Avaya and CXM

Providing an Automated Recording and Quality Monitoring Solution for Small to Mid-size Call Centers

Sometimes the only interaction customers have with a business is through their contact center. How can businesses ensure that their contact centers represent them in the best possible light?

CXM, a Gold-level member in the Avaya DeveloperConnection program, meets this need with the CXM application, a recording and quality monitoring solution for small to mid-size call centers. A scalable solution utilizing industry-standard hardware and software, CXM bridges the gap between low-cost featureless call loggers and high-end, cost-prohibitive quality monitoring applications.

The CXM application automatically records phone calls and associated agent PC activity. With a simple web browser interface, call center supervisors can easily search and evaluate agent-customer interactions. Using this information, supervisors can then create the training materials necessary to help agents improve their performance. The CXM Agent Portal brings training material and feedback directly to agent desktops, enabling the agents to become actively involved in the quality monitoring process.

CXM can record audio via trunkside recording, station side recording, select observe recording, Communication Manager Application Programming Interface (CMAPI) recording and Voice over IP (VoIP) port spanning. Data about the recorded call is gathered from the Avaya computer telephony integration (CTI) link (AES server). CXM indexes each recorded call with detailed call activity from the AES server.

Businesses can store recordings on either the CXM provided recorder server or on their own storage server. Auto archive software is included to create a permanent library of recorded calls. Since call recordings are stored in a native WAV format, no proprietary client is needed to access and replay recording interactions. CXM can be effectively deployed in network environments supporting centralized administration and storage.

The CXM application works with Avaya Communication Manager and Nortel Legacy Switches. Communication Manager – the next generation of Avaya call processing software – is an open, scalable, and highly reliable telephony solution. The software provides centralized call control for a resilient, distributed network of media gateways and a wide range of analog, digital and IP-based communication devices.

FUNCTIONS

The CXM application is typically utilized by call centers for quality monitoring and training. Other functions include:

- Customer dispute resolution
- Compliance
- Order verification
- Payment verification
- Minimization of liability
- Agent Training
- Policy and Procedure Adherence
- Customer Satisfaction
MODULES

The CXM application includes the following modules:

- **Call Recording** - Provides the scalability to record all calls, predetermined calls or calls on demand
- **PC Recording** - Automatically records PC activity, sync’s with audio and logically indexes it for easy retrieval from any network PC.
- **Agent Performance Evaluation** - Allows call center supervisors to analyze agent interactions and identify those agents requiring training and coaching.
- **Agent Coaching** - Allows supervisors to create training material that is pushed out to the agents in the form of videos, tests, example calls and bulletins.
- **Customer Satisfaction Surveys** - Presents callers with a series of prerecorded questions designed to elicit customer satisfaction levels.
- **Workforce Management** - Supervisors can quickly and easily forecast, schedule and assure agent adherence to published schedules.
- **PCI Compliance** – Incorporates encryption, right restricted username and real-time, automated start and stop triggers to ensure sensitive credit card information is not recorded.

Avaya System Requirements

CXM is a turnkey solution, which includes all software, hardware and professional services.

Additional requirements include:
- Avaya CTI (AES server)
- CMAPI and TSAPI licenses

CXM CORE PACKAGE

The CXM Core Package is an all inclusive, scalable offer designed to get even the smallest call centers up and running. CXM Core includes:

- (20) Concurrent Call Recording Licenses
- Agent Performance Evaluation (unlimited)
- CXM Automated Workflow
- Server (optional)
- Installation
- Training
- 1 Year Warranty

With a MSRP under $20,000, Enterprise Call Recording and Quality Monitoring has never been easier.

ABOUT CXM

CXM, develops recording and quality monitoring solutions for small to mid-size organizations. In addition to developing the CXM application, CXM provides a full range of professional services that includes CTI integration to Avaya Communication Manager, CXM installation, end user training, ongoing support, benchmarking and QM Consulting.

While designed and priced for small to mid-size organizations, CXM products include a feature set comparable to applications utilized by the world’s largest call centers. The CXM application has been installed in many vertical markets, including healthcare, finance, insurance and government.

CXM is located in Houston, Texas. For more information, visit www.cxmrecord.com.