



# AVAYA

The Power of We™

## Avaya Aura® Experience Portal

To attract and retain today's mobile, socially connected consumer, it is critical that companies engage customers on their own terms and keep them extremely satisfied. But achieving that goal can be an overwhelming task. How do you maintain a personal relationship with potentially millions of people across thousands of interactions and transactions – across all devices and media?

New multichannel, data driven customer interaction solutions are ushering in a new era of 360 degree customer engagement, where dynamic, real-time orchestration of every customer's interaction, across all modes and media, is now possible.

Avaya Aura® Experience Portal (Experience Portal) is Avaya's multichannel application platform that can help you unify and orchestrate a high value, highly satisfying brand experience. Whether it's engaging or servicing your customers via mobile, voice, video, email, or SMS text, Experience Portal applications can help you improve customer loyalty, reduce costs, and drive growth.

### Key Benefits

- Enhance the customer experience with personalization
- Design and manage cross-channel services from a single platform
- Lower total cost of ownership and preserve application investments
- Reduce application development time-to-market and cost
- Improve self-service success rates and lower service costs

### Key Features

**Multichannel Self-Service across “any media, any mode”**

Organizations today need ways to simplify sales and service customer outreach via their customer's preferred channels. It is especially important that they can do this cost effectively.

Avaya Aura® Experience Portal delivers an enhanced user experience by adding support for the design and management of interactive self-service applications and services over SMS and email. This means offering automated services that engage customers in new ways, utilizing text-based channels alongside existing mobile, phone, and other touch points.

Experience Portal also supports multi-party conferencing, call back, and enterprise routing capabilities to help you further design powerfully unique service experiences.

## Imagine the Possibilities

- Callers are proactively provided the latest status of their most recent transactions before other self-serve options are offered
- Mobile users can request immediate or scheduled call back from customer service directly within your mobile app
- Mobile users can immediately receive order or subscription confirmations via SMS to their mobile phone
- Mobile users can send SMS text or email inquiries to an automated service to check balance or billing information or to opt-in to marketing, sales, or notification services
- Deliver automated SMS or email surveys after field service calls to follow up with customers
- Retail customers can subscribe to SMS text promotions and sales alerts in store
- Account holders can be immediately notified via SMS text about suspicious purchases and offered the chance to speak with a representative

### Protect your investments with 100% open standards integration

Build, manage, and maintain your inbound and outbound applications using some of the same skills, tools, and interfaces used for existing web applications.

Support for Web services, Media Resource Control Protocol (MRCP), VoiceXML, CCXML, and many other W3C standards allow for separation of application logic from the underlying communications and speech infrastructure, delivering a highly flexible and reliable solution.

Experience Portal is based on Web services and web communications standards like VoiceXML and CCXML to allow lower cost, simpler integration with your existing web and enterprise application environment. Easy-to-use Web service integration tools allow faster service creation and lower development costs by leveraging existing applications and web infrastructures.

Experience Portal supports TDM, IP, and SIP-based contact center architectures making it a solid investment now and for the future.

### Scalability and virtualization

Experience Portal can scale to support from a few to tens of thousands of simultaneous inbound and outbound automated voice and multimedia interactions. It can be deployed in a VMware virtualized environment in a matter of hours via standardized .OVA files and existing VMware based tools, reducing deployment time to a matter of hours while helping you lower your capital and operation expenses.

### Deployment flexibility

Experience Portal supports “in front” and “networked” PBX configurations across TDM, IP, and SIP environments. When deployed in front of your PBX, Experience Portal can directly terminate SIP service provider trunks and support your customers using advanced wait treatments and self-service before engaging your agents. This approach eliminates costly pre-route, post-route, and data directed dialing charges and helps reduce your contact center infrastructure footprint.

### Mission critical reliability

Experience Portal has been architected to meet the most stringent performance and “high availability” requirements that today’s mission-critical speech-enabled communications applications demand, while helping businesses lower ownership costs. Unique dynamic license pooling and high availability automatic failover capabilities maximize continuity of both outbound and inbound campaigns and services.

### Business intelligence reporting

Experience Portal collects an extensive set of call, session, and application record detail that can be presented within fully customizable web-based reports. It combines detailed built-in application level reporting with true enterprise-wide reporting and analytics through Avaya Performance Management applications to provide you with a holistic understanding of key customer experience and operations data. Centralized multiple system management and reporting allow a single “cockpit” view into all live systems with operational indicators.

Records are accessible through an open interface for integration into virtually any existing enterprise reporting system (e.g. Cognos, Crystal Reports, etc.) or information can be conveyed through Avaya IQ or Avaya Operational Analyst for cradle-to-grave contact center reporting.

Experience Portal includes detailed application reporting, automatic “breadcrumb” reports of a customer’s experience at every step of an interaction, plus transactional roll-ups. Application and caller information can be combined in unique ways with other external resources (“mashups”) such as overlaying caller detail report data with mapping data to see the geographical distribution of caller information for visual trends analysis.

### Centralized management and administration

Experience Portal includes a multi-tenant, roles based management system, Experience Portal Manager, to provide a single place for access to applications, system, and server information and data.

Experience Portal Manager is a web-based interface to Experience Portal, allowing users to provision and manage applications, manage outbound campaigns, generate reports, as well as monitor the system and applications. It supports centralized management of key features like Avaya Intelligent Customer Routing for enhanced wait treatment and load balancing as well as applications like Avaya Proactive Outreach Manager for outbound phone, email, and SMS campaigns.

Businesses can empower non-IT managers to locally manage their own applications and to change service

behavior on demand when needs dictate. For example, local retail managers can issue their own outbound alerts or customer surveys as well as update key self-service information such as hours of operation, announcements, or greetings as needed without requiring specialized development or testing resources.

### Zoning

Zoning enables system resource partitioning and zoning capabilities, allowing greater control over resource management and deployment models.

With zoning, IT administrators can distribute Avaya Aura Experience Portal media processing, speech, and other auxiliary resources to specific locations and geographies while managing the entire distributed system from a single Experience Portal Manager interface. The result is better management of large scale distributed environments through a centralized web-based environment.

Co-location of self-service resources near network ingress points helps eliminate toll charges and long distance charges, especially in overseas scenarios, by handling self-service and routing locally as opposed to sending calls and interactions across geographies or the WAN.

### Flexible licensing

Administrators also have fine-grained control over port licensing with the ability to allocate ports by zone (geography), by organization or tenant, and by application.

## Key Technical Advantages

- Multichannel, multimodal voice, video, speech
- Flexible TDM, IP, and SIP-based
- Virtualize over VMware using standard .OVA files
- 100% VoiceXML compliant
- Sophisticated CCXML call control
- Built-in multi-party conferencing
- Web services and comprehensive W3C standards support
- Web-based application and systems management and reporting
- Real-time logging and debugging

Avaya Aura Experience Portal is flexible and can limit port licenses – called initiating a license ceiling – on applications and organizations, or can reserve licenses to help ensure port availability for applications and organizations. Reserving ports by tenant – especially applicable for hosting providers or CCaaS deployments – assigns a minimum and maximum number of ports for each application

## Conclusion

Take your customer experience to a new level. Employ the latest automated customer care and lower your costs while delivering a superior customer experience.

## Learn More

For more information about how Avaya Experience Portal can support your business, please contact your Avaya Account Manager, Avaya Authorized Partner, or visit us at [avaya.com](http://avaya.com)

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

