Partner Innovations Simplify Communications Management

By Eric Rossman

If you are looking for ways to make managing your communication assets easier than ever, this year's Avaya Engage event was the place to be. Several Avaya DevConnect Technology partners led break-out sessions focused on powerful innovations that can address common pain points and take management of your operations to new levels.

The three examples below include new ways to manage disparate networks, endpoints and customer interactions. Based on the strategic value they deliver, they are available through the Avaya Select Product Program (SPP) and can be ordered directly from Avaya and its channel partners.

Manage Telecom Costs, Risks and Performance

Wish you could wave a magic wand and centrally analyze your telecom activity — from landline and wireless communications to cloud-based services?

At Avaya Engage, DevConnect Technology Partner Calero demonstrated its latest Avaya-compatible VeraSMART eCAS Call Accounting Software. The solution is designed to help you save valuable time and reduce your telecom spend. You get interactive dashboards and reports to analyze traffic and manage call accounting across TDM, IP and hybrid networks, as well as to conduct a detailed analysis of carrier files.

"It's like having your own forensics team," says Larry Foster, executive VP and general manager of Calero. "You can bring together previously incompatible data and mine it to find actionable insights that benefit your company in new ways."

The Calero solution makes it easy to:

- Process and charge back telecom activity
- Track emergency calls
- Measure productivity of call center teams and individuals
- Optimize trunking to match capacity to demand
- Identify toll fraud and abuse
- Perform inbound and outbound traffic analysis
- Track client and project billing

You can combine data from multiple generations and models of Avaya platforms and share dashboards, reports and data extracts with the right people and the right applications. All your data adjusts in real time to any combination of filters you select.

Calero has more than 3,000 active call accounting customers, and consistently achieves client satisfaction ratings that top 90 percent.

Manage the Customer Experience

Customers today want to interact with companies across a broad range of media and communication channels, and they expect the same stellar experience regardless of the path they choose.

CCT's presentation focused on how to better manage customer interactions across multiple media platforms. The company's ContactPro multi-touch agent desktop consolidates multimedia interaction management for all inbound and outbound channels, supported by routing and reporting data from multiple CRM, ERP and Avaya platforms.

Uwe Kreuter, managing director of CCT Solutions, presented a compelling case study to illustrate the impact. He shared the experiences of SEDC, a family of companies providing software and services to more than 500 utilities around the country. SEDC was managing workflow manually, which made it challenging to measure and manage the customer experience. There were long wait times for callers, labor-intensive processes and no way to collect metrics on service tickets. The company had a MicroSoft Dynamics CRM portal, but it was used inconsistently. In fact, many customer interactions remained undocumented.

With an Avaya Elite Multichannel and CCT ContactPro solution delivered by Avaya Edge Partner ConvergeOne, SEDC now has the tools it needs to support multichannel customer contact. The company can route calls to the right engineer at the right time and centrally track, monitor and improve the customer experience.

"SEDC has reduced handling time, improved business controls and established a competitive advantage in its marketplace," Kreuter says. "Customer satisfaction is at an all-time high, while customer churn has never been lower."

Manage User Endpoints

If you have a wide array of telephones and other endpoints across your network, with seemingly countless versions of firmware releases, it can be challenging to keep up with it all. You face the risk of outages from a reset, network issue, system failure, routine server maintenance, new software release or firmware upgrade.

iNEMSOFT demonstrated an innovative solution that ensures each member of your team has the capabilities they need, delivered by devices that operate seamlessly. iNEMSOFT Endpoint Manager with Avaya Pod Fx™ is a turnkey, virtualized solution for deploying unified communications and contact centers in a private, public or hybrid cloud environment, complete with the integrated tools you need for central endpoint management. You have control across the full endpoint lifecycle — from operations, management and discovery, to validation, remediation, backup and restore.

You can upgrade firmware, load balance across sites, create recovery and failover strategies, manage security certificates, generate audit reports, synchronize settings and simplify your migration to new Avaya Aura releases.

The solution is designed to help you save valuable time and reduce your telecom spend.

"Your telephone endpoints and the features they unlock for various members of your team are the lifeline connecting you to partners, customers and colleagues, so managing them well is critical," says Allen Nemer, president of DevConnect Technology Partner iNEMSOFT. "Outages or a phone with the wrong profile can interrupt your business and ultimately impact your revenues — especially in call centers and other mission-critical settings."

iNEMSOFT Endpoint Manager also makes it easy for you to organize endpoints based on the user's job function, group or line of business, even across multiple sites. You get a single view of all IP endpoint configurations across the enterprise, allowing you to see each phone and its user profile, make adds and changes, and perform controlled testing and maintenance.

One Avaya call center customer in the financial services industry uses iNEMSOFT Endpoint Manager to manage more than 60,000 agent endpoints across its global operations. The company describes the solution as "a mission-critical layer in our call center infrastructure."