

Alcatel-Lucent OmniTouch Contact Center Premium Edition

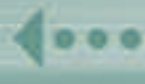
Bringing Visibility to your Business



VISIBLE SIMPLICITY

VISIBLE CONTROL

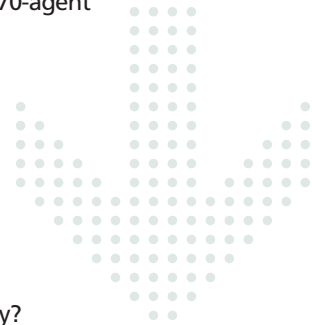
VISIBLE POWER



Do you have the VISIBILITY?

in your business to understand
or anticipate your customers' requests

- Did you know that delaying the setup of a 70-agent Contact Center can mean 75,000 lost calls?
- Do you know how many calls from your customers are transferred internally?
- Do you have the resources to react quickly at peak call periods?
- Do you know what a 10% gain in first call response time would bring to your company?



Alcatel-Lucent gives it to you

Ongoing customer needs, maintaining a competitive edge and accommodating change in your business are placing more demands on you to anticipate new ways to meet these day-to-day challenges.

Alcatel-Lucent OmniTouch Contact Center

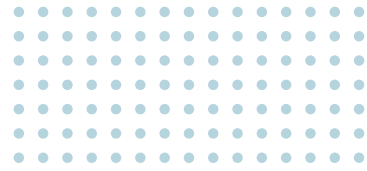
Premium Edition brings you the visibility to react instantly to any request by providing you with visible simplicity, control and unrivaled power.

VISIBLE SIMPLICITY



- **IMMEDIATE BENEFITS** → Implementing your contact center operation quickly means both you and your customers benefit sooner. **OmniTouch CC Premium Edition** is designed to keep implementation time to a minimum so that you can see the benefits immediately.
- **REDUCED TRAINING TIME** → OmniTouch CC Premium Edition significantly reduces the time needed to train the different people involved in the Contact Center due to an intuitive, unified interface which provides them with all the tools and functions essential for their day-to-day tasks.
- **REDUCED OPERATING COSTS** → OmniTouch CC Premium Edition encourages immediate decision-making, allowing you to control your operations without calling on outside skills, thereby avoiding additional cost, delay and frustration for customers.

VISIBLE CONTROL



- **OPTIMISATION** → OmniTouch CC Premium Edition offers a multimedia management platform for customer interaction. You can optimise your operations by deciding how to process your customer requests according to the media used.
- **ADHERENCE** → The reporting functions provided by OmniTouch CC Premium Edition enable the different people involved to monitor their activity, as a group or on a detailed individual level, so that they can react immediately according to the business operating conditions.

VISIBLE POWER



- **A SMART INTERACTION ROUTING ENGINE** → OmniTouch CC Premium Edition integrates the power of the Genesys™ interaction routine engine universally regarded as one of the most powerful platforms in the industry. So, now you can concentrate fully on what is most important to you: your business.
- **ANTICIPATION** → Because your activities never move in a straight line, OmniTouch CC Premium Edition takes charge of your overload periods to let you absorb these peaks without worrying about them.
- **INTEGRATION** → Most hidden costs are related to response rates and the effort needed to meet customer requests. OmniTouch CC Premium Edition provides unique integration support with business applications as well as advanced collaborative functions to find the best skills within your company, meaning better first call resolution response.

The SOLUTION

Alcatel-Lucent OmniTouch Contact Center Premium Edition is a packaged solution which lets you monitor the different phases involved in your operations, from initial concept and design through to the presentation of business results to other teams in your organization - on an ongoing basis.

This contributes to a more cohesive view of all business needs, where design and operations are no longer separate from each other, but are synchronised to provide the best business solution at any point in time.

As a result, OmniTouch Contact Center provides a better view on changes you make to your operations and the resulting effect on your business. Alcatel-Lucent OmniTouch Contact Center Premium Edition - faster.

The OmniTouch Contact Center Premium Edition is designed to support the three critical requirements for a contact center solution:

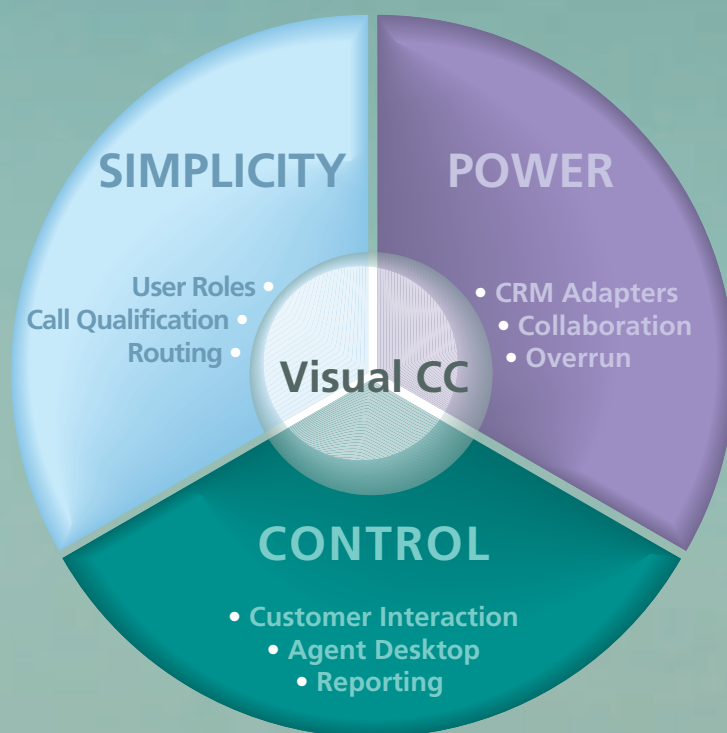
- **SIMPLICITY**, by minimizing implementation time and reducing training time
- **CONTROL**, by optimizing performance monitoring and allowing immediate reaction to dynamic business conditions
- **POWER**, by using the Genesys technology inside





For a **VISIBLE** future!

Because you don't know what your requirements will be in one year or five years' time, **Alcatel-Lucent OmniTouch Contact Center Premium Edition** gives you the flexibility to accommodate change and keep your options open for future expansion and upgrading of the platform capability.



Alcatel-Lucent OmniTouch Contact Center Premium Edition



VISIBLE SIMPLICITY

The solution has been designed to provide a simple, intuitive user interface whilst taking full account of users at every level. The value of the service provided depends on the ability of the user to operate effectively. Users must therefore be provided with the tools that are best suited to their tasks. A simple, yet basic principle of effective operations.

A solution tailored to each person's needs

Rather than consider a single approach for all users, Alcatel-Lucent OmniTouch Contact Center Premium Edition has been designed to meet the demands of the four most popular user profiles within a Contact Center operation. Adopting a "User Centric" approach ensures each user is correctly catered for :

- The Contact Center Manager.
- The Administrator.
- The Supervisor(s).
- The Team Manager(s).

As the table below shows, the tasks of each of these are complementary and the management interface provided allows each user to fulfil their individual operational and reporting needs.

Visual CC, the single control interface

Visual CC is an integrated supervision application. This "all in one" tool can be accessed by all user profiles. Thanks to an intuitive user interface, it considerably reduces the "Time to Customer Value" acquisition time. Therefore, users can simply collect information, configure routing rules or even set reporting indicators. Moreover, the interface can be customised according to the user topologies and roles. The interface works by "drag and drop" and offers a wide range of shortcuts, such as the object cloning function or the tip function. Finally, Visual CC uses the same professional vocabulary as adopted by "the users themselves", thus reducing learning time.



Visual CC significantly reduces the "Time to Customer Value".

VISIBLE SIMPLICITY

Visual IVR, the integrated interactive voice response server

Alcatel-Lucent OmniTouch Contact Center Premium Edition offers a packaged and integrated interactive voice response (IVR) server. It automates some of the calls handled by agents using call qualification. This feature is built into the solution and does not require a dedicated server or any other specific equipment. The major functions, such as "play messages", "database look up", "propose selection menus" or even "transfer calls" are all supported within the on board package.

Visual IVR also enables users to search for information in databases for smoother call routing according to the data collected. And to make your operations even more efficient, Visual IVR can be accessed from the Visual CC interface, which enables calls to be qualified even when they are still in a queue.

NOTE

Alcatel-Lucent OmniTouch Contact Center Premium Edition also interfaces with Alcatel-Lucent's CCIVR voice platform and Genesys Voice Platform (GVP), especially when text to speech or speech recognition are required.

DID YOU KNOW?*

Using an IVR costs on average ten times less than agent interaction. Waiting time can be reduced to a few seconds when pre-qualification is used. 47% of contact centers use an IVR. In certain industries such as Telecoms, nearly 100% of calls are taken by an IVR. In fact, the more agents there are, the more IVR is used.

* Sources ContactBabel 2005

Call routing, a comprehensive set of tools

Alcatel-Lucent OmniTouch Contact Center Premium Edition provides you with several call distribution templates.

- **Pre-qualification** : This simple routing logic is based on the calling number and the called number or information obtained after a request in the database.
- **Queuing in stages** : After a pre-defined waiting time, the number of agents or resources is extended to maintain the required quality of service. The caller may then be informed of the estimated waiting time.
- **Grouped skills** : Agents are grouped together according to a combination of skills. This is the most frequently used routing method, since it corresponds to most methods of organisation.
- **Individual skills** : Each agent may be determined by a set of personal skills in order to refine the routing which will then be performed according to the skills.

PREMIUM FINANCIAL SERVICES

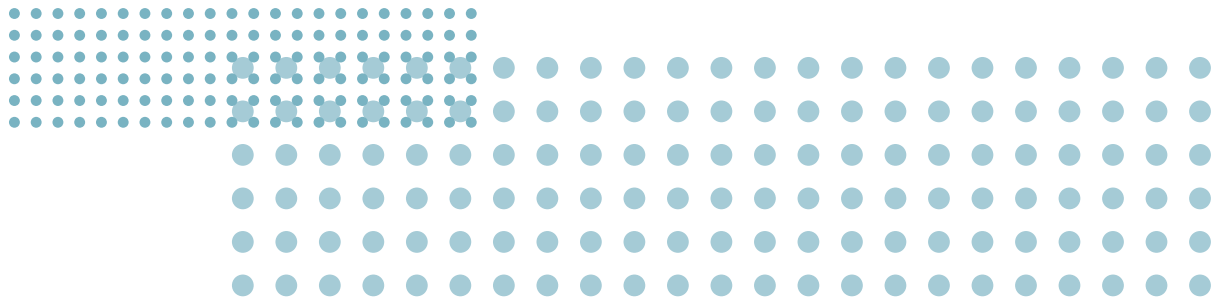
Like most companies, PFS devotes 58% of its budget to its staff : this is mainly spent on salaries and training. Therefore, PFS is extremely interested in anything which might **reduce learning** time and **facilitate staff rotation**. Alcatel-Lucent OmniTouch Contact Center Premium Edition enables staff to learn in a few hours, thereby keeping training costs to a minimum. Thanks to its advanced, yet simple features, PFS users control the system themselves, which encourages their involvement and thus does not require any outside help.



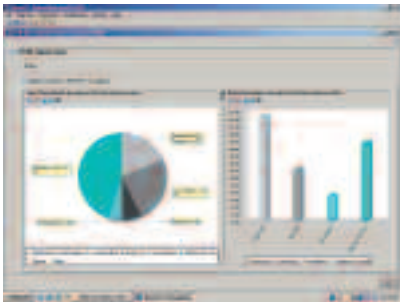
"Several ready to use call qualification templates are provided."



CASE STUDY



VISIBLE CONTROL



Multimedia customer interactions

E-mail is a communications medium gaining momentum in many types of business today and with the popularity of internet based commerce, email is now accepted by more consumers for contacting a company.

Alcatel-Lucent OmniTouch Contact Center Premium Edition offers transparent multimedia management which enables customer requests to be handled equally, whatever their source (voice or e-mail). Therefore, agents can handle different contacts via a single interface and using the same tool. The reporting functions also benefit directly from this integration.



In addition to voice and email inbound management, OmniTouch CC Premium Edition provides outbound capabilities to design proactive marketing campaigns.

VISIBLE CONTROL



Interfaces for application interoperability

Alcatel-Lucent OmniTouch Contact Center Premium Edition is an open solution, which means that you can create your own eco-system. Through the wide range of open interfaces available, you can take into account third party elements such as displays, high quality monitors or even recording equipment. The third party solutions are validated using the Alcatel-Lucent Application Partner Programme.

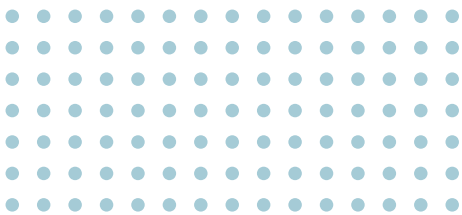
Reporting

The Alcatel-Lucent Contact Center solution provides you with a broad range of predefined reports in Excel format. These reports can be customised easily using a wizard and can be accessed directly from Visual CC.

The Visual CC browser presents statistics in real time to indicate the performance and level of service for each call. The different distribution objects may then be reconfigured and supervised with a simple click of the mouse.



"A number of pre-defined reports available for immediate use."

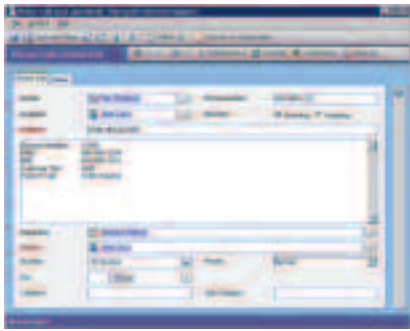


PREMIUM CUSTOMER CARE SERVICE

Premium Customer Care Service noted that email interactions represented 23% of total interactions. More and more customers were using email, especially for requests that need to be detailed and structured, as well as because they could reach the Premium Care Service 24/7. In addition, customers received auto acknowledgement of their request. Consequently Premium Customer Care Service decided to add email interactions to the OmniTouch CC Premium Edition solution in their contact center. As a result, they greatly improved their productivity and quality of service.

CASE STUDY

VISIBLE CONTROL



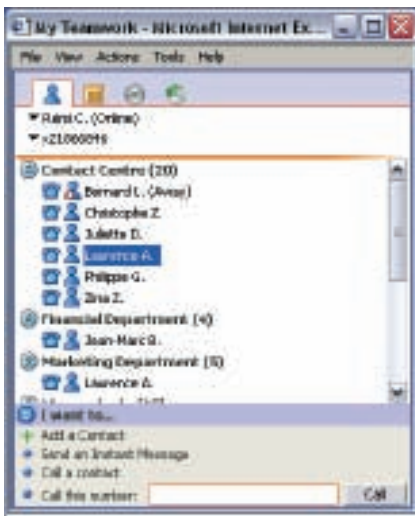
The computer/telephony integration optimises first call resolution.

CTI / CRM integration for optimum call management

For organisations that want to optimise the contact success rate from the first call (First Call Resolution), Alcatel-Lucent OmniTouch Contact Center Premium Edition offers native computer/telephony integration (CTI) functions which enable agents to use a caller information screen while they take calls.

The information comes either from the pre-qualification carried out (calling number, retrieval of information from a database, etc.) or from connection with a third party "Customer Relationship Management" application, for example.

Alcatel-Lucent OmniTouch Contact Center Premium Edition has a large range of "ready to use" connectors which interface with business applications such as Microsoft CRM, SAP.



"The collaborative Contact Center enables instant processing of customer requests."

CC Teamer: the collaborative contact center

The first area for return on investment achieved in a contact center is the processing of customer requests from the first call. Alcatel-Lucent OmniTouch Contact Center Premium Edition offers agents an integrated desktop tool, allowing them to contact the relevant person for assistance in real time, wherever they are, whether inside or outside the company. As a result, the contact center is extended to the whole enterprise.

Thanks to this tool and the ability to monitor "the presence" of specialist skilled staff for example, an agent can find out directly who is available within their organisation and ask for their help. This is not restricted only to people at the contact center, since most of the time, agents do not have the particular specialist skill required. Instant collaboration with specialist staff is available to the agent in various modes:

- instant messaging with presence detection function,
- immediate conference function for voice and documents,
- real time workstation sharing.

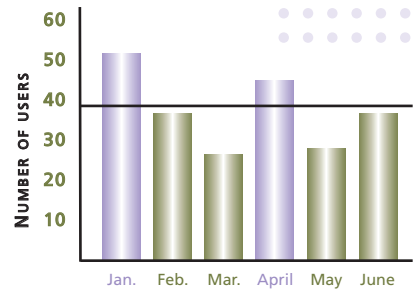
Agents then use features that can be implemented simultaneously or in addition to their call pickup, with or without caller participation. This new functionality also provides a contact center supervisor with better ways to train and assist agents while they are acquiring their skills.



Managing the unexpected

All companies are confronted with unplanned external events from time to time, which create variations in the volume of calls to be processed over a specific period. Alcatel-Lucent OmniTouch Contact Center Premium Edition provides a high level of flexibility for responding to these temporary constraints using its overrun function.

This makes it possible to take on additional overflow licences in order to absorb the increase in activity for a few days per year. You decide when it is best to use this service which, thanks to its flexibility in allowing you to react faster to customer demand, provides a major competitive advantage for your company.



- Jan.: Go US campaign
- April: 1 week free campaign

"The Alcatel-Lucent Contact Center integrates the concept of flexibility."

Unparalleled flexibility in deployment architectures

Alcatel-Lucent OmniTouch Contact Center Premium Edition supports traditional, pure IP or even hybrid architectures, based on Alcatel-Lucent's industry leading OmniPCX™ communications platform. Virtual contact centres can now be easily deployed on a global or local basis utilising a resilient distributed architecture.

Preventing failures - Service guarantee

Alcatel-Lucent OmniTouch Contact Center Premium Edition supports software redundancy to secure your Contact Center operations. If there is a failure within the main system, an automatic hot restart system will cut over to call distribution features built into the Alcatel-Lucent OmniPCX Enterprise call server to ensure that no calls will be lost. This service guarantees that customer calls will be taken until the main system becomes operational again.



HELP DESK CENTER

Help Desk Center noticed that not answering a first call generated over 10,000 call-backs per year. Help Desk Center therefore introduced the **collaborative tools** to encourage knowledge exchange (80% of information is not structured in information systems). From now on, agents, while still listening to their customer, can check the availability of a specialist and talk to them in real time, thereby making it easier to provide the correct response during the first call and significantly reduce costs, while providing better personalised customer service.

PREMIUM TOURS

Paul Duval, Contact Center Manager for the "Premium Tours" travel agency, needs to cope with additional peaks in traffic for the launch of its marketing campaigns: these may reach 25%. Therefore, he had to use more licences than he would normally need. He had thought of using a service provider for the overflow, but this solution also proved to be very costly. Thanks to the **overrun** feature, Paul Duval can now deal with this period comfortably without having to deal with recurring extra expense due to a temporary high level of activity.

CASE STUDY



VISIBLE POWER



Your partner for the future

Take advantage of the Alcatel-Lucent OmniTouch Contact Center Experience

The Contact Center supervisor graphic interface based on the matrix distribution model is unique on the market. It is already used by thousands of satisfied customers in all market sectors. At the moment, 700,000 agents use the Alcatel-Lucent OmniTouch Contact Center worldwide.

Take advantage of GENESYS technology

Alcatel-Lucent OmniTouch Contact Center Premium Edition integrates technology from Genesys, an Alcatel-Lucent subsidiary. You are therefore able to take full advantage of the most advanced call center solution in the world, as well as future upgrades produced by experience gained in thousands of customer sites. In time, if you need to, you can upgrade to the full OmniGenesys™ solution and take advantage of its power for more complex applications, implementing additional features.

Upgrade at your own pace to IP

Alcatel-Lucent OmniTouch Contact Center Premium Edition communicates with the Alcatel-Lucent OmniPCX Enterprise through a powerful software interface, giving open access to the features, facilities and resources of the platform. In simple terms this means, for example, that agents or routing points within the contact centre environment are automatically created within the telephony environment. This saves you time and effort, whilst reducing of configuration errors. Just think of the potential operational cost savings this can bring to your organisation!

This powerful integration is possible whether you are running traditional telephony today and want to evolve to full IP Telephony over time, or even a mix of both technologies. This provides you with the assurance of knowing that you can upgrade to IP at your own pace without having to reconfigure your system with every upgrade. OmniTouch CC Premium Edition is setting the trend with pure SIP application contact center solution.

WHY Alcatel-Lucent?

Alcatel-Lucent, worldwide leader

Alcatel-Lucent, industry leader: for more than a century Alcatel-Lucent has designed and engineered innovative, best-of-breed technology that has won awards and satisfied customers around the globe; Alcatel-Lucent is a primary source of new technologies for the communications industry and has over 25,000 relevant technology patents.

Alcatel-Lucent, technology pioneer: our Omni product family is the most highly awarded set of solutions in the industry. It continues to be widely acclaimed by the most prestigious industry analysts for its vision, its innovation and its implementation of open standards.

Industry recognition

Alcatel-Lucent is recognized by analysts like Gartner, Inc.

- Positioned in Leader Quadrant in report titled "Magic Quadrant for Unified Communications, 2007" - published in August 2007
- Positioned in Leader Quadrant in report titled "Magic Quadrant for Corporate Telephony in EMEA, 2007" - published in August 2007
- Positioned in Leader Quadrant in report titled "Magic Quadrant for Contact Center Infrastructure in EMEA, 2007" - published in October 2007

*Alcatel-Lucent Receives
2007 TMC Labs Innovation Award
for the Alcatel-Lucent OmniTouch
Contact Center Premium Edition,
honored for Innovation.*



"Alcatel-Lucent has clearly demonstrated to the staff of TMC Labs that its OmniTouch Contact Center Premium Edition is truly innovative in the CRM or call/contact center industry. The Alcatel-Lucent OmniTouch Contact Center Premium Edition has made significant contributions to the advancement of this industry," said Nadji Tehrani, founder and chairman of TMC, publisher of Customer Interaction Solutions. "We're proud to reward this outstanding accomplishment with a TMC Labs Innovation Award this year."

Alcatel-Lucent deserves this great honor for creating a ground-breaking mid-market contact center. The Alcatel-Lucent OmniTouch Contact Center Premium Edition has demonstrated raw innovation and offers unique features, added Tom Keating, CTO and TMC Labs Editorial Director.

Alcatel·Lucent
Business Partner

The Alcatel-Lucent Business Partner Network

A worldwide resource of Business Partners – accredited through a demanding Business Partner Program – is ready to help you choose the Alcatel-Lucent solution that's right for your business needs.

These experts take the time to listen to your needs to define the right network infrastructure and communication system for your company. Customized applications can be designed that are a perfect fit for your implementation. Most importantly, our Business Partners will work with you to ensure a smooth transition and make sure that your Alcatel-Lucent solution evolves in sync with your business growth and maintains peak performance.

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