ALCATEL-LUCENT OMNITOUCH CONTACT CENTER STANDARD EDITION

The scalable and reliable contact center
to support your business

Alcatel·Lucent
Enterprise

STRATEGIC SOLUTIONS FOR ENTERPRISES

+ Contact centers are a critical component of your organization's interaction with existing and potential customers. Building the most efficient contact center is a challenging and crucial process since:

+ Customer care depends on the efficient routing to the most knowledgeable customer representative.

+ Managers need the flexibility and power of a modern contact center system to control and reduce costs and react to market changes.

+ Supervisors need management applications to monitor service levels and make real time system adjustments regardless of an agent's physical location.

+ Agents need easy-to-use computer application capabilities to carry out their day-to-day activities.

WHAT DOES IT TAKE TO BUILD A WORLD-CLASS CONTACT CENTER?

It requires the Alcatel-Lucent OmniTouchTM family – a new set of contact center modules featuring:

CC DISTRIBUTION

Contact Center Distribution is the heart of the contact center.

It's based on an innovative and patented model that makes skill based distribution easy to design and manage.

CC SUPERVISION

Contact Center Supervision combines supervision and configuration all in one step. A left click of the mouse gives you access to real time graphical supervision.

A right click gives you easy access to graphical configuration.

CCIVR

Contact Center Interactive Voice Response includes new avenues for end user-customer interaction through the latest speech recognition and text-to-speech technologies; significant cost savings through automated services; investment security through the use of industry standards like Microsoft Windows.

CC AGENT

Contact Center Agent is an application used as an integrated front end or building block for CRM desktop.
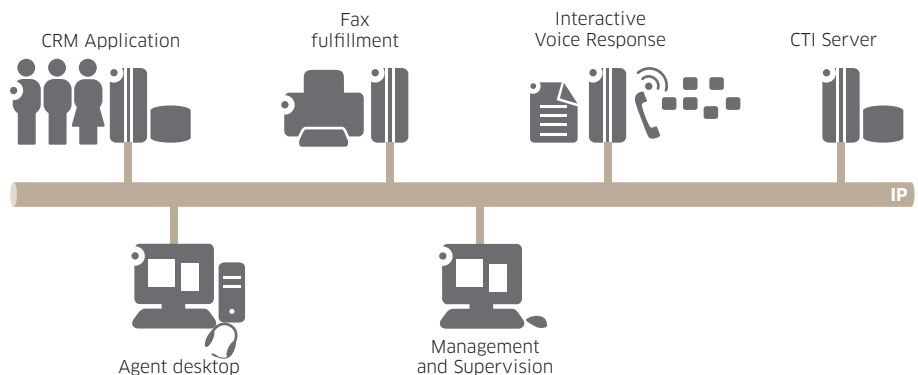
CC OUTBOUND

Contact Center Outbound is both a dialer and campaign manager from the Alcatel-Lucent OmniTouch family. It is an advanced solution designed to implement telemarketing campaigns. CC Outbound features multiple dialing modes with voice detection, call blending, integrated desktop agent with full-featured campaign management functionalities and unified supervision.

INFRASTRUCTURE

The Alcatel-Lucent Contact Center offers leading-edge technology and a fully integrated CTI link. An open architecture and Alcatel-Lucent's commitment to partnerships ensures compatibility with third party applications. Note: for further details see the product inserts enclosed.

Alcatel-Lucent OmniPCX Enterprise

CRM Application   Fax fulfillment   Interactive Voice Response   CTI Server

IP

Agent desktop   Management and Supervision

ALCATEL-LUCENT CONTACT CENTER DISTRIBUTION & SUPERVISION
## Core building blocks for contact centers

Contact centers present many challenges for organizations today. They have become an integral part of an organization's strategy for providing efficient, flexible, self-service transactions to all prospects and customers. This requires a sophisticated and reliable call distribution system capable of handling voice, while at the same time providing supervisor control. Alcatel-Lucent's CC Distribution and CC Supervision products deliver all of this and more.

Alcatel-Lucent CC Distribution

Alcatel-Lucent's Contact Center Distribution (CC Distribution) is a new generation ACD. It's based on the Alcatel-Lucent OmniPCX Enterprise's newest technologies, on its exclusive decentralized architecture, and on years of user experience.

Alcatel-Lucent's patented matrix distribution model manages traffic and resources beyond competitive norms with its unique skills and cost-based routing algorithm.
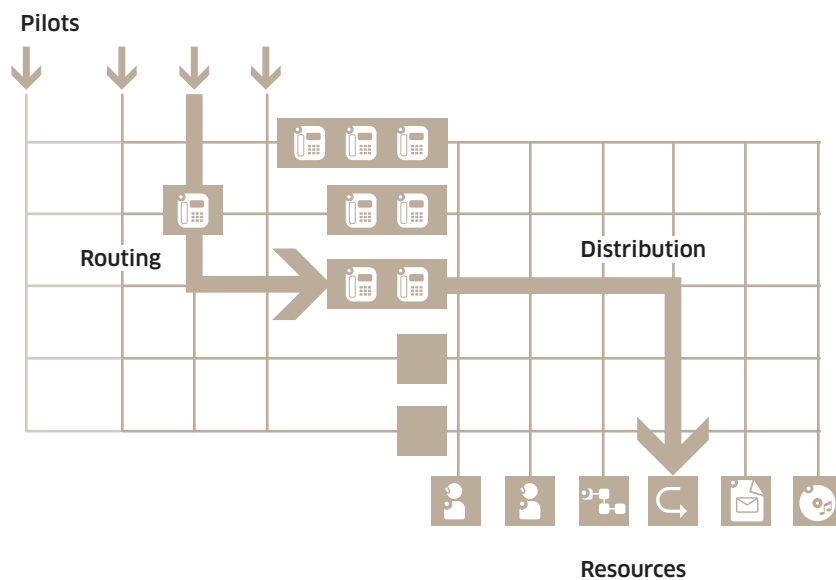
FEATURES

+ Comprehensive and flexible look-ahead routing and distribution
+ Service-based call flow management
+ Prioritized "skill mapping" of calls according to available resources
+ Direct call on agent extension
+ Advanced queuing with embedded voice announcements
+ Automatic change of distribution rules depending on time of day or day of week
+ Automatic service selection based on called (DNIS) and calling (ANI) numbers
+ Equitable call distribution according to arrival order (for each called number)

+ Open architecture, turning the Alcatel-Lucent CC Distribution into a core component of contact center solutions
+ Tight coupling with interactive voice response systems including
+ Alcatel-Lucent's leading voice kit – the
+ Contact Center IVR (CCIVR) – for caller identification and call characterization
+ Networking capabilities and virtual ACD with multi-site transparent management for supervisors
+ Remote agent facilities with Alcatel-Lucent connecting boxes
+ Advanced call prompting and elective transfer with the integrated automated attendant

This screen is a typical example of a virtual contact center. It is a distribution diagram of an enterprise taking orders over the phone through its contact centers. Supervisors have complete visibility and control over the virtual contact center and with load balancing, incoming calls are efficiently handled. They also have access to all locations and can efficiently manage operations, regardless of where agents physically sit .

Three services are spread over the two sites: "1-Catalog" and "1-Orders" are the direct entry points to the Milan site whereas "1-Vienna Orders" handles the overflow calls from the Contact Center. Here, three agent groups are Milan-based whereas the fourth one ("1-To-Vienna") is Vienna-based.
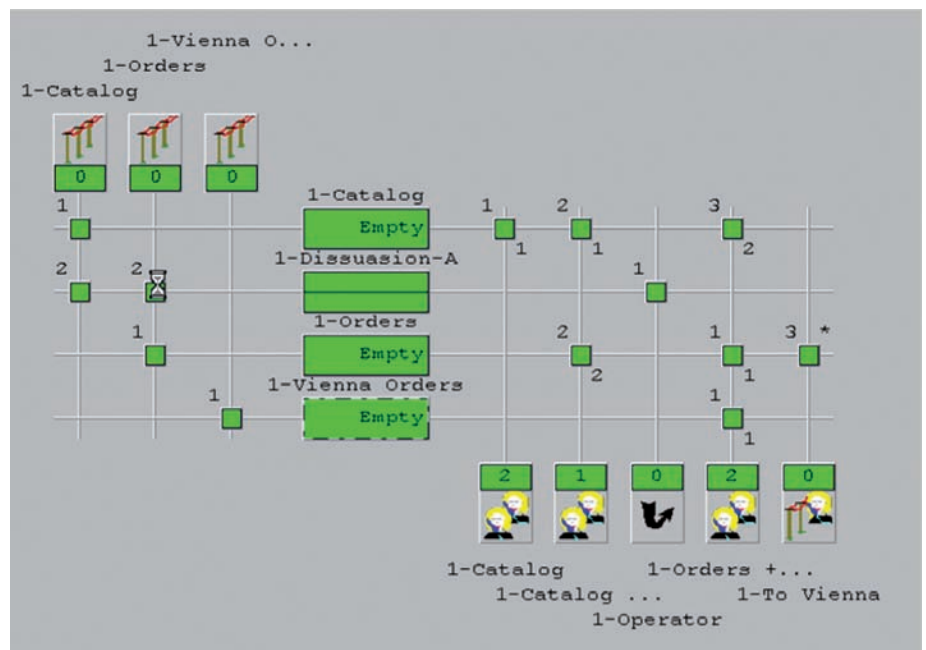
The virtual contact center

A true virtual contact center can also be built by tying together resources located at different sites. The appropriate available resources can process calls of similar profile, whether local or remote. The first available agent, independent of their location, will handle the call. The call distribution is transparent to the caller who does not know whether their call is processed locally or remotely. The agent however is informed via their display about the characteristics of the call.
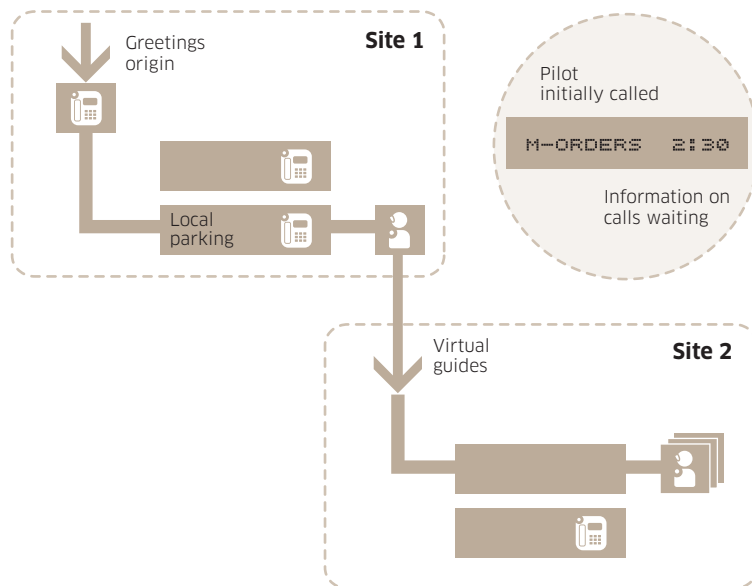
On a given local site, "Remote Groups" are assigned, which represent images of remote distributions. The remote distribution consists of a virtual pilot (dedicated), and a virtual queue, served by the groups of the remote node.

Systems exchange information so that the remote group status reflects the status of its associated virtual pilot. Remote groups are seen from the local distribution's point of view just as another group.

As soon as it is determined that a local call can potentially be served by a remote group, its characteristics will be copied in the corresponding virtual queue. However, the call itself will stay in the queue locally saving communication costs.

During this process, only service information is exchanged between the nodes, using a data communication established for the networking protocol supported by the Alcatel-Lucent CC Distribution. Effective transfer of a call to a remote site happens only after an agent is selected.

The queued "calls" placed in the virtual queue are seen transparently from a distribution perspective allowing attachment of all distribution mechanisms to directions between a virtual queue and a group, providing total flexibility for both call and agent selections.

The Alcatel-Lucent Navigator

DRIVING YOUR CONTACT CENTER

Are your contact center operations too complex and time-consuming? Check out Alcatel-Lucent's Navigator. It drives your business with a guibased unified management / supervision package.

ALCATEL-LUCENT'S NAVIGATOR IS AN "ALL-IN-ONE" MANAGEMENT TOOL THAT PROVIDES:

+ A comprehensive view of the whole contact center, regardless of physical site locations
+ Real-time statistics presenting performance and service level on a call by call basis
+ System reconfiguration and supervision of all the CC Distribution objects with a click of the mouse
+ Full Windows end-user interface
+ On-screen view of on-going operations each supervisor is granted visualization and modification rights for pilots, queues, and groups within their realm of responsibility.

ALCATEL-LUCENT CC SUPERVISION

Real time supervision with the click of a mouse

Contact Center Supervision is the perfect companion to CC Distribution. The supervisor module offers state-of-the-art real-time monitoring of all objects (pilots, queues, groups, …) wherever they happen to be. Managers and supervisors can fine tune the call handling process, overview service levels and traffic situations, and react to unplanned situations.
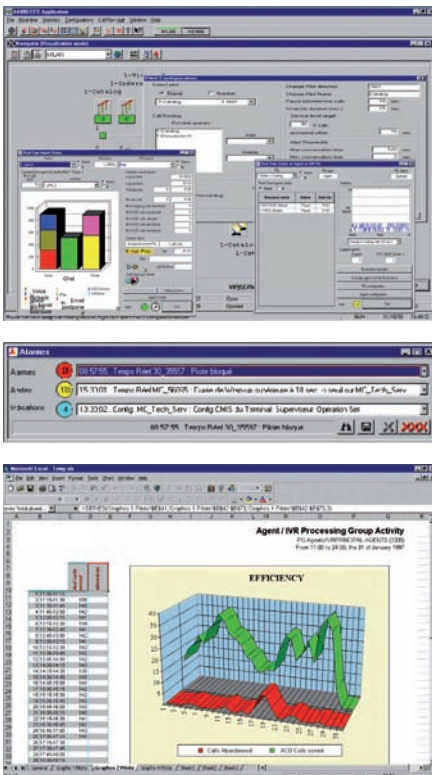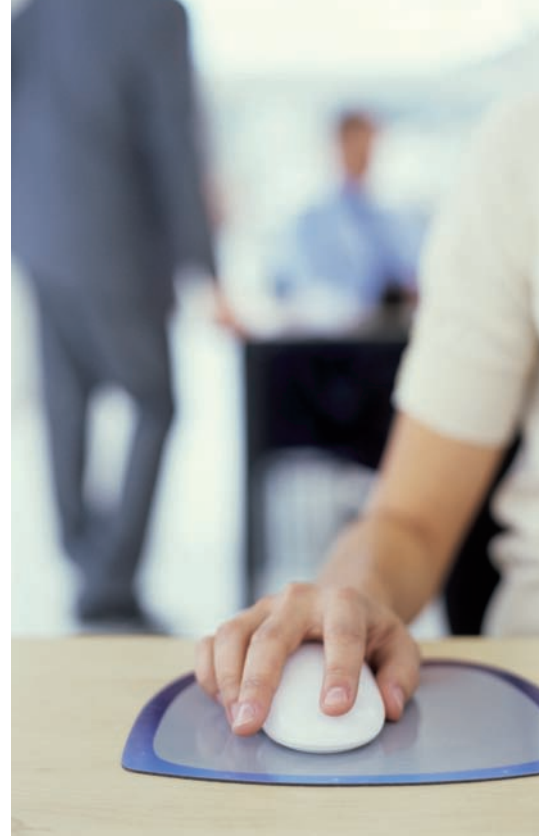
CC SUPERVISION ALSO FEATURES:

+ The ability to access pilots, queues, groups, and agent status directly from the navigator screen
+ Call-trace based on events providing detailed statistics
+ Standardized workstation for the supervisor (supervisors can log on using any Windows PC)
+ Real-time statistics and system management in a graphical layout for instant visibility
+ Real-time service level information provided at the manager level
+ Customizable wall-mounted displays
+ Alarm signaling on each supervisor workstation (pop-up window and sound)
+ Teaming of agents regardless of the actual distribution setup to allow easy performance comparison between selected agents

STATISTICS COMPILATION AND DETAILED REPORTING

In addition to real-time statistics, the CC Supervision provides detailed statistical information using Excel for customizable spreadsheets and graphs. Furthermore, detailed call-level data can be down-loaded onto your data warehouse (using FTP / TCP–IP) for post-processing according to the customer's needs.

OTHER FEATURES INCLUDE

+ Seamless automatic access to Excel from CC Supervision
+ OLE (object linking and embedding) of the supervision PC into Excel
+ GUI selection of CC Distribution built statistics through the supervision PC
+ Custom editing, formatting, and printing in Excel
+ On-line storage of information
+ Reporting of call events and transaction codes

ALCATEL-LUCENT CONTACT CENTER AGENT

A contact center toolkit and application for agents

CC Agent – Contact Center Agent – is a desktop application for agents in an Alcatel-Lucent OmniPCX Enterprise based contact center. It can run either as a toolbar co-existing with other applications residing on the agent desktop or hidden when integrated with other such applications.

AS AN APPLICATION

it empowers agents by providing them with full telephony and session control, advanced call monitoring, individual and group statistics, and access to critical information from their desktop.

AS A DESKTOP TOOLKIT

CC Agent provides a set of high-level development tools for desktop telephony integration of Customer Relationship Management (CRM) applications.

CLIENT / SERVER DESIGN

The CC Agent architecture is based on a client/server design.

CRM Application

Alcatel-Lucent
OmniPCX Enterprise and CC Agent Server

Agent Workstation
(CC Agent Client)
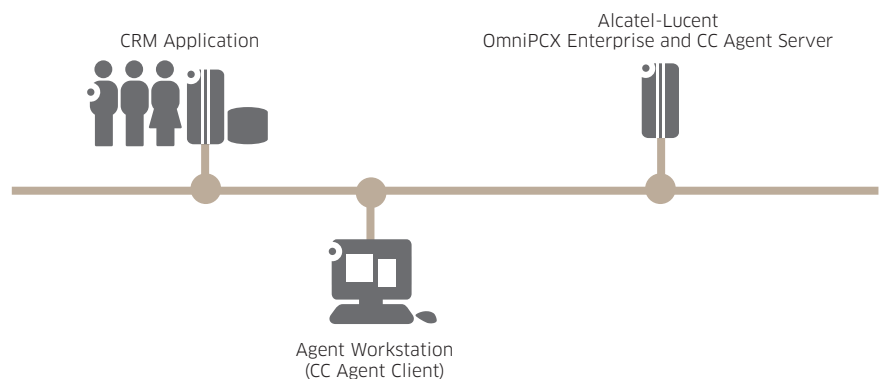
THE CC AGENT SERVER INTEGRATES:

✚ a telephony server which provides telephony services and agent controls

✚ a statistic server for real time and agent statistics

✚ a configuration server for automatic configuration of CC Agent and control of CC Distribution

THE CC AGENT CLIENT (desktop application) features toolbars and open interfaces to integrate with business applications, compliant messaging services, and LDAP compliant directories
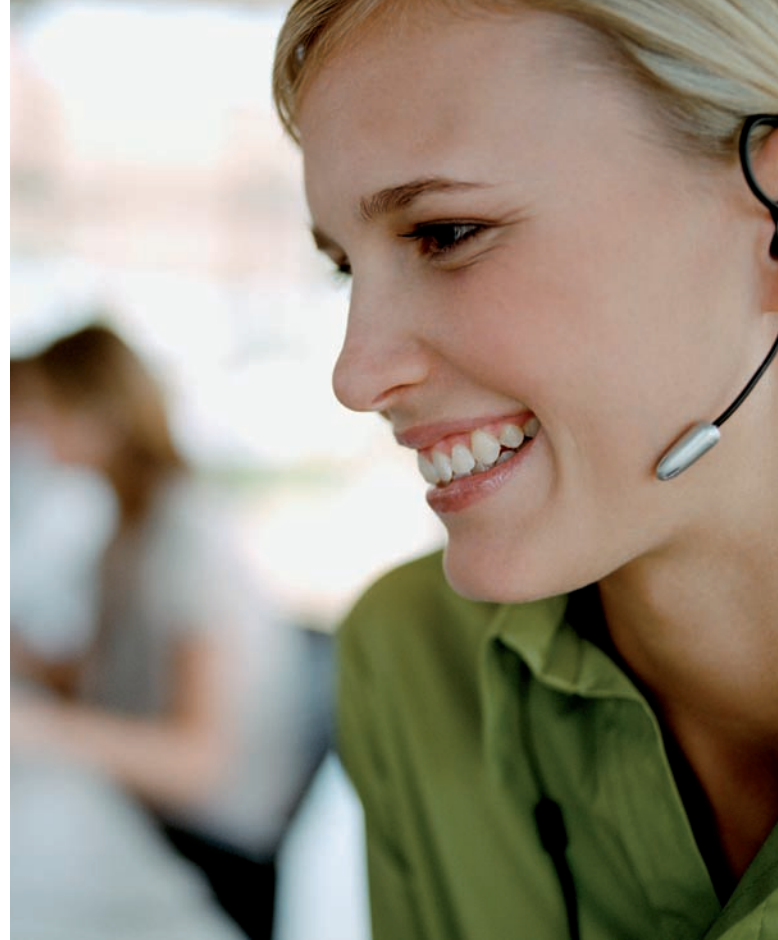
A contact center toolkit and application for agents

INTEGRATING THE DESKTOP

CC Agent allows users to take advantage of all advanced Alcatel-Lucent CC Distribution telephony functions. It provides instant access to information about their communication status. At any time, agents can check on the individual performance of their current session and view their group activity. It frees up agents by providing a single device for them to operate. Agents can easily access enhanced telephony features such as answering a call, hanging up, conference, transfer, alternate, and hold / retrieve.
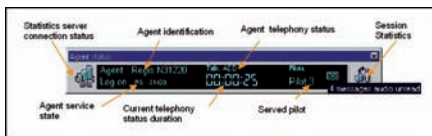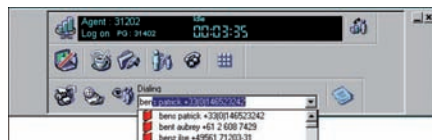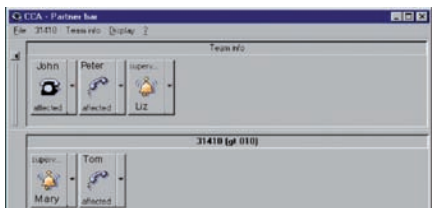
DEDICATED ACD FEATURES enable agents to control their session (log-on / log-off, wrap up, etc.), to interact with the supervisor (call supervisor), and to open / close the CC Distribution service.

< PARTNER BAR

An agent can visualize the real time availability of a selected group via the partner bar and then decide where (s)he will transfer the communication. For a selected group, agents and their current status are displayed. The agent can instantaneously check which agents are available.

< UNIVERSAL CALL BY NAME

An agent can perform a universal call by name across several directory servers such as CC Agent personal directory, Alcatel-Lucent OmniPCX Enterprise integrated phone book, Alcatel-Lucent directory, LDAP compliant directories, or any others with the Alcatel-Lucent directory API. CC Agent also provides name display and directory pop-up information for any incoming / outgoing call.

< MESSAGING SERVICES

Message notification can be made directly on the agent toolbar for Alcatel-Lucent and other MAPI compliant messaging systems. By selecting the relevant icon, agents can review messages they have received.

Call log management allows access to the call log. Logs can be sorted according to several criteria and can be used for call back by a simple click on the selected entry.

Enhanced options

Options like IVR with CCivr or GVPOTCS IVR, wallboards, Soft Panel Manager, Genesys Work Force Management or others OpenTouch Customer Service media (e-mail, web chat, web call back, social media, CRM connectors …)

Remote Agent capabilities

CCA NOMADIC

CC Agent Nomadic is a solution offering transparent access to CC Agent services for traveling and home workers equipped with a multimedia PC (Voice over IP), cellular phones, analog phone set, or home DECT set.

Glossary

ACD Automatic Call Distributor

ANI Automatic Number Identification

DDE Dynamic Data Exchange

DECT Digital European cordless telecommunications

DNIS Dialed Number Identification Service

GSM Global System for Mobile communications (primarily Europe/most of Asia)

LDAP Lightweight Directory Access Protocol

OLE Object Linking and Embedding

STAY AHEAD OF YOUR COMPETITION

To help you stay ahead of your competition Alcatel-Lucent sets the pace for advances in communications technologies by combining what is possible in science and technology with what is required by the markets. With Alcatel-Lucent and its network of more than 2100 partners around the world, you gain a global partner with local presence to ensure the long-term success of your solution.

YOU BENEFIT FROM

+ An always-on, flexible framework that is standards-based and supported by the strong Alcatel-Lucent commitment to innovation and partnering.

+ Personal communications tools that help people connect so they can share knowledge anytime, anywhere, over any access and any device.

+ An ongoing commitment to innovation that will help enterprises increase their competitive advantage.

+ Products that are green from the edge to the data center.

+ A longtime commitment to openness and standards and leadership in developing next-generation standards.

+ A market-leading portfolio with more than 650 products, a global presence, a global services team and local support.

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.

THE ALCATEL-LUCENT ADVANTAGE

To learn more about these and other management solutions, contact your Alcatel-Lucent sales representative, authorized reseller or sales agent.
You can also visit our web site at:

www.alcatel-lucent.com

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