



INI Messenger™

Automated Proactive Outbound Communication Solution

INI Messenger offers a flexible proactive notification and outbound messaging solution designed to enhance the functionality of the powerful Avaya Proactive Outreach Manager (POM) engine on the Avaya Aura® Experience Portal (AAEP) platform.

Combining best-of-breed campaign creation, management, and reporting capabilities with industry standard dialing technology, INI Messenger allows organizations to offer their contacts a menu of options for responding to a proactive notification. This extends the standard built-in capabilities of POM to a whole new level of functionality.

Avaya POM's built-in applications allow contacts to take a single predefined action (i.e., confirm an appointment). Integrating INI Messenger allows contacts to select from multiple options (i.e., confirm, cancel, or reschedule an appointment). Menu selections may be configured to simply return response data or to transfer the contact to an agent or self-service application. By transferring to an agent or self-service application, organizations can allow contacts to make payments, reschedule appointments, request further information, or take other important actions.

Along with capturing customer responses, the robust reporting features of Avaya POM and INI Messenger provide valuable data for measuring the success of campaigns and assist in the design of future campaigns.

INI Messenger Benefits

Protect Revenue Streams

INI Messenger allows organizations to inform customers of important information that can assist staff with scheduling and resource allocation and can be used as a first line of defense against collections.

Engage Customers Productively

INI Messenger allows organizations to have productive interactions with customers by collecting valuable information, anticipating customer needs, and increasing satisfaction.

Increase Efficiency

INI Messenger automates outbound campaigns that would otherwise require agents to place calls. When used as a front end to a self-service application, INI Messenger further reduces agent involvement with calls that can be easily automated, allowing them to focus on high-touch interactions that require agent assistance.

APPLICATION BRIEF



Avaya POM Features

- Create or modify contact lists via web administration screens
- Import lists via Web Services or FTP
- Define start and stop times of campaigns
- Define frequency of the scheduler (daily, weekly, ad hoc)
- Define number of call attempts to be made
- Set non-completion notification parameters
- Support for multiple call lists
- Replace lists as needed or use repeatedly over time

INI Messenger Features

- Easy to use interface accessed from the Avaya administration screens
- Flexible configuration options for message announced to called parties
- Configure each menu option to return data, transfer to an agent, or transfer to a self-service application
- Capture results of outbound sessions with robust reporting options
- Integrate with self-service applications to enhance functionality

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