



Avaya™ Business Advocate

Converged Voice and Data Networks
Customer Relationship Management
Unified Communication
Supported by:
Avaya Labs and Services

Avaya Business Advocate manages each contact center’s resources in the best interest of your business, customers, and agents. As agents become available, Avaya Business Advocate intelligently selects their next call based on defined business objectives. Unlike standard call prioritizing, Avaya Business Advocate analyzes events in the contact center to respond to upcoming problems with agent resources—before problems happen. The result is increased efficiency and improved customer satisfaction.

Today’s contact centers face tremendous challenges in satisfying customers and retaining agents while managing expenses. To achieve these goals, it is imperative to minimize caller frustration and maximize agent productivity. The Avaya Business Advocate contact center application is the evolution of call prioritization and routing. Avaya Business Advocate is the only adaptive and predictive answer to every contact center’s dilemma—

matching the right call to the right agent, every time.

Maximize—balance—simplify

Avaya Business Advocate is the only solution that uses patented algorithms created by Bell Labs to analyze wait times and prioritize the handling of



Agents with hot skill sets maximize their talents

Avaya Business Advocate constantly compares agent availability with call priority and skill requirements. It distributes calls evenly across available agents, eliminating agent overload. Avaya Business Advocate helps you achieve your service level objectives while balancing workloads to reduce agent frustration.

Avaya Business Advocate simplifies contact center administration, freeing managers to focus on developing agents and building more profitable, lasting customer relationships.





preferred customers. When necessary, Avaya™ Business Advocate overrides standard queue priorities to give those callers immediate attention. Companies implementing Avaya Business Advocate have experienced as much as a 38% reduction in caller abandonment.

Avaya Business Advocate matches the topic of each call with the skill sets of your agents, directing callers to agents who can serve them most effectively. Customers spend less time waiting for the right agent and more time getting the service they expect.

Avaya Business Advocate profoundly changes your organization

Avaya Business Advocate helps you meet your business objectives with these advanced algorithms:

- **Predicted Wait Time** calculates the likely wait time of all calls in the queue. It selects the call that is considered most important, according to your business strategy. This capability alone revolutionizes the traditional priority call models used by most contact centers today.

The algorithm is based on powerful predictors and will help you incorporate your business plan into your contact center.

- **Service Objective** allows you to define the thresholds of performance for each queue, so Avaya Business Advocate can determine the best way to use agent resources in servicing calls—simultaneously balancing the needs of callers and agents with your business objectives. Avaya Business Advocate supports any medium (voice, e-mail, fax, video, etc.).
- **Service Level Supervisor** knows exactly when to use reserve agents to shorten long wait times before they happen. And it knows exactly when to release the reserve agents and put them back on their regular calls. Service Level Supervisor minimizes abandoned calls and handles sudden surges in call volume without adding full-time agents.
- **Least Occupied Agent** creates uniform levels of agent occupancy, taking the “whole agent” and their skills into account while spreading the workload, to eliminate agent burnout and dissatisfaction.
- **Percent Allocation** allows you to use agents according to a predefined skill mix. This allows you to predetermine the work agents will accomplish, provides for a balanced agent day, and simplifies workforce management tasks.

“Avaya Business Advocate proved its worth on the very first day.”

Gilbert Silva, PacifiCorp Telecom Analyst



Contact your Avaya Client Executive or authorized Avaya BusinessPartner for more information today.
Or visit us at avaya.com.