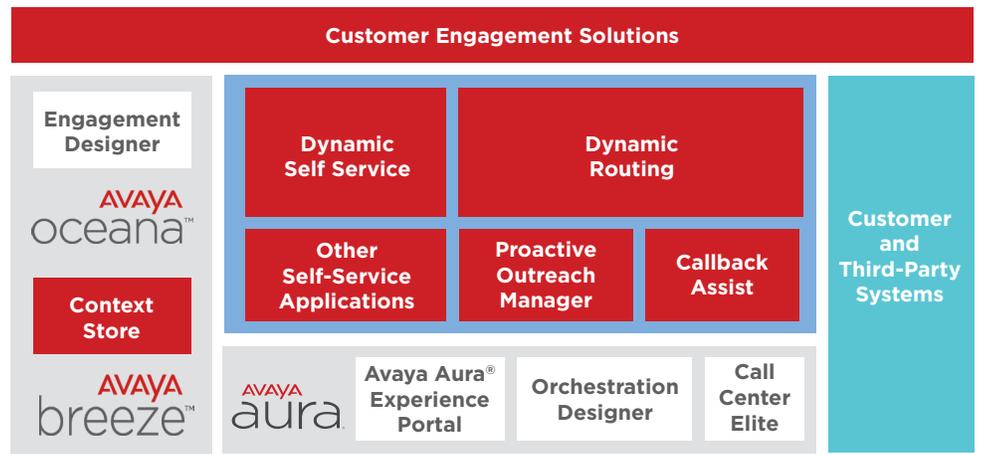


Figure 3. How Dynamic Routing Fits in an Automated Customer Experience Solution Portfolio



Avaya Dynamic Routing in Action

Situation

A large telecommunications provider in South America had 25,000 contact center agents spread across three outsourcing service providers using 10 or more ACD systems from Avaya and a third party. For years, the company’s customer segmentation and routing logic had been embedded in its many IVR applications, which meant the company and its contact center providers relied heavily on its IT department to make changes.

Solution

The company deployed Avaya Dynamic Routing in two of the contact centers, leveraging metrics from Avaya Call Management System and the third-party system. A complex customer segmentation approach was devised, including two lookup levels and multiple tables. Then a Percent Distribution strategy was defined for destination selection.

Results

Post-deployment, the telecommunications company realized more than US\$5 million in annual savings based on increased agent efficiency. The time required to implement changes to customer segmentation and routing logic was significantly reduced. Segmentation and routing decisions became both better informed and faster through access to real-time performance monitoring.

Learn More

To learn more about the Avaya Dynamic Routing, contact your Avaya Account Manager or Avaya Authorized Partner. Or visit us online at www.avaya.com/professionalservices.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya’s fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

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