

AVAYA

INTELLIGENT COMMUNICATIONS

Communication-enabling Social Networks

Unified Communications & Intelligent Customer Service for
Enterprise 2.0

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Developer Relations

AVAYA

DEVCONNECT



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?



Digital Life Disruption

Mike Gotta, Principal Analyst, Burton Group



1st Wave

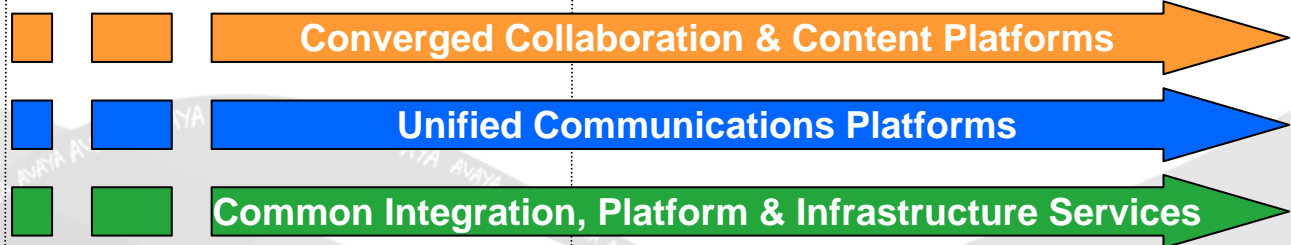
- E-Mail
- Calendar
- Group scheduling
- Network file shares
- Discussion forums
- “Groupware”
- Audio Conferencing
- Video Conferencing

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...



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

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.

What Are Social Networks?

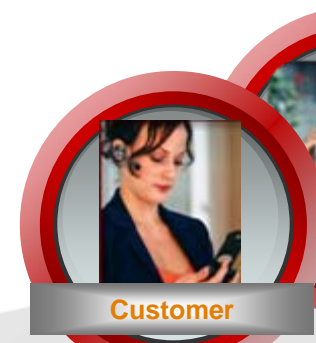
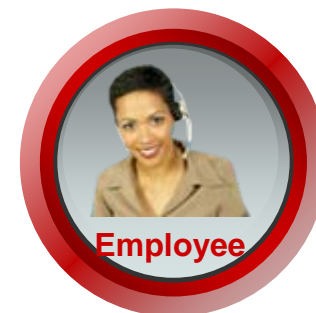
- The Kevin Bacon effect
 - *Six degrees of separation*
- Some are declarative and specific; most are informal and often invisible
- Social network tools include methods that:
 - Enable different ways to define a “social presence”
 - Enable different ways to contact and communicate with other people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



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”**

3 Key Conversation Points



Intelligent Communications

For An Enterprise 2.0 Organization

Optimize your business

embedding communications into business processes

Communications Enabled Business Processes



Optimize your people

wherever they are, across devices and interfaces

Unified Communications



Contact Centers



Optimize your customer relationships

globally across all points of contact

IP Telephony



Optimize the connections between your people, customers, and processes

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

Exploring the Social Network Scene



User Communications On Social Networks



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

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

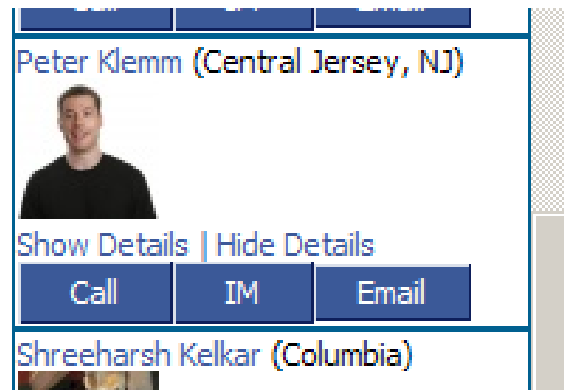
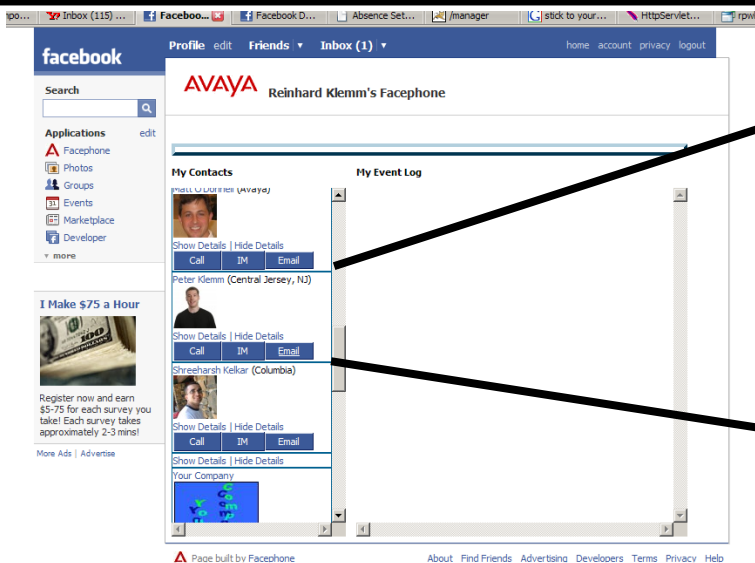
Availability driven communications, with conditional acceptance options

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

Facephone Value

UC Features for Enterprise Users

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



facephone

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

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!



My Event Log

-Tue Apr 29 12:03:16 EDT 2008: Incoming call from [Reinhard Klemm \(New York, NY\)](#)



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

Peter Klemm (Central Jersey, NJ) is not available right now. You may contact Peter Klemm (Central Jersey, NJ) anyway by clicking the Submit button below. If you wish, please fill out the form below.

Subject line:

Urgency **Reinhard Klemm (New York, NY) is trying to call you although you are set to be unavailable.**

Anticipated duration
Request context:
Subject line: Need to talk to you about the UMD meeting
Urgency: Very urgent.

Anticipated duration of the conversation: Just a quick question.

Submit

Accept

Hold

Drop

Drop/Ack

I Will Reconnect

Try Later

Auto Reconnect

Peter Klemm is aware of your call attempt but is unable to communicate with you at this time. Peter Klemm will contact you later.

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”

Get DevConnected

Your Company

Show Details | Hide Details

Questions? Our world-class customer service experts can help you! Please select from the following or enter a freeform request:

- Consulting
- Sales
- Partnering
- Product Support
- Order Status

Other (enter a request):

Clear Form

Rate your last interaction with us (1 - bad, 5 - great)!
★★★★☆

Comments?
Great service but wait times could be faster. Thx.

Submit Clear

We are open:
M-F 8:30AM-5:00PM Pacific Time,
Sat 10:00AM-5:30PM Pacific Time,
Sun 12:00PM-5:00PM Pacific Time

Your current expected wait time:
3.18 minutes

0 active enterprise users
1 active customers

Call Email Delete

Customer Service Widgets: Viral Software Distribution Models

Expanded Audiences



Facebook “Share+” buttons
Mini-feed announcements

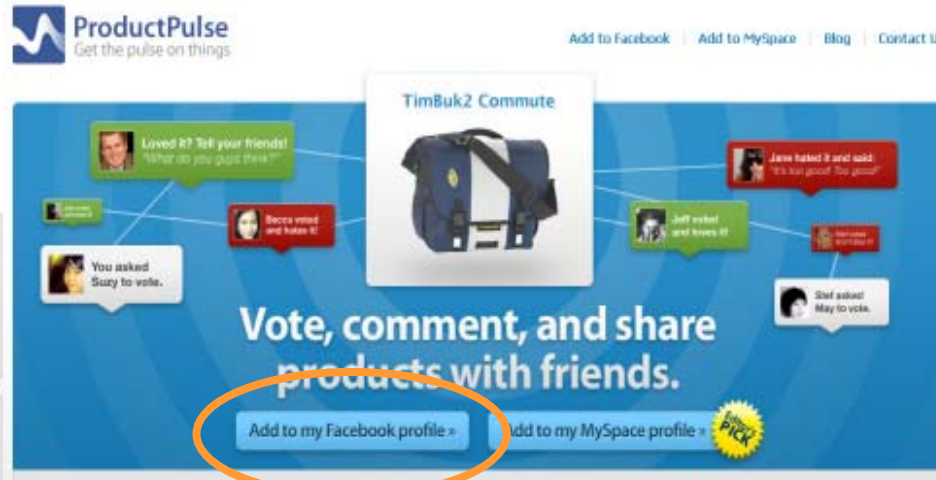


Deb Kline added the Facephone application.

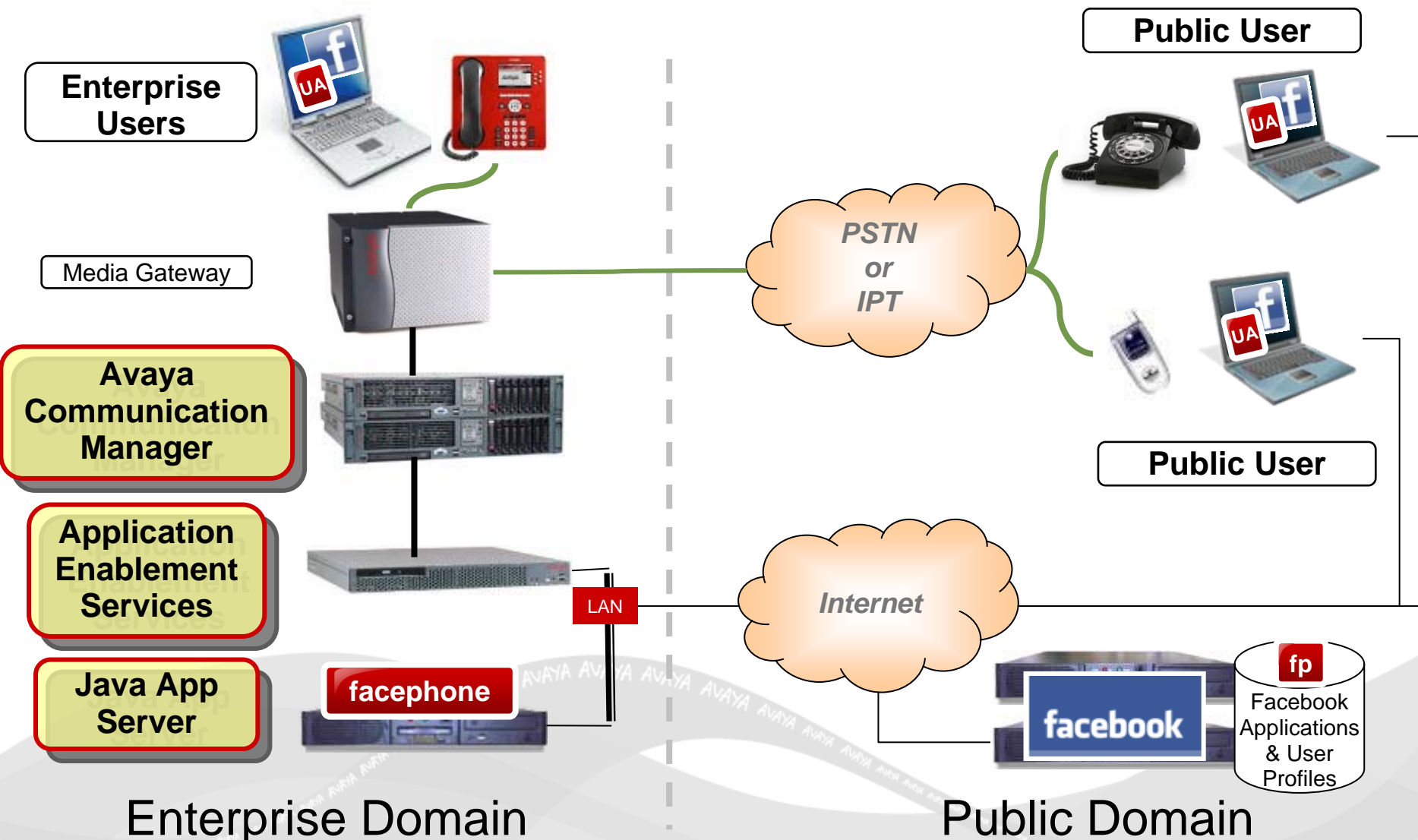
Open Distribution



No longer limited to just your own Corporate website
Available from virtually any Website, email or IM
Automatic installation into Facebook or other service



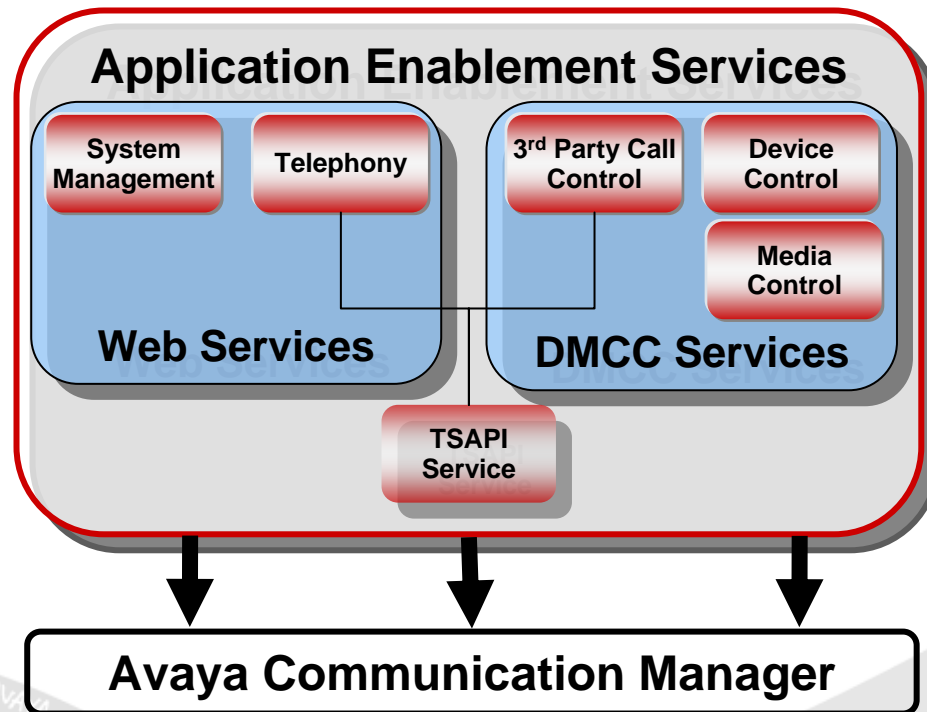
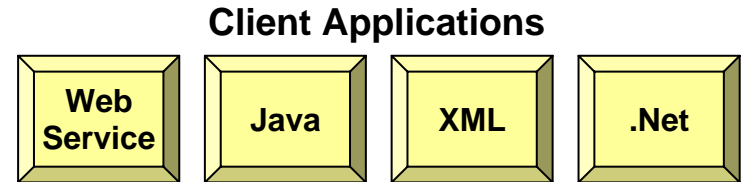
facephone Architecture



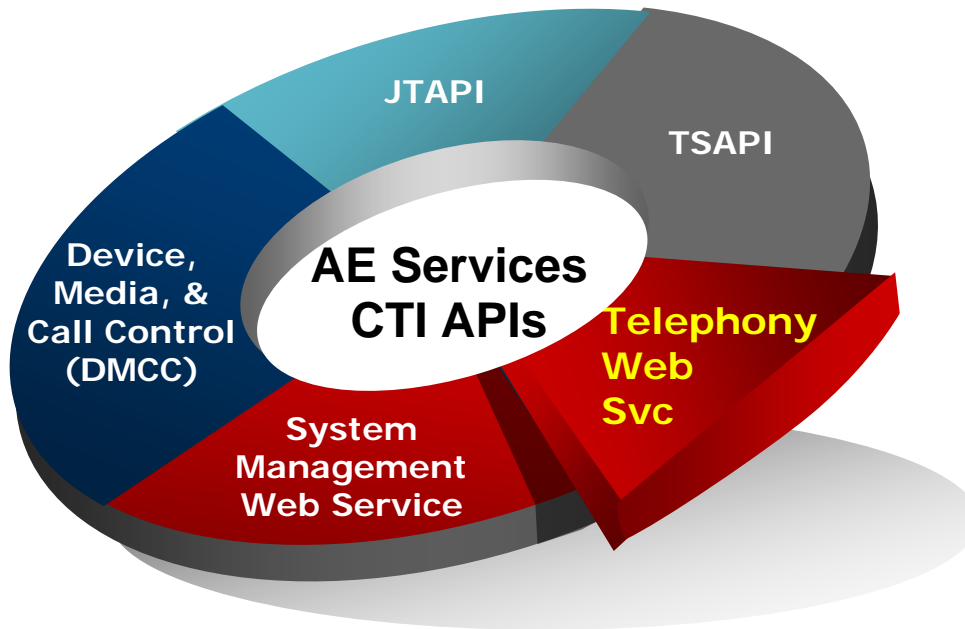
AE Services: The Key To Integration

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



AE Services: A Range Of CTI Options



AE SERVICES

Telephony Web Service

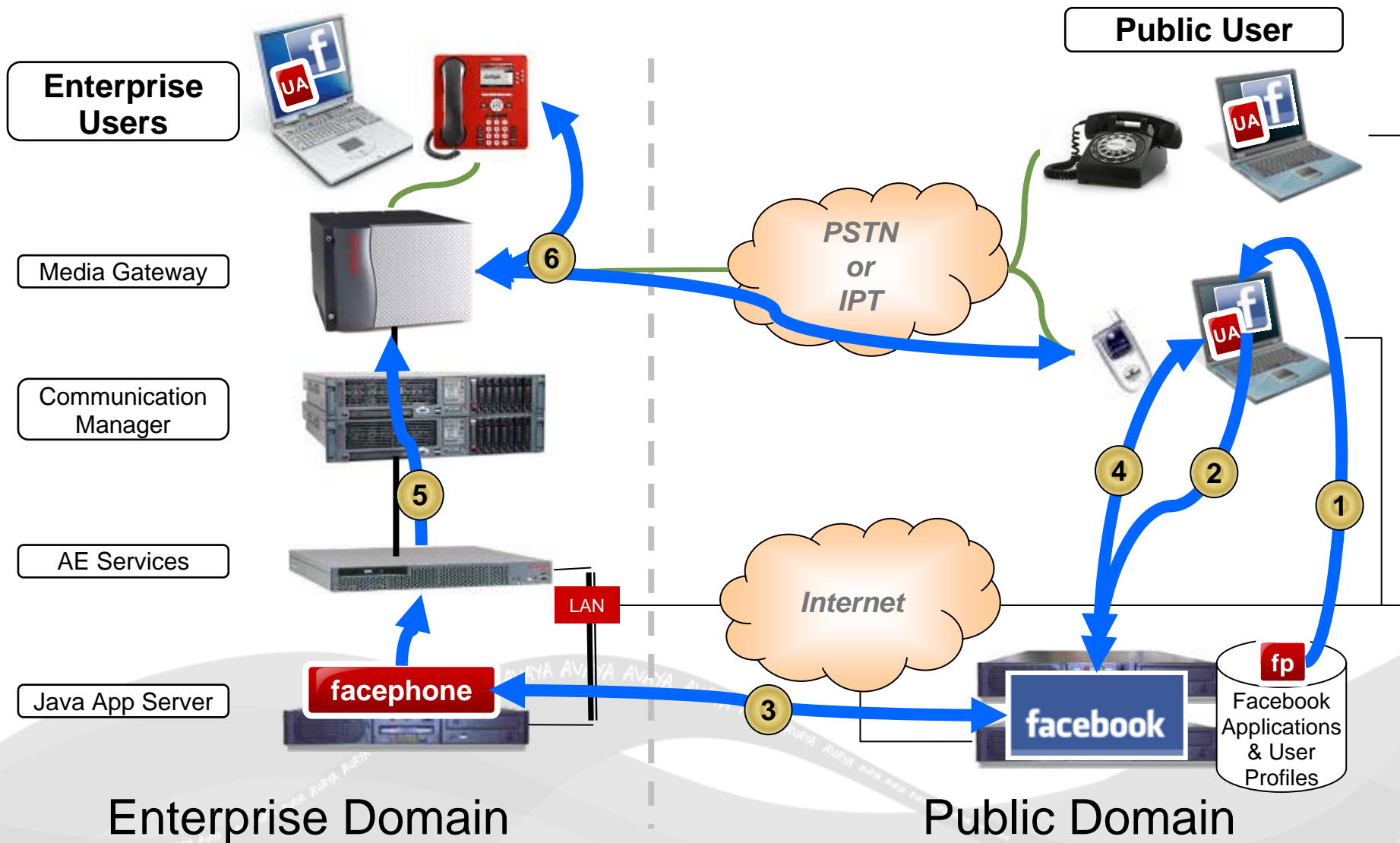
Call control requests

- makeCall
- singleStepConferenceCall
- singleStepTransferCall
- answerAlertingCall
- disconnectActiveCall

Session mgmt methods

- attach
- release

facephone Application Flow



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

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

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

The screenshot shows the Avaya DevConnect Center website. The header includes navigation links for Internet.com, IT, Developer, News, Small Business, and Personal Tech, along with a search bar. The main content area features a navigation menu with categories like Home, IP Communications, Contact Centers, Unified Communications, and Communications Enabled Business Processes. A sidebar on the left contains a 'DevConnect Program' section with registration information and a 'Resources' section with links to sample applications, remote labs, training, and SIP center. The main article is titled 'Avaya AE Services Provide Rapid Telephony Integration with Facebook' by Ty Anderson, dated July 1, 2008. The article text discusses the challenges of integrating social media and Web 2.0 applications with traditional communication methods like the phone. A 'More Resources' box on the right provides links to fact sheets for AE Services Web Services SDK and Avaya IP Communications Development Environment.

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AVAYA DevConnect Center

Developing Intelligent Communications

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DevConnect Program

Register to join the Avaya DevConnect Program to gain access to Avaya APIs & SDKs, purchase Avaya products for development at discounted prices, and receive a discount on training and certification. [More information](#)

Resources

- Sample Applications
- Remote Labs
- DevConnect Training
- UDN
- Dialog Designer Elements
- SIP Center

Avaya DevConnect Center >>> Content Categories >>> Contact Centers >>> Applications

Avaya AE Services Provide Rapid Telephony Integration with Facebook

With social media, email and instant messaging competing with the phone as communication media, integrating phone conversations with Web 2.0 applications is the logical next step for communication. In this piece, Ty Anderson talks about integrating Avaya AE Services with Facebook to create a new customer dynamic.

by Ty Anderson

Nothing beats the spoken word for speed and efficiency when collaborating on an idea. Clearly there are many ways to communicate quickly today, for example email, instant messaging, twitter, and texting (SMS). Although these methods might be quick, they are not nearly as effective as picking up the phone and expressing your ideas verbally. But today, connecting with people over the phone can prove to be a challenging task as email and instant messaging gain preference over the phone as a primary personal preference for communications.

But what if you could combine the speed and efficiency of email or instant messaging with the impact of the spoken word? What if you could call one of your suppliers to instantly connect with a knowledgeable sales representative about a new development? You would get the information you need when you needed it (i.e. now). At the same time, your supplier would be "on the line" unattended and would not count you for forcing you to listen to a call menu, and then wait on hold for 30 minutes.

More Resources

- [Fact Sheet: AE Services Web Services SDK](#)
- [Fact Sheet: Avaya IP Communications Development Environment](#)
- [More DevConnect Resources](#)

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

AVAYA

INTELLIGENT COMMUNICATIONS

