ALCATEL-LUCENT OPENTOUCH™ CUSTOMER SERVICE
A NEW ERA OF CUSTOMER SERVICE SOLUTIONS

The rise of social media and the explosion of mobile devices have given consumers the ability to interact with brands and companies almost anywhere and at any time. A conversation can start on a Facebook page that was activated from a QR code scanned on a poster in the street, pause for an indeterminate time, and then resume with live interaction with an agent. Enterprises seeking to differentiate how they engage with their customers need to react swiftly to any interaction regardless of the media or the channel and to exceed expectations – all with an eye on budget optimization.
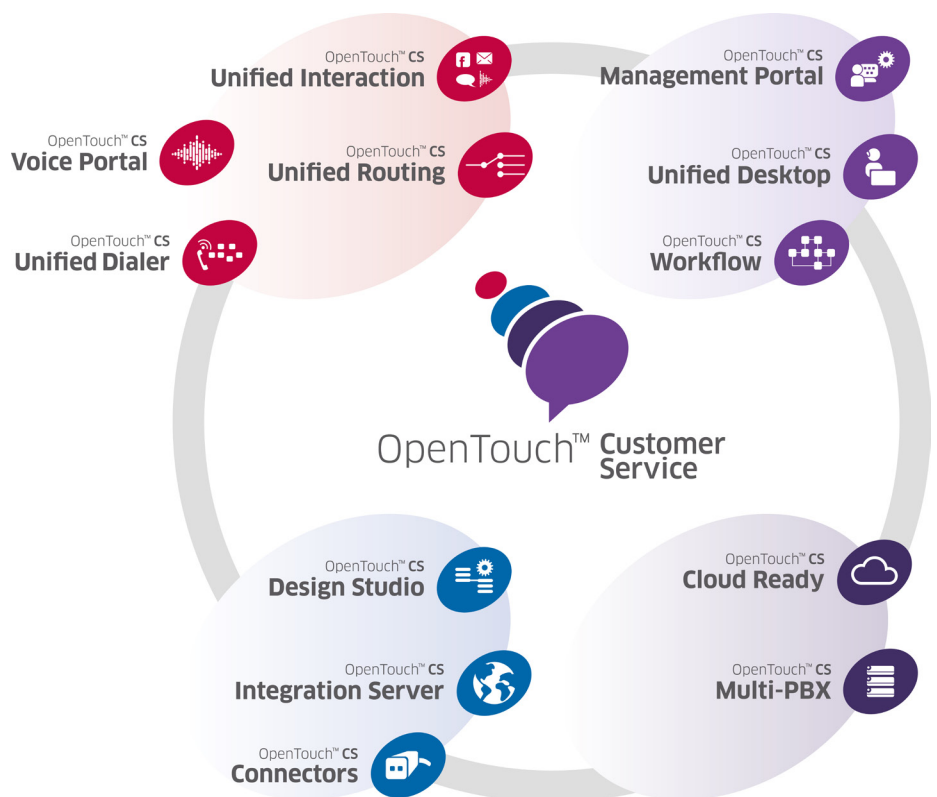
Alcatel-Lucent is creating a new standard for customer experience that enables enterprises to collaborate with – rather than just speak or listen to – their customers.

Alcatel-Lucent OpenTouch Customer Service (OTCS) expands customer care discipline and business rules to include social media channels. With full multimedia contact functionality, open APIs and multichannel unified routing and workflow management, OTCS is a simplified system with fully integrated components that minimizes management issues and provides more efficient operations at lower costs.

The solution allows the entire enterprise to act as one and be completely dedicated to servicing customers.

The new solution comes in a flexible and modular format to help enterprises choose what they need, add as they grow – both in features and scale – decide how it's delivered and to quickly adapt to changes in business conditions.

Figure 1. Alcatel-Lucent OpenTouch Customer Service modules

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KEY MODULES / FEATURES	BENEFITS
OpenTouch™ CS Unified Interaction	Manages all media interactions consistently and in real time to enhance customer satisfaction and reduce operational costs.
OpenTouch™ CS Unified Routing	Applies intelligence and skills-based routing rules to all activities, ensures customers receive the best service from the most appropriate resource in the shortest length of time, regardless the media or channel used.
OpenTouch™ CS Unified Dialer	Offers preview, power and best-in-class predictive dialing modes, leveraging an award-winning dialer algorithm for proven efficiency and accuracy.
OpenTouch™ CS Voice Portal	Improves customer experience with higher availability (24/7), flexibility and the ability to more rapidly interact with the organization, both inbound and outbound.
OpenTouch™ CS Workflow	Offers centralized definition and distribution of processes to better integrate with business processes and benefit from all resources of the organization.
OpenTouch™ CS Unified Desktop	Provides a unified view of the customer and manages all agents' activities, multimedia interactions, information and tasks into a single workspace with deep integration with other business applications. It reduces agent training time/needs, provides faster data access in real time and outperforms first call resolution.
OpenTouch™ CS Management Portal	Profile-based web interface enabling configuration, management, real-time monitoring and reporting of all activities to allow contact center management to make informed decisions and take action on the fly to maximize productivity and business results.
OpenTouch™ CS Design Studio	A unique language and development environment that enables the design, control and execution of customer interaction modules in the contact center. It significantly reduces time to market for new campaigns and services and allows changes on the fly to deal with shifting business needs.
OpenTouch™ CS Integration Server and Connectors	Deliver out-of-the-box integration with world-leading CRM, ERP, quality monitoring and workforce management applications using a homogeneous API layer.
Open architecture	Based on an infrastructure which can be virtualized (VMware is supported), it enables deployment in various environments (e.g., customer premises and datacenters) and supports communication servers from multiple vendors. Certified on Alcatel-Lucent OmniPCX Enterprise and OpenTouch Business Edition.

TECHNICAL SPECIFICATIONS

Unified Interactions
- Supported media
  - ¬ Voice
  - ¬ E-mail
  - ¬ Web chat with callback
  - ¬ Facebook
  - ¬ Twitter
  - ¬ Fax
  - ¬ SMS/MMS
  - ¬ Open media
- LDAP support for e-mail

Unified Routing
- Platform (PBX) independent
- Multi-site
- Multi-time zone
- Unified multimedia queuing

- Workload overflow
- Virtual routing
- Pre-routing
- Pre-defined default routing strategies
- Rules-based routing
  - ¬ Time based
  - ¬ Calendar based
  - ¬ Source/destination based
  - ¬ Volume based
  - ¬ Geography based
  - ¬ Skill based
  - ¬ Case based
  - ¬ Overflow based
- Intelligent routing
  - ¬ Scripting based
  - ¬ Business application information based
  - ¬ Customer profile based
- Blending with outbound dialing

Unified Dialer
- Multiple dialing modes
  - ¬ Preview
  - ¬ Power
  - ¬ Predictive (award-winning algorithm)
- Filter support
- UK- & US-specific regulation compliance

Voice Portal
- Commodity hardware
- Inbound and Outbound
- Integrated with ASR/TTS
- Integrated with natural language
- Standards based

Management Portal
- Profile-based interface

Management
- Live configuration update
- Start/stop campaign
- Load contacts lists
- Broadcast messages
- Scoring

Real-time monitoring and historical reporting
- Multi-time zone support
- Custom views
  - ¬ Configure dashboards
  - ¬ Hierarchical information display
  - ¬ Context-sensitive information display
- Agents, teams, campaign states and performance monitoring
- Queues monitoring
- Call classification
- KPIs
- Operational and business alarms

Configuration
- Campaign creation
- Workforce management
  - ¬ Add/remove agents
  - ¬ Skills
  - ¬ Teams
  - ¬ Floor plans
- Business data support
- Alarms
- Routing rules

- Gateways
  - ¬ Telephony
  - ¬ E-mail
  - ¬ IM
  - ¬ Fax
  - ¬ SMS
- Pacing rules
- Compliance rules
- SLAs

Unified Desktop
- Single workspace for all
  - ¬ Live interactions
  - ¬ Logged interactions
  - ¬ Tasks
- Optimized control of all multimedia interactions
- Deep integration with business application support
- Banner mode
- PC client
- Web access
- Citrix compliant
- Knowledge management
- Answer templates (e-mail, IM, Facebook, Twitter)

Workflow
- Centralized definition and distribution of processes
- Priority management
- Single view of all pending work
- Integration with company business processes support

Design Studio
- Text and graphical environment
- Auto-completion
- Support all solution components:
  - ¬ Workflow
  - ¬ Unified routing
  - ¬ Voice Portal
  - ¬ Unified Desktop
  - ¬ Unified Interactions
  - ¬ Unified Dialer
  - ¬ Management Portal
- Inbound, outbound and IVR scripts
- Enhanced debugging
- Templates
- RAD: Rapid Application Development
- Automatic campaign definition

Integration Server and Connectors
- Native Connectors
  - ¬ CRM
    - – Siebel
  - ¬ QM
    - – Verint
  - ¬ WFM
    - – Verint
    - – Teleopti
  - ¬ Homogeneous API layer
  - ¬ Open standards
    - – .NET API
    - – Java API
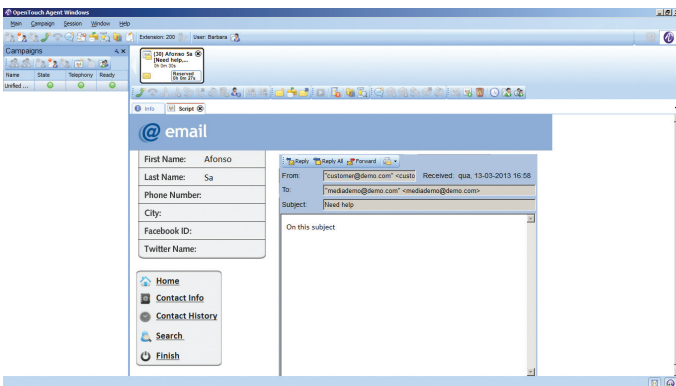   - – SOAP/Web services
    - – (JLS) C API

Figure 2. OTCS Unified Desktop application

Figure 3. OTCS Management Portal

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