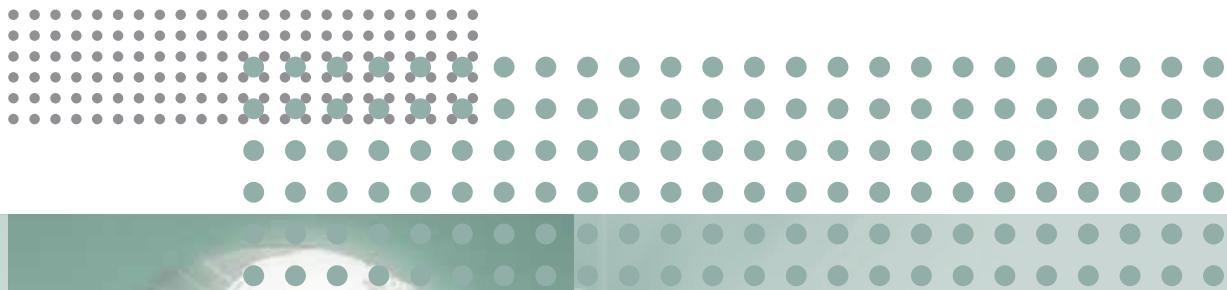


# Alcatel-Lucent OmniTouch Contact Center Premium Edition

Enabling ongoing visual tracking of contact center activities



SIMPLICITY  
CONTROL  
POWER



# Can you UNDERSTAND, ANTICIPATE and RESPOND ? to your customers' requests?

- Is a less-than-efficient contact center causing you to miss calls?
- Do you know that every day you delay setting up a contact center you could be losing calls?
- Do you know how many calls from your customers are transferred internally?
- Do you have the resources to react quickly to peak call periods?
- Do you limit your customer interactions to only your contact center agents?
- Do you know what a 10 percent gain in first call response time would bring to your company?



## Alcatel-Lucent can help

As a modern enterprise, you face many new challenges including satisfying ongoing customer needs, maintaining a competitive edge and accommodating change in your business. Alcatel-Lucent provides the solutions you need to transform your organization into a dynamic enterprise so you will be able to respond to these challenges and strengthen your customer relationships.

One such solution is the Alcatel-Lucent OmniTouch™ Contact Center (CC) Premium Edition. This solution provides you with communications tools that enable you to see exactly what is happening in your contact center at a glance. It includes tools that are simple to use, offer you unprecedented control, and deliver powerful features that enable you to respond effectively to service challenges. Both your customers and your employees benefit from improved experiences, which in turn helps your business to succeed.

## The value of SIMPLICITY

- **IMMEDIATE RETURN ON INVESTMENT** → Implementing your contact center operation quickly means both you and your customers benefit sooner. Alcatel-Lucent OmniTouch CC Premium Edition is designed to keep implementation time to a minimum so you can see the benefits immediately.
- **REDUCED TRAINING TIME** → Alcatel-Lucent OmniTouch CC Premium Edition significantly reduces the time needed to train contact center workers. Its visual-based, intuitive and unified interface provides users with the tools and functions essential for their day-to-day tasks.
- **REDUCED OPERATING COSTS** → Alcatel-Lucent OmniTouch CC Premium Edition enables contact center staff to access the resources they need to respond to inquiries quickly, often on the first call. This efficiency enables your organization to address more inquiries with existing resources and to avoid unnecessarily engaging outside skills.

## The benefits of CONTROL

- **OPTIMIZATION** → Alcatel-Lucent OmniTouch CC Premium Edition offers a multimedia management platform for customer interaction. You can optimize your operations by deciding how to process your customer requests according to the media used.
- **ADHERENCE** → The reporting functions provided by Alcatel-Lucent OmniTouch CC Premium Edition enable users to evaluate their activities, as a group or on a detailed individual level, so they can adapt or refine processes for increased efficiency and responsiveness to customer calls.

## The impact of POWER

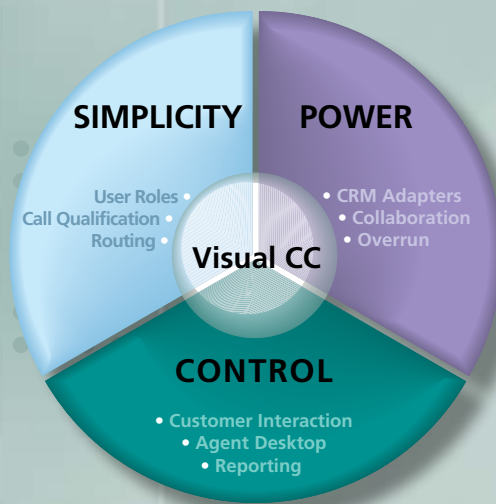
- **A SMART INTERACTION ROUTING ENGINE** → Alcatel-Lucent OmniTouch CC Premium Edition integrates the power of the Genesys™ interaction routing engine universally regarded as one of the most powerful platforms in the industry. With the system ensuring that calls are routed appropriately, you can concentrate fully on what is most important to you: your business.
- **FLEXIBILITY** → Because the volume of customer inquiries can fluctuate depending on the time of year, planned or unplanned events, Alcatel-Lucent OmniTouch CC Premium Edition provides a unique ability to manage the availability of agent resources during these exceptional times.
- **INTEGRATION** → Most hidden costs are related to response rates and the effort needed to meet customer requests. Alcatel-Lucent OmniTouch CC Premium Edition provides unique integration support with business applications as well as advanced collaborative functions so inquiries are quickly directed to the most appropriate person within the company, meaning a better first call resolution rate.



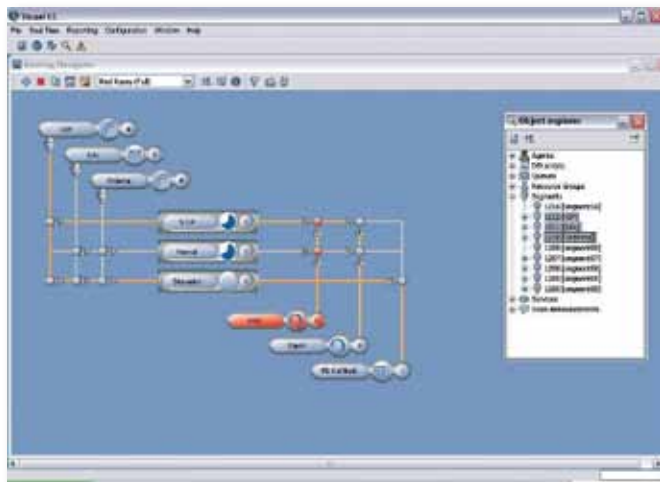
## Shedding light on contact center operations

Alcatel-Lucent OmniTouch CC Premium Edition is a packaged solution that lets you monitor contact center operations at a glance, in real time and on a historical basis. This contributes to a more cohesive view of your business, one in which you have the information you need to stay on top of activities in the contact center. You can distribute the statistics collected, which represent important business results, to “need to know” individuals — both inside and outside the contact center and even outside the company.





**Deliver simplicity, power and control with Alcatel-Lucent OmniTouch CC Premium Edition and Visual CC**



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

## Alcatel-Lucent Visual CC, the single control interface

Contact center operations are monitored using Visual CC, an integrated supervision application, which is a key feature of Alcatel-Lucent OmniTouch CC Premium Edition. This "all in one" tool can be accessed by all user profiles. Thanks to an intuitive user interface, users are quickly at ease with this application so it reduces the "time to customer value". Users can collect information, configure routing rules or even set reporting indicators. Moreover, the interface can be customized according to user topologies and roles.

The drag-and-drop visual interface offers a wide range of shortcuts, such as object cloning, and a tip or help function that can guide supervisors and agents through an activity. Finally, Visual CC uses the same professional vocabulary that is adopted by contact center users themselves, which further reduces learning time.

The information available through Visual CC provides a better view on changes you make to your operations and the resulting impact on your business. This helps you adapt procedures as necessary to meet the evolving needs of your business.

Because you don't know what your requirements will be in one year's or five years' time, Alcatel-Lucent OmniTouch CC Premium Edition is flexible, and enables you to easily expand and adapt your system in the future.

## KEEPING IT SIMPLE

### A solution tailored to each person's needs

The solution has been designed to provide a simple, intuitive visual user interface while taking full account of users at every level. The quality of the service provided depends on the user's ability to operate effectively and users must be provided with tools that are appropriate for their tasks.

Rather than adopting a one-size-fits-all approach, Alcatel-Lucent OmniTouch CC Premium Edition meets the needs of the four most common user profiles within a contact center operation:

- Contact center manager
- Administrator
- Supervisor
- Team manager

This user-centric approach ensures that users have solutions tailored to their needs. As the table below shows, the tasks of each of these are complementary and the management interface provided allows users to fulfill their individual operational and reporting needs.

**Table 1. User requirements by profile**

REQUIREMENTS BY USER PROFILE				
ROLES AND PROFILES	DESIGN	REAL TIME	REPORTING	TEAM MANAGEMENT
Contact center manager		Medium	Medium	
Administrator	High			
Supervisor		High+	High+	High
Team manager		High+		High+

**Note:** When only one person is responsible for these different roles, a single interface can be used to undertake the different tasks.

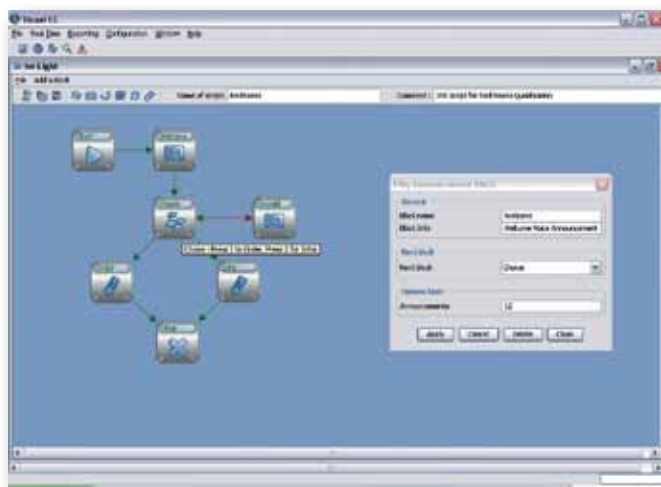


## Alcatel-Lucent Visual IVR

Alcatel-Lucent OmniTouch CC Premium Edition offers a packaged and integrated interactive voice response (IVR) server. This server automates the handling of some of the calls received 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 lookup, propose selection menus or even transfer calls — are all supported within the onboard package.

Visual IVR also enables users to search databases for information that will help them to route calls more smoothly based on the data collected. And to make your operations even more efficient, Visual IVR can be accessed from the Visual CC interface, so calls can be qualified even when they are still in a queue.

**Note:** Alcatel-Lucent OmniTouch CC Premium Edition also interfaces with the Alcatel-Lucent OmniTouch 4625 CCIVR voice platform and Genesys Voice Platform (GVP), especially when text-to-speech or speech recognition are required.



*"Visual IVR provides a graphical interface with a choice of several building blocks to easily build and modify IVR scripts."*

## Did you know?

According to a proven research study, using an IVR costs on average ten times less than agent interaction. Furthermore, waiting times can be reduced to a few seconds when prequalification is used. Forty-seven percent of contact centers use an IVR. In certain industries, such as telecommunications, nearly 100 percent of calls are taken by an IVR. In fact, the more agents there are, the more IVR is used.

## A comprehensive set of call routing tools

Alcatel-Lucent OmniTouch CC 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 period, 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 how most call centers are organized.

**Individual skills:** Each agent may be identified with a set of personal skills in order to refine the routing, which can then be performed according to the individual skill sets.

## FINANCIAL SERVICES

Like most companies, this financial services company devotes 58 percent of its budget to its staff. This is mainly spent on salaries and training. Therefore, they are extremely interested in anything that might reduce learning time and facilitate staff rotation. Alcatel-Lucent OmniTouch CC Premium Edition keeps training costs to a minimum because staff can learn a new process within a few hours. The solution's advanced, yet simple features lets their users control the system themselves. Because they are active participants in ensuring the system is effective, employees are more committed to their work. Furthermore, there is no need to engage outside help when modifications are required.



# The benefits of CONTROL



## CONTROL IN A DYNAMIC ENVIRONMENT

### Multimedia customer interactions

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

Alcatel-Lucent OmniTouch CC Premium Edition offers transparent multimedia management that enables customer requests to be handled fairly, whatever their origin (voice or e-mail). Agents can handle different contacts via a single visual interface, using the same tool. The reporting functions are also integrated.

In addition to management of inbound voice and e-mail, Alcatel-Lucent OmniTouch CC Premium Edition provides outbound capabilities so you can design proactive marketing campaigns.



*"Last hour graphical view of agent activity associated with email and voice contacts."*



*"Real time icon and text view of agent activity associated with each type of media."*



## Interfaces for application interoperability

Alcatel-Lucent OmniTouch CC 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 integrate Alcatel-Lucent OmniTouch CC Premium Edition with third-party elements such as visual display boards, high quality monitors or even recording equipment. Third-party solutions are validated using the Alcatel-Lucent Application Partner Program.

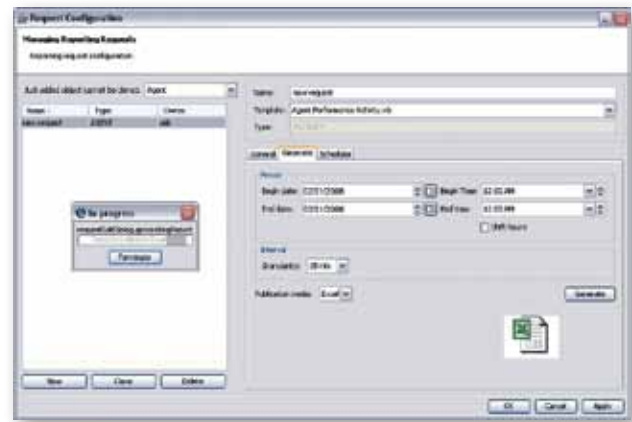
## Customized integration

Alcatel-Lucent Professional Services provides a series of solutions that extend the control of contact center activities. With years of experience integrating contact centers into various business environments, Alcatel-Lucent teams can customize your customer care paradigm to ensure you deliver a superior end-to-end experience.

## Reporting

The Alcatel-Lucent OmniTouch CC Premium Edition solution provides you with a broad range of predefined reports in Microsoft® Excel® format. These reports can be customized easily using a wizard and can be accessed directly from the Visual CC interface.

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



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

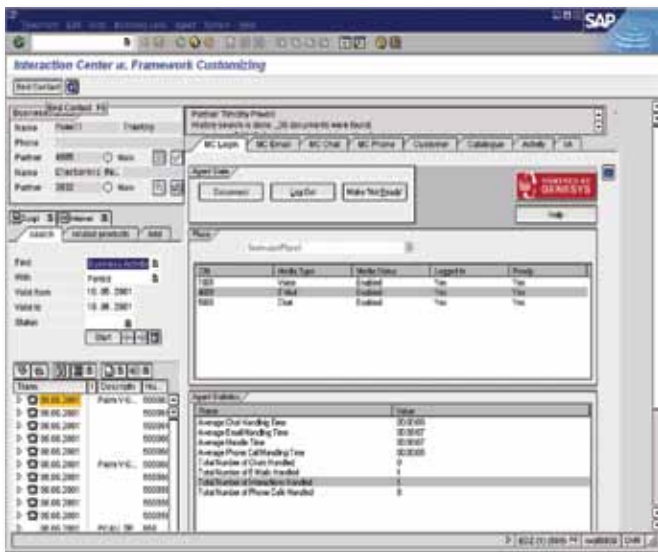


## CUSTOMER CARE

This customer care service company noted that e-mail interactions represented 23 percent of total interactions. It found that customers were increasingly opting to use e-mail, especially for requests that needed to be detailed and structured. Customers were also choosing e-mail because they could reach them on a 24/7 basis. In addition, customers were reassured by the auto-acknowledgement of their request. Consequently, this company decided to add e-mail interactions to the Alcatel-Lucent OmniTouch CC Premium Edition solution in their contact center. As a result, they greatly improved their productivity and customer service.

The impact of  
**POWER**

**POWER YOU CAN BANK ON**



*"Computer telephony integration optimizes the ability to deliver on first contact resolution."*

## CTI / CRM integration for optimal call management

The ability to resolve customer inquiries at the first call significantly reduces an organization's operating costs and improves customer satisfaction. Alcatel-Lucent OmniTouch CC Premium Edition helps you improve your first call resolution rate through native computer telephony integration (CTI) functions that enable agents to use a caller information screen while they are taking calls.

The information that is made available to the agent may be based on what has been determined is relevant through a pre-qualification process (including, for example, the calling number and information retrieved from a database). Alternatively, the information could have been obtained through interaction with a third-party application, such as a customer relationship management (CRM) application.

Alcatel-Lucent OmniTouch CC Premium Edition provides ready-to-use CRM adapters and connectors that can interface with business applications such as Microsoft CRM or SAP®.



## Alcatel-Lucent CC Teamer: the collaborative contact center

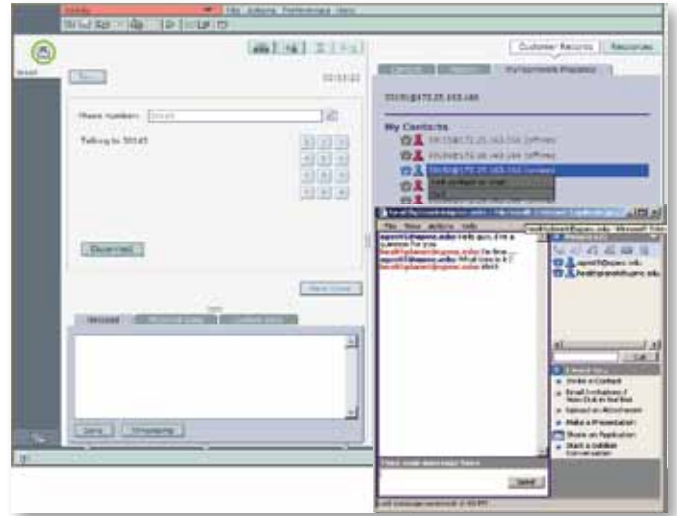
Alcatel-Lucent OmniTouch CC Premium Edition offers another tool that will help you improve your first call resolution rate. CC Teamer is an integrated desktop tool that allows agents to contact a company specialist for assistance in real time, whether they are on or off the company campus. This feature can also be extended to enable contact with experts outside the company, such as partners or suppliers. This valuable unified communications enabler ensures that contact center agents can quickly get the information they need from any resource, so calls can be handled effectively.

CC Teamer provides the ability to monitor the presence of skilled specialists, and as a result an agent can instantly determine who is available to help with a particular query. The agents no longer have to rely on the limited information provided to the contact center staff, but can extend their reach to anyone with the appropriate skills or knowledge. Instant collaboration with specialists is available to the agent via various modes, including:

- Instant messaging with presence detection function
- Immediate conference function for voice and documents
- Real-time workstation sharing

Agents can use CC Teamer features during or after a call, depending on how urgently they need the information. For example, an agent might want to confirm something with an agent via Instant Messaging while still engaged with the customer. Alternatively, the agent may want to collect additional information from a specialist after a call is complete, using Instant Messaging or audio calls. The collaborative function also provides a contact center supervisor with additional methods to train and assist agents while they are acquiring their skills.

Alcatel-Lucent OmniTouch CC Premium Edition with CC Teamer empowers your unified communications strategy by providing the most important capabilities of a contact center: automated processes and the ability to communicate beyond the traditional borders of customer care organizations.

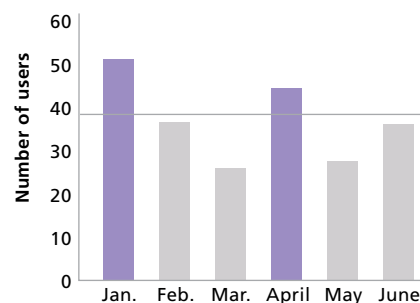


*"The collaborative contact center enables a more efficient and timely processing of customer interactions."*

## Managing the unpredictable

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

The overrun function enables you to take on additional agent licenses in order to absorb an increase in activity for a few days per year. You decide when it is best to use these additional licenses. This function enables you to respond faster to an increase in customer demand, giving you a major competitive advantage.



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

*"The Alcatel-Lucent Contact Center enables the concept of flexibility through architecture and applications."*

## Unparalleled flexibility in deployment architectures

Alcatel-Lucent OmniTouch CC Premium Edition supports traditional, pure IP and hybrid architectures, based on the industry-leading Alcatel-Lucent OmniPCX™ Enterprise Communication Server (CS). Virtual contact centers can be deployed easily on a global or local basis utilizing a resilient distributed architecture.

## Extending the reach of your contact center

Because customer interactions are no longer only in the hands of full time agents, Alcatel-Lucent introduced the possibility to extend routing to any individual within your company. All employees can participate in customer interactions using their preferred device, for example, Alcatel-Lucent IP Touch™ 8 Series handsets, enterprise mobiles or cellular phones, and SIP devices. At the same time, traditional agents are no longer tied to their desks and can perform any operation on the move!

Another advantage of this new capability is that agents can be added to the resource pool easily, without entering the IP PBX management process — giving you operational flexibility at a low cost.

## Preventing failures – enabling service guarantees

Alcatel-Lucent OmniTouch CC 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 CS to ensure that no calls are lost. This service guarantees that customer calls can be taken until the main system becomes operational again.

### HELP DESK CENTER

The Help Desk Center company noticed that not resolving customer inquiries on the first call generated over 10,000 call-backs per year. To address this issue, Help Desk Center introduced collaborative tools to encourage knowledge exchange between its front line call agents and specialists working elsewhere within the company. (Typically, eighty percent 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 speak with them in real time or move about within their organization to further investigate a particular case (by heading to the lab or warehouse, for example). This capability makes it easier to provide a correct response during the first call, which significantly reduces costs, while providing an improved, personalized customer service.

### TRAVEL AND TOURISM

This travel agency needed to cope with increases in traffic (up to 25 percent) that occur at the beginning of any marketing campaign. In the past, they had to pay for more licenses than they needed outside of these peak periods. The manager thought of using a service provider for the overflow, but that too would be very costly. With the overrun feature in Alcatel-Lucent OmniTouch CC Premium Edition enabled, they can now manage this period comfortably without recurring extra expenses due to a temporary high level of activity.







## YOUR PARTNER FOR THE FUTURE



### Take advantage of the Alcatel-Lucent OmniTouch CC Premium Edition Experience

The Alcatel-Lucent Visual CC supervisor graphical interface is based on a matrix distribution model, which is unique to the market. It is already used by thousands of satisfied customers in all market sectors. At the moment, 800,000 agents use the Alcatel-Lucent OmniTouch CC worldwide.

### Take advantage of Genesys technology

Alcatel-Lucent OmniTouch CC 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 upgrades that are developed in response to 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.

### Upgrade at your own pace to IP

Alcatel-Lucent OmniTouch CC Premium Edition communicates with the Alcatel-Lucent OmniPCX Enterprise CS 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 center environment are automatically created within the telephony environment. This saves you time and effort, while reducing configuration errors. Just think of the potential operational cost savings this can bring to your organization!

This powerful integration is possible whether you are running traditional telephony today and want to evolve to full IP telephony over time, or plan to continue with a mix of both technologies. You are assured that you can upgrade to IP at your own pace without having to reconfigure your system at every upgrade. Alcatel-Lucent OmniTouch Contact Center Premium Edition is setting the trend with a pure SIP application contact center solution.





Why

# Alcatel-Lucent?

## Alcatel-Lucent, world leader in communications

**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

The Alcatel-Lucent OmniTouch Contact Center Premium Edition solution has been recognized by major analyst firms. Alcatel-Lucent was positioned in the Leaders Quadrant in Gartner's™ Inc., Magic Quadrant for Contact Center Infrastructure, Worldwide; and Datamonitor recognized that it is an industry leading solution and should be on the shortlist by businesses when looking for a satisfactory and innovative customer interaction in the contact center.

See Gartner's "Magic Quadrant for Contact Center Infrastructure, Worldwide" (Drew Kraus, Steve Blood, Geoff Johnson, November 18, 2008) and Datamonitor's "Decision Matrix – Selecting an IP Contact Center Vendor" (Ian Jacobs, Daniel Hong, February, 2009).

### About Gartner's Magic Quadrant:

The Gartner Magic Quadrant is copyrighted 2008 by Gartner, Inc., and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

### About Datamonitor's IP Contact Center Decision Matrix:

Due to demand for a better understanding of the competitive landscape in the IP contact center (IPCC) market, Datamonitor has developed the IP Contact Center Decision Matrix (DMTC2189). This report explores the competitive dynamics within the IP contact center market and helps businesses select a vendor based on its technology strength, reputation among customers, and impact in the market. Datamonitor provides a complete view of vendor capabilities and advises on those you should explore, consider and – most importantly – shortlist. Because realizing the value from a IP contact center deployment is critically dependent upon the solution's ability to execute the institution's overall IPCC strategy, a decision to purchase one solution over another should be based on a broad array of factors, including – but not limited to – the degree of alignment between the solution's features and functionality and the specific objectives of enterprise IP contact center strategy. As a result, Datamonitor's recommendations of shortlist, consider and explore should be taken only within the context of an enterprise's specific solution requirements.

# Contact Centers



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