Music and Message On Hold Options Designed for AVAYA Platforms

easyon
hold®

THE MUSIC ON HOLD EXPERTS™

An Avaya DevConnect
Technology Partner

Easy On Hold® provides full-service solutions for on-hold music and messages that integrate directly with your voice system. Our modern approach to on-hold marketing utilizes audio streams to deliver targeted, relevant content that impresses callers.

When a streaming solution isn't possible, you still have industry-leading solutions for delivering friendly, professional caller experiences.

AVAYA
DevConnect
Technology Partner

AVAYA
DevConnect
Tested

STREAMING QUEUE MUSIC

Summary

The cloud-based Easy On Hold® Streaming Queue Music™ service streams customized music and messaging to callers in a contact center queue. Streams can be aligned with caller profiles at various stages of the customer experience.

Authorized users manage messaging and music via the Easy On Hold customer portal. Individual topics are each scheduled to play only when needed, eliminating out-of-date messaging. Messages, including pre-recorded emergency or standby announcements, can also be turned on/off via the customer portal.

The solution is successfully in use by many Easy On Hold customers.

FEATURES OF USING STREAMING AUDIO

► Streaming audio for hold queues; no more audio files to handle.

► Scheduled announcements in the hold queue to enhance caller experiences.

► Timely, relevant information reduces call abandonment and increases customer engagement.

► Music variety replaces repetitive loops, an easy upgrade for happier callers. Content is properly licensed (all music clearances are handled by Easy On Hold).

► Higher-priority message topics can play more frequently.

► Full-time support; Avaya tested; DevConnect support.

Compatibility: Avaya Aura Media Server

VERSION	STATUS	NOTES
7.1+	IN USE	N/A
8.1	TESTED/IN USE	Application Notes
10.1	TESTED/IN USE	Application Notes

Information in the Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab in June 2023.

2-CHANNEL STREAMING BUSINESS AUDIO SYSTEM

Summary

When streaming directly to Avaya Aura Media Server is not possible or desired, using an external device to carry a custom content stream has been effective. We manufacture the 2 Channel Business Audio System (2CBAS) for on-premise connections to your phone system.

Connectivity: The device will request a dedicated stream (HTTPS) from the EOH servers (Azure) to listen to a custom stream. The device can obtain up to two unique streams. DHCP or STATIC IP address configurable

Output: An audio cable connects to the Avaya Gateway (RJ-45 or RJ-11).

Firewall requirements: Port 443 (HTTPS), 53 (DNS), 123 (NTP) (pool.ntp.org).

FEATURES OF STREAMING WITH 2CBAS DEVICE

▶ Maintains all of the streaming audio features for hold queues; no more audio files to handle.

▶ Uses DHCP or STATIC internet connectivity.

▶ The Failover scheme plays locally stored audio files if the device cannot connect to the stream.

▶ Remotely configurable.

▶ Reports connectivity to EOH user and admin portals; logs all activity.

▶ The LCD screen on the device has 15 pages of information (useful for installation and troubleshooting).

Compatibility: Avaya On-Premises PBX

TYPE	CONNECTION	NOTES
Avaya Office IP	Audio cable to Port (phono to 3.5mm) One system source plus 3 alternate sources on IP500 V2; 31 on Server Edition	Administering IP Office w/Manager Easy On Hold Blog
Avaya Partner R3, R3.1, R4, R4.1	Requires Avaya Music On Hold Coupler; Requires system programming	Legacy EOH Knowledgebase Article

2-CBAS NON-STREAMING USB AUDIO FILES

Summary

The Easy On Hold® 2CBAS device discussed previously can play audio files stored on a removable USB drive. The drive can contain a combination of music and voice audio files (whatever creative content is desired).

A USB flash memory stick device can be connected to the USB Port of the player for direct playback of audio files.

VIDEO: Set up and operation of 2CBAS as USB device:

FEATURES

- ▶ Does not use an internet connection.
- ▶ Known and tested solution.
- ▶ Easy to Implement.
- ▶ Device is future-ready (can be used with stream if desired).
- ▶ Drive can contain up to hours of audio.

Potential Drawbacks

- ▶ Requires hands-on manipulation of the audio on the drive to make changes.
- ▶ Audio files play in alpha-numeric order.
- ▶ Not easily scaled up for multiple caller experiences.

Compatibility: See 2CBAS device compatibility on previous page.

STATIC (LOCAL) AUDIO FILES

Summary
As with most platforms, Avaya commonly has made a provision for the use of locally-stored audio files as the music-on-hold source.

Configuration: Options may vary between platforms, intallations, etc. A user interface on the Avaya system typically allows files to be uploaded, as you would auto-attendant greetings.

Caller Experience: It is important to understand how audio files will play when a caller is placed on hold or in queue. For example, will the system play a particular file from the beginning each time the queue is engaged?

Using IVR as MOH: A common practice is to load a music file into the hold queue and use the IVR to insert voiced messages at various intervals. However, this method negatively impacts the caller experience, as abruptly interrupted music can make callers think their call is about to be answered, only to be disappointed to hear a recording. Further, the interruptive nature of this type of messaging can be off-putting to callers.

TIPS FOR USING STATIC AUDIO FILES

▶ Loading static audio files on the platform may be convenient, particularly when the audio content does not need to change over time.

▶ Not available on Avaya Partner and similar legacy systems; Set to "tone," "silence," or "external device."

▶ Check limitations on the size and length of audio files.

▶ Investigate using multiple audio files to allow more flexibility in creating a caller experience.

▶ Randomization may be available. If loading to Aura Media Server, use STREAM SERVICE.

Compatibility

TYPE	REQUIREMENTS	NOTES
Avaya Communication Manager	PCM 8kHz, 16-Bit up to 90 seconds	Configuration Notes
Avaya Office IP	PCM 8kHz, 16-Bit up to 90 seconds	Configuration Notes

2-CHANNEL BUSINESS AUDIO SYSTEM SPECIFICATIONS

FEATURES AND SPECIFICATIONS

DISPLAY: During normal use, the display shows a rotation of five screens, including:

- Title Page with Support Phone Number
- Now Playing Channel 1
- Now Playing Channel 2 (if configured)
- Client Name, Device Serial Number
- Connection Status
- Current Time and Date (local)

FAILOVER ARCHITECTURE

The Business Audio System will continuously monitor connectivity when used as an internet-connected device. In the event of a loss of internet service, the system will play pre-configured locally stored files. When connectivity is restored, the unit will automatically resume playing the internet stream.

REMOTE SYSTEM UPDATES

From time to time, it may be necessary to update the software in the Business Audio System. This can be done locally or remotely. New software versions can be deployed as long as the device can connect to the update server. The device will automatically reboot to activate the latest software, causing an interruption in audio playback of about 30 seconds. Updates are scheduled events and can happen at a time convenient to you.

SYSTEM INFO BUTTON is used to select information pages shown on the display to help with the configuration and diagnosis of the system. After a short delay, the unit will return to Screen Rotation Mode.

MONITOR SPEAKER

Each press of the **MONITOR SELECT** button will cycle through the following modes:

- Listen to Channel 1 on Monitor Speaker.
- Listen to Channel 2 on Monitor Speaker.
- Monitor Speaker off.

Support Model
Direct to customer

Support Coverage Hours
Standard business hours, with after-hours pager support

Support Phone
+1 888-798-4653

Support Alias
support@easyonhold.com

Support URL
https://easyonhold.com/support