

Avaya Media Processing Server 500

Set new standards for superior customer service



Introduction

During times of economic uncertainty, prudent businesses rely on cost effective customer care solutions such as speech recognition. Any business handling significant volumes of customer calls requires an efficient way to manage callers. The Avaya Media Processing Server 5000 (MPS 500) meets this business need.

Advancements in speech recognition technology, Voice over IP, and VoiceXML have transformed self-service. Today's customers can access Web pages from a mobile phone or conduct secure financial transactions without passwords or PIN numbers. Interaction with automated

systems is efficient and user friendly – even conversational, improving customer acceptance and opening up new application possibilities. By taking advantage of innovations in self-service, you can drive exceptional, personalized customer service while enabling your contact center agents to spend their time on more complex enquiries.

Larger contact centers, in particular, must deliver fast, friendly and effective customer service in order to enhance profitability. Strengthen your competitive edge through advanced speech technologies. Customers who find it easy to make contact with you are more likely to engage in repeat business. Customer loyalty is critical to maintaining a competitive edge and the Avaya Media

Processing Server 500 can be a vital component of your self-service strategy.

As a business evolves, increasing demands are placed on the contact center. Creating and retaining a competitive advantage, requires a platform that can:

- Meet ever-changing customer expectations
- Deliver always-available service and familiar, easy to use functionality
- Support new service offerings, ensuring the viability of your investment.
- Provide open interfaces, standards based platforms, choices in OS, languages, development environments, and Web compatibility
- Expand and retract in synch with your business needs

Avaya MPS 500 provides a wide range of effective, innovative capabilities that make it the ideal platform for self-service applications. Based on the larger, carrier-grade Avaya MPS 1000 platform, MPS 500 is a comprehensive self-service solution for midsize-to-large enterprises or small service providers desiring a cost effective, robust solution that meets current needs and protects investments well into the future.

Friendlier Self Service Using Advanced Speech

First impressions are important. When potential customers make first contact, what kind of impression does your Integrated Voice Response (IVR) application make? Does it convey a sense of appreciation, letting customers know that their

KEY BENEFITS

- Improves contact center efficiency by automating routine requests and freeing agents for more complex enquiries
- Delivers friendlier self-service and more personalized customer experience through robust, multi-language advanced speech capabilities.
- Extends your Web applications to callers by utilizing VoiceXML, Java, and other Internet technologies
- Integrates easily into your existing infrastructure without costly reengineering, by supporting a wide variety of networking and computing protocols
- Supports a hybrid environment of traditional and VoIP telephony protocols that enables smooth transition to VoIP without costly hardware upgrades

satisfaction is important to you? Does it deliver a consistent look, feel, and personality that reinforce your brand no matter how a customer makes contact?

Speech-enabled self-service can enhance your brand and provide callers with the same kind of friendly customer experience they expect when dealing with a live agent. Advanced Speech Recognition can reduce the number of calls your customer representatives handle, increase operating efficiency and dramatically enhancing customer options. Using speech recognition instead of touch-tone creates a natural communication flow for users which can increase their comfort level. And, the easier and faster self-service is, the more people are inclined to use it, freeing agents to work on more complicated, revenue-generating interactions.

Large Vocabulary Recognition (LVR)

Large Vocabulary Recognition understands tens of thousands of words with high accuracy. LVR enables the automation of different types of transactions, eliminating the need for complex and confusing navigation. LVR's ability to recognize natural numbers, money amounts, dates and times can reduce transaction time.

Natural Language Understanding (NLU)

In stepping through an IVR menu, it is more intuitive for customers to use their own phrasing. With the conversational interaction that Natural Language Understanding provides, customers can say what they want directly, use alternate expressions for menu selections and provide multiple pieces of

information in a single phrase. This enables your business to automate certain types of revenue-generating calls that are too complex for touch-tone input.

Speaker Verification

Speaker Verification utilizes biometric technology to verify a caller's identity based on the unique characteristics of his or her vocal patterns. It enables your business to compare live speech samples with stored voice prints to quickly and accurately authenticate a caller, complementing or replacing other authentication methods such as touch-tone PINs or passwords.

Text to Speech (TTS)

Text to Speech converts ordinary text into intelligible speech. It is particularly effective when selections involve speaking numerous database items to callers, or when a list of selections changes frequently. For example, TTS is an efficient way for organizations to confirm street addresses or contact numbers.

VoiceXML Extends the Value of Your Investment in Web Servers and Business Logic

Today's businesses have made substantial investments in data and Web infrastructures in order to interact with their customers through personal computers, PDAs, and other handheld devices. VoiceXML is an industry standard method for writing touch-tone and voice recognition scripts that enables telephone access to pre-existing Web applications. The same technologies used to create Web sites can be used to create IVR applications, extending new services to customers making contact via

phone. VoiceXML scripts can be generated dynamically for quick customization so personalizing existing voice menus for individual callers and providing optimal customer service is simplified. For example, if a customer calls to increase their line of credit but does not currently have a mortgage with the institution they are calling, the menu option for existing mortgage holders would not be played to this caller.

MPS 500 offers flexibility in application development and design. The Service Creation Environment (SCE) provides a suite of tools enabling graphical design and creation of Voice XML and CCXML. Optionally, our MPS Developer tool can be used for graphical development of applications.

MPS 500 incorporates a VoiceXML browser that can be used to execute voice dialogues rendered by Web servers. The Avaya VoiceXML browser is a client-tier component that runs on the Avaya MPS 500 platform. MPS Developer delivers capabilities not addressed by the VoiceXML specification such as pre-answer processing and integrating with SS7/C7. Developers familiar with XML based markup languages may find VoiceXML more comfortable, especially if data that supports transactions is coming from Web servers. VoiceXML applications can invoke MPS Developer applications and vice versa. This integration provides investment protection and a migration path from one environment to the other if and when required.

Avaya implementation of VoiceXML complies with version 2.0 of the VoiceXML specification. For customers committed

to Java for their Business Logic, the MPS 500 provides a Java Services Bridge (JSB) as a message interface between Avaya self-service applications created with MPS Developer and any Java facility accessible through a Java API.

Integrate Seamlessly into Your Environment

A powerful and flexible solution, the Avaya MPS 500 is easily configured to meet specific needs. Choose a UNIX or Windows operating system – whichever fits your business strategy. The system can connect to servers and databases on various networks using a wide variety of open communication protocols, including Voice over IP. This adaptability enables interoperability in a diverse enterprise and/or service provider network. This lowers costs because re-engineering and/or overhauls of existing infrastructures are not required and integration in the network with third-party products should not be an issue. With open access to multiple databases, the MPS 500 can simultaneously access different types of information required to handle an enquiry. For example, it can pull from customer relationship management (CRM) systems, financial databases and warranty information databases and use data it pulls to identify customer types and deliver service based on customer classifications.

Invest in Technology that Grows and Adapts as Your Business Evolves

Avaya MPS 500 is the right solution for midsize companies seeking basic self-service and for those with existing IVR systems who desire sophisticated alternatives to traditional IVR. This flexible solution is also

KEY BENEFITS (CON'T)

- Expands size and capability easily so you can buy what you need today, accommodate future growth, and protect your investment
- Streamlines system configuration and management with an intuitive browser-based toolset to reduce operating costs
- You choose! Use your own vendor-specific hardware or select the Avaya MPS 500 turnkey solution

ideal for smaller service providers needing the rich functionality of a carrier-grade platform in a scaled-down architecture. Businesses have the flexibility to provision only what is required today, knowing that future growth can be accommodated and investment can be protected.

You can start with an entry-level configuration that supports up to 24 channels on a single T1 span, or up to 30 channels on an E1 span or 30 VoIP channels. From there, MPS 500 can grow to support up to 192 channels (eight T1 spans) or up to 240 channels (eight E1 spans) or 240 VoIP channels. As required, you can network multiple MPS 500 systems together to increase port capacity. These platforms can be geographically dispersed,

if required, to meet networking requirements and/or to enhance reliability and fault resilience.

With support for traditional and IP telephony, the MPS 500 works in today's hybrid networks and enables a phased migration, based on business strategy, to Voice over IP. Capital and operating expense can be reduced by unifying voice and data communications onto a single, multi-service IP network. With the MPS 500, you can support self-service applications on private or public IP networks as well as traditional telephony networks. No custom applications or modifications to existing applications are required to run Voice over IP services. The same features and capabilities can be delivered over either type of network. A caller connected to the system via the Voice over IP interface interacts with the self-service application in the same way a caller connected via the public switched telephone network does.

With support for both digital and IP voice protocols, your self-service infrastructure can transition gracefully to Voice over IP. On a timetable that makes business sense, expensive leased lines can be replaced with more cost effective IP telephony solutions, without expensive hardware upgrades. MPS 500 supports the H.323 standard, enabling users running H.323-compliant software to initiate or receive calls.

Streamline System Configuration and Management

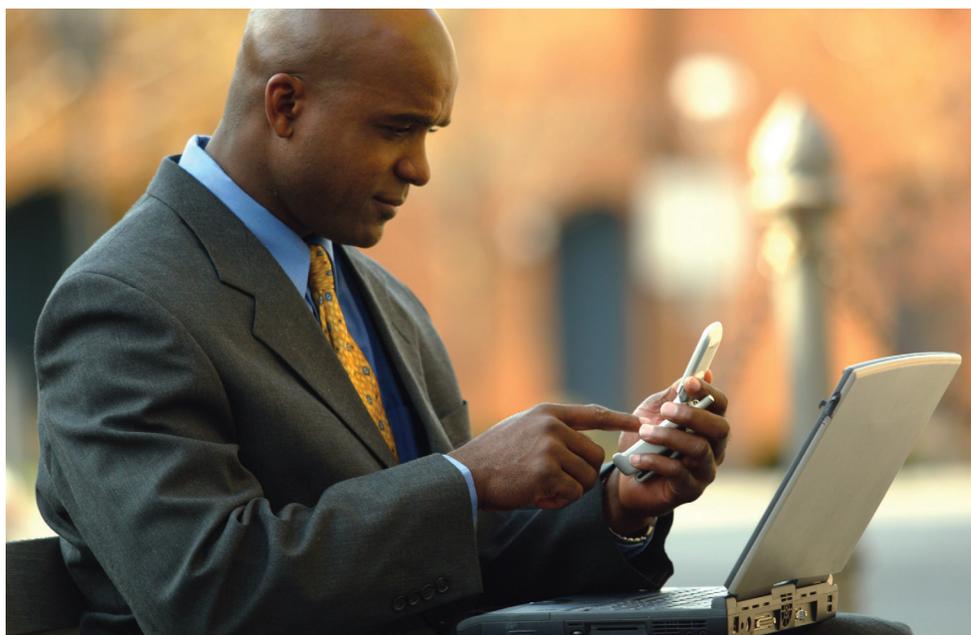
Avaya MPS 500 provides an integrated Web-based suite of tools for system management and administration and for manipulating and viewing network activity. MPS Manager's browser-based system management and administration screens make it easy to set up, manage and administer systems whether they are standalone or in networked environments. MPS Manager monitors and manages system alarms, applications and system activity and controls user privileges.

MPS Manager runs as a stand-alone Java client application or in a common, industry-standard Web browser window. Sophisticated tools can be leveraged such as MPS Studio – a software package used for creating, managing, and editing menu prompts and speech elements, and MPS Reporter – a tool for collecting and maintaining statistical data for reports, without huge capital investment.

Interface with PBX and Call-management Systems from Many Vendors

Working with Avaya integration packages and native interfaces, the MPS 500 seamlessly integrates with Avaya and third party systems. For example, the MPS 500 can:

- Pass information to Genesys T-Server, Cisco ICM platforms and Avaya's Definity G3 PBX and Avaya CS1000 PBX systems for fast, intelligent call routing and superior customer experience
- Receive automatic number identification (ANI/DNIS) from a Avaya Meridian 1 PBX or Communications Server 1000 (CS1000), and use that information to perform digital call transfers and port activation, for more efficient utilization of IVR and switch resources – saving seconds per call and reducing network costs
- Pass caller-entered data to a Contact Center 6.0 to route calls to the most appropriate agents, help agents provide more personalized service, and deliver specialized caller care



- Pass caller-entered data to a TAPI Server to populate agent screen pops, which helps agents avoid redundant questions, process requests more efficiently and provide better service.

Costly custom interfaces are not required. Standard 'out-of-the-box' integration packages accelerate deployment, simplify system integration and deliver faster return on your investment.

Our Professional Solutions Team Is Ready to Help

For assistance in implementing MPS 500 and creating a custom solution, call on our highly skilled Professional Solutions team. Around the globe we complement in house experts with Avaya professionals who have the in-depth technical knowledge and practical experience required to turn broad strategies into productivity-enhancing implementations.

We are ready to assist you in every facet of customization, planning and project management. Our business consulting services include needs analysis; assessment of current processes and technologies; identification of management goals; step-by-step implementation plans; and calculation of investment payback. We can also help with application development and system integration, as well as managing implementation through various milestones, including quality control, final testing and administrative training.

Whatever the scope of work – telephone or on-site assistance; a traditional maintenance program; a customized test

plan; or comprehensive system design and integration services – our Professional Solutions team has the resources to provide a complete, highly customized solution.

Avaya Customer Contact and Self-Service Solutions

Avaya MPS 500 is part of the broad range of Customer Contact and Self-Service Solutions that Avaya has designed to help businesses increase customer loyalty and improve profitability. These innovative solutions reflect a broad-based, fully integrated approach designed to help customers do business – anywhere, anyway and anytime. Having established more than 4 million agent positions handling over 200 million calls worldwide every day in over 60 thousand contact centers in more than 100 countries – and – over 8 thousand self service IVR systems with more than 1 million ports deployed worldwide using 200+ self service advanced speech applications, Avaya has the business and technological expertise within our Customer Contact and Self-Service Solutions teams to create a scalable, flexible and resilient solution that can expand and evolve along with your organization.

Through our complete portfolio, we can help you achieve business objectives quickly and effectively. We can help you integrate contact center strategies into your company's overall operations by providing the tools needed to manage and understand customer relationships more effectively and to maximize return on those relationships. And, backed by the reputation of our Customer Contact and Self-Service Solutions

teams for quality and reliability, we offer a single, responsive point of contact for all your sales and service needs.

Learn More

To learn more about Avaya Media Processing Server 500, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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