

# AVAYA

STREAMING SOLUTION IN AVAYA AURA<sup>®</sup> MEDIA SERVER

Combine Easy On Hold<sup>®</sup> Streaming Queue Music<sup>™</sup> with Avaya's powerful AAMS to deliver easily-managed, unique customer experiences.



[easynhold.com](http://easynhold.com)

# 01

## INTRODUCTION

Caller queue and hold times continue to be a weak link in call handling scenarios. Why? Longer hold times, a common experience during the COVID-19 pandemic, meant existing hold music tracks would be heard many times over, inducing caller fatigue. Many new cloud communications platforms rushed to market with few options for hold and queue music, other than file uploads or dreary default music.

The need for easily managed, meaningful content in the queue continues. Hold times still happen; still fluctuate through the day, and as always, waiting customers are easily frustrated.

The Easy On Hold® Streaming Queue Music™ approach connects call center platforms to a continuous stream of scheduled and randomized content (music and/or messages). Multiple streams in various call groups offer unique caller experiences that keep callers informed and connected with your brand.

The Easy On Hold® Streaming Queue Music™ service works with the Avaya Aura® Media Server and has been a game-changer for contact center managers, marketers, and customers.

## 01.1 STREAMING CONTENT

The old music on hold players (repeaters) used a physical audio cable to a PBX or IP-PBX appliance. With virtual platforms, a new digital connection would be necessary. That innovation was introduced to the market in 2013 by Easy On Hold.

Individual messages (topics) are requested, approved, and deployed in the EOH Content Control Center (your control portal). This convenience allows the business/marketing unit to make changes to the queue without any involvement from the contact center team.

Fewer complications. Greater branding and customer care. It's a completely new and improved experience for callers who hear, "good morning" and "good afternoon".

On Fridays, callers hear about Saturday hours. Special events are advertised before the event and never afterward. When interest rates change, credit union marketing managers log in to turn off any message with out-of-date rates. No more Jingle Bells in January.

When one topic (or message) is no longer needed, it automatically drops from active status.

It is largely unknown that copyright laws prohibit the use of major recording label music on hold unless it is streamed by a licensed provider. As such a provider, Easy On Hold can stream music by artists callers recognize. That's very different from the elevator music we've come to despise, and a huge advantage for any brand wishing to stand out as unique.

Streaming audio provides many benefits not possible on communications platforms that support only static audio files for queue and hold music. That's why, when Avaya introduced the 7.0 call center with its Aura Media Server, it was cause for some excitement.

This is the strong case for using the EOH Streaming Queue Music™ solution over static files in your Avaya platform.

## MORE ABOUT STREAMING

[HTTPS://EASYONHOLD.COM/MUSIC-ON-HOLD/STREAMING/](https://easyonhold.com/music-on-hold/streaming/)

# 02

## AAMS

Avaya Aura® Media Server supports continuous streaming audio from the Easy On Hold® cloud. This audio is in the HTTP/MP3 format or HTTP Live Streaming (HLS) format.

The media server supports up to 64 streams, meaning it is possible to create many unique caller experiences using targeted streaming content.

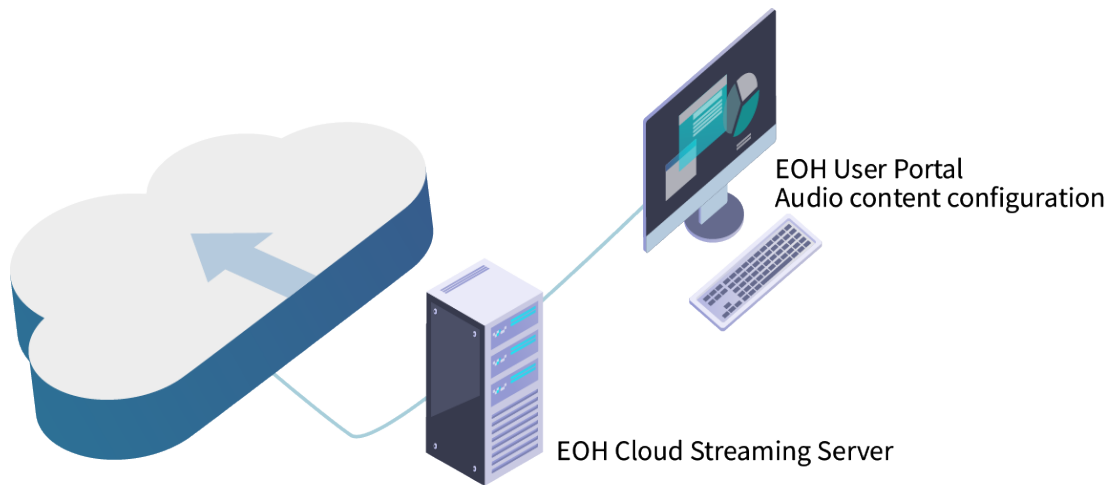
### **02.1 MONITORING STREAMS**

Avaya Aura® Media Server uses Element Manager to monitor the status of streams. Element Manager displays statistics for each stream, including bandwidth and the codec in use.

Easy On Hold® also monitors every stream. The EOH cloud logs data and reports stream status in the customer portal, EOH Content Control Center.

### **02.2 BACKUP AND FAILOVER**

The EOH cloud (Azure) is enterprise-level, with failover architecture. However, it is important to note that AAMS has its own failover/backup scheme. AAMS automatically records 15 minutes of content that will play in the event the EOH streaming server is unreachable.



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## **EOH CLOUD STREAM SUPPORTED FORMATS**

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- HTTP/MP3 (SHOUTcast/Icecast)
- HTTP HLS Protocol
- 192k Stereo or 128k Mono
- HTTP TLS Encryption

## **URI EXAMPLE**

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<https://eoh-streaming-server-3.easynholdcloud.com/a1b2c3d4e5f6g7h8i9j0k1l2m3n4o5p6>

## **RESOURCES**

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Implementing and Administering Avaya Aura® Media Server: <https://downloads.avaya.com/css/P8/documents/101033402>

The Phone On Hold Dilemma: How to Build Brand Loyalty During Customer Wait Times: [https://easyonhold.com/knowledgebase/The\\_Phone\\_On\\_Hold\\_Dilemma\\_Whitepaper\\_by\\_Easy\\_On\\_Hold.pdf](https://easyonhold.com/knowledgebase/The_Phone_On_Hold_Dilemma_Whitepaper_by_Easy_On_Hold.pdf)

Contact Centers Moving Toward Streaming MOH Service: <https://easyonhold.com/knowledgebase/Contact-Centers-Moving-Toward-Streaming-MOH-Service.pdf>



Since its inception, Easy On Hold® has focused on innovation in an industry that had grown stale. We have replaced repetitive, unimaginative phone-on-hold messages with dynamically generated content. The result is a friendly, professional, always-up-to-date sound that will impress callers and reduce hang-ups.

Our growth has resulted from our focus on developing innovative streaming technology platforms to deliver high-quality, licensed content, including music and marketing messages.