

AVAYA

Phase One eCultivation: Contact Map

Interaction Design

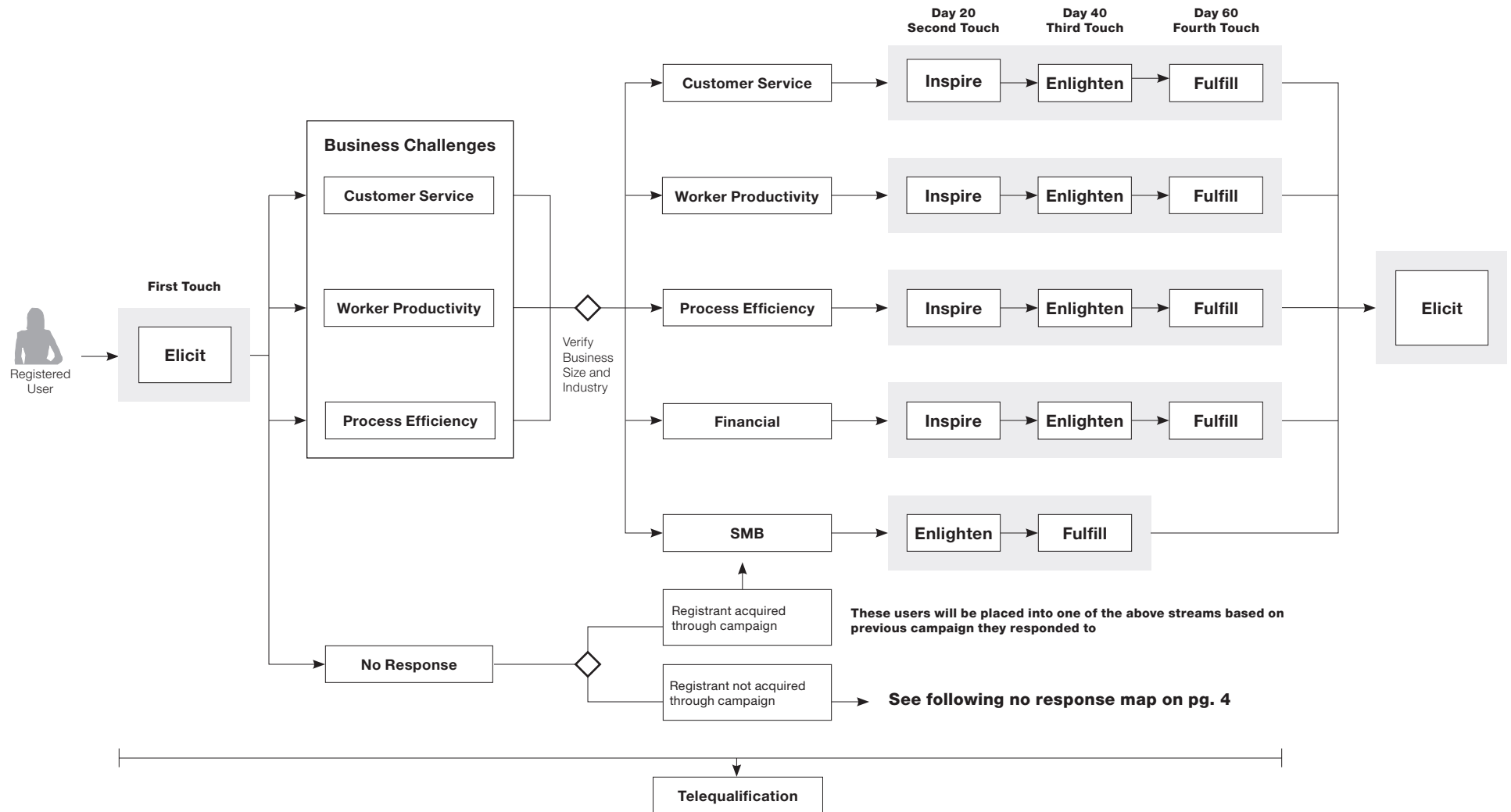
Client: Avaya
Date: November 16, 2007
Version: 5
Prepared by: Bob Calvano



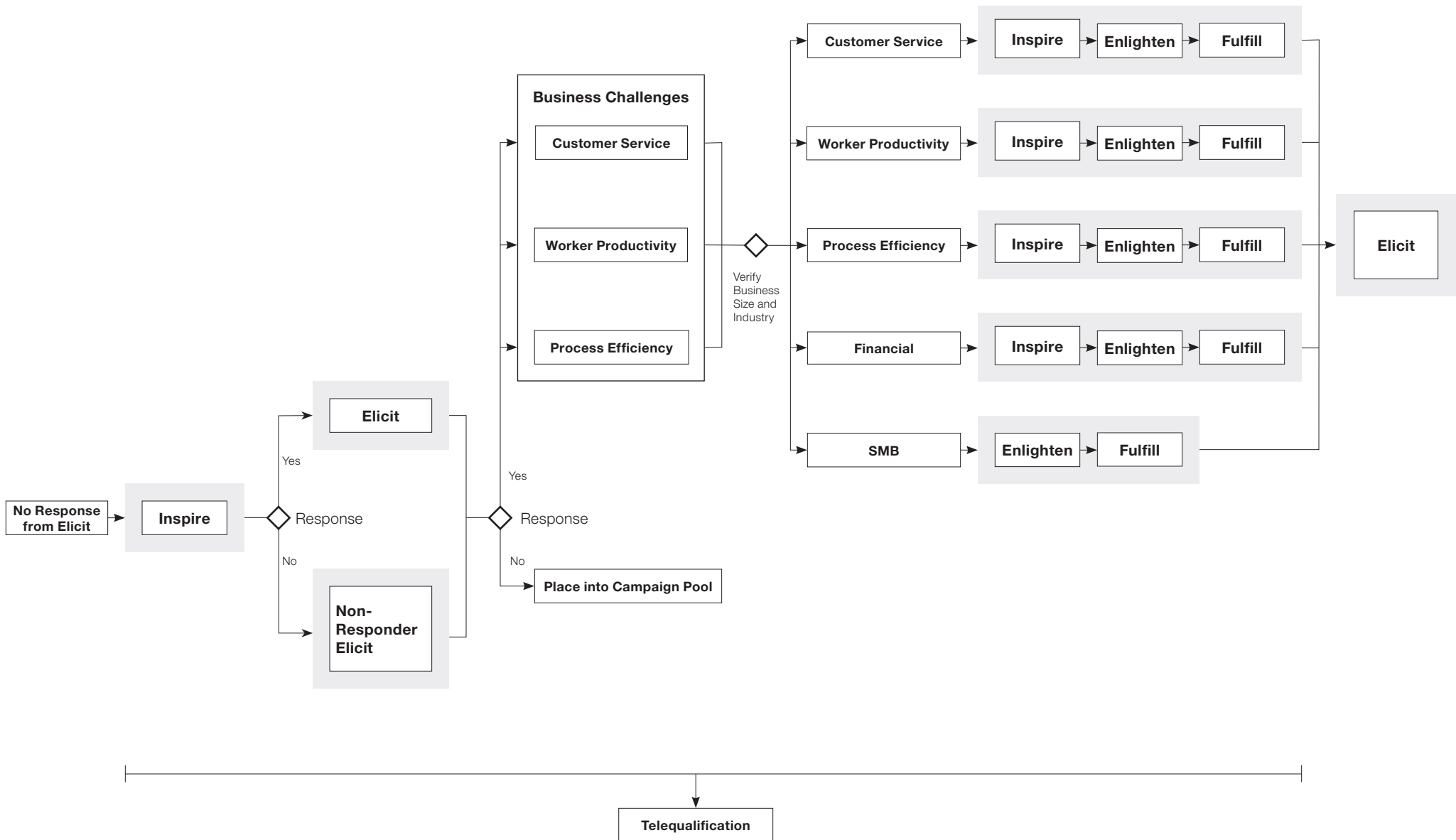
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4	No Response Contact Map
5	Enterprise: Segmentation Content Map
6	Small and Medium Content Map
7	No Response Content Map

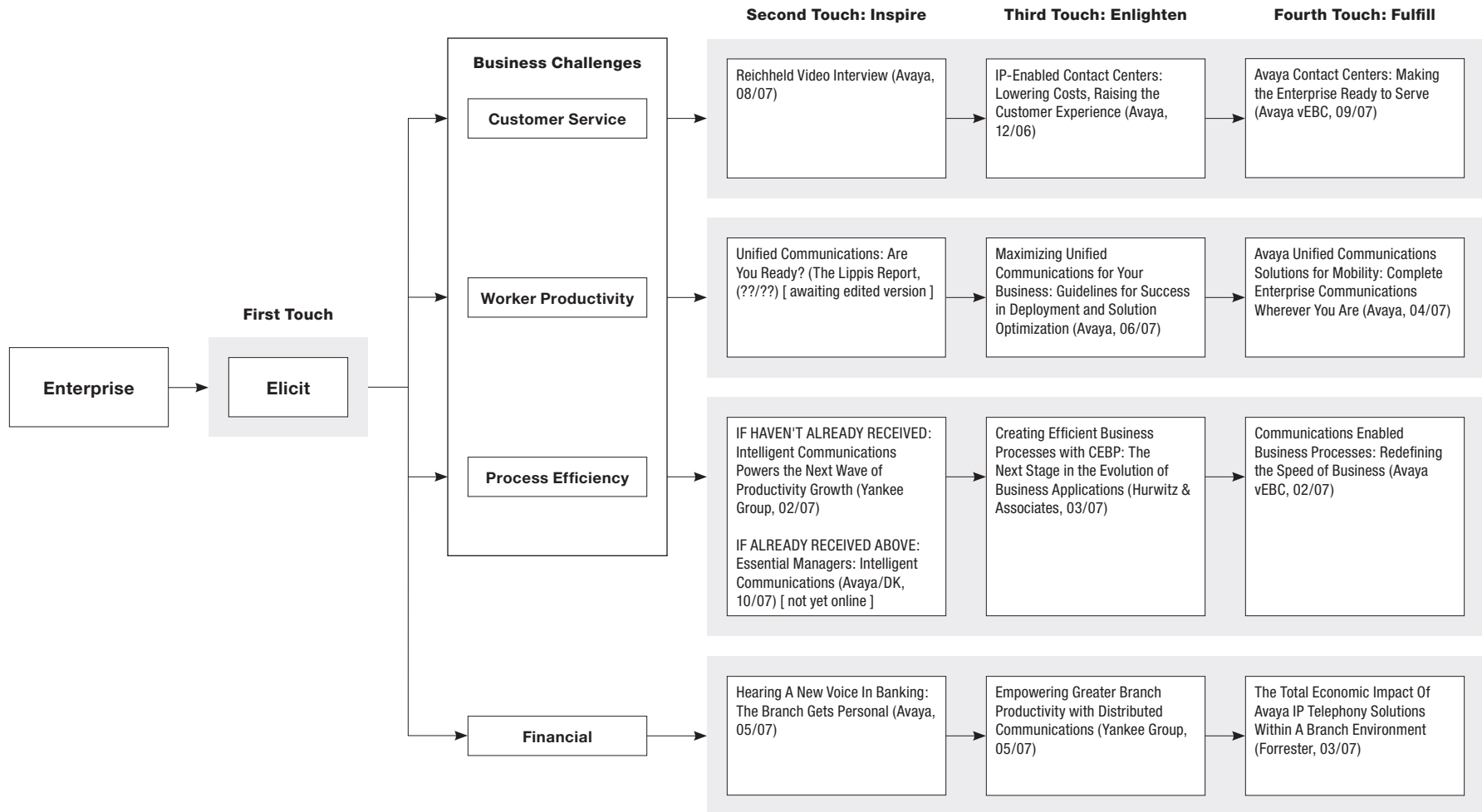
Segmentation Contact Map



No Response Contact Map

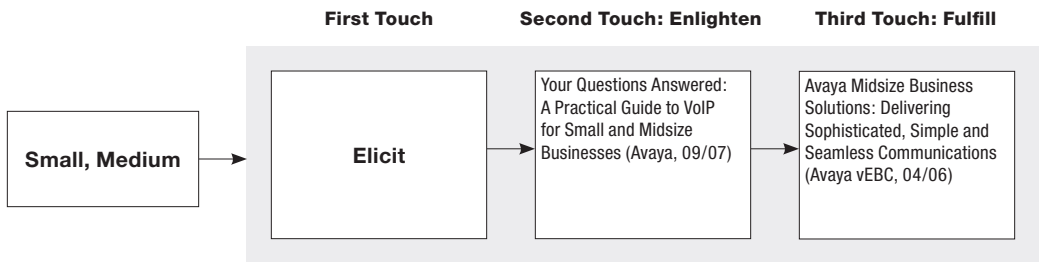


Enterprise: Segmentation Content Map

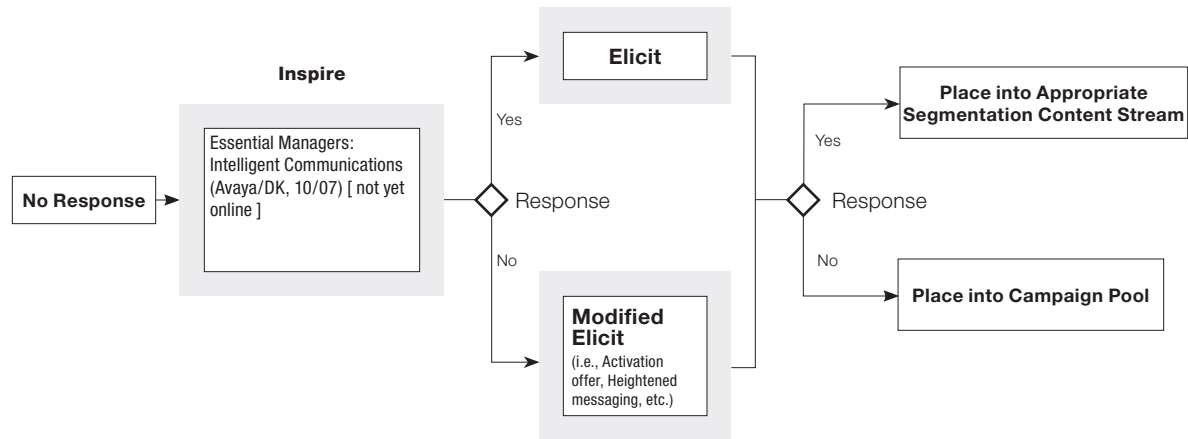


- If stellar new content becomes available and fits within any stream above, we should consider replacing the old content with the new content.
 - Do not provide user with content if they have already viewed it (i.e. campaign). Skip the touch and move on to the next one.

Small and Medium Content Map



No Response Content Map





Phase One eCultivation: Elicit Touch

Interaction Design

Client: **Avaya**

Date: **November 19, 2007**

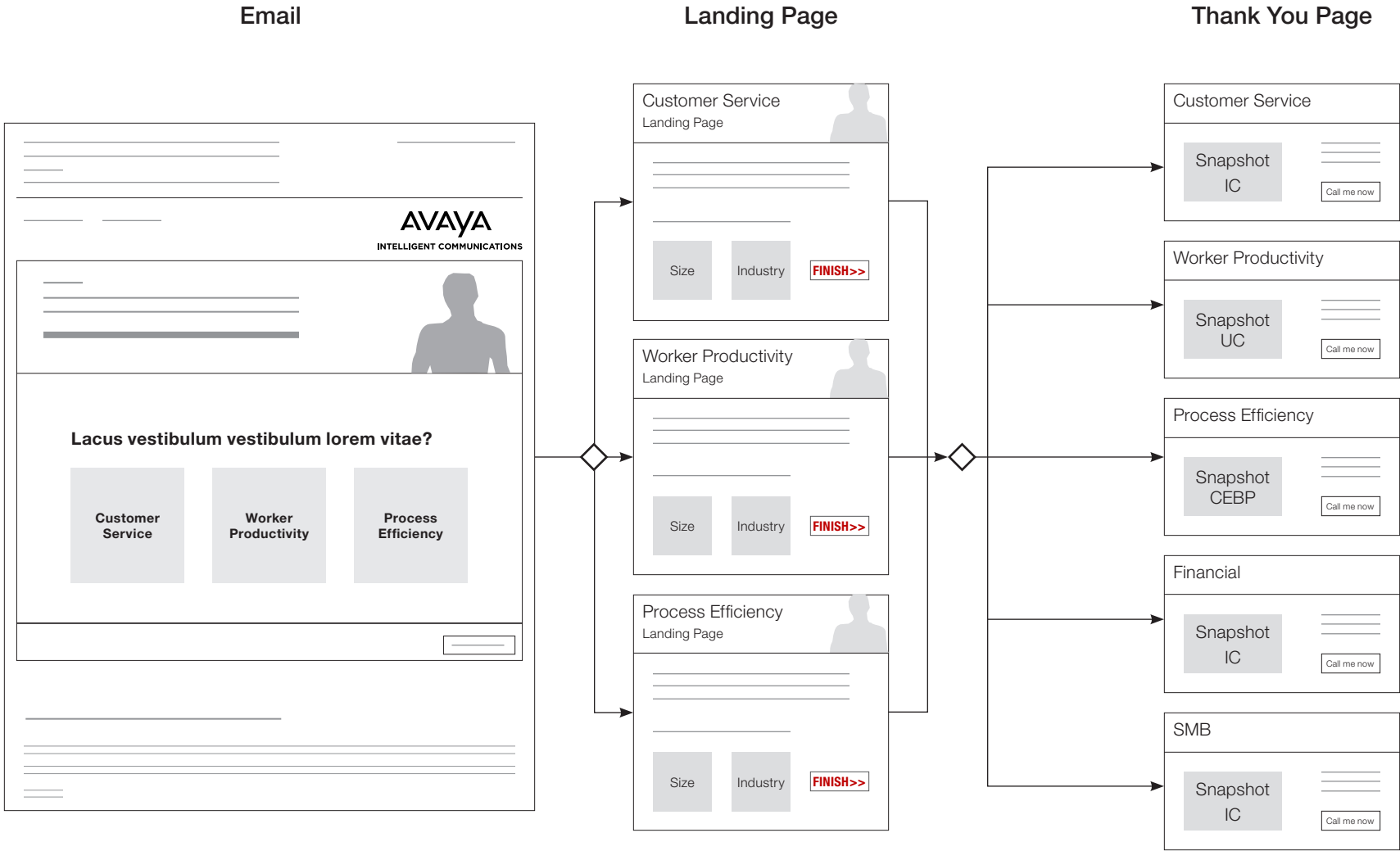
Version: **6.3**

ID: **Bob Calvano**



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Elicit Touch Email

From:

Avaya Insiders [insiders@avaya.com]

To:

Michael Swift [michael.swift@email.com]

CC:

Subject:

Check Out Critical New Trends in Communications

Sent: Mon 11/19/2007 4:40 PM

View in browser | Update your information | Not Michael?

AVAYA

INTELLIGENT COMMUNICATIONS

Welcome, Michael,

to a unique insiders program that will help you harness today's most innovative and dynamic area of technology: communications. To help you get the most out of the program, we'd like to hear about the business challenge that's most relevant to your organization

Tell us where you'd like to start. We're all ears.

Customer Service >>

Supersatisfy customers through new communications technologies.

Worker Productivity >>

Synch up HQ, road warriors and everyone in between with unified communications.

Process Efficiency >>

Cut delays and inconsistencies out of your processes by putting communications at the core of your business.

Call me now

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Notes:

There will be two HTML versions of the Elicit email for testing purposes - Version A and Version B.

The difference will be in the editorial approach. Version B will be expressed in a more B2B tone.

We will also need to provide a plain text version for better viewing experience in PDAs. Take into consideration Blackberry specific options.

“Not Michael?” goes to new registrant form.


Elicit Touch Landing Page

AVAYA
INTELLIGENT COMMUNICATIONS

Michael, You Selected Customer Service

It would be a real help if you could provide us with just two more bits of info, which will help us provide you with even more targeted customer service information.

[Not Michael?](#)



Get More Specific Here

How many employees are at your location?
Select an option ▼

What is your industry?
Select an option ▼

FINISH >>

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

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Notes:

There will be three versions of the landing page.

- Customer Service
- Worker Productivity
- Process Efficiency

“Not Michael?” goes to new registrant form.

Changing “Business Size” to “How many employees are at your location?” can produce inaccurate results for branch responders who work at an enterprise.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

Drop downs:

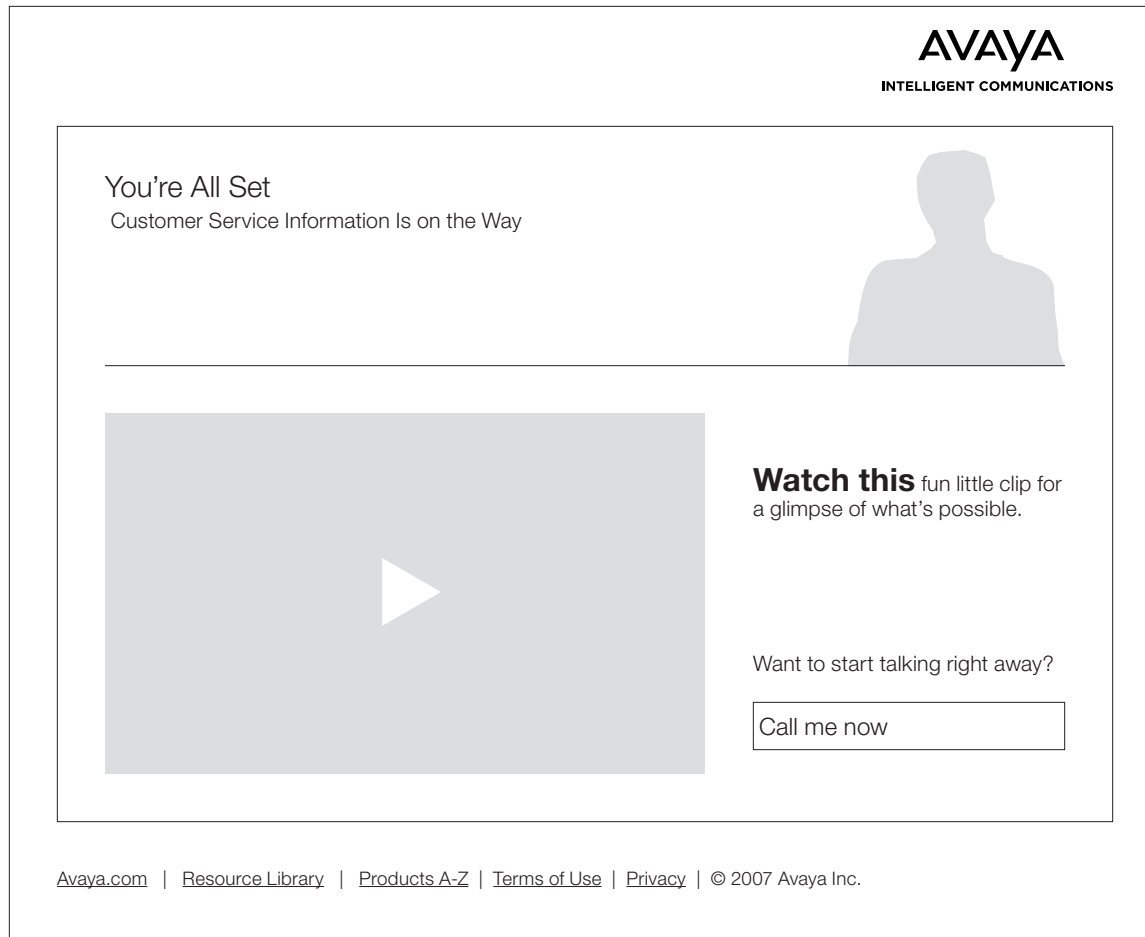
How many employees are at your location?

- 1 to 20 employees
- 21 to 49 employees
- 50 to 99 employees
- 100 to 249 employees
- 250 to 499 employees
- 500 to 999 employees
- 1,000 to 4,999 employees
- 5,000 plus employees

What is your industry?

- Education
- Energy / Utilities
- Federal Government
- Financial
- Healthcare
- Hospitality
- Manufacturing
- Retail
- State and Local Government
- Other

Elicit Touch Thank You Page



Notes:

There will be five versions of the thank you page.

- Customer Service
- Worker Productivity
- Process Efficiency
- Financial
- SMB

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

The privacy statement is not needed on this page because we are not collecting any information from the user. As a result, the privacy link has been added back into the footer tool bar.

Call Me Now Registration Form



Call Me Now

Hi, Michael.

[Not Michael?](#)

Please tell us a little more about yourself¹ so we're informed when we contact you.

All fields are required.

Work Phone	<input type="text"/>
First Name	<input type="text" value="Michael"/>
Last Name	<input type="text" value="Swift"/>
Company	<input type="text" value="ABC Inc"/>
Email Address	<input type="text" value="michael.swift@email.com"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Postal Code	<input type="text"/>
Country	<input type="text" value="United States"/> ▼

How many employees are at your location?

 ▼

What is your business challenge?

 ▼

Submit >>

¹By providing us with your email address, work phone number and physical address and clicking the "Submit" button, you grant Avaya permission to contact you.

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

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Notes:

"Not Michael?" goes to new registrant form.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

Drop Downs:

Country

- Use current list that's been programmed by BGT

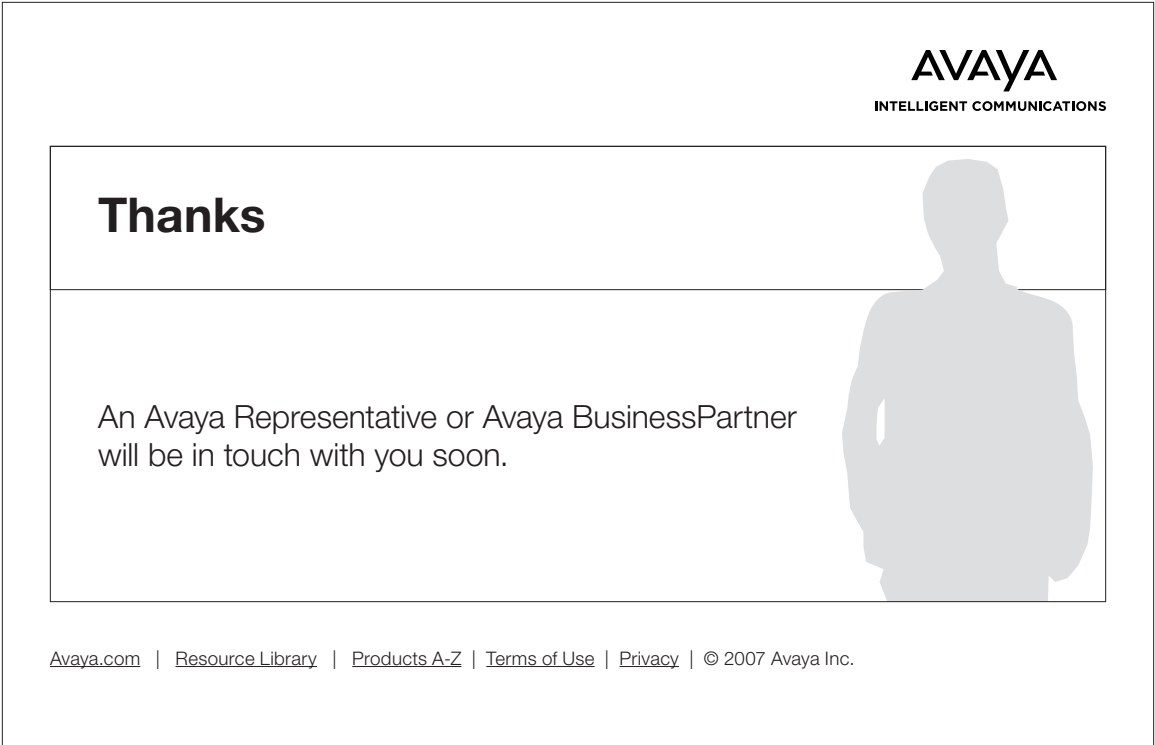
How many employees are at your location?

- 1 to 20 employees
- 21 to 49 employees
- 50 to 99 employees
- 100 to 249 employees
- 250 to 499 employees
- 500 to 999 employees
- 1,000 to 4,999 employees
- 5,000 plus employees

What is your business challenge?

- Customer Service
- Worker Productivity
- Process Efficiency

Call Me Now Thank You Page



Notes:

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

The privacy statement is not needed on this page because we are not collecting any information from the user. As a result, the privacy link has been added back into the footer tool bar.

Update Profile Form from Elicit Email

Your Profile

Hi, Michael.

Please use this page to view and make changes¹ to the information you've provided to us.

[Not Michael?](#)

About you

First Name *

Last Name *

Email Address *

Work Phone

Title

Job Function

*Required field

About your company

Company *

Address 1

Address 2

City

State

Postal Code

Country

How many employees are at your location?

What is your industry?

Your business challenge

- Not yet defined

[Select Your Challenge Now >>](#)

¹By providing us with your email address, work phone number and / or physical address and clicking the "Update Now" button, you grant Avaya permission to contact you.

[UPDATE NOW >>](#)

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

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Notes:

"Not Michael?" goes to new registrant form.

If "Work Phone" field is populated, "How many employees are at your location?" becomes a required field.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

In this use case, the user has clicked on "Update your profile" from within the Elicit email.

Drop Downs:

Title

- President / CEO
- SVP / EVP
- Vice President
- Director
- Manager
- Staff
- Consultant
- Other

Job Function

- Customer Support
- Datacom / Networking
- Engineering
- Executive Management
- Finance
- Human Resources
- IS / IT
- Marketing
- Operations
- Sales
- Systems Designer
- Systems Engineer
- Technician
- Telecom
- Web
- Other

Update Profile Form after User Is in a Stream

Your Profile

Hi, Michael.

Please use this page to view and make changes¹ to the information you've provided to us.

[Not Michael?](#)

About you

First Name

*

Last Name

*

Email Address

*

Work Phone

Title

▼

Job Function

▼

*Required field

About your company

Company

*

Address 1

Address 2

City

State

Postal Code

Country

▼ *

How many employees are at your location?

▼

What is your industry?

▼

Your business challenge

- Customer Service

¹By providing us with your email address, work phone number and / or physical address and clicking the "Update Now" button, you grant Avaya permission to contact you.

UPDATE NOW >>

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

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Notes:

"Not Michael?" goes to new registrant form.

If "Work Phone" field is populated, "How many employees are at your location?" becomes a required field.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

Update Profile Form after User Is in a Stream: Thank You Page

AVAYA

Intelligent Communications

Your Profile

Thanks, Michael.
Your changes have been saved lorem ipsum.

Not Michael?

About you

First Name

Michael

*

Last Name

Swift

*

Email Address

michael.swift@email.com

*

Work Phone

Title

Select an option

▼

Job Function

Select an option

▼

About your company

Company

ABC Inc

*

Address 1

Address 2

City

State

Postal Code

Country

United States

▼

*

How many employees are at your location?

Select an option

▼

What is your industry?

Healthcare

▼

Your business challenge

• Customer Service

By providing us with your email address, work phone number and / or physical address and clicking the "Update Now" button, you grant Avaya permission to contact you.

UPDATE NOW >>

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

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Notes:

“Not Michael?” goes to new registrant form.

If “Work Phone” field is populated, “How many employees are at your location?” becomes a required field.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.

R/GA AVAYA | eCULTIVATION ELICIT TOUCH: PHASE ONE | V 6.3 | NOVEMBER 19, 2007

12

“Not X” New Registrant Form



Register Now Lorem

Please complete the fields below¹ so we can get to know you better. Say something about the benefits of registration lorem ipsum.

First Name

Last Name

Email Address

Work Phone

Company

Country

What is your business challenge?

How many employees are at your location?

What is your industry?

¹By providing us with your email address and / or work phone and clicking the “Submit” button, you grant Avaya permission to contact you.

*Required field



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Notes:

On completion of this form, new registrant will be placed into appropriate stream within eCultivation and go to one of the five possible thank you pages with appropriate snapshot.

Now that new registrant is in eCultivation as a responder, appropriate follow up touch will be delivered at scheduled time.

The unsubscribe function was not included on this Web page because users typically unsubscribe from emails, not from Web pages.



Phase One eCultivation: Non-responder Elicit

Interaction Design

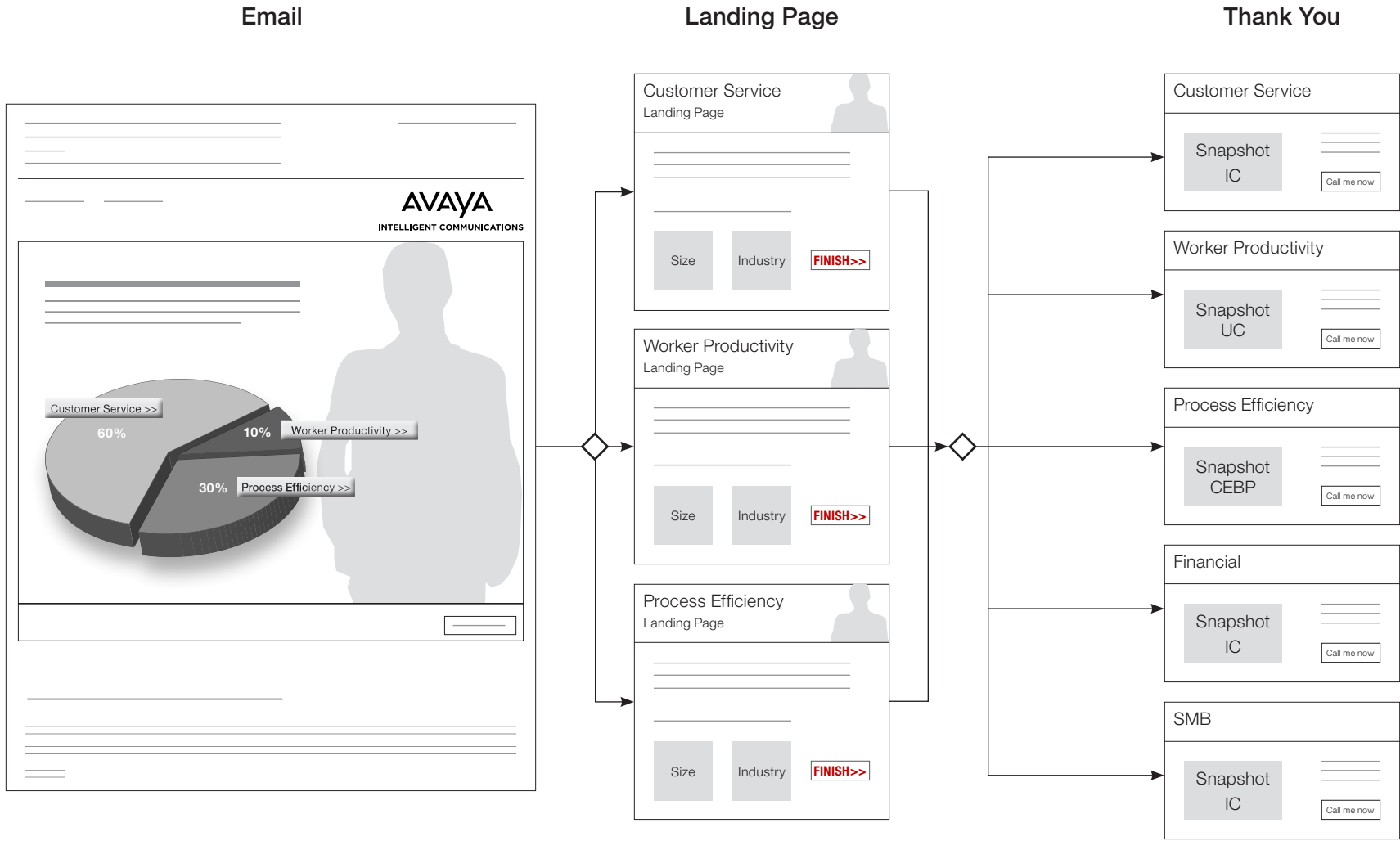
Client: **Avaya**
Date: **November 9, 2007**
Version: **2**
ID: **Bob Calvano**



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Non-Responder Elicit Touch Flow



Non-Responder Elicit Touch Email

From: Avaya Insiders [insiders@avaya.com]
To: Michael Swift [michael.swift@email.com]
CC:
Subject: Which communications challenge is your biggest hurdle?

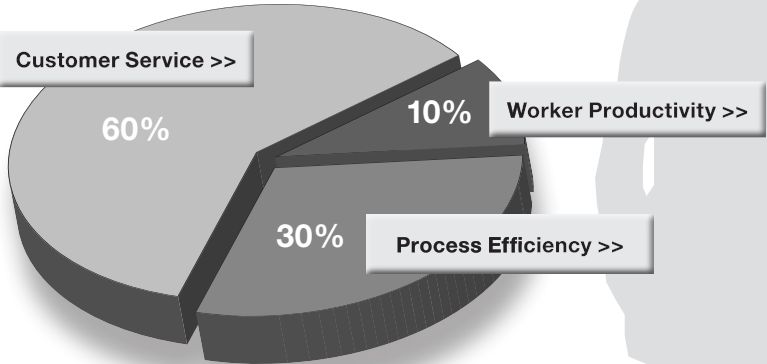
Sent: Wed 11/7/2007 11:06 AM

[View in browser](#) | [Update your profile](#)

AVAYA
INTELLIGENT COMMUNICATIONS

What's on your mind, Michael?

In today's most innovative and dynamic area of technology — communications — three challenges tend to rise to the top. Click the one that's your biggest hurdle and find out how to overcome it.



[Call me now](#)

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AVAYA
INTELLIGENT COMMUNICATIONS

You Selected Worker Productivity

It'd be a real help if you could provide us with just 2 more bits of info, which will help us provide you with even more targeted customer service insights.



Get More Specific Here

Business Size

Select▼

Industry

Select▼

FINISH >>

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Drop downs

- Business Size
- 1 to 20 employees
 - 21 to 49 employees
 - 50 to 99 employees
 - 100 to 249 employees
 - 250 to 499 employees
 - 500 to 999 employees
 - 1,000 to 4,999 employees
 - 5,000 Plus employees


- Industry
- Energy / Utilities
 - Federal Government
 - Financial
 - Healthcare
 - Hospitality
 - Manufacturing
 - Public Sector (State / Local / Education)
 - Retail
 - Other

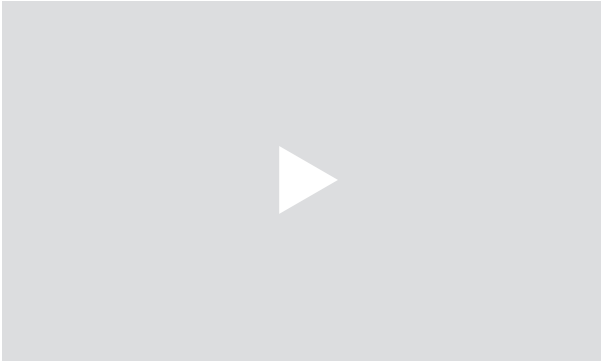
AVAYA

INTELLIGENT COMMUNICATIONS

You're All Set.

Worker Productivity Insights Are On the Way.





Watch this


fun little clip for
a glimpse of what's possible.

Want to start talking right away?

Call me now

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 AVAYA | PHASE ONE eCULTIVATION: NON-RESPONDER ELICIT | V 2 | NOVEMBER 9, 2007

6

Call Me Now

Hi, Michael.

Please tell us a little more about yourself so we're informed when we contact you.

All fields are required.

Work Phone*

(Format: 1235551234)

First Name

Michael

Last Name

Swift

Company

ABC Inc

Email

michael.swift@email.com

Address 1

Address 2

City

State

Postal Code

Country

United States

Business Size

Select option

Business Challenge

Select option

Submit >>



* By providing us with your phone number and clicking the "Submit" button, you're giving us permission to call you.

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our Web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full [Privacy Statement](#).

Drop downs

Country

- Standard list

Business Size

- 1 to 20 employees
- 21 to 49 employees
- 50 to 99 employees
- 100 to 249 employees
- 250 to 499 employees
- 500 to 999 employees
- 1,000 to 4,999 employees
- 5,000 Plus employees


Business Challenge

- Customer Service
- Worker Productivity
- Process Efficiency



Thanks

An Avaya Representative or Avaya BusinessPartner will be in touch with you soon.

A light gray silhouette of a person's head and shoulders, facing forward, positioned on the right side of the main content area.

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eCultivation Inspire Touch: Phase One

Interaction Design

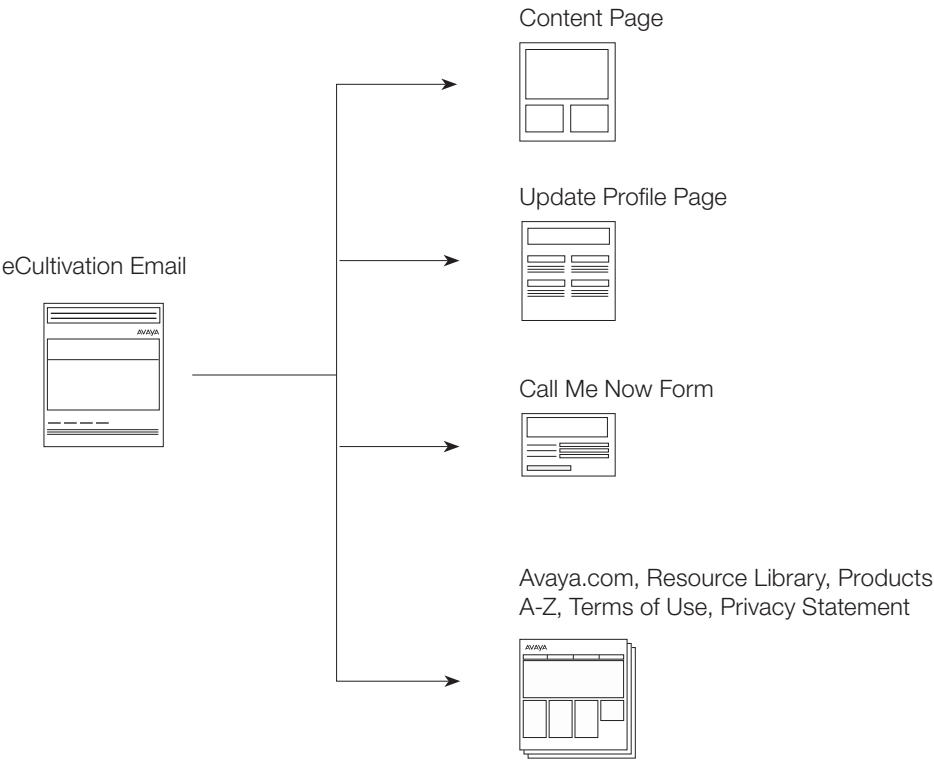
Client: **Avaya**
Date: **October 15, 2007**
Version: **1**
ID: **Bob Calvano**



Contents

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11	Profile Page: Adding Information - “Edit All” Functionality
12	Profile Page: Adding Information - Confirmation
13	Profile Page Post Elicit Touch
14	Profile Page Post Inspire Touch

eCultivation Email Flow



From:

Avaya Insiders [insiders@avaya.com]

To:

Michael Swift [michael.swift@email.com]

CC:

Subject:

Get the Ultimate Answer from Fred Reichheld

Sent: Mon 10/15/2007 1:53 PM


[View in browser](#) | [Update Your Profile](#)

AVAYA

INTELLIGENT COMMUNICATIONS

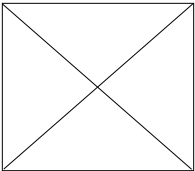
Hi, Michael.

Last time we heard from you, customer service was your top priority, so we're sending along a great new video that lays out the big picture on generating king-sized loyalty.



The Ultimate Answer:

An Exclusive Interview with Fred Reichheld



Best-selling author Fred Reichheld sheds light on his Net Promoter Score in this exclusive video. His insights will show you how high-quality customer service can do more for your business than anything else.

WATCH IT NOW >>


Call me now

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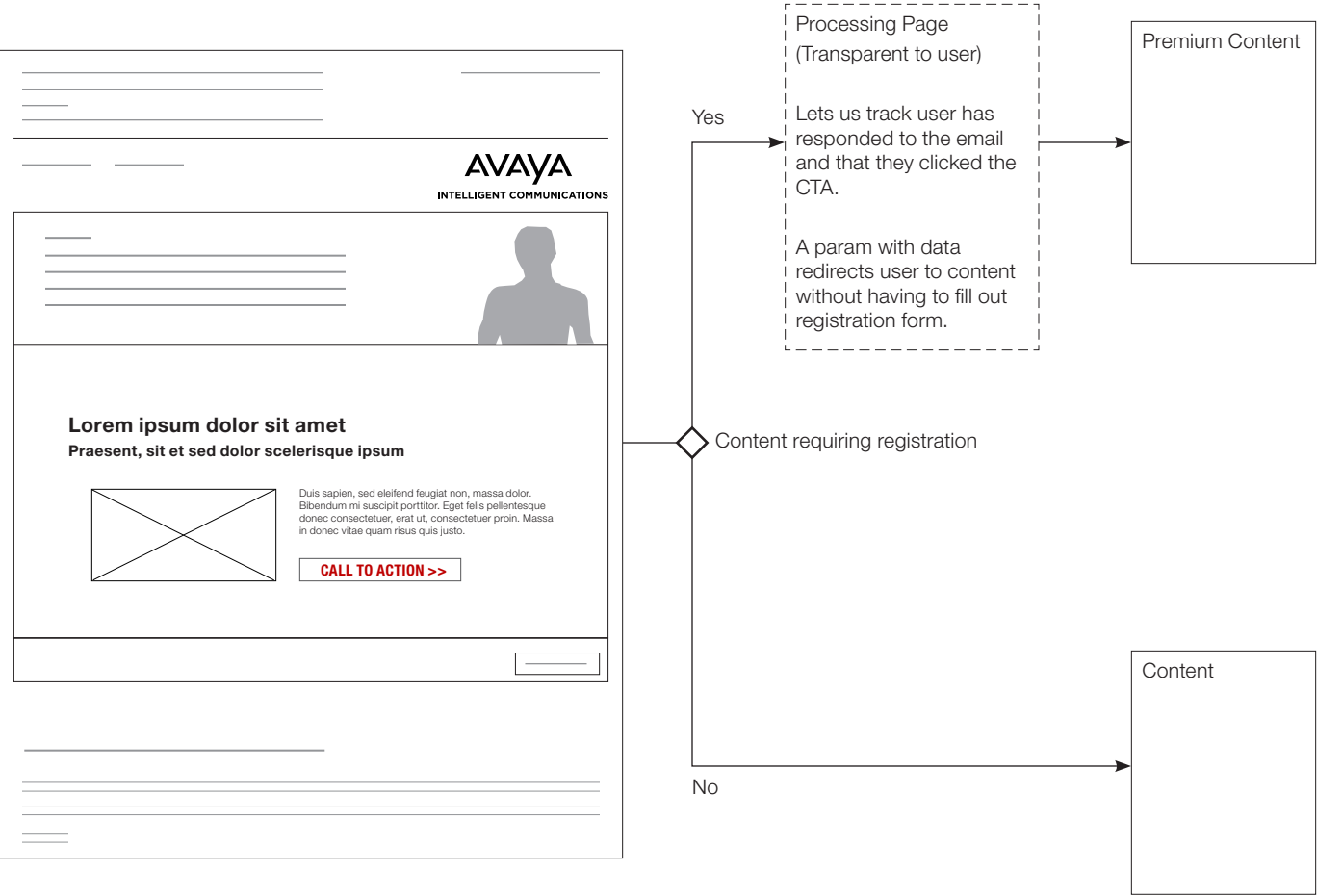
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 AVAYA | eCULTIVATION INSPIRE TOUCH: PHASE ONE | V 1 | OCTOBER 15, 2007

4

Inspire Touch CTA Flow



Inspire Touch Content:

*** Customer Satisfaction:** Reichheld Video Interview (Avaya, 08/07)

Workforce Productivity: Unified Communications: Are You Ready?

Process Efficiency (1): IF HAVEN'T ALREADY RECEIVED: YANKEE GROUP REPORT: Intelligent Communications Powers the Next Wave of Productivity Growth (Yankee Group, 02/07)

Process Efficiency (2): IF ALREADY RECEIVED ABOVE: Essential Managers: Intelligent Communications (Avaya/DK, 10/07)

Financial: Hearing A New Voice In Banking: The Branch Gets Personal (Avaya, 05/07)

No Response Default: Essential Managers: Intelligent Communications (Avaya/DK, 10/07)

Small: N/A

*** NOTE:** We will need to deep link into the full version of the Reichheld video and bypass the registration form in the CCI area.

Call Me Now Form & Thank You

Call Me Now



Hi Michael,
Please tell us a little more about yourself so lorem ipsum...

All fields required

* Phone (e.g.: 2127141234)

First name

Last name

Company

Email Address

Address 1

Address 2

City

State

Postal Code

Country

What is the size of your business?

What is your business challenge?

SUBMIT >>

Your privacy is important to Avaya. The information that we collect is used to serve you better. We do not sell the information that we collect from online registration on our web site. We will make every reasonable effort to protect the personal data that you provide to us. Read our full Privacy Statement.

* Legal statement in reference to contacting by phone



- 1. Country**
> Select country
> Standard list of countries with United States on top
- 2. What is the size of your business?**
> Select option
> 1-49 employees
> 50-99 employees
> 100 or more employees
- 3. What is your business challenge?**
> Select option
> Customer Service
> Worker Productivity
> Process Efficiency

1
2
3



Thank you lorem ipsum.

A representative will be contacting you lorem ipsum dolor sit amet, urna in tincidunt pharetra risus. Nullam phasellus orci praesent, sit et sed dolor scelerisque ipsum. Et mattis tellus turpis libero augue, est lorem nunc sociis lorem tempor sociis. Proin a in molestie neque convallis.



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Profile Page

Welcome, Michael.

Gueriure feumsandit lamet, quisit nim dit praessim
nulla faccumshan verilla ndignisim.



My Profile Lorem

About You

[\[edit all\]](#)

Name

Email

Contact Phone

Language Preference

Title

Job Function

Level in Company

Permission to Contact Me By:

☐ Email☐ Phone☐ Mail

About Your Company

[\[edit all\]](#)

Company

Address 1

Address 2

City

State

Postal Code

Country

Worldwide Company Size

Location Size

Vertical

Do you work with an Avaya BusinessPartner?

What You've Told Us

Business Challenges

Buying Cycle

Viewed Documents

SAVE CHANGES LOREM >>

Call me now

The profile page should resemble a typical ecommerce profile. Previously captured information should be presented as text and not as a prepopulated input field.

Users have the ability to edit entire sections using the [edit all] link.

Information that has not been captured should be presented as a generic title or posed as a question.

Initial user profiles could potentially have the following information already filled in at first touch

- First Name
- Last Name
- Company Name
- Email address
- Country
- Company size
- Location size
- Buying Cycle
- Permissions (email, phone, mail)

OPEN ISSUE: Discuss with Avaya MDM team about ability for users to make edits on their own and the intergration with Aprimo.

Profile Page: Adding Information - Confirmation



Welcome, Michael.

Gueriure feumsandit lamet, quisit nim dit praessim
nulla faccumshan verilla ndignisim.



My Profile Lorem

About You

[\[edit all\]](#)

Michael Swift

michael.swift@email.com

555-555-5555

English

Manager

Lorem Ipsum

Lorem Ipsum

Permission to Contact Me By:

☒ Email☐ Phone☐ Mail

About Your Company

[\[edit all\]](#)

Company

Address 1

Address 2

City

State

Postal Code

Country

Worldwide Company Size

Location Size

Vertical

Do you work with an Avaya BusinessPartner?

What You've Told Us

Business Challenges

Buying Cycle

Viewed Documents

[Your changes have been saved. Thank you.]

SAVE CHANGES LOREM >>

Call me now

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1. A confirmation message should be displayed that indicates initial changes have been made.

Profile Page | Post Elicit Touch

AVAYA

Intelligent Communications

Welcome, Michael.

Gueriure feumsandit lamet, quisit nim dit praessim nulla faccumshan verilla ndignisim.

My Profile Lorem

About You

[edit all]

Michael Swift

michael.swift@email.com

Contact Phone

Language Preference

Title

Job Function

Level in Company

Permission to Contact Me By:

☒ Email

☐ Phone

☐ Mail

About Your Company

[edit all]

Company

Address 1

Address 2

City

State

Postal Code

Country

100 or more employees

Location Size

Financial

Do you work with an Avaya BusinessPartner?

What You've Told Us

Business Challenges

Worker ProductivityOct 2007

Buying Cycle

Viewed Documents

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Responders who go through the entire Elicit Touch experience should have the following information updated in their profiles:

- Number of employees
- Vertical
- Business Challenge

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|

eCULTIVATION INSPIRE TOUCH: PHASE ONE

|

V 1

|

OCTOBER 15, 2007

13

AVAYA
Intelligent Communications

Welcome, Michael.
Gueriure feumsandit lamet, quisit nim dit praessim
nulla faccumshan verilla ndignisim.

My Profile Lorem

About You

[edit all]

Michael Swift
michael.swift@email.com
Contact Phone
Language Preference
Title
Job Function
Level in Company

Permission to Contact Me By:
☒ Email
☐ Phone
☐ Mail

About Your Company

[edit all]

Company
Address 1
Address 2
City
State
Postal Code
Country

100 or more employees
Location Size
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It is desirable to provide users with a constantly updating list of documents we've sent them. This will help them become familiar with the eCultivation program and allow quick access to past materials.

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AVAYA | eCULTIVATION INSPIRE TOUCH: PHASE ONE | V 1 | OCTOBER 15, 2007

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eCultivation Enlighten Touch: Phase One

Interaction Design

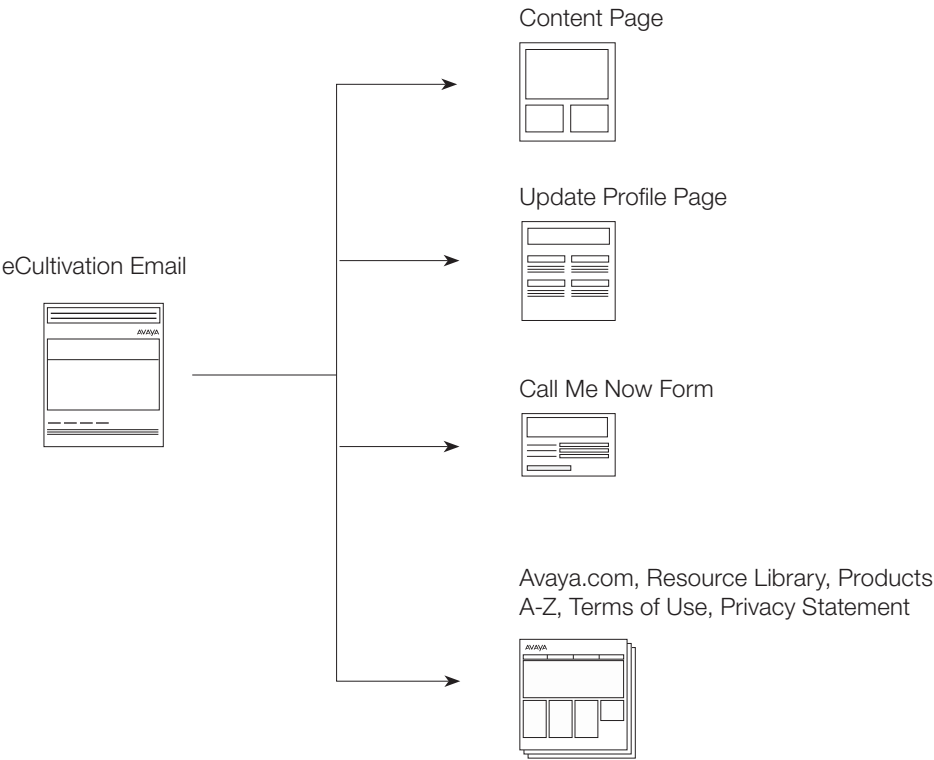
Client: **Avaya**
Date: **October 17, 2007**
Version: **1**
ID: **Bob Calvano**



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- 3 eCultivation Email Flow
- 4 Enlighten Touch Email
- 5 Enlighten Touch CTA Flow

eCultivation Email Flow



From:

Avaya [Lorem@avaya.com]

To:

Michael Swift [michael.swift@email.com]

CC:

Subject:

Duis sapien, sed eleifend feugiat non, massa dolor.

Sent: Wed 10/17/2007 11:06 AM

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INTELLIGENT COMMUNICATIONS

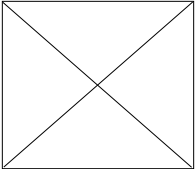
Hi, Michael.

Proin a in molestie neque convallis. Integer placeat dolore sapien sodales nec phasellus, fermentum quam facilisis. convallis. Integer placeat dolore sapien sodales nec phase



Urna conubia elit:

Eleifend sagittis neque convallis dolor dolor



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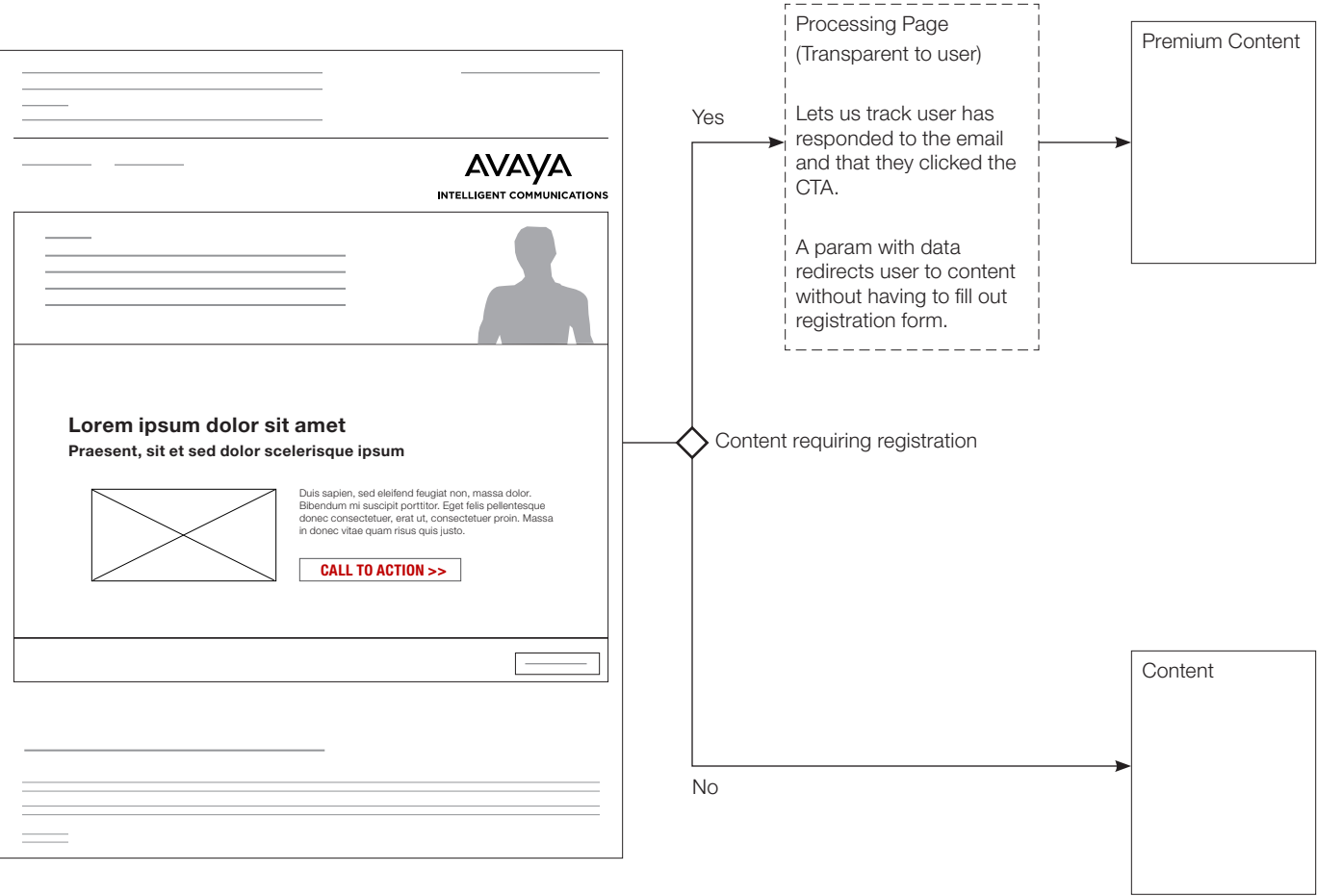
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 AVAYA | eCULTIVATION ENLIGHTEN TOUCH: PHASE ONE | V 1 | OCTOBER 17, 2007

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Enlighten Touch CTA Flow



Enlighten Touch Content:

Customer Satisfaction: IP-Enabled Contact Centers: Lowering Costs, Raising the Customer Experience (Avaya, 12/06)

Workforce Productivity: Maximizing Unified Communications for Your Business: Guidelines for Success in Deployment and Solution Optimization (Avaya, 06/07)

Process Efficiency Creating Efficient Business Processes with CEBP: The Next Stage in the Evolution of Business Applications (Hurwitz & Associates, 03/07)

Financial: Empowering Greater Branch Productivity with Distributed Communications (Yankee Group, 05/07)

No Response Default: Modified Elicit

Small: Your Questions Answered: A Practical Guide to VoIP for Small and Midsize Businesses (Avaya, 09/07)



eCultivation Fulfill Touch: Phase One

Interaction Design

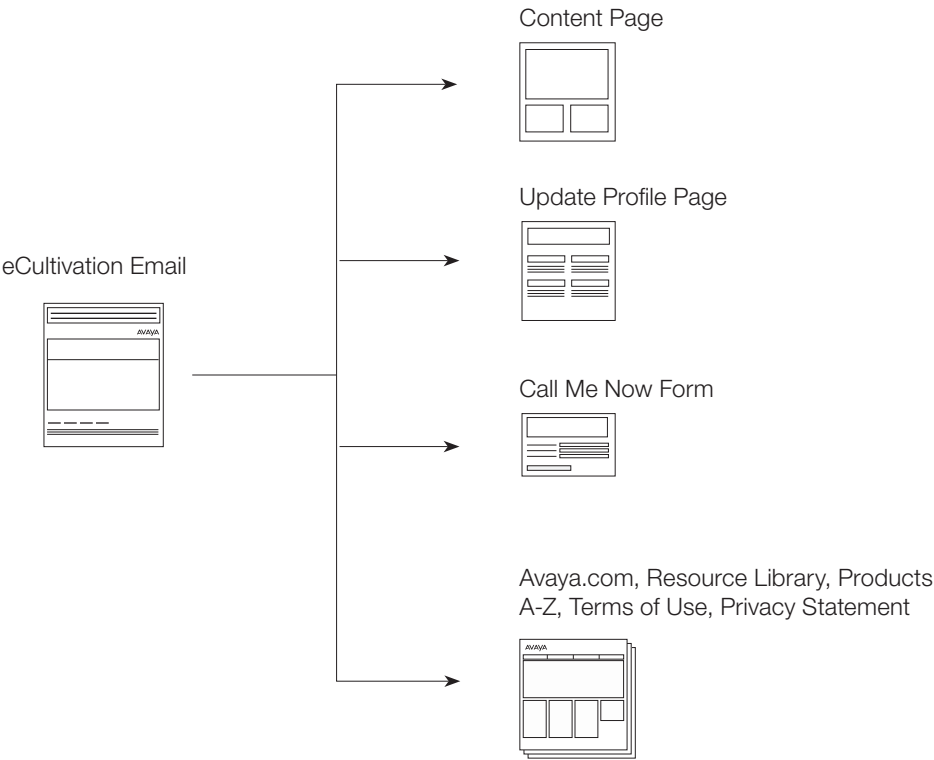
Client: **Avaya**
Date: **October 19, 2007**
Version: **1**
ID: **Bob Calvano**



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- 5 Fulfill Touch CTA Flow

eCultivation Email Flow



From:

Avaya [Lorem@avaya.com]

To:

Michael Swift [michael.swift@email.com]

CC:

Subject:

Duis sapien, sed eleifend feugiat non, massa dolor.

Sent: Wed 10/19/2007 2:53 PM

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INTELLIGENT COMMUNICATIONS

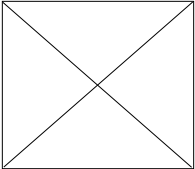
Hi, Michael.

Proin a in molestie neque convallis. Integer placeat dolore sapien sodales nec phasellus, fermentum quam facilisis. convallis. Integer placeat dolore sapien sodales nec phase



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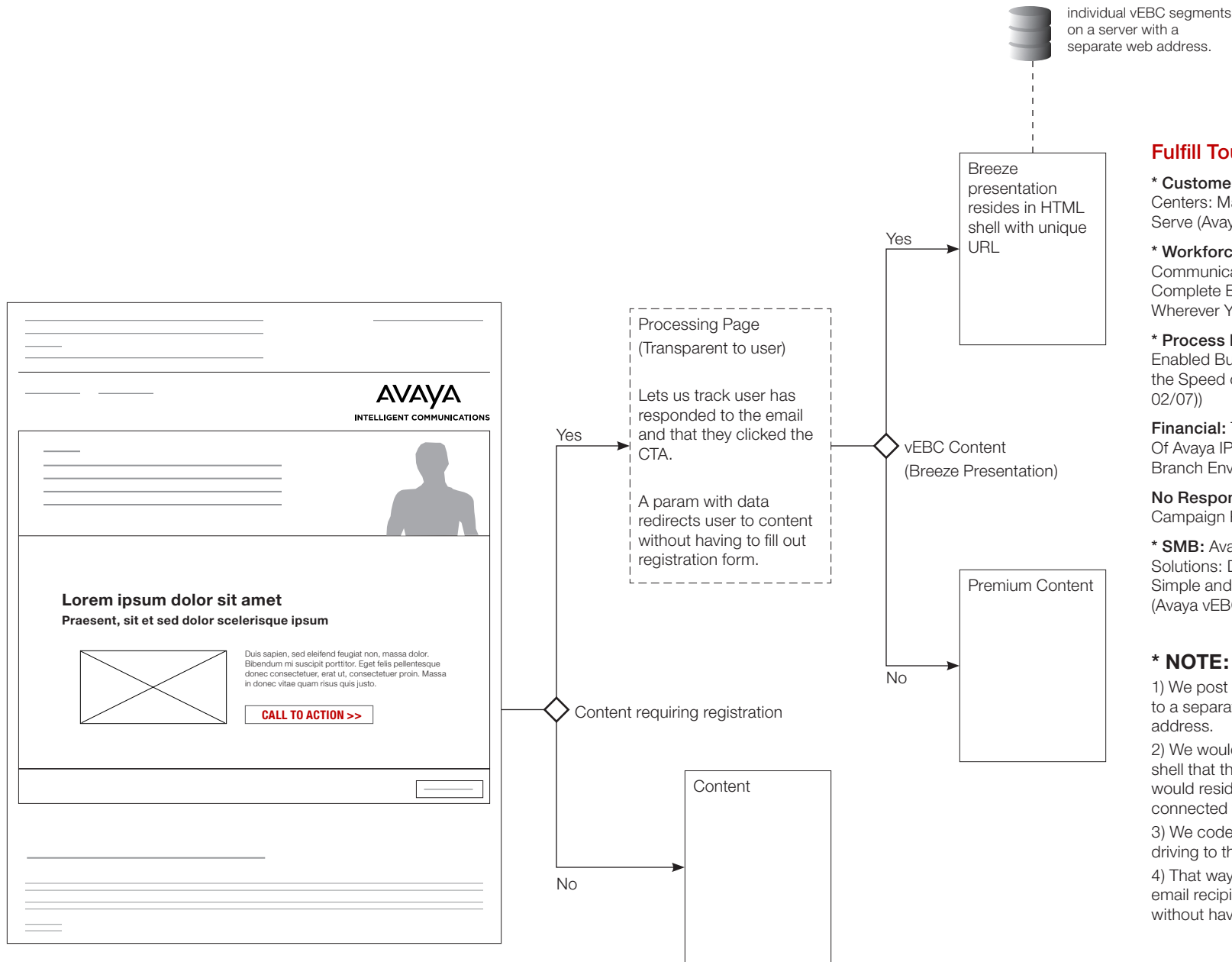
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AVAYA | eCULTIVATION FULFILL TOUCH: PHASE ONE | V 1 | OCTOBER 19, 2007

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Fulfill Touch CTA Flow



Fulfill Touch Content:

*** Customer Satisfaction:** Avaya Contact Centers: Making the Enterprise Ready to Serve (Avaya vEBC, 09/07)

*** Workforce Productivity:** Avaya Unified Communications Solutions for Mobility: Complete Enterprise Communications Wherever You Are (Avaya vEBC, 04/07)

*** Process Efficiency** Communications Enabled Business Processes: Redefining the Speed of Business (Avaya vEBC, 02/07))

Financial: The Total Economic Impact Of Avaya IP Telephony Solutions Within A Branch Environment (Forrester, 03/07))

No Response Default: Transfer to Campaign Pool

*** SMB:** Avaya Midsize Business Solutions: Delivering Sophisticated, Simple and Seamless Communications (Avaya vEBC, 04/06)

* NOTE:

- 1) We post the individual vEBC segments to a separate server with a separate web address.
- 2) We would need to create an HTML shell that the individual flash components would reside in. They would not be connected to each other.
- 3) We code a unique url in the email driving to these alternate urls.
- 4) That way the registered cultivation email recipients can view the content without having to reregister.