

INI Messenger™

Automated Proactive Outbound Communications Solution

INI Messenger is a flexible outbound notification and messaging solution designed to enhance the functionality of the powerful Avaya Proactive Outreach Manager (POM) engine on the Avaya Aura® Experience Portal (AAEP) platform. INI Messenger allows organizations to offer their contacts a configurable menu of options for responding to proactive notifications, extending the standard capabilities of POM to a whole new level of functionality.

How it Works

INI Messenger combined with Avaya POM provides a powerful toolset for organizations to engage contacts proactively. Avaya POM's built-in applications allow contacts to take a single predefined action—typically, adding them to the Do Not Call list. Integrating INI Messenger allows contacts to select from multiple additional options such as confirming or cancelling appointments, or being transferred to an agent or rescheduling application. Administrators can configure menu selections to simply return response data or to transfer the contact. By transferring, 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 Features

- *Easy-to-use interface accessed from the Avaya administration screens*
- *Flexible configuration options for messages announced to called parties*
- *Define menu options to return data, connect 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*



INI Messenger Benefits

- Increases customer satisfaction by proactively providing important information
- Improves scheduling accuracy by enabling contacts to confirm or cancel appointments
- Protects revenue streams with account status messages & options to renew or pay by phone
- Reduces manual calling & staffing levels
- Trims inbound call volume with preemptive announcements
- Lessens system load by scheduling campaigns during off-peak hours



Uses for INI Messenger

Proactively engaging customers is a valuable component of maintaining customer satisfaction and brand loyalty. INI Messenger, integrated with Avaya POM, makes it easy to reach out to your contacts with valuable information that not only increases Customer Lifetime Value, but also protects revenue streams and helps maintain operational efficiency. Campaign types include:

- Welcome Messages
- Appointment Reminders
- Bill Payment Reminders
- Pre-op Instructions
- Time-sensitive Tasks
- Announcements
- Account Status Change Notifications
- Policy Change Alerts
- Simple Surveys

System Requirements

- Avaya Aura® Experience Portal (AAEP) 7 with an Avaya Orchestration Designer Runtime license
- Avaya Proactive Outreach Manager 3.0
- Application Entry for the POM Driver application
- (Optional) AES – To populate UUI in H.323 environments
- (Optional) Text-To-Speech Engine (TTS) – Required if the application plays static text or variable information

INI Outbound Consulting Services

Developing a proactive contact center strategy is about more than just making outbound calls. INI's expertise goes far beyond campaign creation and deployment. In fact, we've built an entire solution set designed specifically to enhance the capabilities of POM. From our Outbound Discovery Assessment to add-on products such as INI Messenger, Pay-By-Phone, and INI AudioForms™ surveys, consulting from INI will ensure you get the most from your outbound investment.



Interactive Northwest, Inc. (INI)

was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. It was one of the first companies to provide combined expertise in network and host connectivity database integration and telephony networks needed to deploy advanced communication solutions. INI is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. INI's devotion to quality and customer satisfaction is reflected in a track record of

successful implementations in a variety of client environments. INI's software products and services address the complete life cycle of self-service implementations—from solution design and project management to interface development and test, deployment, documentation, training and ongoing support. The company's differentiation lies in areas critical to the success of self-service systems: deep technical expertise in the underlying technologies—networking, operating systems, database integration and computer

telephony; a recognized talent for natural end-user dialog design that leads to a better experience for the caller; and a disciplined, highly-tuned project management process that ensures successful completion of the most complex projects on time and in budget. INI leverages this expertise to create innovative, standards-based tools that augment platform products. In addition, INI has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.

