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## News Release

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### **Guthy-Renker Australia chooses Avaya IP Office for Australian & New Zealand Call Centre**

*. CTI Solutions implements Avaya IP Office with VoIP capability for Guthy-Renker*

*. Avaya IP Office delivers cost savings and improves employee productivity*

FOR IMMEDIATE RELEASE: XX July, 2004

**AUSTRALIA** – Avaya Inc. (NYSE:AV), a leading global provider of business communications software, systems and services, today announced that Guthy-Renker Australia, the most successful international division of Guthy-Renker Inc., USA, the world's largest privately owned, direct response television marketing companies, has chosen Avaya IP Office with Compact Contact Centre to improve employee efficiency and customer service in its 20 seat call centre.

The company also chose to migrate to Voice over Internet Protocol (VoIP) to network its call centre and warehouse locations in Alexandria and take advantage of significant savings on call costs. The Avaya solution was designed and implemented by CTI Solutions, the 2004 IP Office Dealer of the year through Avaya BusinessPartner, IPL Communications.

Channeling between 1000-2000 calls from across Australia and New Zealand each day, depending on peak periods, the Avaya IP Office solution prioritises calls and ensures they are answered quickly.

Using sophisticated routing capabilities, the Compact Contact Centre module identifies incoming calls and directs them to the most qualified agent available, based on

their level of expertise. This is done through logging caller movement patterns as well as tracking individual caller history. The solution also re-routes calls from the company's warehouse via VoIP if employees are unable to answer them within a certain timeframe.

"Avaya IP Office has the functionality we were looking for. We can make adds, moves, and changes easily and manage the majority of operations on the network ourselves to maintain customer service efficiencies," said Phil Young, Director of Operations, Guthy-Renker Australia. "Using VoIP also means a reduction in call costs, and reduces time to answer which is a significant benefit."

"Another sophisticated feature is an Avaya wallboard application that enables our call centre agents to view call statistics on their PC screens, including the number of calls in queue. This ensures that calls are distributed more evenly based on individual agent workloads, which has delivered even better results than CTI Solutions suggested" he said.

Compact Business Centre, a call accounting package, enables Guthy-Renker Australia to measure how quickly calls are being answered, confirming pre determined service levels and predict staffing requirements accordingly.

The solution also combines a mixture of analogue, digital and IP handsets and includes an Avaya reception console module on the PC, which provides individual agent statistics and greater control over the management of multiple queues, staff and lines.

Mark Wood, sales director, Small and Medium Business Solutions Group, Avaya, Asia Pacific & Japan said: "With the high volume of calls that Guthy-Renker Australia handles on a daily basis, they needed a system that could appropriately manage caller queues and call placements.

"The Avaya IP Office solution provides a high level of functionality to support their telephony needs. In addition, managers and employees benefit from increased control over the operation of the call centre, which in turn boosts the level of customer service provided by agents." he said.

Matthew Murray, Sales Director, CTI Solutions said: "Guthy Renker is a leader in the Australian market, and the increased functionality that the Avaya IP Office solution provides will enable it to deliver a smoother, more user friendly service to customers avoiding bottlenecks during peak periods. Guthy Renker and in particular Phil Young have worked closely with CTI which has helped to achieve a huge growth in Guthys business over a very short period of time, primarily due to the enhanced work practices and better customer service functionality provided by the IP Office."

**About Avaya**

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including over 90 percent of the FORTUNE 500®. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications and services.

Driving the convergence of voice and data communications with business applications - and distinguished by comprehensive worldwide services -Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya website: [www.avaya.com](http://www.avaya.com).

**About Guthy-Renker Australia Pty Ltd**

Guthy-Renker Australia Pty Limited (Guthy-Renker) is a subsidiary of U.S. company Guthy-Renker Inc., the world's largest privately owned direct response television company and multi-channel distribution operation, with an annual turnover of approximately US\$1 billion.

Guthy-Renker Australia manages both the Australian and New Zealand markets. The company has gained an envied reputation in the management of their own brands as well as working with consumer goods companies who wish to distribute products through the capabilities of their brand management teams.

Known for their high quality infomercial and production capabilities, the Guthy-Renker organisation has attracted the participation of a high profile stable of celebrities who not only endorse their products, but who are also authentic consumers.

Today, Guthy-Renker enjoys a loyal following with Australian and New Zealand consumers as well as strategic partners, including major retailers, who value the expertise and global experience of the Guthy-Renker operation in delivering value in the management of brands. For more information visit [www.guthy-renker.com.au](http://www.guthy-renker.com.au) or [www.guthy-renker.com](http://www.guthy-renker.com)

**About CTI Solutions**

CTI Solutions was founded in 1992 by management consultants after research identified a market need for a systems integrator with consulting and business engineering skills.

Now a stable and dynamic company CTI Solutions' primary focus is on helping clients understand and use the latest technology to benefit their business. We also understand that our clients have budgets and need to show a return on investment.

Armed with this focus and understanding, our in-house team puts together practical and affordable end-to-end solutions, from scoping the project and system design through to implementation and training. CTI provides service and support to customers located throughout Australia.

Further information is available at <http://www.cti.com.au>