

New NACR Program Announced at IAUG: Navigating the Contact Center

NACR Program Will Guide Customers with Avaya Solutions, Educational Events, and Special Promotions

EAGAN, Minn., June 4, 2013 [/PRNewswire/](#) -- Communications integration expert NACR is pleased to introduce a new program for customers, called "Navigating the Contact Center with NACR." Announced today at the [International Avaya Users Group \(IAUG\)](#) conference in Orlando, FL, the program will feature special promotions, educational opportunities, and the latest Avaya solutions and NACR support services for the contact center.

(Logo: <http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO>)

"Over the past two decades, NACR and Avaya have built a great partnership that has benefitted customers *and* led the way in contact center innovation," said John F. Lyons, President and CEO of NACR. "With Navigating the Contact Center, we will help customers better understand all the options and map out a contact center technology strategy that will best serve them now and into the future — maximizing agent and customer experiences while protecting their investment."

[NACR](#) is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *FORTUNE*® 100 and global enterprises. The company serves as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, collaboration, and customer service.

For the next few months, Navigating the Contact Center with NACR will offer customers free resources including a Tech Quarterly webinar on customer experience management (CEM) and the contact center. The program will also include training and promotional offers that customers can take advantage of when they adopt new technology for their contact centers.

Navigating the Contact Center with NACR will provide the latest information on some of Avaya's most advanced applications, including:

- Avaya Aura® Call Center Elite, which uses context-based inputs and versatile selection capabilities to maximize call routing and resource selection, allowing agents to handle calls more effectively and improving overall productivity
- The Avaya Call Management System (CMS), which provides database, administration, and reporting capabilities that help managers identify and resolve issues in complex contact centers and other operations with high call volumes
- The Avaya Elite Multichannel (EMC) feature pack, which offers an efficient and low-cost mechanism for adding sophisticated multichannel capabilities that enhance customer interactions, with options for intelligent agent assignment of email, Web chat, SMS, IM, fax, and outbound calling in a blended queue of voice and non-voice contacts

Navigating the Contact Center with NACR will culminate in September with a series of virtual roadshows in every region of the United States. "Because we understand how valuable time is for our customers, we made the program web-based for easy access and maximum convenience," said Lyons.

Each 2-hour virtual roadshow will feature a presentation from a leading industry analyst, a contact center solutions overview, and prize giveaways. In addition, participants will be able to interact live with their region's NACR contact center specialists, to talk specifics and advance their own contact center strategies in real time.

As one of the largest Avaya channel partners worldwide, NACR works closely with Avaya and other technology leaders to integrate the latest hardware, software, and applications into end-to-end multivendor solutions. In addition, NACR's team of highly trained, certified engineers and technicians provide expert services support for all of the solutions that the company delivers, from consultation through optimization.

"Integration partners such as NACR are a critical element of Avaya contact center solutions — working closely with us to deploy and support leading-edge technology that delivers a competitive edge for our customers," according to Karl Soderlund, Vice President, Americas Channel Sales at Avaya.

For customers who have already invested in Avaya contact center applications, NACR's team of contact center experts can help those businesses get the most out of their investment through innovative optimization or upgrading to the most current releases. For customers who have not yet availed themselves of those applications, the NACR team can show conclusively why a business should invest in the Avaya contact center

portfolio to maximize the customer experience.

As an exhibitor and presenter at the IAUG CONVERGE2013, NACR will highlight emerging technologies and its expertise in the contact center and CEM, as well as in areas such as unified communications (UC), real-time collaboration, and integration of data, video, and audio capabilities.

To learn more, please visit NACR at Booth 323 during the IAUG conference, which runs through June 7. Or, contact your NACR NAM or call the company at **1-888-321-NACR** (6227).

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information, please visit www.avaya.com.

About NACR

As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the *Fortune* 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 800 customer-focused and certified employees, we have consistently been recognized by our partners, suppliers, and customers for excellence. For more information, visit: www.nacr.com

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