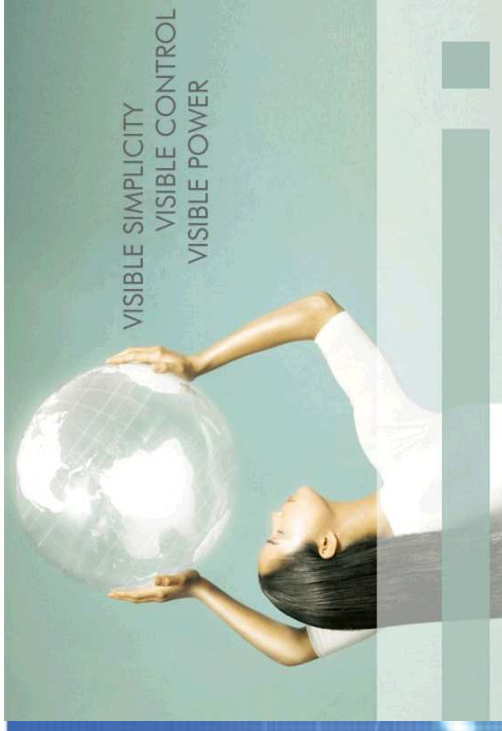


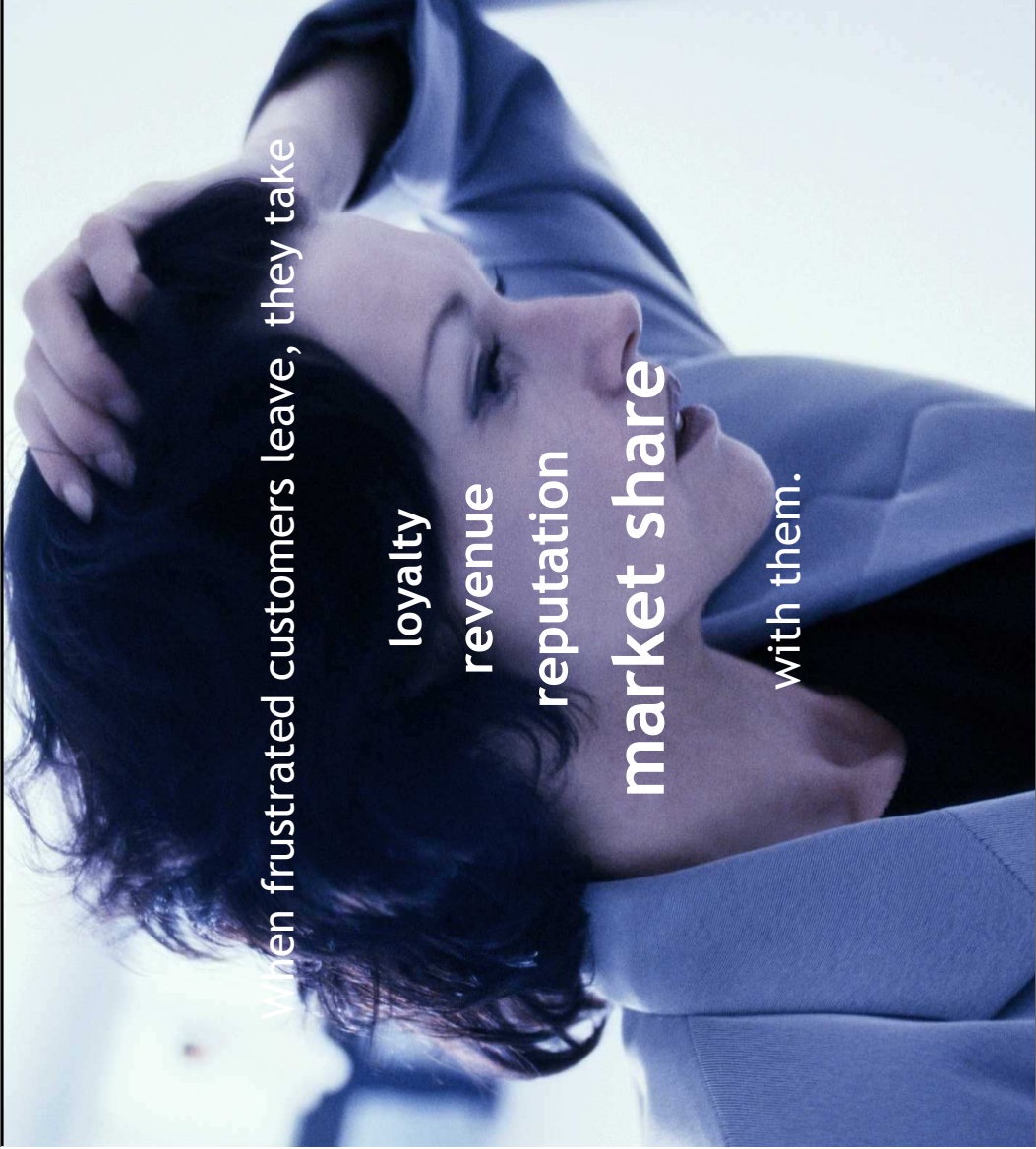


# Alcatel-Lucent Contact Center Solutions



## Portfolio Overview Presentation

## It's All About Customer Satisfaction



When frustrated customers leave, they take  
loyalty  
revenue  
reputation  
market share  
with them.

**85%** of  
consumers would  
stop using a  
company's  
product or service  
based on a bad  
contact center  
experience

Source: Genesys Consumer Survey, 2003



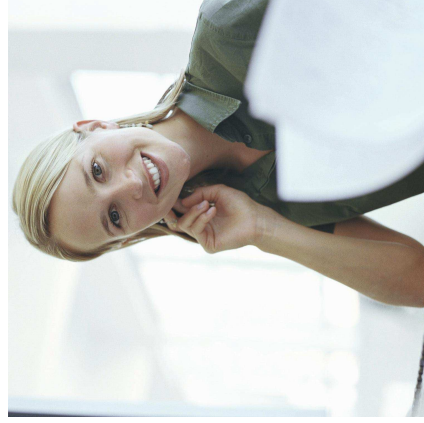
# Alcatel helps you deliver Superior Service

- Fast Answers
- First Call Resolution
- Personalized Service
- Live Support & Self Help
- Voice Portal & IVR

76% of consumers will use a company's product or service again based on a positive contact center experience

Source: Genesys Consumer Survey, 2003

# Contact Center Solutions - Sweet Spots

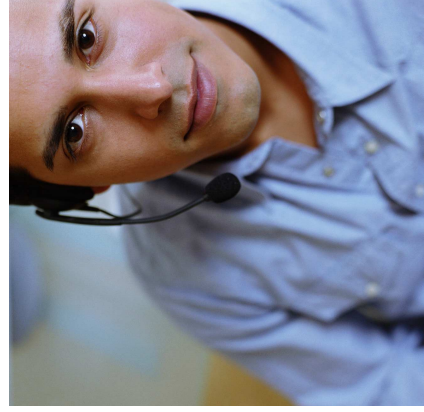


## Greeting centers

Organizations without a Formal Contact Center

Any Company

Easy Contact

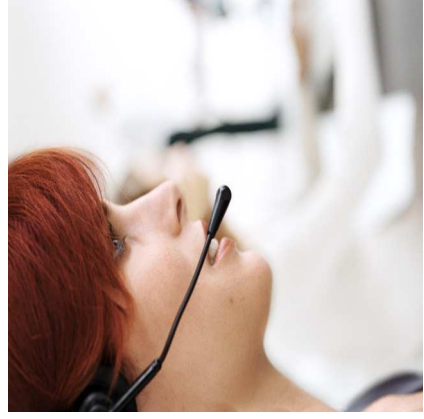


## Small CC

Low-Capacity  
(+/- 10 Agents)

Small

OmniTouch CC Office



## Mid-Market CC

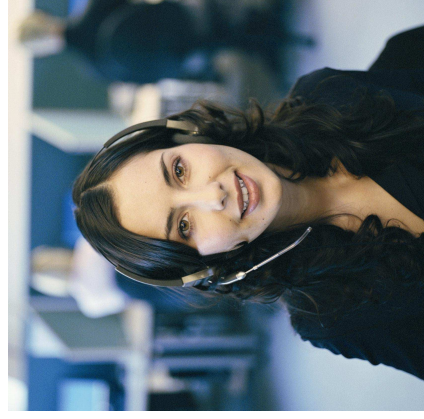
Contact Center  
up to 150 Seats \*

Med & Large

OmniTouch CC

Standard  
Voice centric

Premium  
CTI + Multi-Media



## Enterprise CC

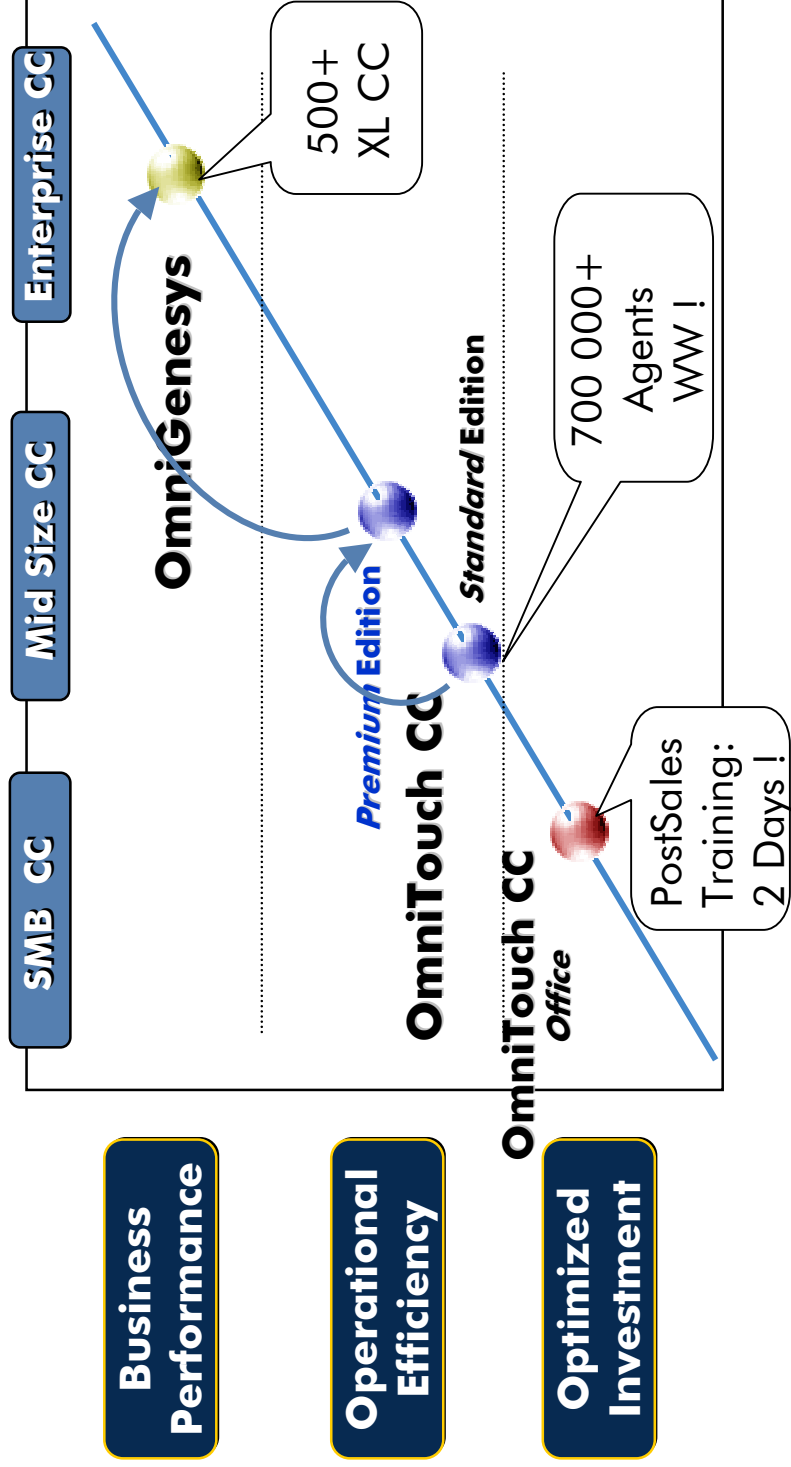
Contact Center  
Above 150 Seats

Large & XLarge

OmniGenesys

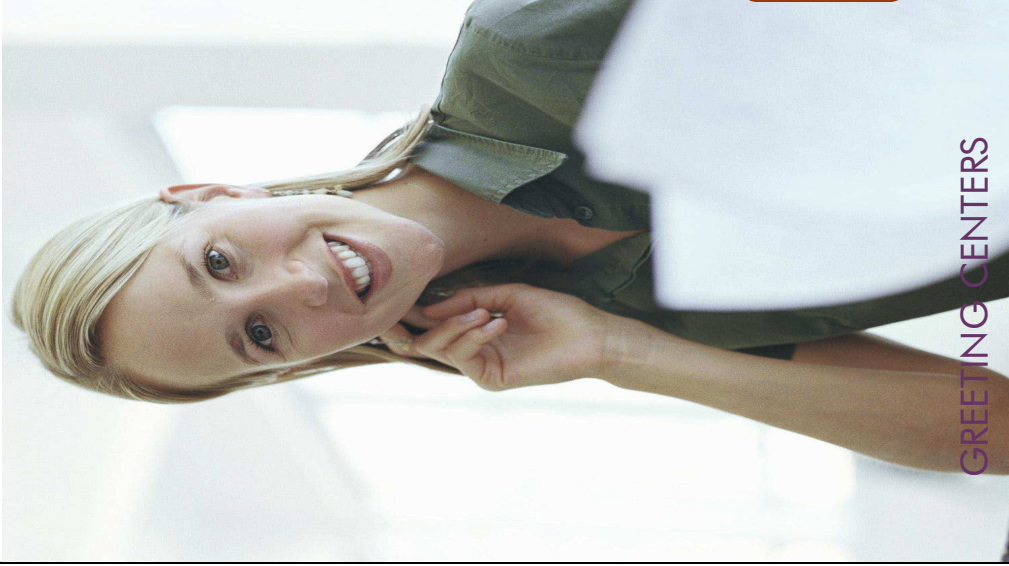
\* OmniTouch Contact Center Standard Edition can scale up to 1,000 agents if needed

# The Alcatel-Lucent Contact Center Solutions Portfolio



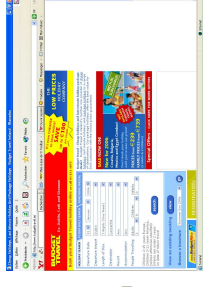
A true solution continuum: make the right choice for your future NOW!

## Greeting Centers : A Customer Case



### Budget Travel Ireland

The largest travel agency of Ireland (43% market share)  
1 HQ and 27 branch retail offices, 350 persons  
All agencies must be able to receive calls: Request for information or reservation  
The HQ is equipped with OmniPCX Enterprise  
All agencies were equipped with key systems – mainly Samsung



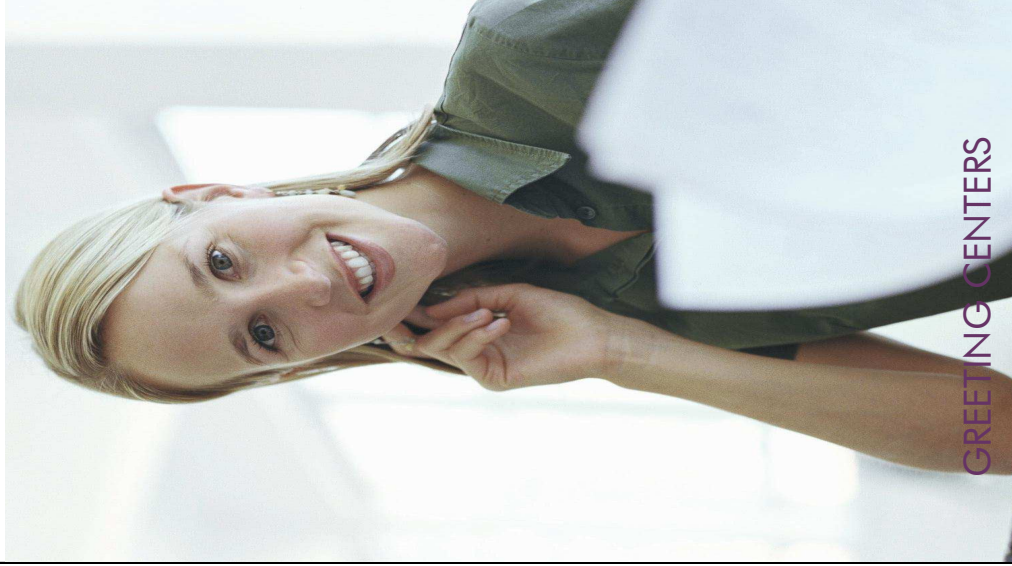
### Solution

Solution based on distributed OmniPCX Enterprise,  
**IP networking,**  
**EasyContact 5** agents package in each location

### Benefits

Provide fast answers to customers while controlling costs  
Increase staff utilization enabling all to assist customers while managing other responsibilities

## Greeting Centers : The Solution



### Automated Attendant

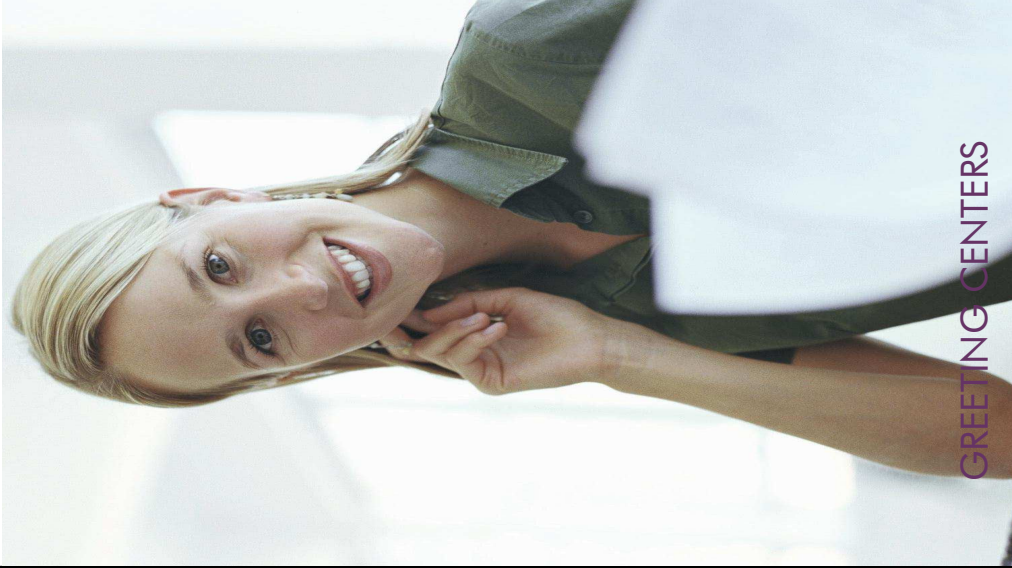
#### Easy Contact solution

- Call distribution
- Queuing with announcements
- Application embedded in OXE
- Implementation wizards & vertical templates

#### ❖Key Benefits

- Connect callers to the right person, the first time
- Eliminate lost calls, ring-no-answer and voice mails
- Cost-effective, fully embedded solution
- Ready For Evolution to Contact Center

# Greeting Centers : Campaign in a box



## Page for Business Partners Only

GET YOUR CUSTOMERS READY FOR... FAST ANSWERS!

ALCATEL

GET YOUR CUSTOMERS PREPARED... THEY ARE NOT USED TO SUCH ATTENTION...

“ My staff can't be concentrated during calls as the phone is always ringing in the room ”

“ I'm losing a lot of calls because customers are having to wait too long and finally hang up... and a Contact Center doesn't make sense for my company ”

**THE SOLUTION**

The solution is based on a call identification mechanism serving individuals or groups of people. According to your context, you parameterize the solution to enhance your customer greetings.

With **Alcatel EasyContact**, you can dedicate up to 25 individuals. It runs on the Alcatel OmniPCX Enterprise platform without any need for other appliances.

**NO SKILLS REQUIRED**  
Solution is provided with intuitive configuration wizards

**NO CHANGE IN YOUR ORGANISATION**  
Individuals are not dedicated to one task, multi-lines management available

**INCREASE CUSTOMER SATISFACTION**  
Enhances the welcome and decreases call abandon

**INCREASE STAFF EFFICIENCY**  
No more annoyance from other calls ringing during a conversation

**START CUSTOMER SATISFACTION**

Optimization of your customer contact in less than 20 minutes!

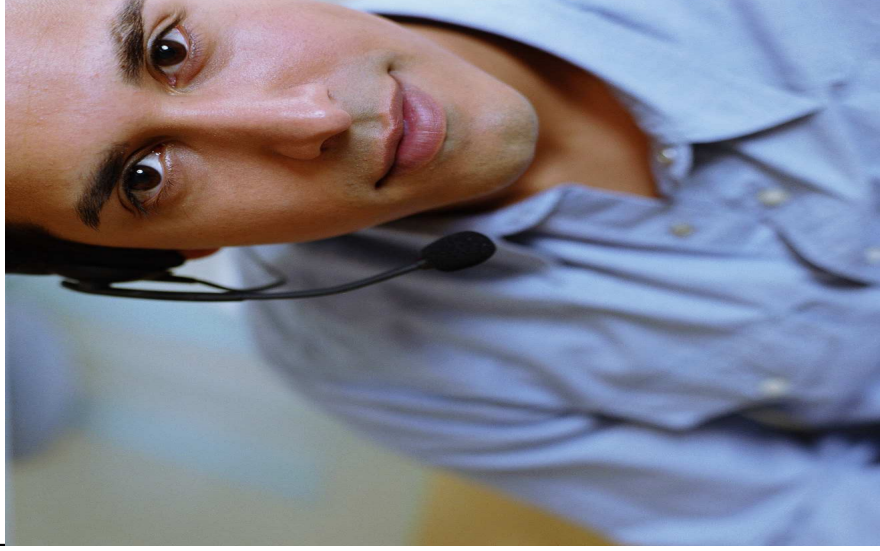
Business Partner Customized Zone

### DID YOU KNOW?

70% of the identifiable reasons why customers choose to contact an organization's competitor services, are related to lack of personal attention resulting in poor quality of service and has nothing to do with product.

Alcatel Research, 2005.

## Small Contact Centers

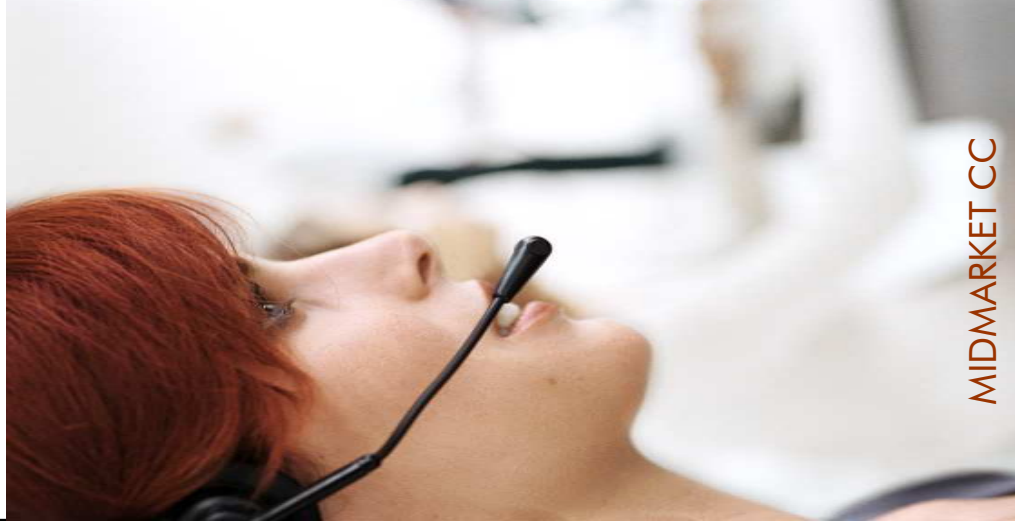


### OmniTouch Call Center Office (OXO)

- All-in-One Solution
- Call Distribution (up to 20 logged agents)
- Agent/Supervisor Applications
- Statistics

No.	Group	Rank	Station	Name	Status
1	1	01	102	test1	ON
2	1	02			
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

## MidMarket Contact Centers



### Our Definition of MidMarket Contact Center

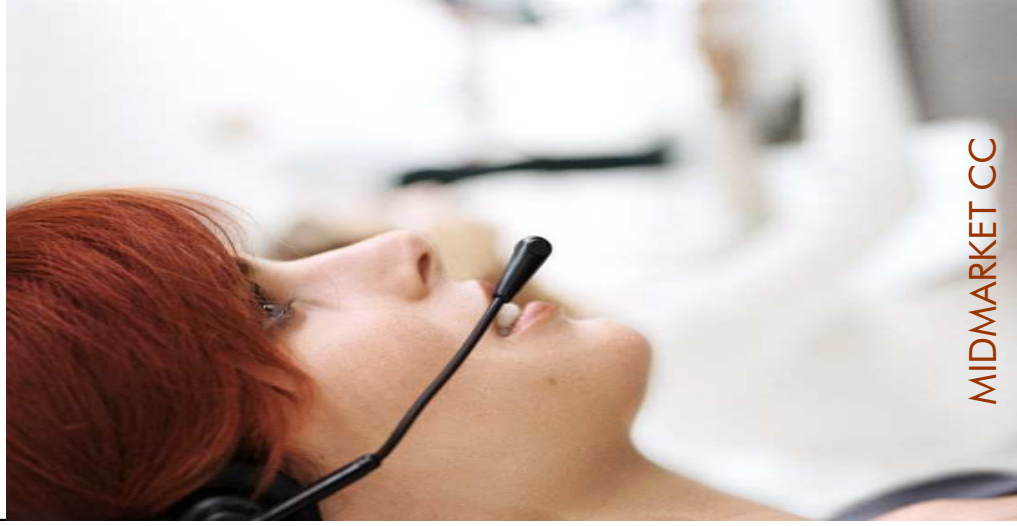
- Easy to Install, Operate & Administrate
- Mostly one single competency
- Comprehensive traffic-based reporting
- Single Place of Management (Mono Site or IP)
- Usage of IVR for Pre-Qualification & Call Parking
- Agent Screen Pop for First Call Resolution
- Needs for Reactivity amid business conditions

### What MidMarket CC is NOT

- Complex system requiring a lot of system integration
- Multi-Site installation with heterogeneous equipment

Standard Edition for Voice Only CC  
Premium Edition for MultiMedia & CTI

# OmniTouch Contact Center Standard Edition



## CCSupervision

- Patented Matrix-Based Distribution
- Low Total Cost Of Ownership

## CCDistribution

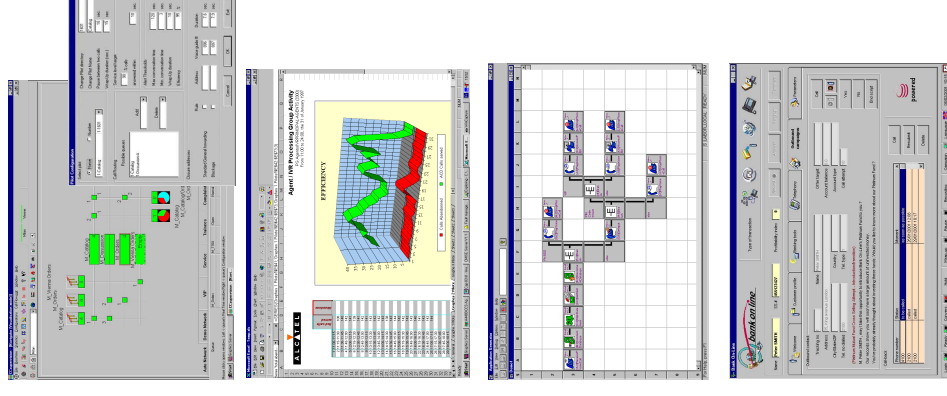
- Possible Adjunction of Screen PopUp
- Expected Waiting Time in Queues

## CCivr

- Graphical Interface
- Integration with CCDistribution

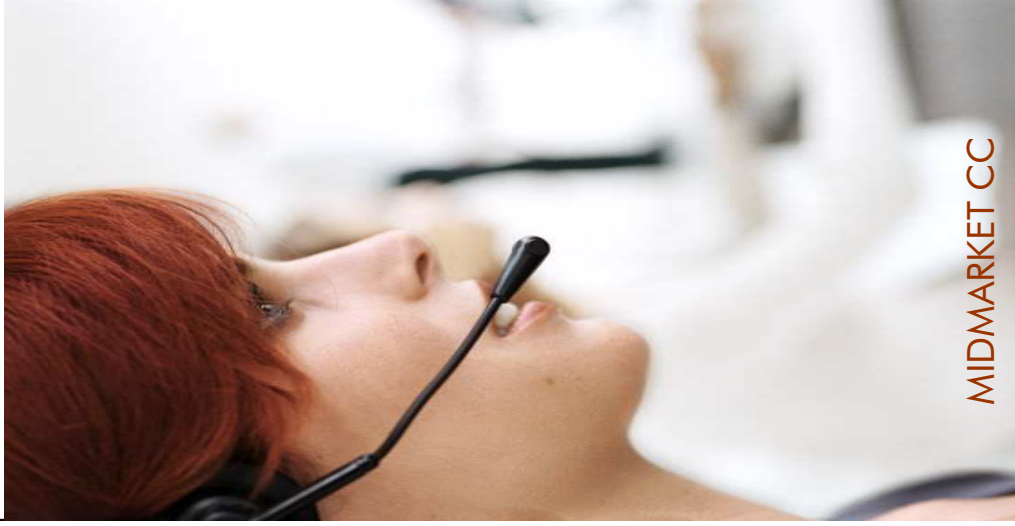
## CCoutbound

- Preview, Progress., Predictive
- Unified Management



## MidMarket Contact Centers

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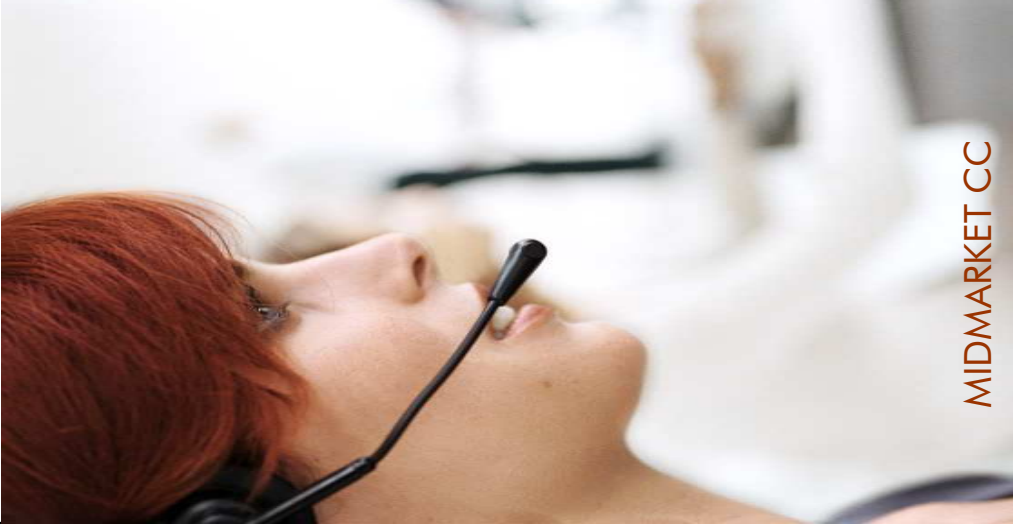


Why Contact Centers Must Be So Complex ?



Introducing....

# OmniTouch Contact Center Premium Edition



MIDMARKET CC



VISIBLE SIMPLICITY.

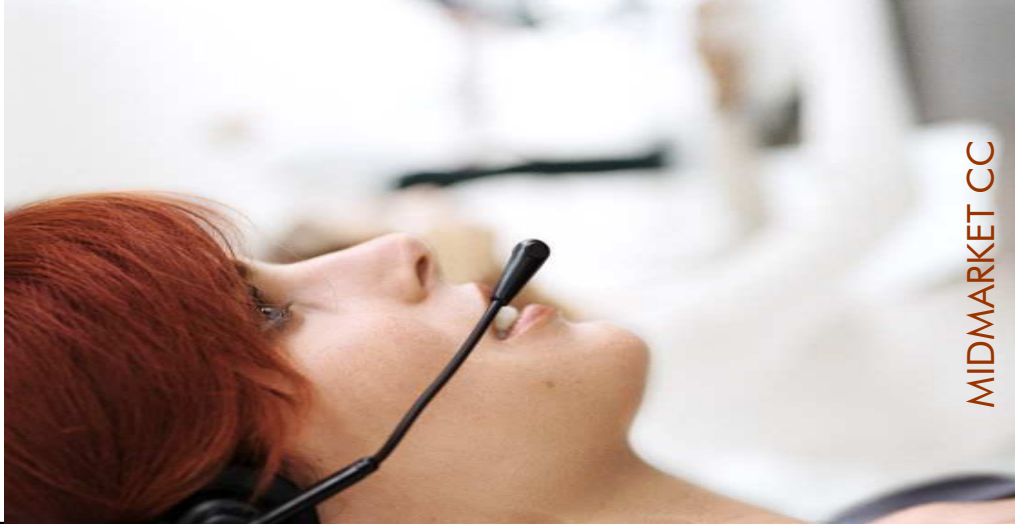


VISIBLE CONTROL.



VISIBLE POWER.

VISIBLE SIMPLICITY. VISIBLE CONTROL. VISIBLE POWER.



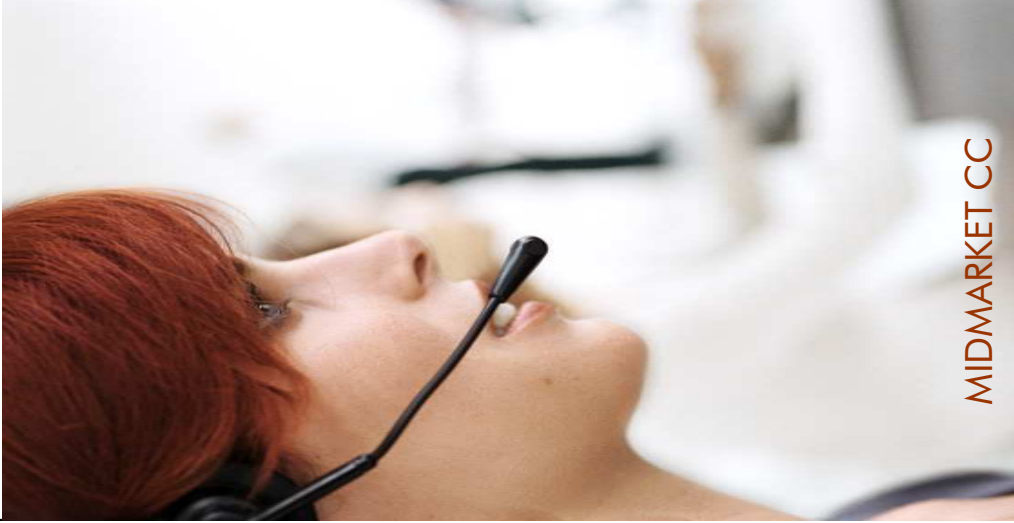
MIDMARKET CC

HOW MUCH DO YOU BELIEVE YOU CAN SAVE BY  
HAVING YOUR OPERATIONS RUNNING IN ONLY 2  
WEEKS WITH MINIMUM TRAINING FOR YOUR STAFF ?



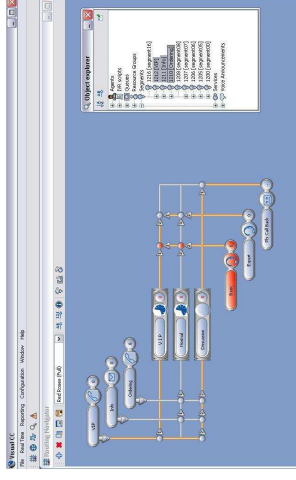
8+ WEEKS. 75 AGENTS. 36,000 CALLS. 16 DAYS. 22% ATTRITION

VISIBLE SIMPLICITY. VISIBLE CONTROL. VISIBLE POWER.



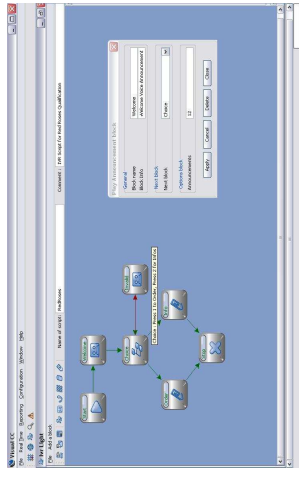
## Visual CC

- Design-Operate-Expose
- User-Profile Customized
- Drag&Drop
- Color-Coded Alerts



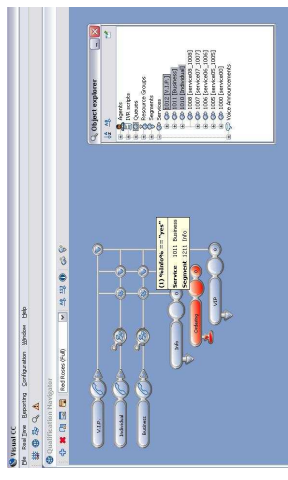
## Visual IVR

- Integrated with Visual CC
- Menus, DB Lookups...
- Pre-Qualification

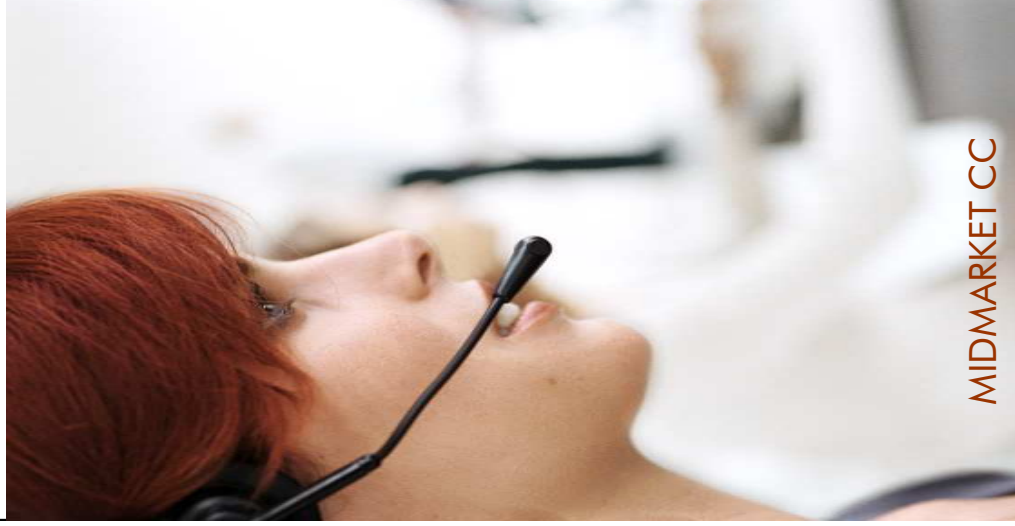


## Routing

- EWT Announcement
- Individ. & group skills, services
- MultiStage queuing
- Inbound, Outbound, Email



VISIBLE SIMPLICITY. VISIBLE CONTROL. VISIBLE POWER.



WILL YOU FEEL MORE COMFORTABLE IF YOU COULD FOLLOW YOUR BUSINESS CONDITIONS WITH NO RISK OF DISRUPTION ?

VISIBLE CONTROL POSITIVELY IMPACTS...

- YOUR ADHERENCE TO YOUR BUSINESS
- PREDICTING YOUR COSTS
- OPTIMIZATING YOUR ORGANIZATION

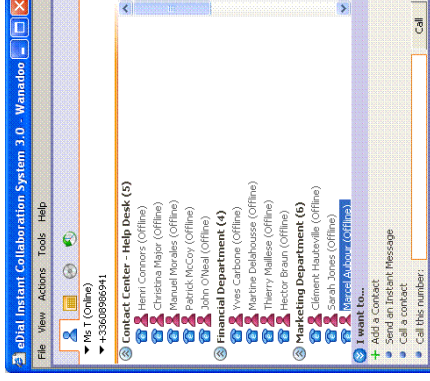


VISIBLE SIMPLICITY. VISIBLE CONTROL. VISIBLE POWER.



MIDMARKET CC

WHAT FINANCIAL IMPACT HAVE ACTIVITY PEAKS ON YOU ?  
AND HOW MUCH DO YOU SPEND TO FIND THE RIGHT  
INFORMATION ?



16 CALLS PER HOUR. 260 SECONDS. 7.6%. 8%.

Source : ContactBabel 2005

VISIBLE SIMPLICITY. VISIBLE CONTROL. VISIBLE POWER.



### Overrun

- Follow your business
- Most Flexible solution
- No Extra Costs

### CC Teamer

- Expand CC beyond the walls
- Real-Time Collaboration
- Increase Customer /Agent Satisfaction

### CRM Adapters for MidMarket

- Wide Range incl. MS-CRM

### Openness Packs

- Agent Desktop Customization, Wallboard Mgt. etc

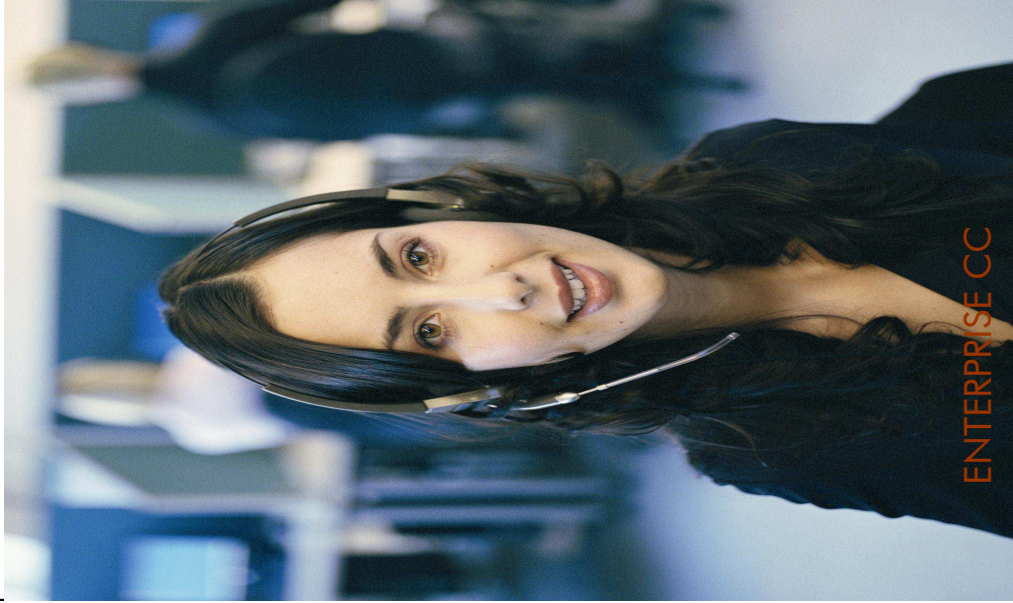
### Genesys Technology Inside

- Benefit from the robustness & experience

# OmniTouch Contact Center Premium Edition



## Enterprise Contact Centers



## Alcatel/Genesys First in Contact Centers

**20**

20 of top 25 telecommunications companies use Genesys

**10**

10 of top 10 automobile companies use Genesys

**9**

9 of the largest utilities use Genesys

**7**

7 of the largest insurance and managed care providers use Genesys

**4**

4 of top 5 largest commercial banks use Genesys

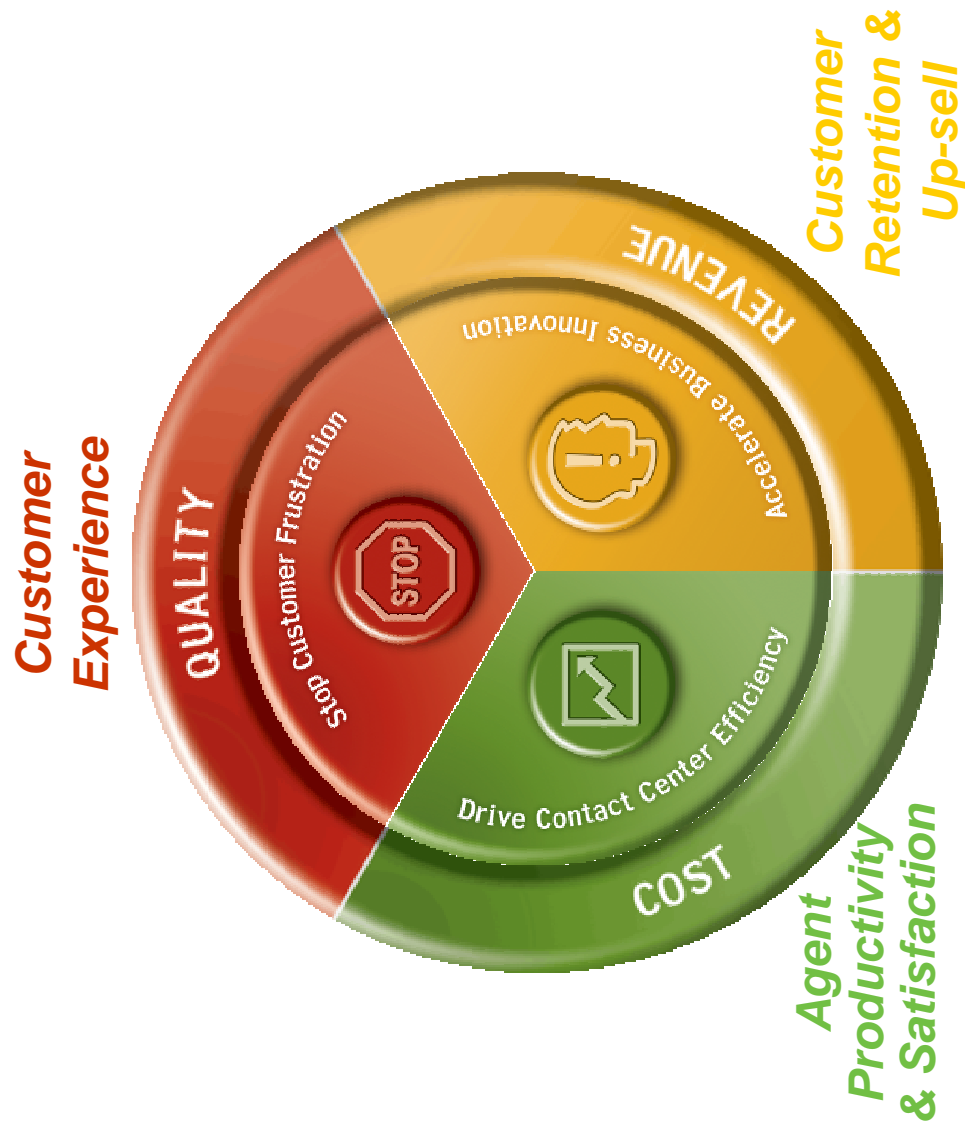
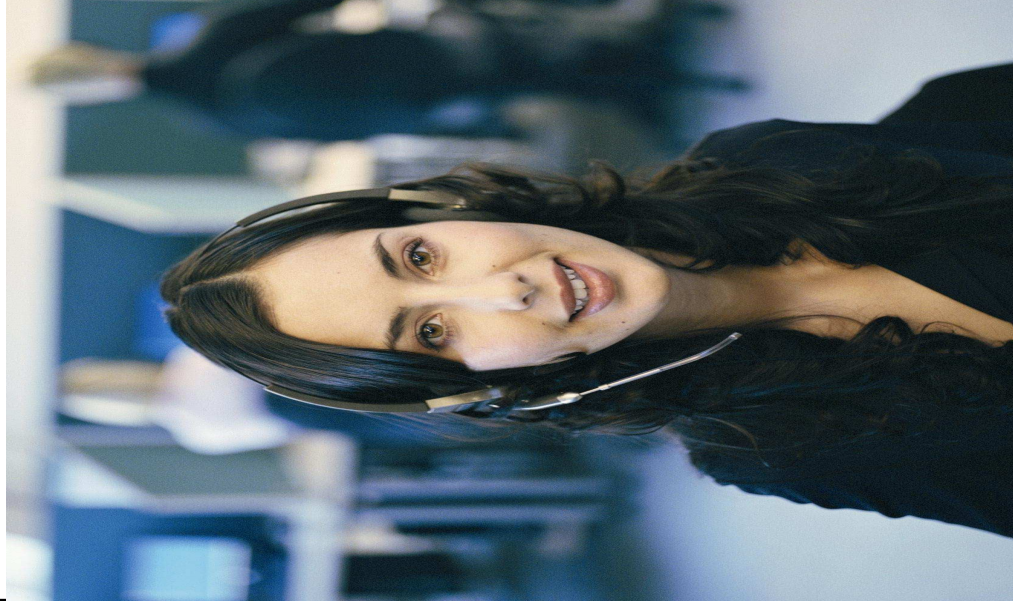
**1**

The #1 market leader in each of 25 different industries uses Genesys

ENTERPRISE CC

## Alcatel First in IP-PBX (Europe)

Dynamic Contact Center optimizes cost, quality and revenue business goals



With Alcatel-Lucent, optimize your costs !



### ***Optimized Total Cost of Ownership***

**RSI synchro Server**

**X version compatibility**



### ***One stop vendor***

**Converged technical support**

**Synergistic R&D to provide superior level of integration**



### ***SIP integration***

**OmniPCX Enterprise SIP Gateway, SIP GVP**

**Alcatel-Lucent SIP softphone**



With Alcatel-Lucent, increase your quality !



### ***Robustness***

**Reliable Alcatel-Lucent Communication Server  
CCd back up, Passive Call Server**



### ***Video Contact Center***

**Partnership with leading video providers: Polycom, Radvision**



### ***Distributed IP Contact Center***

**ALU Com Server centralized architecture: Home working agents**



### ***CRM adaptors***

**On top of generic G+ adapters , Pivotal, Remedy done via  
Alcatel-Lucent Professional Services**

With Alcatel-Lucent, optimize your revenues !



### **Collaboration**

CCTeamer, getting the right information from the right expert



### **Overflow**

In case of understaffing, or traffic peaks, calls are extended to the enterprise user



### **On demand Contact center**

During low traffic season, easy adjustments of agents with CC licenses managed centrally



With Alcatel-Lucent, get a more optimized Dynamic Contact Center !

**Robustness**  
**Video Contact Center**  
**Distributed IP Contact Center**  
**CRM adaptors**



**Optimized TCO**  
**One stop vendor**  
**SIP integration**

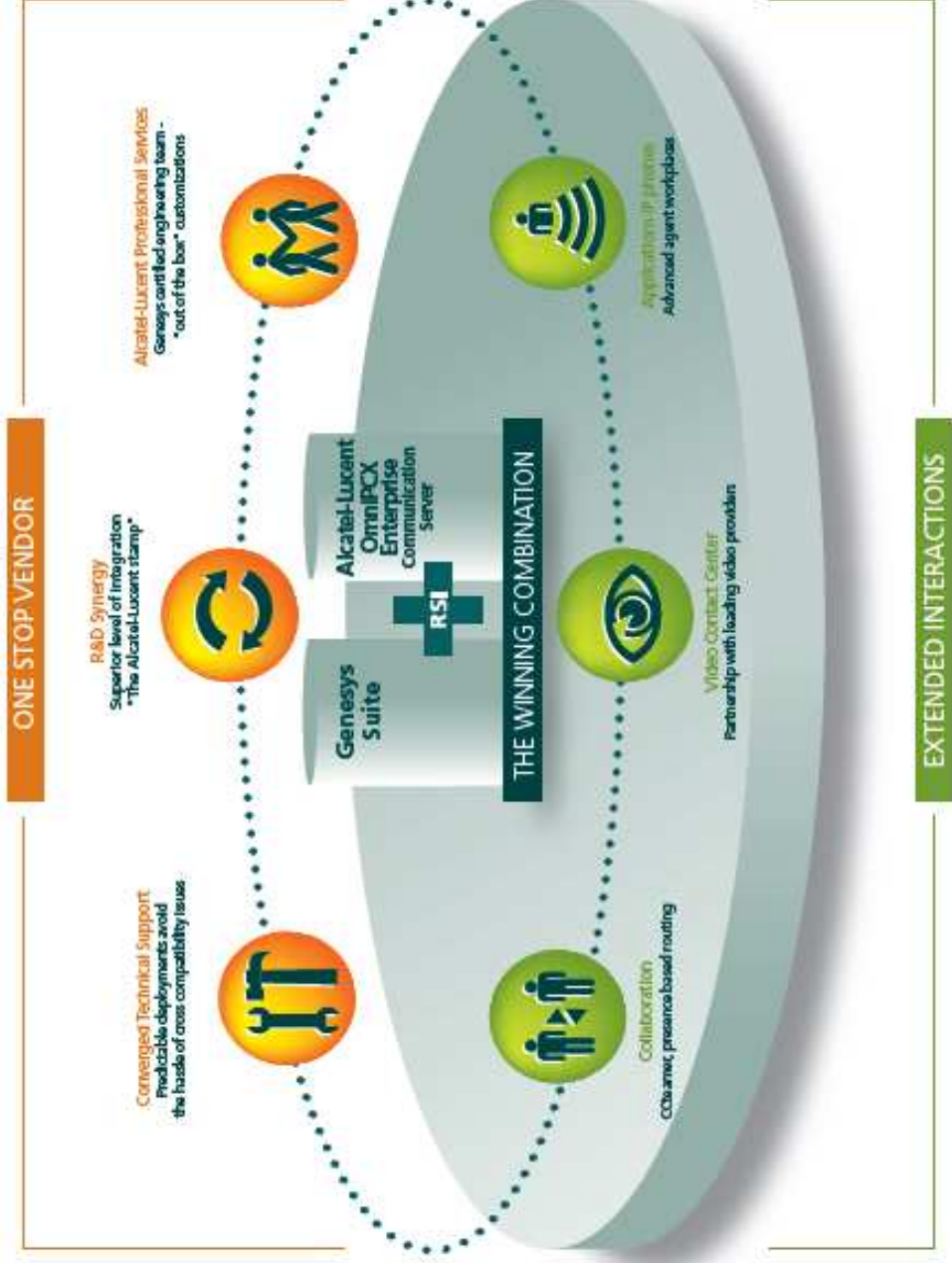
**Collaboration**  
**Overflow**  
**On demand Contact center**

Alcatel-Lucent & Genesys, a winning combination !

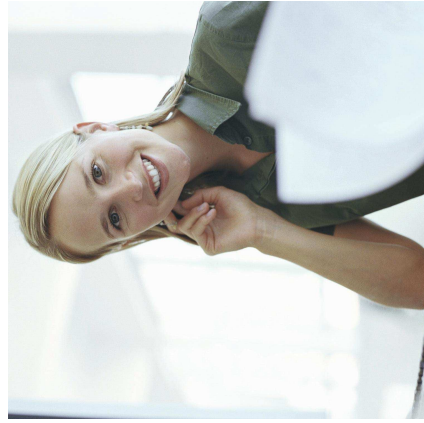


- **TWO MARKET LEADERS**
- **BUNDLED SOLUTION**
- **ONE STOP SHOPPING VENDOR THRU BUSINESS PARTNERS**
- **Ca. 500 OMNIGENESYS CUSTOMERS**

# Other Obvious Reasons to Chose OmniGenesys.



# Contact Center Solutions - Sweet Spots

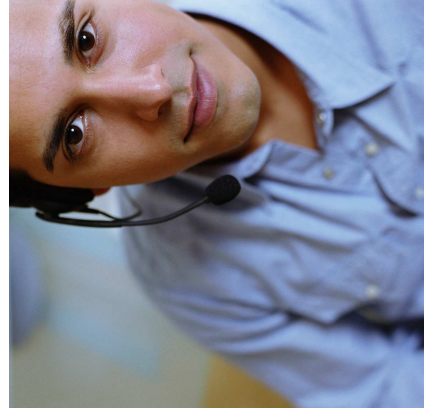


## Greeting centers

Organizations without a Formal Contact Center

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Easy Contact

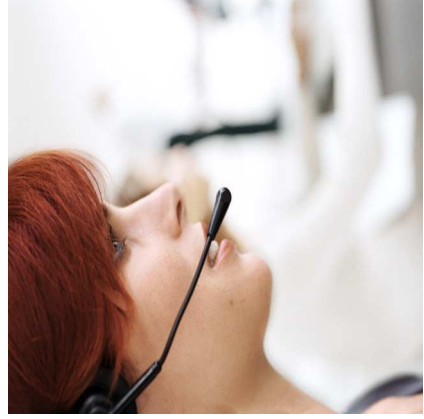


## Small CC

Low-Capacity  
(+/- 10 Agents)

Small

OmniTouch CC Office



## Mid-Market CC

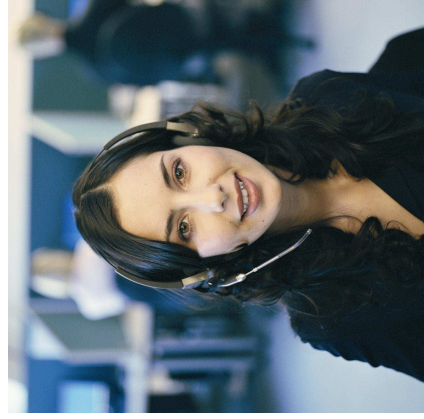
Contact Center  
up to 150 Seats \*

Med & Large

OmniTouch CC

Standard  
Voice centric

Premium  
CTI + Multi-Media



## Enterprise CC

Contact Center  
Above 150 Seats

Large & XLarge

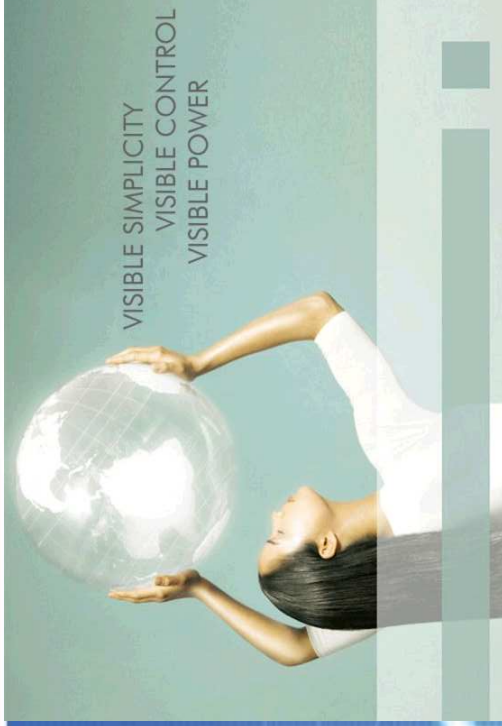
OmniGenesys

\* OmniTouch Contact Center Standard Edition can scale up to 1,000 agents if needed

## Contact Center Solutions : TakeAway

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- ❖ **A comprehensive answer from Small to Enterprise Contact Centers**  
OmniTouch CC Standard Edition for cost-effective, easy to use solution  
Smooth evolution towards MultiMedia, CTI with OmniTouch CC Premium Edition  
OmniGenesys for Enterprise Contact Centers, high performance in customer interactions  
Evolution Path from a Solution to an other – Business Continuity -
- ❖ **Migrate to IP Contact Center at your own pace**  
No need for full IP  
IP-Ready approach : set the cursor where relevant for your business
- ❖ **Lower TCO and TEV (Total Economic Value)**
- ❖ **Unmatched list of Customers and Business Partners Network**

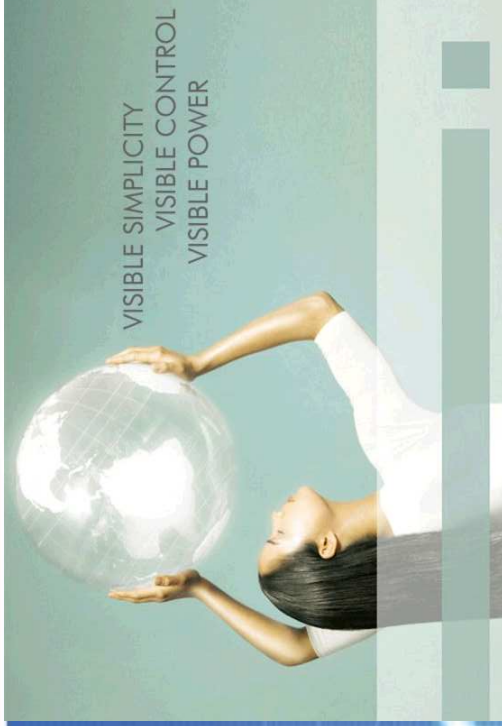


# Questions ?

BCA Solution Unit - Jan 2008 - Rel 8.0



# Alcatel-Lucent Contact Center Solutions



VISIBLE SIMPLICITY  
VISIBLE CONTROL  
VISIBLE POWER

**Portfolio Overview**  
Thanks for Your Attention