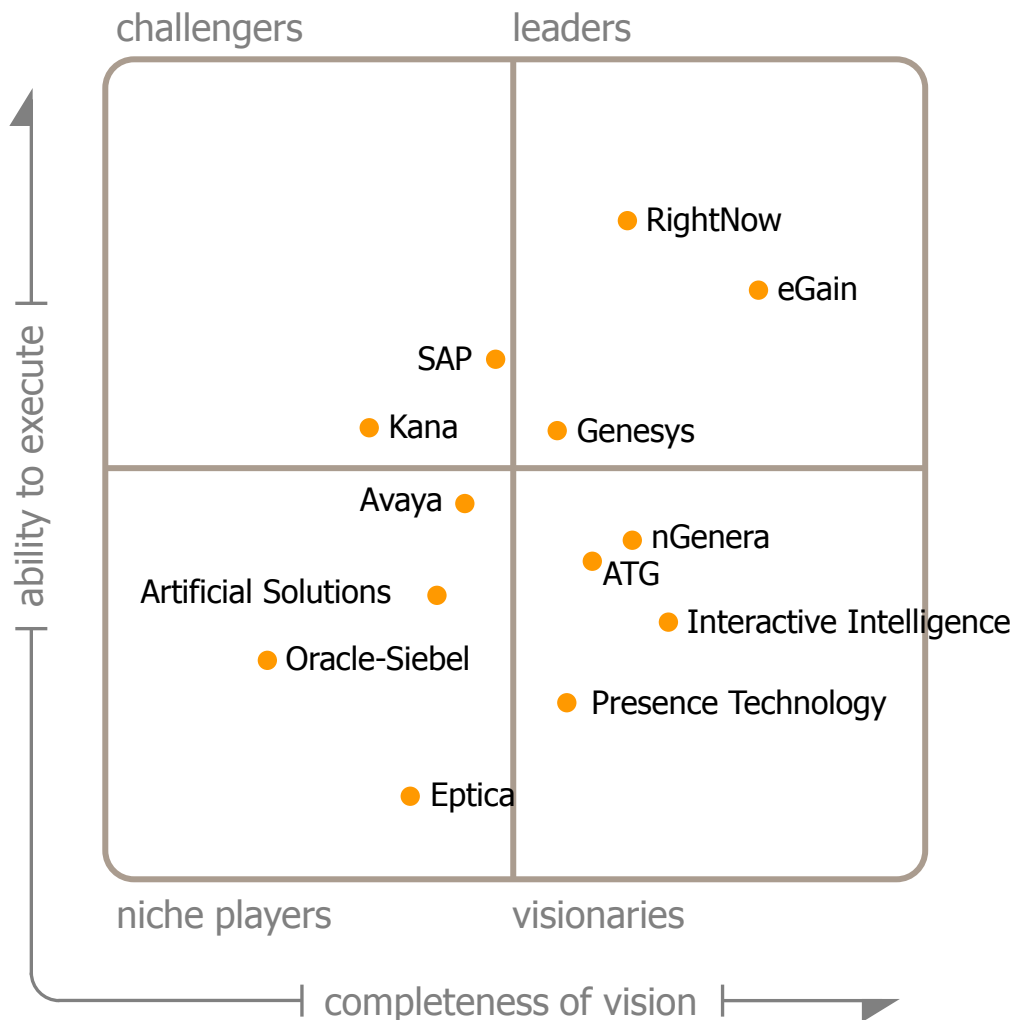


Gartner Web Customer Service Framework



Web Customer Service Magic Quadrant



As of September 2010

Customer Needs and Business Challenges

Customer Needs

- Get anywhere / anytime service
 - Customer Democracy
 - Access companies through more channels

Business Challenges

- Reduce operational expenses
 - Web Channels
 - Self Service
- Get access to a new client not engaged with before
- Maintain a high customer satisfaction level

Top Web Customer Service Purchase Criteria

- Entering new markets and need competitive differentiator
- Want access to different generation of customer than what they have been dealing with
- Expand existing channels to increase portfolio of offering
- Exploit existing software
- Reducing cost of existing F2F and Call Center channel

Transform your contact centre with cross channel conversations

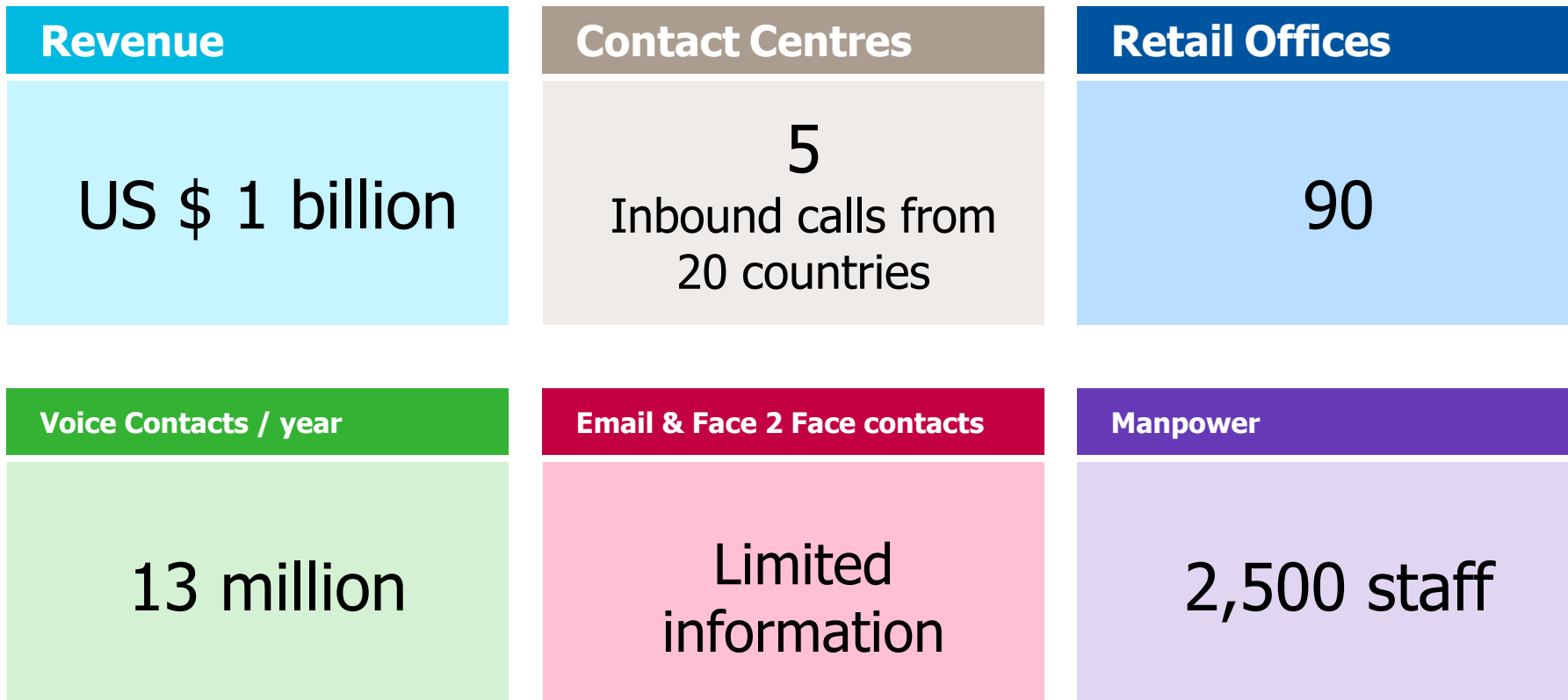
- Introduce Emirates Airline
- Introduce Emirates Retail & Contact Centres
- Emirates Global Connect Project
- Benefits
- Future Road Map

Emirates Group

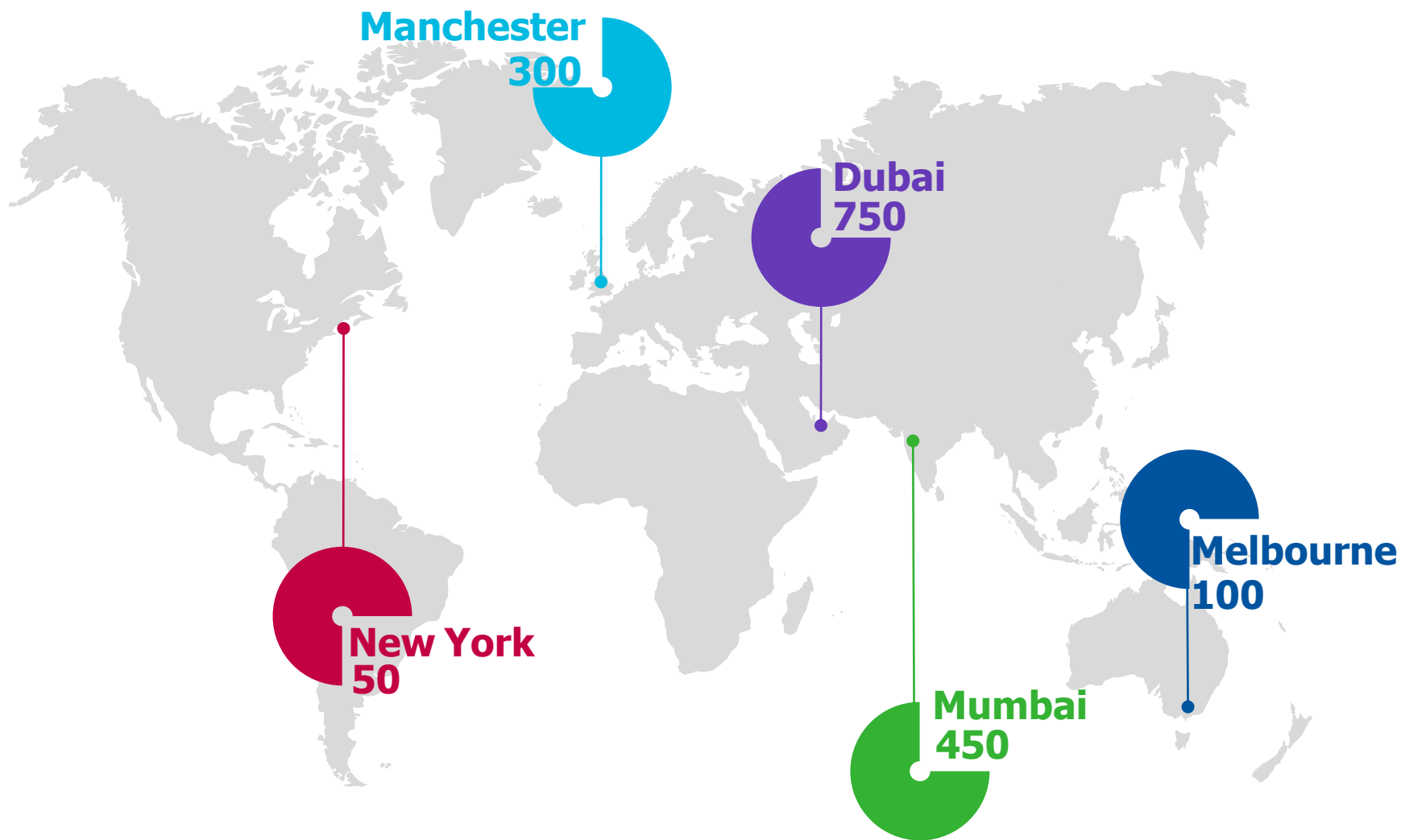
	2009/10	2010/11
Revenue	US\$ 12.4 billion	US\$ 15.6 billion
Net Profit	US\$ 1.1 billion	US\$1.6 billion
Passengers carried	27.5 million	31.4 million
Number of aircraft		153
Number of aircraft on order		199
Number of voice interactions		13 million

Source Placeholder

Emirates Retail & Contact Centres



Emirates Contact Centres



Source Placeholder

Emirates Global Connect Project

- Enable Emirates Contact Centres to deliver a world class customer experience, globally, every time
- Virtualise five contact centres & their manpower, managed from Dubai
- Provide Contact Centre Agents with relevant information about customers prior to interactions being received
- Enable the evolution for Emirates Call Centres to Contact Centres supporting email and web interactions
- Provide an easily scalable solution that supports the Emirates Airline growth plans

Working with Genesys & BT, changing the Emirates Conversation

- Enterprise deployment:
 - Single Genesys IVR in 12 languages (additional 2 languages during 11/12)
 - Single Genesys platform (WFM & Interaction / skills routing) across 5 contact centres
 - 1,600 call centre agents with a shopping basket of 10 process skills & 12 language skills
 - 1,000,000 calls / month

Working with Genesys & BT, changing the Emirates Conversation

- Additional Applications:
 - Email, Web Chat & Co-browse
 - Outbound dialler
 - Call & screen activity recording
 - Virtual Hold
 - Knowledge Management Solution

Emirates Airlines Challenges 1-5

Challenge 1 | Growth

Challenge 2 | Brand Image

Challenge 3 | Decentralized

Challenge 4 | Single channel

Challenge 5 | Multiple environments, difficult to change

How has the conversation changed?

Challenge 1

Growth:

- No new offices yet!
- Continuing on the growth curve deploying agents in Dubai & Mumbai

Challenge 2

Brand Image:

- Single customer experience through IVR's
- Defined agent competencies & career progression

Challenge 3

Decentralized:

- Head Office strategy & management for Contact Centres
- Contact Centre Managers now have common kpi's

Challenge 4

Multi channel:

- Email
- Outbound
- Web interactions

Challenge 4

Ability to change:

- Single environment, able to adapt in minutes

Your Opinion Matters!

HOW ARE WE DOING? G-FORCE | 2011
PRAGUE

Who are you: Customer? Prospect? Partner? ALU/Genesys; Name: _____

Please include your name if you would like to be entered in a random drawing for an Acer Tablet to take place at closing session in the Partner Pavilion on June 9th from 16:15-17:00 (must be present to win; names are not retained for purposes other than the giveaway drawing; Alcatel-Lucent/Genesys employees are not eligible)

Session Series #1 on Wednesday, June 8th from 15:00 to 15:40 – Check One:

BAP101: *intelligent Customer Front Door™ with Conversation Manager™ and Customer Effort*

CBN101: *Slovak Telekom increases agent effectiveness and speeds work items processing – thanks to iWD*

CBN102: *Genesys Canal+: A Story of Virtualization and Outsourcing Using SIP*

CBN303: *Transform Your Contact Center with Cross Channel Conversations*


How would you rate the content? Low High

How would you rate the speakers(s)? 1 2 3 4 5 6 7

Would you recommend this session to your colleagues? 1 2 3 4 5 6 7

Comments:

Win an Acer Tablet!!!



- Rate all sessions on the same form which you pick up in the first session
- Turn in form after the final breakout – in final session room or Registration Desk
- Your submission with name enters you into a drawing for an Acer Tablet!

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