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## **MEDIA RELEASE**

### **Salmat and Avaya ink deal to deliver new multichannel contact centre operations in Australia and NZ**

Salmat, Australia's leading marketing and communications company and largest outsourced call centre operator, has today announced a multi-million dollar agreement with Avaya, a global provider of business communications and collaboration systems and services. The investment will see Salmat's contact centres powered by the latest technology with greatly expanded multichannel capabilities, delivering significantly enhanced contact centre operations in Australia and New Zealand.

The new deployment encompasses a broad suite of Avaya technology and expertise, and will increase the current engagement and service capabilities of Salmat's contact centres. Customer interactions will be consistent across multiple channels including phone, e-mail, chat, SMS and social media, giving customers a superior contact centre experience.

The robust, feature-rich communications platform will consolidate all existing features as well as introduce new and improved capabilities including self-service features, call recording and better integration with client systems, website and back office systems, to create a more refined user experience. Importantly, Salmat and Avaya will be well positioned to introduce innovative new features and enhancements as technology trends evolve in the market.

For the first time, Salmat customers will be able to connect with contact centre agents via a wider range of fully-integrated communication channels and, regardless of the channel they choose, they will receive a consistent level of service.

Speaking about the investment, Salmat Chief Executive Officer, Grant Harrod, said "Avaya's current technology, roadmap and vision are aligned with our own vision to greatly improve the way companies engage with customers via the contact centre.

"By hosting Avaya's latest technology, combined with our expertise in contact centre operations, Salmat will offer an entirely new level of integrated multichannel customer communication not available to our knowledge anywhere else in Australia and New Zealand," said Harrod.

The 2011 Avaya Asia Pacific Contact Centre Consumer Index revealed that already over a third of Australian consumers prefer to use other methods such as web chat and web self-service, rather than traditional phone conversations, to contact a customer service centre. This trend has been accelerating in recent years.

Rob Wells, Managing Director, Australia and New Zealand, Avaya, said: "Our agreement with Salmat spans almost our entire portfolio. There are many components working together as one complete powerhouse solution, designed to help Salmat exceed the expectations of its customers. The solution typifies what we refer to as 'The Power of We™' – driving faster collaboration, smarter decisions, better business."

Commenting on the investment, Geoff Hill, General Manager at Transurban said: "It's a great move by Salmat, this technology really changes the game in how we can reach and respond to our customers and we're excited to explore where we can go with these new opportunities".

Avaya will replace Salmat's previous provider, Genesys. A key element of the project is that Avaya will be assisting Salmat to design and implement the new solution and provide managed services to Salmat including delivering agreed service level targets, maximising network performance and availability and providing monitoring and support services through on-site and remote service support engineers. The project will be managed over a five-year period by the Avaya Operations Services team.

Salmat will commence the rollout of the Avaya technology across all of its contact centre operations in February 2012.

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### About Salmat

Salmat is Australia's leading marketing and communications company.

With extensive capabilities across online, mobile, voice and mail, Salmat delivers a truly innovative and integrated multichannel communication experience that drives customer acquisition, retention and growth.

For more information about the Salmat Group, please visit [www.salmat.com](http://www.salmat.com).

### About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world.

For more information about the Avaya, please visit [www.avaya.com](http://www.avaya.com).

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