



## Witness ContactStore for Communication Manager “Powered by Avaya”

The promise of Call Recording in IP and  
Mixed Telephony Environments

### The Problem

Today's businesses collect and manage vast amounts of information, not just in the contact center, but also throughout the organization, including suppliers or other third parties, at every touch point. Interactions with customers and suppliers can include enormous amounts of valuable information and insight that, if made easily available to the right people in your business, may dramatically improve the service that you offer to your customers. Until now, however, the valuable insight contained in telephone calls has been tough to capture and disseminate, especially in pure IP telephony and mixed IP/TDM environments (environments that are migrating).



The convergence of voice and data infrastructure is changing the landscape of today's telecommunications infrastructure. Voice over Internet Protocol (VOIP) is enabling smaller businesses to access application functionality previously afforded only by large organizations—resulting in improved operational efficiency and significant cost savings.

### The Solution

Analyzing communications is more important than ever as you seek to make more insightful decisions and gain a competitive advantage through a better understanding of your customers and your interactions with them. As part of the robust Operational Effectiveness portfolio in the Customer



Interaction Suite, Avaya offers Witness ContactStore to bring the benefits of contact recording and analysis to potentially everyone who uses a telephone at their place of work.

ContactStore allows you to acquire more value from telephone contacts by immediately recording, categorizing, and storing calls. The right people throughout your company can then review and act upon this pool of captured customer intelligence to help serve customers more thoroughly.

Witness ContactStore's software-based recording solution can cost-effectively scale down to minimal/occasional recording to meet the needs of a small group of executives or smaller businesses, or scale up to meet the demanding full-time requirements of a medium sized contact center.

Witness ContactStore opens up new opportunities for improving business performance. For example, you can replay calls to quickly resolve disputes or unclear instructions. Or your logistics organization can improve the productivity and accuracy of service delivery by reviewing important customer instructions passed on from the sales team. Or the sales team can follow up on an opportunity highlighted from the service desk. In addition, you can use ContactStore to help your staff become more effective by recording the perfect sales call for training or other development purposes.

## **Robust Functionality**

With ContactStore, you can capture customer interactions automatically, or you can simply press a button to record selected calls. With rich integration to Avaya's Communication Manager, ContactStore makes recording easy because it can be used to record calls either on IP or traditional phones (using the same recording system). The captured phone conversations can then be searched and retrieved using a variety of selection criteria, and this information can help you to ensure that you maximize sales in the future by identifying, for instance, up sell opportunities.

### **Four recording modes are now available in the Witness ContactStore for Communication Manager:**

#### ***Station Bulk Recording***

Calls to and from a station are recorded automatically from start to finish.

#### ***Station Executive Recording***

A user can decide to record a call at any point in the call, press a button on the phone and have the entire call kept for them.

#### ***On Demand Recording***

Any user on the Communication Manager can decide to begin recording a call from a certain point in the call, e.g. by pressing the Audix record button or a button configured to dial a pool of recording extensions.

- Software-based IP call recording solution that records both IP and traditional end-points in a mixed environment
- Tight integration with the Communication Manager via Avaya's new development interface—the Communication Manager API—recording of endpoints independent of type (digital, IP, and analog)
- Cost effective, scalable Web-based solution
- Offers a single view of all customer contacts and a single point of administration
- Simplifies Moves, Adds, and Changes by performing them through software configuration versus cabling changes to maximize flexibility and minimize costs.
- Runs on standard PC servers and operating systems
- Does not require external CTI servers—eliminating the need for expensive infrastructure costs to support it

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## Meeting Recording

Any phone on the Communication Manager can be used to record a meeting e.g. in a conference room and the recording can be 'assigned' to specific users for access later.

Authorized users across the enterprise can use the intuitive browser-based application to retrieve and replay particular calls using powerful search criteria.

You can graphically "see" into the call and rapidly identify points of interest to review, such as a prolonged silence, or higher volume or raised voice portions of conversations, in which the system points to opportunities to improve call handling or productivity.

## The Results

From fast and efficient sharing of recorded interactions, customers benefit from prompt, accurate service, which helps boost customer satisfaction and revenue generation; employees across the organization can improve their productivity based on access to "front-line" information; and your competitive edge is enhanced by optimizing your interactions with customers and suppliers.

With Witness ContactStore for Communication Manager, Avaya delivers the levels of sophistication and robustness that have long been accepted as standard in telephony recording, to the new world of converged voice and data networks. As IP Telephony increasingly gains acceptance as a compelling alternative to traditional telephony systems, you're assured that your investment in Avaya's contact center solutions, as well as your valuable recorded contacts, are completely protected.

## Professional Services

The Avaya Professional Services implementation offer for Witness ContactStore for Communication Manager provides customers with complete and accurate installation, configuration and deployment of the entire solution in the customer's production environment. When paired with a Network Readiness Assessment from Avaya Network Consulting, you can be assured that your network is prepared to support the technology you choose to support your contact center.

<p><b>About Avaya</b></p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>		
IP Telephony	Contact Centers	Unified Communication	Services