

VOLUME FOURTEEN • ISSUE TWO • 2009

# INAAU INSIDER

[WWW.INAAU.ORG](http://WWW.INAAU.ORG)



# Table of Contents

Volume Fourteen | Issue Two | 2009



## Board Articles

|                                  |   |
|----------------------------------|---|
| Letter from the Editor           | 4 |
| CEO Message                      | 5 |
| Chief Technology Officer Message | 6 |
| Director of Educational Content  | 7 |
| VP Member Services               | 7 |
| Director of Member Advocacy      | 8 |

## Committee Corner

|  |    |
|--|----|
| Business Continuity, Security and Compliance | 11 |
| Global Services                              | 14 |
| Enterprise Core Communications               | 14 |
| Contact Center                               | 15 |
| Converged Networks                           | 16 |
| Maintenance and Billing System               | 17 |
| Management Tools                             | 18 |

## Local News

|             |    |
|-------------|----|
| Local Users | 20 |
|-------------|----|

## AVAYA News

|   |    |
|---|----|
| Understanding and Deploying Digital Certificates            | 26 |
| Pandemic Planning   | 28 |
| Avaya Prepaid Maintenance                                   | 30 |
| Providing a Predictable Schedule for Software Service Packs | 30 |
| Avaya Access  | 31 |
| Check Out the Enhanced Support Web Site                     | 31 |
| Avaya CMS News  | 32 |
| Video Communication   | 33 |
| Avaya Speech to Text Update                                 | 34 |
| Video Codecs for Real-time Conferencing in IP Networks      | 36 |

## Partner Articles

|   |    |
|---|----|
| What You Don't Know May Cost Your Customers | 38 |
| Why Didn't We Think of This?                | 40 |

## Membership Information

|   |    |
|---|----|
| 2009 Board of Directors                       | 42 |
| InAAU Committee Chairs                        | 43 |
| Avaya Champions                               | 44 |
| Executive Champions                           | 45 |
| Local User Group Listing                      | 46 |
| Submitting Articles – Information & Deadlines | 49 |
| Request for Development Procedures            | 49 |
| Service Excellence Recognition Award Form     | 50 |
| Request for Product Development               | 51 |
| <i>InSIDER</i> Subscription                   | 52 |
| InAAU Membership Application                  | 53 |



# Partner Articles

## What You Don't Know May Cost Your Customers

### **How quality monitoring, speech analytics and surveys provide critical data to shape your ultimate goal of a satisfied customer**

An effective quality monitoring program has been recognized as a vital component to the most successful contact center operations. Standard monitoring programs incorporate call recording and an evaluation process to ensure that call center agents are providing the caller with a quality interaction. If your quality monitoring program stops here, you may have failed to uncover vital information that can greatly impact your strive towards a satisfied customer who will provide you with repeat business and referrals.

### **Are your call center agents following company policies and procedures?**

Your recording and agent evaluation process can help you answer this critical question. It is imperative that you create evaluation forms that track agent adherence to established call center policies. Supervisors access agent-customer interactions and then evaluate the interaction on a standard grading form that has questions or sections pertaining policy adherence. Periodically, run reports to determine if the agents are doing what they have been trained to do. If they are not, residual training is mandated.

### **Do your established policies and procedures result in a satisfied customer?**

In many instances agents are following their training to the letter of the law. But for some reason, customer retention continues to decline. Find out if your call center procedures result in a satisfied customer through an interactive automated survey. If designed correctly (keep it short), you can get valuable customer feedback letting you know if they were satisfied with the level of services they received during the call.

In the Avaya call center, callers can elect to participate in the survey and be automatically directed to the survey system without agent knowledge or intervention. Typically, at the beginning of the call the automated attendant or IVR will provide the caller with the option to participate in the survey. After electing to participate in the survey the caller is routed to the agent. After the agent disconnects the call the caller is routed to the survey module. Pre-recorded questions are then presented to the caller to ascertain their satisfaction levels with the previous interaction with the agent. If the survey system supports speech recognition the caller verbally responds to the questions. Otherwise, the caller responds via touch tones. A numerical value is associated with each



# Partner Articles

response to the survey questions that will ultimately result in an overall satisfaction score.

Now that you are armed with the agent evaluation score (did agent comply with company procedures?) and the survey score (did interaction result in a satisfied customer?), compare the two. If you discover interactions that resulted in a high agent evaluation score but a low satisfaction score, you may need to take a closer look at the established call center procedures. What good are the established call center procedures if they do not result in a satisfied customer that will continue to use your products and services? It may be time for a change.

## **Why do callers contact your call center?**

Adding speech analytics to the evaluation and survey platform will help you identify exactly why customers are contacting the call center. If you don't know why they are calling, how can you effectively establish procedures for your agents to follow that will most likely result in a satisfied customer? Speech analytics can break down the recorded agent-customer interaction and allow you to easily determine the most common reasons customers are contacting the call center. Further, how often is the customers' issue being resolved during the course of the first call? With speech analytics, you uncover why they are calling and whether or not the call resolved the customers' issue.

## **Sounds confusing, right? Not so fast.**

Advanced recording and quality monitoring applications like those offered by Co-nexus, Inc. will put all of this critical information at your fingertips. The Co-nexus CXM suite integrates all of its modular components into a single, easy-to-use Web interface. From the CXM interface, call center directors can, with one click of the mouse, compare agent evaluations with survey results and then listen to the recorded agent-customer interaction. The CXM suite incorporated the award winning CallMiner Eureka! analytics engine that will define why callers are contacting the call center.

For more information on CXM Recording, Evaluation, Analytics and Survey applications, visit our Web site at [www.4cxm.com](http://www.4cxm.com).

### **Brian Daily**

Co-nexus, Inc.  
[brian.daily@4cxm.com](mailto:brian.daily@4cxm.com)

## **New Members**

**Robert King**  
**AAA**

**Mark Smiley**  
**Auto-Owners Insurance**

**Roberto Centoamore**  
**Betta Telecom**

**Mathew Irwin**  
**Black Hills Corporation**

**Gloria Bellitti**  
**Bonnier Corporation**

**Darrell Martin**  
**California State University, Fresno**

**Peter Leonard**  
**Call Center Consultants**

**Arlene Taylor**  
**Caplin & Drysdale, Chtd**

**Jonathan Akins**  
**Cerner**

**Debbie Diersch**  
**Chrysalis Software, Inc.**

**Joe Sollner**  
**Clearwire**

**Richard DaCosta**  
**Combat Networks Inc**

**Edgar Cabrera**  
**Commscope**

**Bernardo Nicoletti**  
**Companeira Financiera Argentina**

**Phillip Wood**  
**Companion Data Services, LLC**

**Barbara Kulp**  
**Computer Sciences Corp.**

**Peter G Hanson**  
**Corporate Communications (Europe) Ltd**

**Katy Scheck**  
**Envision**