

What Every Customer Should Know About Contact Center Functionality

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We've all heard how Avaya can scale call processing to support up to 36,000 endpoints using a single set of Avaya S8700 Media Servers. What happens when you need to add contact center functionality? Many times the rich feature set and capabilities of Avaya MultiVantage™ software in the contact center space are taken for granted.

Avaya's Strength

Avaya's industry-leading contact center functionality can be added to those same S8700 servers. No additional hardware to worry about, same configuration interfaces and administration, and the same level of resiliency with stateful failover. All Avaya S8700 Media Servers come with Avaya Call Center Basic, Deluxe or Elite Software: Basic is included or Deluxe and Elite are popular Call Center Software options. Deluxe includes Call Vectoring and single-site Avaya Best Service Routing (BSR). Elite includes Avaya Expert Agent Selection for skills based routing up to 5,200 agents per system and supporting 3 to 7-digit dial plans. In addition to enhanced routing capabilities, multi-site BSR is provided by Avaya Virtual Routing to support a virtual contact center enterprise. MultiVantage software supports optional "resource selection" schemas which include Dynamic Queue Position (precision targeting by Average Speed of Answer goals) and Reserve Agents to automatically adjust your resources to meet your caller's needs and achieve your business objectives.

How Does A Major Competitor Do It?

One of Avaya's major competitors offers no call queuing capability and no more intelligence than a hunt group in their call processing platform. They offer two families of contact center type software. The lower end package is limited to 75 agents, requires an additional server, and most important of all, offers no redundancy. The higher end platform does offer redundancy, requiring two or more servers, but at a much higher price point. Their solution adds complexity since it's a collection of different products each requiring a different point of administration. Their solution does not scale well. For example in order to scale to 800 agents, eight servers are required for call processing and at least four more for queuing, call routing, CTI, etc.

Conclusion

If you are thinking about a contact center or already have one and need to upgrade – keep it clean, reliable, simple and all in one box with MultiVantage.

My thanks to [Barry Wilson](#) for his continued support.

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