AVAYA

INTELLIGENT COMMUNICATIONS

Communication-enabling Social Networks

Unified Communications & Intelligent Customer Service for Enterprise 2.0

Jon Alperin
Developer Relations
AVAYA
DEVCONNECT

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Questions:

- Do you use Social Networking sites?
- Are your peers on them?
- Do you belong to corporate/alumni groups?
- Do you use them to seek company information?
- Are your customers on them?

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Digital Life Disruption

Mike Gotta, Principal Analyst, Burton Group

1st Wave

- E-Mail
- Calendar
- Group scheduling
- Network file shares
- Discussion forums
- "Groupware"
- Audio Conferencing
- Video Conferencing

2nd Wave

- Virtual Workspaces
- Enterprise portals
- Instant Messaging
- Presence
- Web conferencing
- P2P systems
- Search
- Content Management

3rd Wave (Web 2.0, Enterprise 2.0)

- Blogs
- Wikis
- XML feeds (RSS, Atom)
- Tagging/social bookmarking
- Social Networking
- User-generated content/media
- Virtual worlds
- Mashups…

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Web 2.0 & Enterprise 2.0

"**Networked applications that explicitly leverage network effects.**"

– The newest compact Web 2.0 Definition from Tim O'Reilly

Web 2.0 Era

- **Pull business models**
- **Open source software**
- **Customer self-service**
- **"The Long Tail"**
- **Social media (blogs, wiki's, etc.)**
- **Customer community relationships**
- **Decentralized product development**

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Web 2.0 & Enterprise 2.0

"**Enterprise 2.0 is the use of emergent social software platforms within companies, or between companies, their partners or customers.**"

– Enterprise 2.0 definition from Andrew McAfee, Harvard Business School

Social software enables people to rendezvous, connect or **collaborate through computer-mediated communication** and to form online communities.

Platforms are digital environments in which contributions and interactions are **globally visible and persistent over time**.

Emergent means that the software is freeform, and that it contains mechanisms to **let the patterns and structure inherent in people's interactions become visible** over time.

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Source: http://blog.hbs.edu/faculty/amcafee/index.php/faculty_amcafee_v3/enterprise_20_version_20/

What Are Social Networks?

- The Kevin Bacon effect
  - *Six degrees of separation*
- Some are declarative and specific; most are informal and often invisible
- Social network tools include methods that:
  - Enable different ways to define a “social presence”
  - Enable different ways to contact and communicate with other people in a narrowcast manner
  - Enable different ways for people to transparently participate and share information

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Why Are Social Networks Interesting?

- **This is where the audience is…**
  - Peer pressure - powerful influencing forces
- **The New Model of Influence:**
  - *From:* **Launch → Advertise → Customer → Sale**
  - *To:* **Customer Conversations → Contact → Sale**
- **Network effects & viral nature**
- **Becoming a "ticket to play"**

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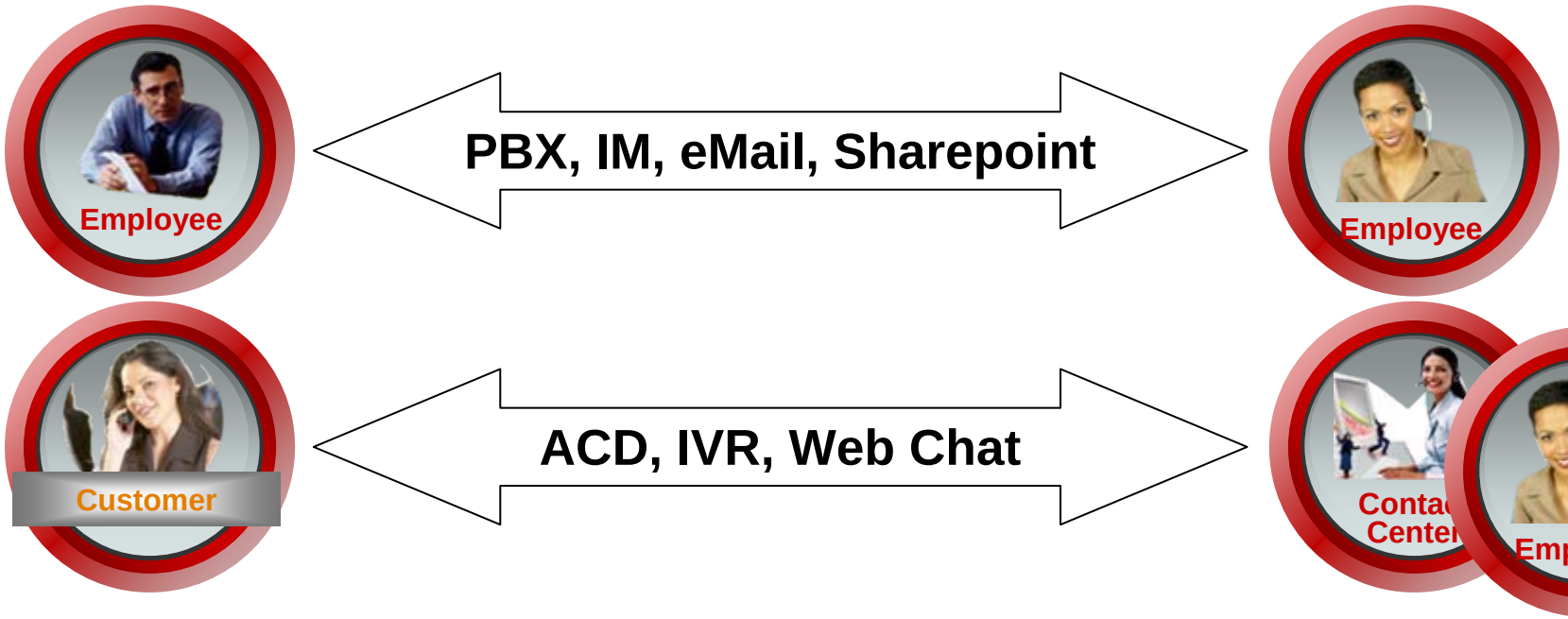
3 Key Conversation Points



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Intelligent Communications

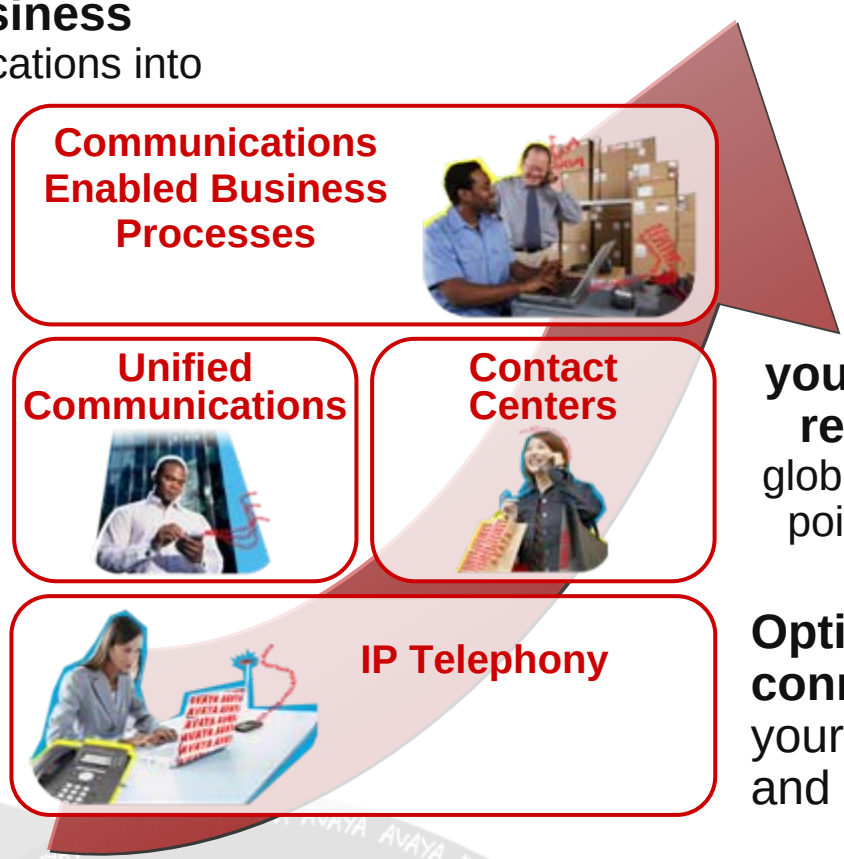
For An Enterprise 2.0 Organization

Optimize your business embedding communications into business processes

Optimize your people wherever they are, across devices and interfaces

Optimize your customer relationships globally across all points of contact

Optimize the connections between your people, customers, and processes



A strategic, business-focused, approach to communication delivering competitive advantage today

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Exploring the Social Network Scene

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User Communications On Social Networks

voicewall

truphone

skype

Yes, but…

- No new paradigms for communication
- No domain-/task-specific communications support
- Poor notion of *user context*
- Low support for Group Communications
- Lack mapping of organizational requirements to social networks
- No Customer relationship management

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The facephone Project

AVAYA

- Numberless Click-to-Call allows for anonymity of user telephone numbers
- Rich presence exchange provides Facebook users with real-time information
- Availability driven communications, with conditional acceptance options

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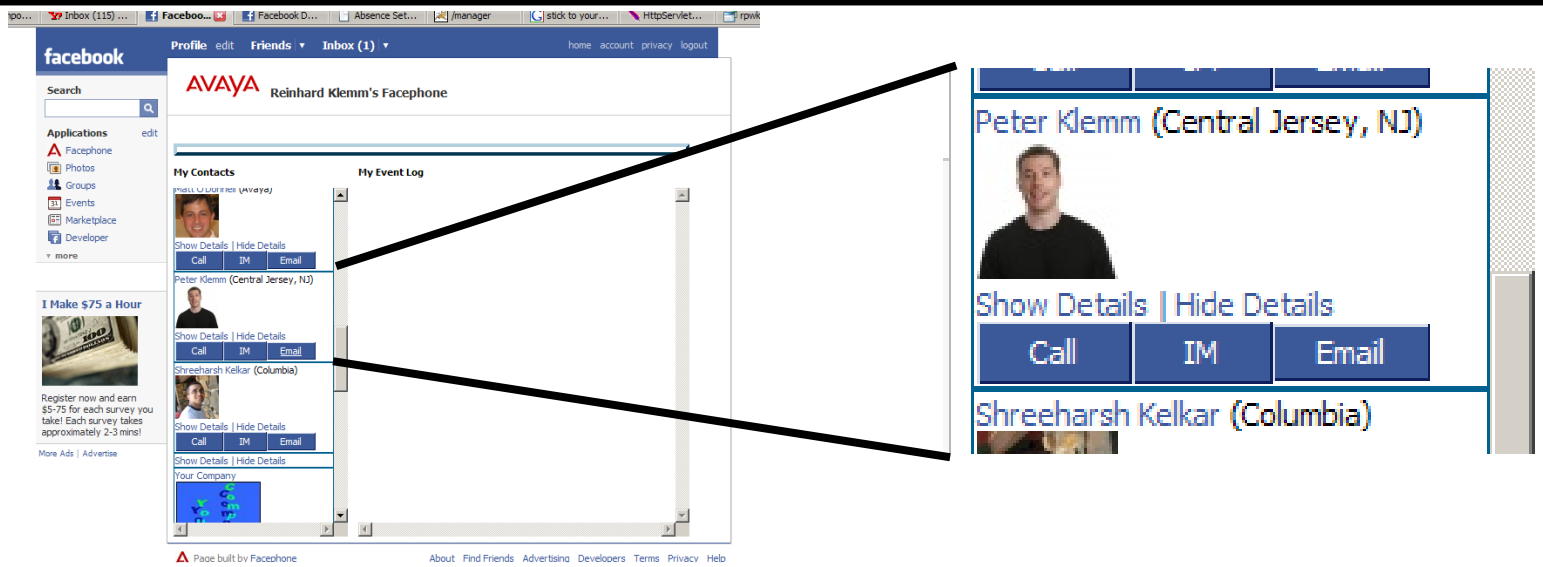
What Is facephone?

facephone Application

- Runs within the Enterprise
- Delivers key application features between users
- Invokes Avaya communication features and services
- Extracts user info from facebook; renders user agent



facephone User Agent

- Runs inside Facebook – installed as a facebook app
- Requires only a Web Browser and a phone – No VPN
- User and organizational communications
- Viral adoption of application and contacts

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Facephone Value

UC Features for Enterprise Users

- Click-to-contact for User profiles
- Presence-based Communications
- Inbound User Profile lookup
- Advanced contact response options

Contact Center Features

- Click-to-communicate
- Pre-call content
- Pre-call selection of customer service options
- Viral adoption and marketing programs
- Customer Service Widgets (CSWs) for reactive, proactive contacts

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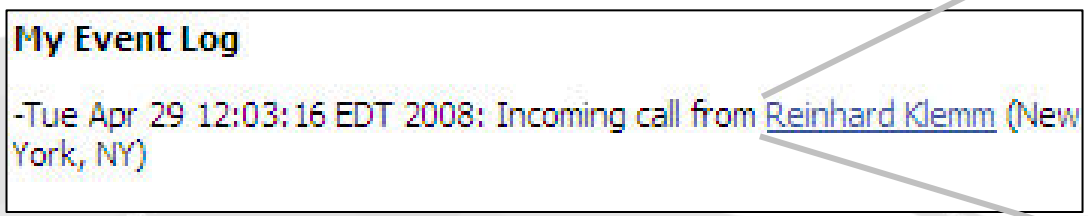
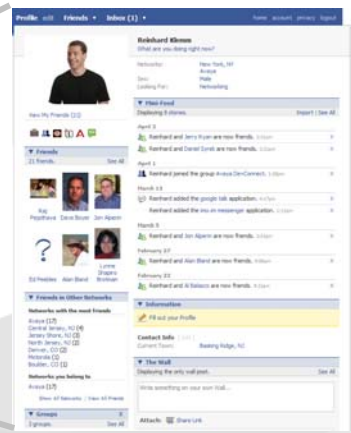
Secure, Converged Communications Tied Into Social Graph

- Click-to-*contact* on personal or organizational profiles
- No application switching for personal/organizational contact information
- User/organization privacy maintained
- User profile lookup for incoming communication contacts
  - **Much more than traditional caller ID or screen pop!**





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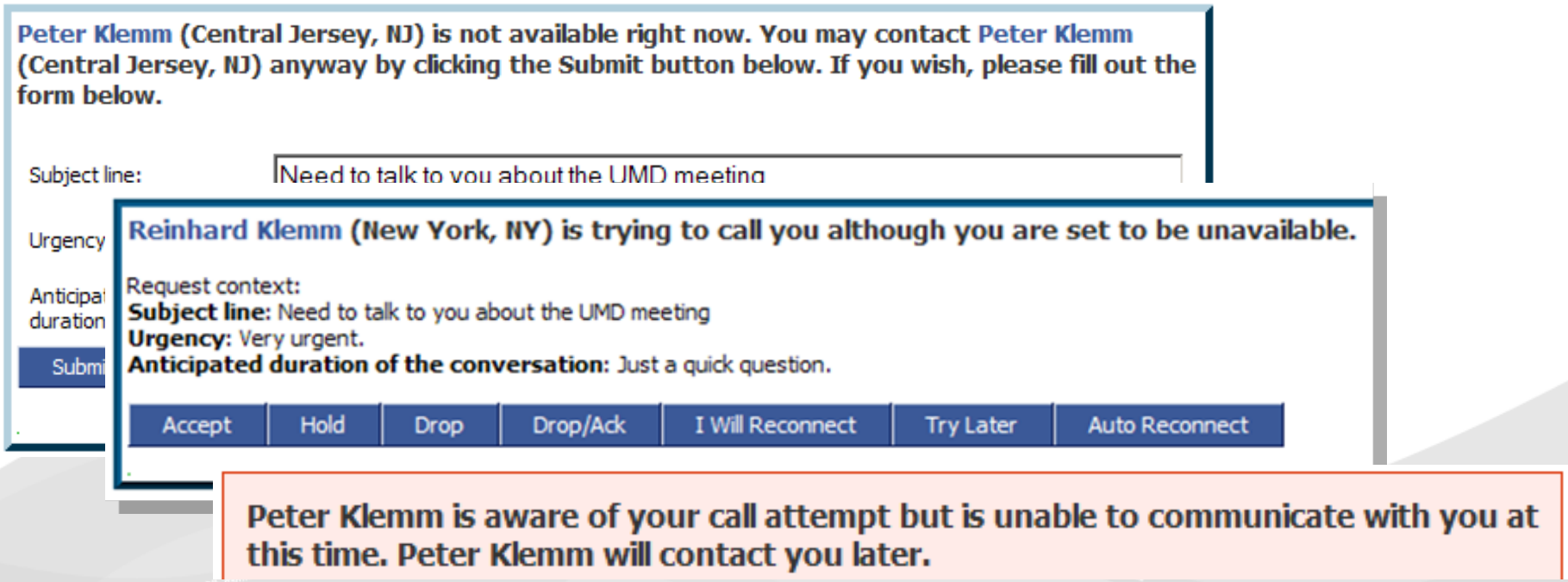
Context-Aware Assistance For Call Setup

- Interaction setup changes with recipient's availability & presence status
  - Personal or organizational presence/availability
- "Ringtones" change with own presence/availability status
- Advanced response options



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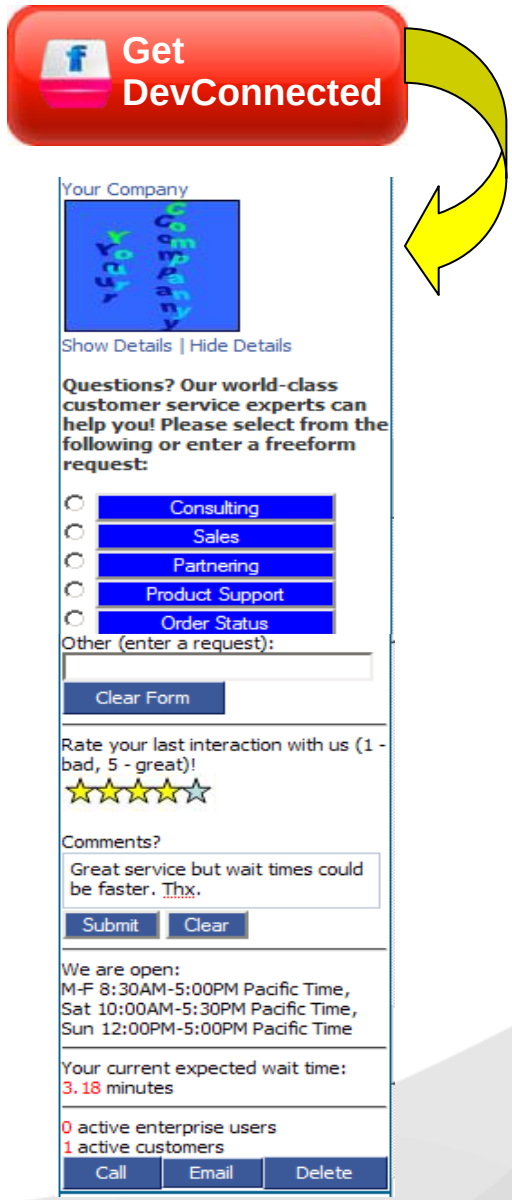
Customer Service Widgets:
Web Badges for the Enterprise

- Personalized, Dynamic Information
  - Proactive/Reactive contacts
- Enterprise Presence
  - Hours of operation
  - Expected wait time for a contact center agent *before* getting on a call/IM/email
- Offer complex functionality
  - Move beyond click-to-call, click-to-chat
  - Self-Service Applications “in the widget”



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Customer Service Widgets:
Viral Software Distribution Models

Expanded Audiences

Facebook “Share+” buttons

Mini-feed announcements

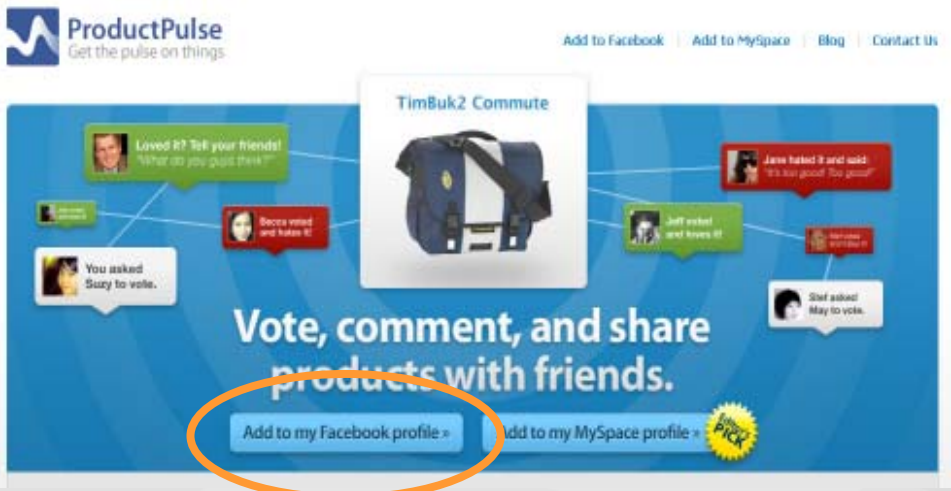
Deb Kline added the Facephone application.

Open Distribution

No longer limited to just your own Corporate website

Available from virtually any Website, email or IM

Automatic installation into Facebook or other service



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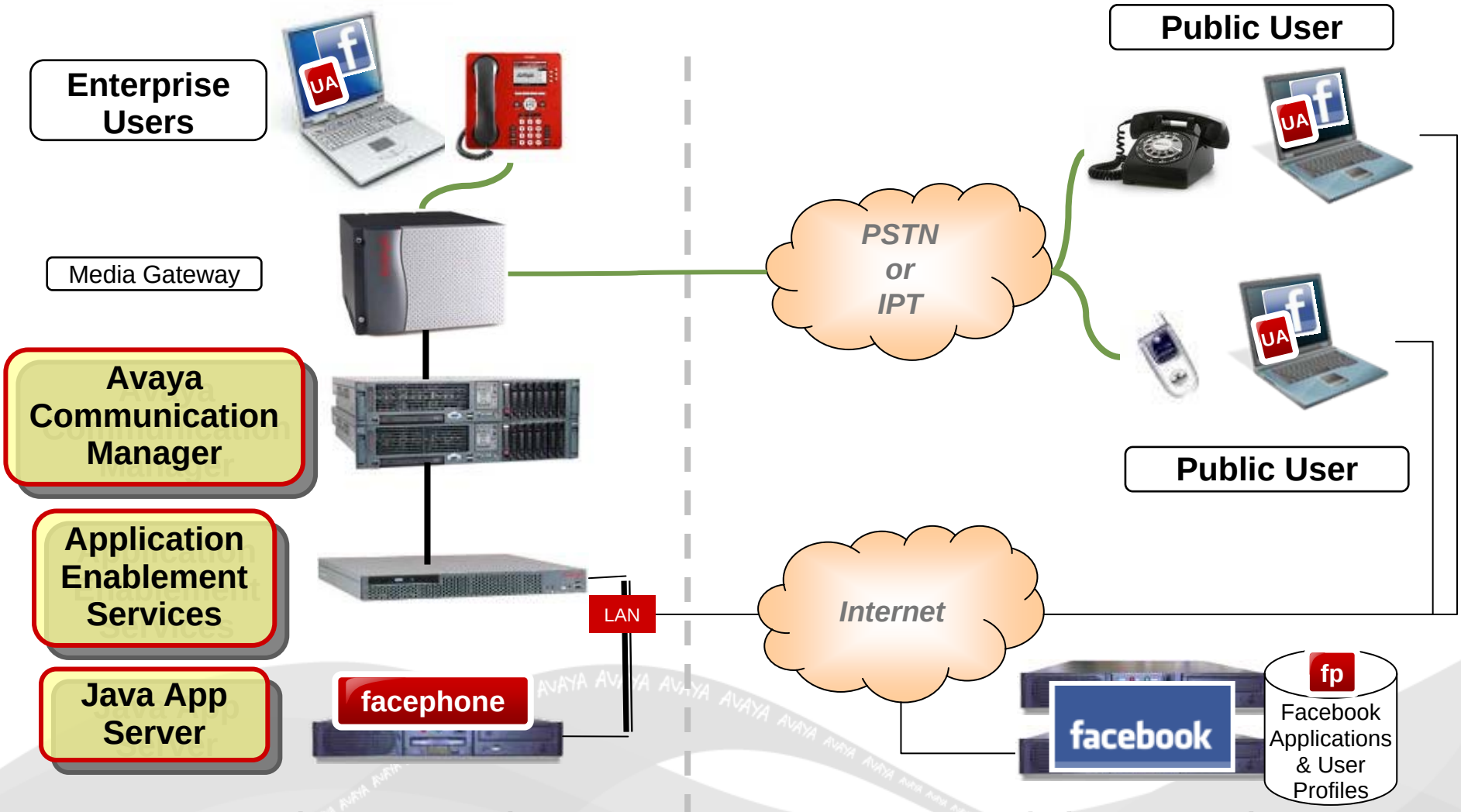
facephone Architecture



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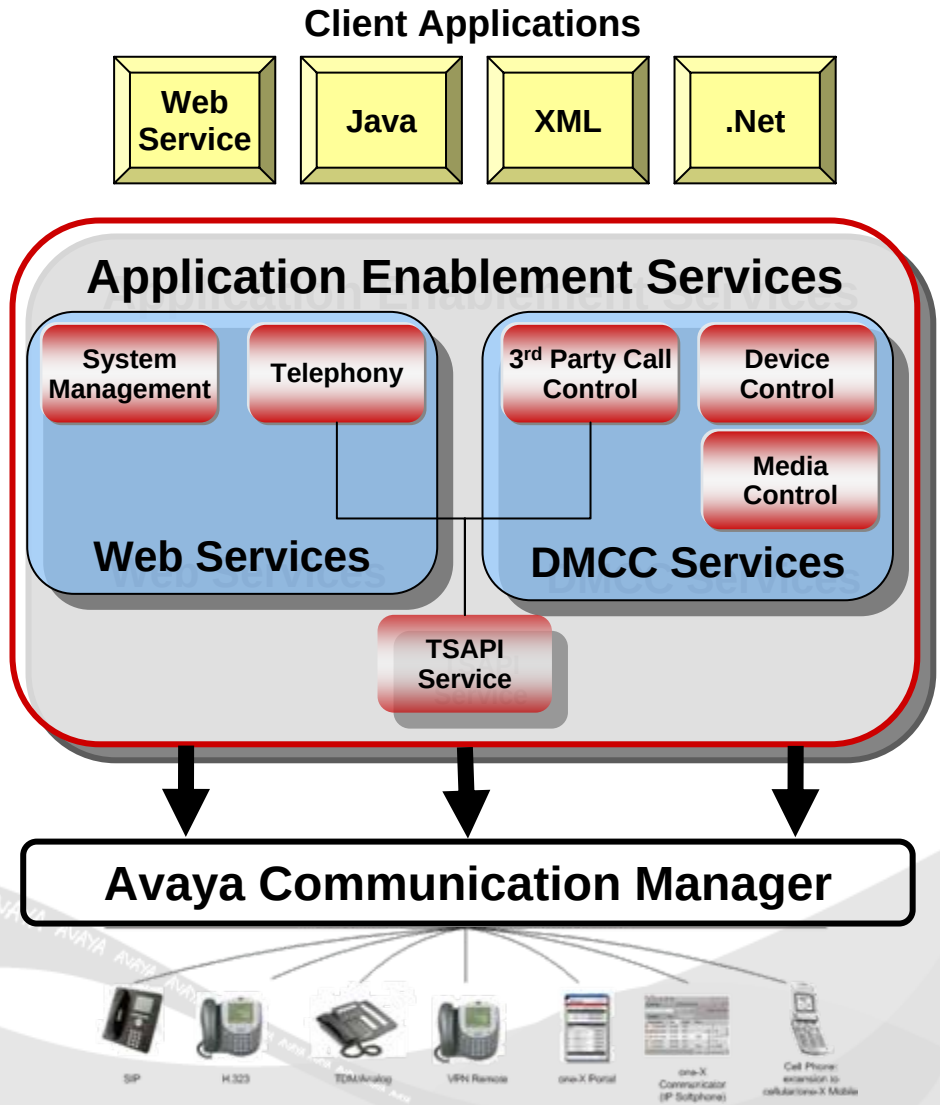
AE Services: The Key To Integration

APPLICATION ENABLEMENT (AE) SERVICES

- Software platform enabling advanced communication services via development of modular building blocks
- Delivers API connectors & web Services
- Extends the rich features of Avaya Communication Manager in an IP environment
- Provides access to 1st & 3rd party Device, Media & Call Control functions
- Pre-built integrations for Microsoft and IBM Lotus environments



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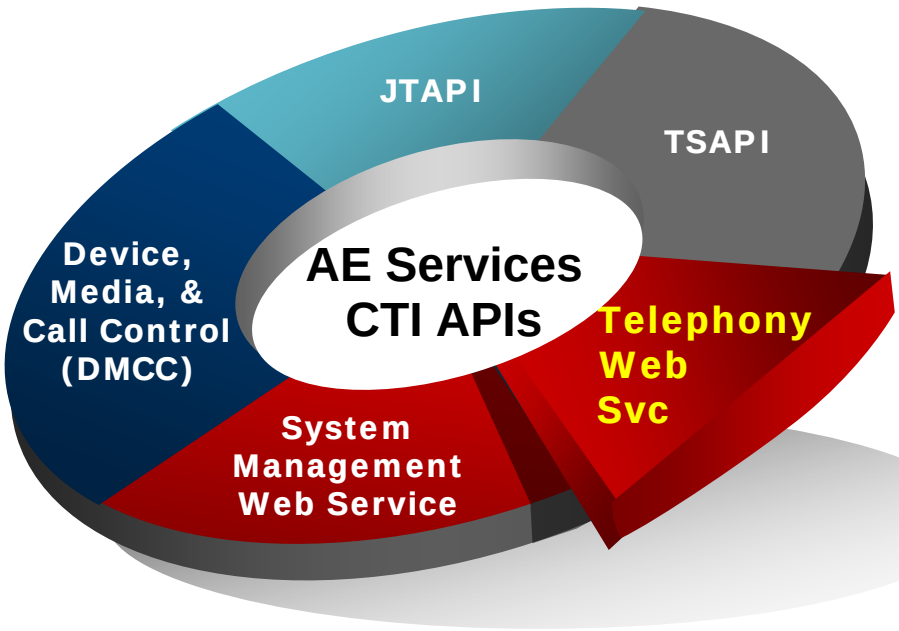
AE Services: A Range Of CTI Options



AE SERVICES
Telephony Web Service

- **Call control requests**
  - makeCall
  - singleStepConferenceCall
  - singleStepTransferCall
  - answerAlertingCall
  - disconnectActiveCall
- **Session mgmt methods**
  - attach
  - release

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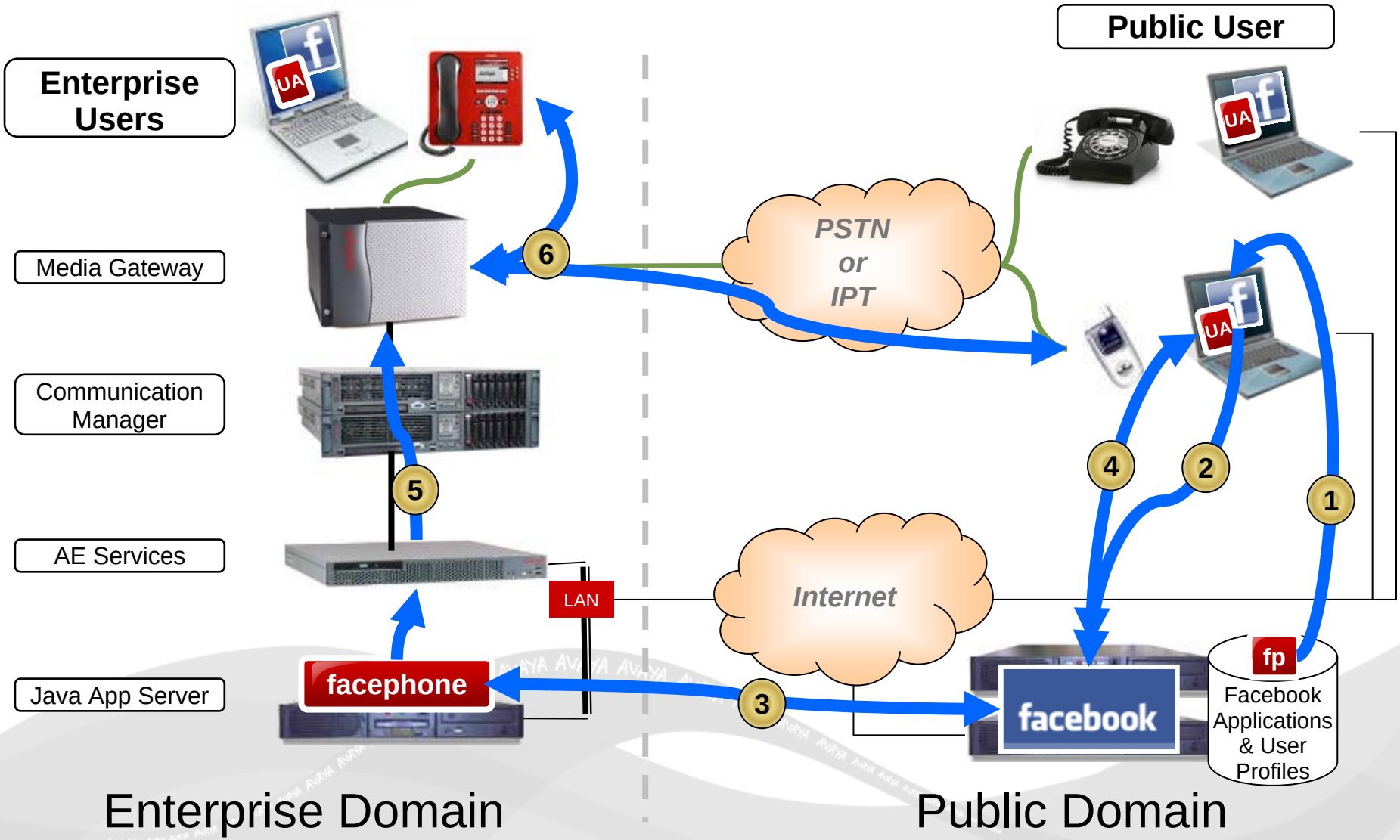
facephone Application Flow



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facephone Challenges

Facebook Platform Constraints

- Constrained programming model (FBML, FBJS)
- UI mechanisms heavily constrained, UI canvas layout controlled by facebook (FBML)
- Social network interface is not equivalent to an OS user interface (no multitasking, windowing,…)

Facebook Data Constraints

- Limited programmatic access to social graph and user profiles

Enterprise Constraints

- Integration with enterprise resources (servers, applications) difficult due to corporate firewalls

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What Does This All Mean For Developers?

Opportunity for innovation

- Re-imagine Unified Communications
  - How employees communicate
  - Communications history
- Re-imagine Customer Contact
  - How customers & companies communicate
  - Personalization
- Innovate in Customer-to-Customer interactions
  - Move beyond Forum boards
- Application distribution models along viral lines

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Learn More:

Read Ty Anderson's article: *Avaya AE Services Provide Rapid Integration with Facebook*
www.devx.com/avaya/Articles/38466

Download AE Services SDKs and other tools from the DevConnect portal
www.avaya.com/devconnect

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Thank You!

Experience

Innovation & Standards

Software Applications

Partnership

Global Services

Avaya works with customers to embed communications into the fabric of the enterprise.

Enabling customers to make…

…people more productive

…processes more intelligent

…customers more satisfied

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