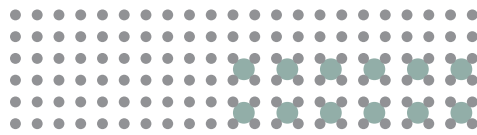


# Alcatel-Lucent OmniGenesys™ Contact Center

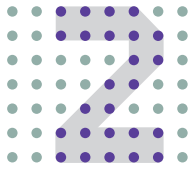
Transforming your business  
with a new generation of customer service



“Software and hardware  
are only valuable because  
they work as a system” \*

\*Carl Shapiro,  
Harvard Business School, information Rules





# Drive your competitive transformation with Alcatel-Lucent, the world's most highly-awarded communication platform company

Alcatel-Lucent helps companies lead their global competitive transformation:

- **Business Transformation:** build lasting and profitable relationships with your customers by delivering personalized customer service
- **Services Transformation:** empower your employees to increase their productivity and your business' responsiveness
- **Network Transformation:** expand your enterprise outreach by moving to an open, intelligent, secure and converged network

## Alcatel-Lucent OmniPCX™ Enterprise Communication Server:

- An installed base of more than **20 million users**
- Serves **200,000 customers worldwide in 130 countries**
- References in all key industries: Finance, Education, Energy, Government, Healthcare, Hospitality, Media and Transportation

## Alcatel-Lucent OmniPCX Enterprise Communication Server

The Alcatel-Lucent OmniPCX Enterprise is a highly scalable corporate IP telephony infrastructure (up to 100,000 users). Reliable, resilient, flexible, secure, the solution can also be integrated to NGN and IMS networks using SIP technology.

Whatever your business, Alcatel-Lucent offers you the best contact center solution with features that make your agents' work much easier to do. These include:

- Rich-function telephony delivered through an outstanding choice of terminals
- 99.999% reliability
- Media independence and networking (from TDM to IP)
- Top-level security
- Outstanding manageability

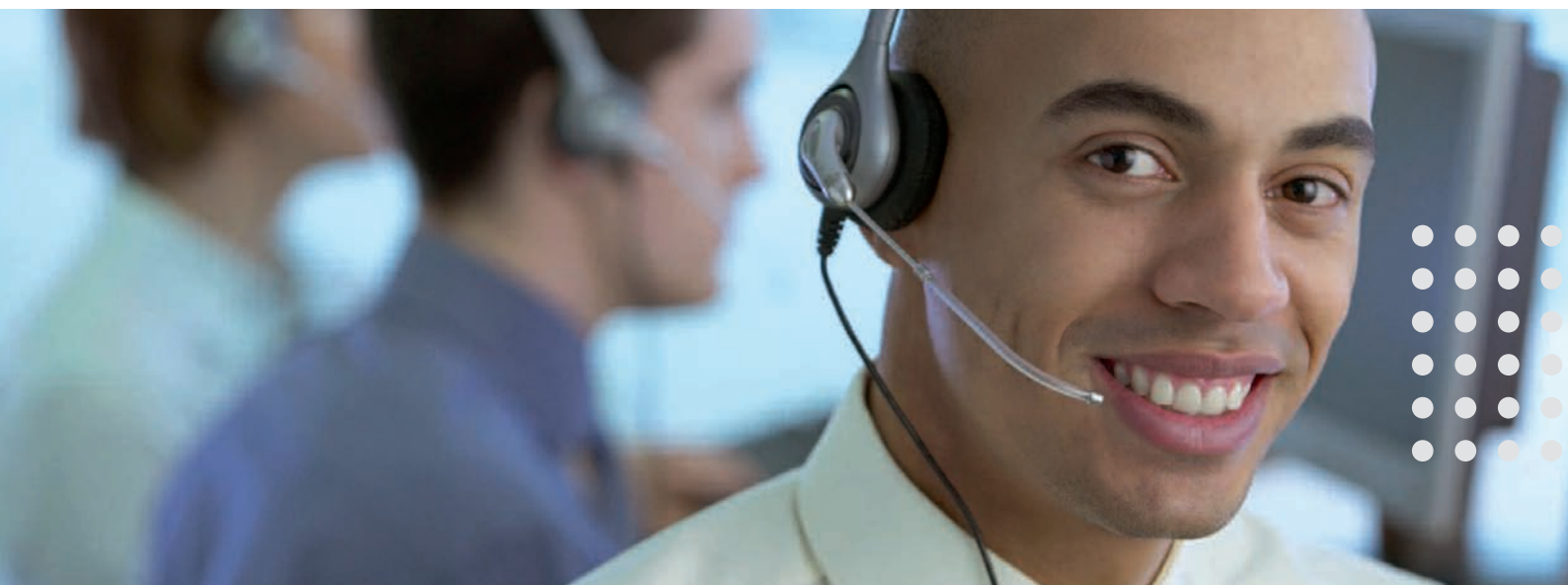
Most significantly, Alcatel-Lucent OmniPCX Enterprise also delivers best-of-class IP capabilities:

- a single IP network to reduce your infrastructure costs
- move at your own pace from traditional telephony to IP, thereby protecting your investment without compromising service levels



## Key solution benefits

- Feature rich IP telephony which evolves transparently with your scalability needs
- Deployment model flexibility - IP or hybrid, centralized or distributed, hosted or CPE
- Resiliency options with cost benefit optimization
- The richest and most feature-robust user experience with comprehensive range of end points and network connectivity choices – SIP, IP (soft and hard), TDM, mobile (on and off site) or analog
- IP application phone with Bluetooth®, unmatched XML support and full keyboard option
- Unmatched security with wire speed encryption and 802.1X authentication



# Capitalize on the excellence of Genesys™, the world's leading large call center software company

Genesys is the world's leading provider of contact center software solutions with thousand of customers in 80 countries.

Faced with the constant pressure to generate revenue, manage rising traffic volume, and meet ever-increasing customer service expectations, contact centers now have a prime opportunity to embrace a breakthrough model and vision: the **Dynamic Contact Center**.

## Genesys Solutions are used by leader companies:

- **10 in 10 top** Telecommunications
- **3 in 5 top** Airlines
- **4 in 5 top** Healthcare
- **5 in 5 top** Security and Insurance

## Genesys Suite

Genesys Suite, the Genesys Customer Interaction Platform, is at the core of the solution that routes and processes interactions across your enterprise, connecting customers to the right resource – the first time.

## Dynamic Contact Center

The Dynamic Contact Center orchestrates, in real-time, a variety of Genesys capabilities to help companies manage fluctuating contact center variables and conditions.

It redefines the three parameters that drives today's contact centers: traffic resources and outcomes in order to maximize quality and revenue performance while reducing costs.



## Key solution benefits

Organizations that implement the Dynamic Contact Center can expect to immediately reap significant benefits within the contact center and across the enterprise:

- Business and organizational benefits
- Revenue and profitability
- Contact center manager benefits
- Customer benefits
- Agent benefits



# Genesys: superior level of customer service for your company

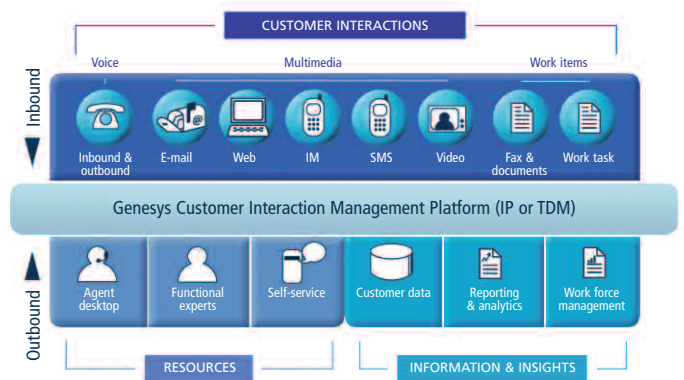
## The Genesys Suite: a consistent user experience

### Key solution benefits

- **Faster issue resolution and improved service:** efficiently routes caller requests to the most qualified resource throughout the enterprise.
- **Integrated multiple communication channels:** routes interactions across voice, e-mail, chat, web and work-items.
- **Centralized creation, administration and management** of all interactions and call center resources including real-time and historical management reporting.
- **Interoperability with a broad range of telecom infrastructure components:** premise and network-level telecom equipment, e-mail and web servers and voice self-service units at a single site or across multiple centers.

- **Resource optimization:** creates "virtual" unified contact center to allow call load balancing within a select region or around the world.

### The Genesys platform supports both traditional TDM and IP call center environments



## The Dynamic Contact Center: managing fluctuating contact center variables and conditions

### Key solution benefits

#### ■ Customer centric routing

Every interaction must be matched with the ideal contact center resource: the highest skilled agent, the agent that helped them previously, "virtual" resources at other locations.

#### ■ Business process routing

It integrates back-office workflow items such as forms, faxes and applications into the contact center.

#### ■ Real time recommendation

Gives agents customized information that tailors product and service recommendations to the customer's background, history and interaction type.

#### ■ Proactive contact management

Can be in the form of an outbound call, e-mail or SMS to promote a product, provide valuable information, or collect an outstanding debt.

#### ■ Integrated self service

Enables client to complete basic or complex customer service requests without having to speak to an agent.

#### ■ Internet and multimedia integration

Enables customers to choose their preferred interaction channel, e-mail, SMS, chat or video while at the same time, dynamically shifting the allocation of resources between channels.

#### ■ Consolidation and virtualization of resources

It unites various contact centers - regardless of hardware platform and location - enabling expansion and contraction of its resource pool to meet current traffic demands.

#### ■ Branch, remote and expert integration

Extends its resource pool outside of the contact center at a branch office or within another corporate location.

#### ■ Reporting and analytics

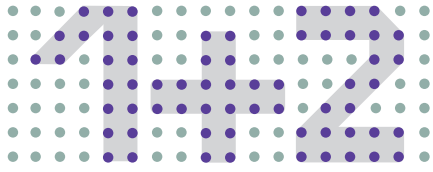
Deliver historical and real-time insights, thus ensuring constant optimization of operations.

#### ■ Workforce management and optimization

It predicts manpower needs and schedules agents based upon past traffic volumes and resource availability.



Real-time orchestration



# Genesys + Alcatel-Lucent:



Putting together a communications solution for your enterprise from elements offered by different vendors is feasible. But eventually, ensuring maintenance and support quality, equipment upgrade compatibility and interoperability will be challenging. As you try to decide on work-arounds you are likely to look for compromises; the quality of your service will suffer and therefore your business itself will suffer.

Alcatel-Lucent is unique in offering world-class solutions through a single supply source. This means you get the quality you require plus the guarantee of a hassle-free future, and all at a reduced cost in terms of acquisitions, deployment, maintenance, upgrades and support. In addition, our special Alcatel-Lucent OmniGenesys Contact Center package offers you the most efficient way of implementing the powerful Genesys application for contact centers.

**This integrated solution combines two global market leaders in a convenient one-stop bundle to boost your competitiveness and profitability.**

Alcatel-Lucent OmniGenesys Contact Center is based on the Alcatel-Lucent OmniPCX platform, which provides a powerful application environment for advanced enterprise communications. The platform is continually enriched with the state-of-the-art solutions that global companies demand: mobile telephony, unified messaging, video/audio conferencing, and greater ergonomics for the user. And to be cost-effective, these solutions require a mix of digital and IP technologies.

**Only Alcatel-Lucent and Genesys  
can offer all this!**



# the winning alliance

# a one stop vendor combination that

To support your competitive transformation, Alcatel-Lucent and Genesys provide you with a new generation of customer service.

## Alcatel-Lucent OmniGenesys Contact Center

This breakthrough contact center solution is **the intelligent combination of the Genesys Suite and the Alcatel-Lucent OmniPCX Enterprise, linked together with a unique component, the RSI** (Routing Service Intelligence).

The Alcatel-Lucent OmniGenesys Contact Center bundle provides both a **"One-stop Vendor" solution** and **unmatched benefits in terms of integration, architecture and administration**. Savings are considerable on acquisition and integration costs.

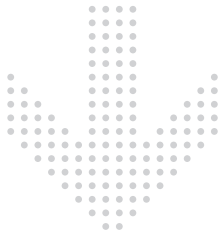
**The Alcatel-Lucent OmniGenesys Contact Center is the winning combination that will optimize your performance.**

Alcatel-Lucent OmniGenesys Contact Center:  
a proven solution, a predictable outcome.



More than 500 major companies have chosen the Alcatel-Lucent OmniGenesys Contact Center in the past 2 years

# delivers the best of full integration



## Key solution benefits

- Superior level of integration
- Lower TCA (total cost of acquisition)
- Higher availability
- Lower TCO (total cost of ownership):
  - avoid human mistakes
  - faster deployment
  - optimized maintenance
- Predictable outcomes

## CAPABILITIES

- RSI CTI link
- SIP connectivity: e.g., SIP GVP with Alcatel-Lucent OmniPCX Enterprise
- Leverage full range of Alcatel-Lucent OmniPCX Enterprise phones (latest IP Touch™, DECT via RSI agents)
- Genesys controls internal Alcatel-Lucent OmniPCX Enterprise voice prompts via RSI
- Leverage internal voice activity detection with Genesys outbound module
- Alcatel-Lucent OmniPCX Enterprise spatial redundancy
- Advanced rerouting mechanisms
- Transparent back-up for agents with OmniTouch CC distribution
- RSI synchro server: bi-directional and automatic synchronization
- Converged roadmap: cross compatibility versions e.g., Alcatel-Lucent OmniPCX Enterprise SIP gateway validated for Genesys

## Alcatel-Lucent OmniGenesys Contact Center, a winning alliance for long-term customer satisfaction

### BEFORE



#### CUSTOMER FRUSTRATION

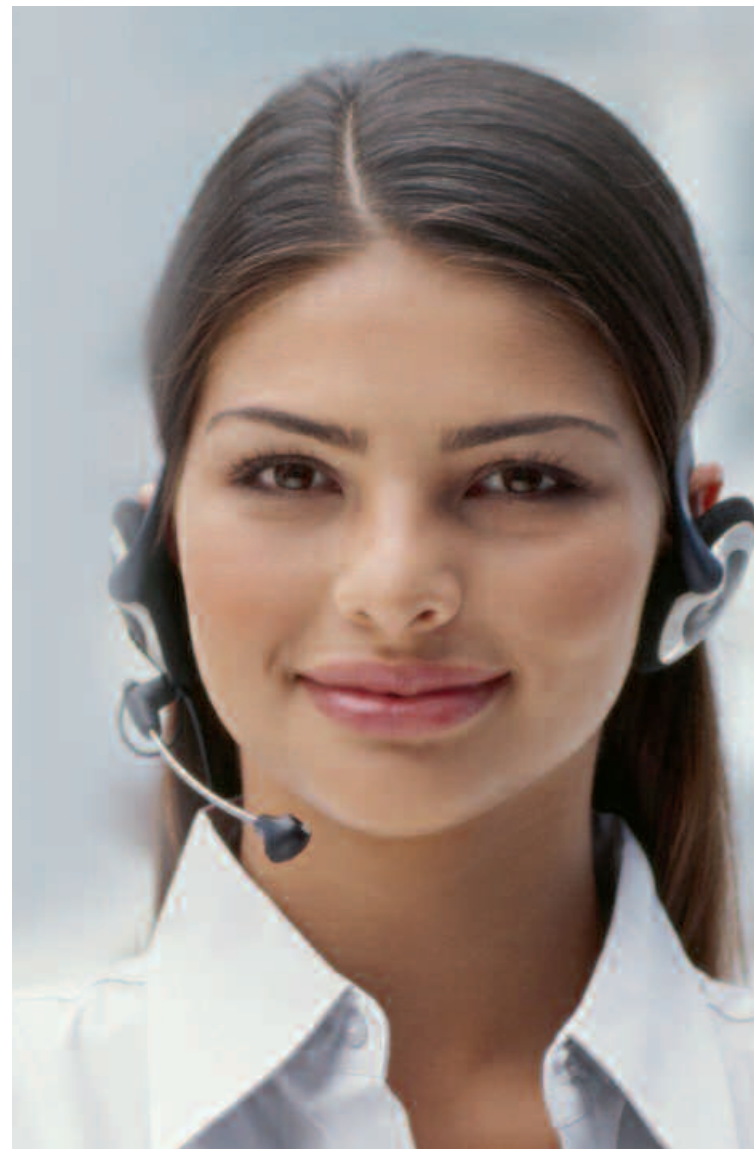
- "I am not sure if the new Genesys version will work on the last Alcatel-Lucent OmniPCX Enterprise version"
- "I have a technical issue and escalating turns into a ping-pong game between all vendors"
- "I have a Genesys solution, but I'm not sure the CTI link/PBX are optimized for it"

### AFTER



#### CUSTOMER SATISFACTION

- "I benefit from cross compatibility between versions of Genesys and Alcatel-Lucent"
- "I have one stop vendor solution. I benefit from converged technical support"
- "The RSI: Routing Service Intelligence provides a superior level of integration between Genesys software and the Alcatel-Lucent OmniPCX Enterprise"



# Contact Centers



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