

APPLICATION NOTE

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# Alcatel-Lucent Contact Centers

Extending the reach of customer interactions



## Abstract

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Contact center managers in today's competitive environment are focused on ensuring customers receive resolution to their queries during their first contact. In order to meet this goal, managers must provide their agents with a way to include distributed knowledge and various resources in the contact center process — without massive investments in complex communication solutions. Based on years of providing the most successful contact center solutions to enterprises around the world, Alcatel-Lucent has developed rich customer interaction management solutions that route customer inquiries beyond the traditional barriers of a contact center to the most knowledgeable resource, wherever that resource may be.

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## Introduction

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One of the main challenges — and a key opportunity — facing all organizations that serve customers is to successfully mobilize resources beyond the front office. In recent years, consumers' habits have changed. They are now accustomed to having instant access to the information they are looking for, anytime and from anywhere. And they do it using any kind of media. Therefore, when these consumers contact an enterprise with an inquiry they expect the associated knowledge to be easily accessible.

For years, Alcatel-Lucent has successfully developed and deployed rich call management solutions that route inbound customer interactions to the best skilled agent. But sometimes the inquiry may require access to distributed knowledge — distributed among several locations or along a complex process. The challenge for enterprises is to find a way to extend the reach of each interaction beyond the first point of contact to strengthen customer relationships and, ultimately, increase a caller's loyalty — and to do it without a massive investment in complex communication solutions.

This challenge presents an unprecedented opportunity for organizations to stay ahead of their competition by changing the way they manage customer inquiries. By creating a fluent flow of information between the front and back office and enabling any employee to be a first responder, an intelligent contact center routing engine can transform a contact center into a highly knowledgeable community and accelerate the customer/enterprise connection.

The Alcatel-Lucent intelligent contact center routing solution extends the reach of a contact center by providing:

- The capacity to connect the contact center resource pool from any device: Alcatel-Lucent IP Touch™ 8 Series Phones, IP Touch WLAN Handsets, DECT Handsets, and cellular phones using the remote extension capability and Session Initiation Protocol (SIP) phones
- The possibility for agents to share real-time information and applications with experts via chat, voice call, or multi-party conference while interacting with a customer

With this solution, the reach of a contact center is no longer limited by physical constraints. Resources can easily be distributed throughout the organization without losing the power of teaming. The solution also provides cost-effective flexibility because any employee can become an agent — part-time or full-time — from his/her regular phone.

## Collaboration and mobility brought to the contact center

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Alcatel-Lucent has developed a simple yet powerful tool to easily manage the configuration of a contact center. The Visual CC interface, primarily designed for mid-sized contact center solutions, is now available to configure the Alcatel-Lucent OmniTouch™ Contact Center Premium Edition (OTCC PE) and OmniGenesys™ Contact Center. By using this tool, an organization can allow a number of contact center agents — as well as regular employees — using a variety of devices to join the resource pool.

Because distributed knowledge and expertise usually span an entire organization, the Alcatel-Lucent Contact Center Teamer (CC Teamer) collaboration tool virtually erases the distance between an agent and a knowledge worker. CC Teamer transparently integrates the Alcatel-Lucent OmniTouch 8660 My Teamwork™ interface into an agent's desktop interface and provides a view of available members of an organization's expert community to chat, talk or share applications.

Combined with the award-winning Alcatel-Lucent IP PBX platform — the Alcatel-Lucent OmniPCX™ Enterprise Communication Server — our contact center solution provides the best in extended outreach customer care solutions.

## The Visual CC all-in-one interface

The Alcatel-Lucent Visual Contact Center interface (Visual CC) is a graphical configuration interface that simplifies the management of a contact center. A two-step series of user-friendly screens allow organizations to configure incoming call qualification and manage the routing intelligence of the system.

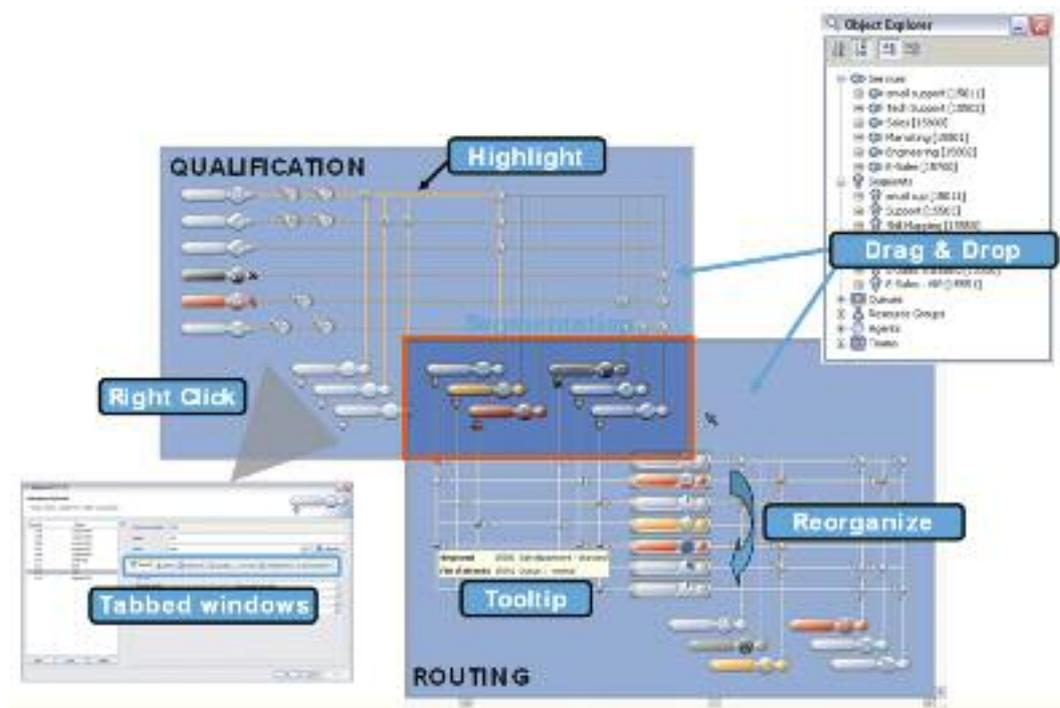
From the routing part, any devices connected to the OmniPCX Enterprise Communication Server can be designated as agent devices, without having to enter the configuration tool of the IP-PBX.

From the Visual CC interface a unique overrun feature can be activated to allow, at no additional cost, an additional temporary pool of 30 percent of agents to connect for 10 days a year. This feature offers tremendous opportunities for an organization to react quickly in response to unexpected or seasonal traffic peaks.

The Visual CC interface (Figure 1) reduces training costs and the time between implementation and first customer contact. It meets the three critical requirements for a contact center solution:

1. Simplicity, by minimizing implementation time, reducing training time, and enabling immediate configuration decisions. This is provided by contact center creation and management features that enable efficient and dynamic operations.
2. Control, by optimizing response times and enabling transaction management using a customer's preferred media, contact qualification with embedded visual interactive voice response (IVR), and performance monitoring that allows immediate reaction to dynamic business conditions. This is provided by a contact center architecture that ensures an efficient and effective experience for an enterprise's employees and its customers.
3. Power, by using the Genesys™ routing engine, which is universally regarded as the most powerful platform available. Capabilities include automatic license increases with unique overrun capabilities, customer relationship management (CRM) integration, and real-time presence and collaboration, all of which contribute to first call resolution objectives. This use of proven contact center and enterprise technologies helps protect the enterprise's investment.

**Figure 1. Visual CC interface reduces training costs and the time between implementation and first customer contact**



## **Alcatel-Lucent OmniTouch Contact Center Premium Edition**

The Alcatel-Lucent OmniTouch Contact Center Premium Edition bundles the industry-leading Alcatel-Lucent OmniPCX Enterprise Communication Server platform with Genesys software to offer an advanced multimedia contact center with a centralized, graphical management environment. Designed for the Dynamic Enterprise, this user-centric contact center interconnects with business processes for more efficient operations and allows enterprises to offer more personalized services that reinforce a positive customer experience and encourage ongoing loyalty. Its benefits include simplified deployment and increased customer value through advanced features, such as:

- Embedded e-mail and voice interaction qualification, which improve contact center operations and allow customers to communicate with the enterprise in the way that is most convenient for them
- Management of real-time business conditions, which helps the enterprise remain confident that its investment is providing up-to-date information for optimal control of operations
- Automatic agent license increases (overrun), which allows the enterprise to proactively take action when unplanned events occur
- Use of any device connected to the OmniPCX platform as an agent set, which allows mobile agents, SIP users and traditional sets to join the resource pool at a low cost

## **Alcatel-Lucent OmniGenesys**

OmniGenesys is the combination of the “best-of-breed” Genesys Suite and the Alcatel-Lucent OmniPCX Enterprise Communication Server. The OmniGenesys package provides a reliable contact center solution that offers advanced features enabling contact center personnel to use any device, access performance management tools, and implement unified communications collaboration tools.

The OmniGenesys solution enables a deep integration within the OmniPCX Enterprise platform, based upon the Routing Services Intelligence (RSI) feature that enriches the computer-supported telecommunications applications (CSTA) connectivity of the two platforms to allow full synchronization of telephony and contact center.

Genesys Suite, the Genesys customer interaction platform, is at the core of the solution that routes and processes interactions across an enterprise, connecting customers to the right resource — the first time.

Genesys Dynamic Customer Engagement orchestrates customer interactions, company resources, processes, and customer insights to dramatically improve performance in service and sales by optimizing the acquisition, retention, and development of the most profitable customers. It supports:

- Cross-channel conversations that synchronize interactions, such as phone, e-mail, chat, and text channels with dynamically engaged customer service resources based on customer service business objectives
- Enterprise resource optimization of customer service agents, enterprise knowledge workers or outsourced workers
- Operational performance management of real-time and historical customer experience measurements and proactive management aligned to customer service business objectives
- Service delivery optimization of work-in-process, task management and organizational memory of interactions across time and touch points
- Enterprise application enablers that augment and leverage unified communications and the supporting SIP or legacy infrastructure to deliver superior customer service

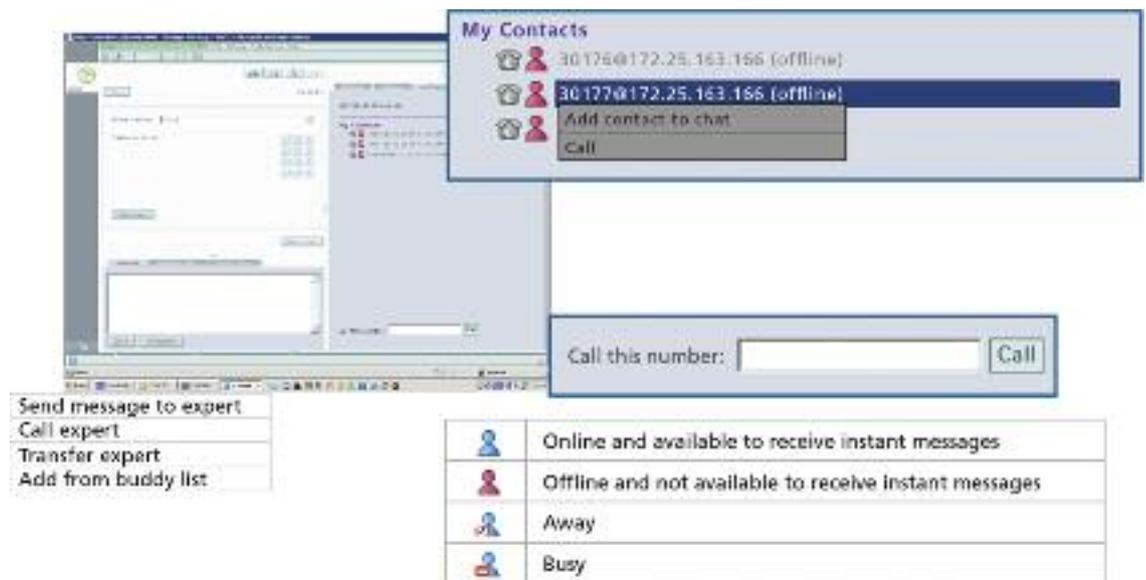
The OmniGenesys solution has enabled a superior customer experience for more than 650 enterprises worldwide.

## Alcatel-Lucent CC Teamer

Alcatel-Lucent Contact Center Teamer (CC Teamer) offers a presence solution that enables collaboration and conferencing capability as well as the critical presence requirement within a contact center (Figure 2). It uses the Alcatel-Lucent OmniTouch 8660 My Teamwork application and the services of the Alcatel-Lucent OmniTouch 8460 Advanced Communication Server, which are deployed in a number of enterprises worldwide. The use of the solution allows enterprises to:

- Detect who is available to resolve a customer issue in real time
- Increase agent awareness of subject matter expert availability
- Increase first call resolution — the number one goal in most contact centers
- Extend the contact center into the enterprise
- Enable collaboration when needed and extend it to conferencing if required

Figure 2. Alcatel-Lucent CC Teamer presence solution

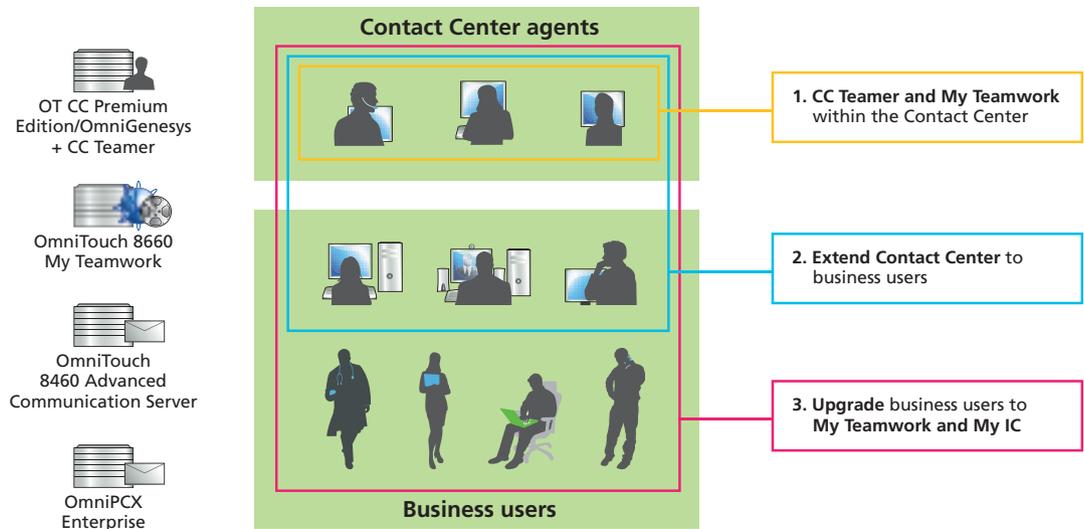


## Component Integration to extend contact center reach

A regular pain point that customer care service organizations have been experiencing for years is how to adapt to external business conditions that vary faster than ever — customer demands are getting more and more complex and consumer habits are changing. The traditional situation of the 1990s and early 2000s was to respond without assistance to a customer inquiry and if unable to complete the transaction to either transfer or call back the customer, which is no longer acceptable in today's contact center.

The combination of OmniPCX Enterprise, the Alcatel-Lucent contact center solution, and CC Teamer delivers an end-to-end infrastructure designed to service customers by connecting them to an enterprise's global knowledge base (Figure 3).

Figure 3. Alcatel-Lucent contact center component integration



### ***Flexibility of customer care resources***

The Alcatel-Lucent Visual CC interface brings flexibility to customer care services management. It breaks down the barriers of the contact center agents' pool by offering the possibility for any employee within the organization to join the front office team — even for a short while.

For example, in case of seasonal peak traffic, employees from any other department within the organization can join an agent group to support customer calls. A contact center with 50 regular agents can then easily expand up to 150. This is done without having to modify any IP PBX profile. In addition, with OmniTouch Contact Center Premium Edition as the contact center solution, this can be done without necessarily having bought additional agent licenses, thanks to the embedded overrun capacity of the solution.

Beyond traffic peak periods, this same flexibility is available whenever a specific skill is required that goes beyond an agents' usual knowledge.

### ***Fluent communication from customer to expert***

With the Alcatel-Lucent CC Teamer solution access to expertise is improved. This has two main impacts on customer service.

On one hand, the first call resolution rate is greatly improved as agents can access any expertise within the organization with a few mouse clicks. The availability of experts is made visible to agents who can conference them, divert the call to them, or simply ask for side information via instant messaging.

On the other hand, agent motivation and confidence are highly improved — especially in the case of remote agents — because they can count on the support of knowledge workers from anywhere within the enterprise.

The CC Teamer solution leverages any existing Alcatel-Lucent OmniTouch 8460 Advanced Communication Server investments because the ability to collaborate with an expert is not exclusively dedicated to the contact center environment.

### ***Combining flexibility and collaboration***

The Alcatel-Lucent Visual CC allows enterprises to connect any employee as an agent and add more flexibility to dynamically adapt to business trends. The collaboration CC Teamer solution gathers

front and back office resources that span an organization into a virtual team. The combined solution gives callers quick access to the entire enterprise knowledge base and improves inquiry resolution. As a result, customer satisfaction and loyalty are increased and agents are more confident and motivated (Table 1).

**Table 1. Combining Alcatel-Lucent contact center products to improve flexibility and collaboration**

FEATURES	FUNCTIONS	BENEFITS
<b>OMNIPCX ENTERPRISE COMMUNICATION SERVER</b>		
<ul style="list-style-type: none"> <li>• IP telephony platform</li> </ul>	<ul style="list-style-type: none"> <li>• High availability</li> <li>• Multi-site topology</li> <li>• Mobile support (cellular, Wi-Fi®, DECT)</li> <li>• SIP (devices, trunking)</li> <li>• Rich CSTA features</li> </ul>	<ul style="list-style-type: none"> <li>• Cost-effectively implement contact center while leveraging existing communications investments</li> <li>• Provide deep synchronization with Alcatel-Lucent contact center platforms</li> </ul>
<b>OMNITOUCH 8460 ADVANCED COMMUNICATION SERVER AND 8660 MYTEAMWORK</b>		
<ul style="list-style-type: none"> <li>• Collaboration solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time presence information</li> <li>• Multi-party conferencing</li> <li>• Application sharing</li> <li>• Groups of expertise</li> <li>• Instant messaging</li> </ul>	<ul style="list-style-type: none"> <li>• Instantly creates a virtual workgroup aimed at resolving the customer's inquiry</li> <li>• Shows availability of team members</li> <li>• Leverages overall enterprise investments in collaboration</li> </ul>
<b>VISUAL CC: CONTACT CENTER GRAPHICAL MANAGEMENT INTERFACE</b>		
<ul style="list-style-type: none"> <li>• Contact center graphical management interface</li> </ul>	<ul style="list-style-type: none"> <li>• Calls qualification management</li> <li>• Routing management</li> <li>• Agents' groups management</li> <li>• Agents' skills management</li> <li>• Statistics management</li> </ul>	<ul style="list-style-type: none"> <li>• User-friendly, simple, yet powerful graphical interface</li> <li>• Short lead time to operation — reduced training</li> <li>• Integration of any device, any employee profile in groups</li> </ul>
<b>OMNITOUCH CONTACT CENTER PREMIUM EDITION</b>		
<ul style="list-style-type: none"> <li>• Mid-sized contact center solution</li> </ul>	<ul style="list-style-type: none"> <li>• Native e-mail and voice processing</li> <li>• Overrun capacity</li> <li>• Skills-based routing</li> <li>• Real-time monitoring and historical reporting</li> <li>• Embedded IVR</li> </ul>	<ul style="list-style-type: none"> <li>• All-in-one server solution</li> <li>• Easy to implement</li> <li>• Single node multi-remote gateways</li> </ul>
<b>OMNIGENESYS</b>		
<ul style="list-style-type: none"> <li>• Large and rich contact center platform</li> </ul>	<ul style="list-style-type: none"> <li>• Complete multimedia interaction handling</li> <li>• Enterprise or carrier grade resources orchestration</li> <li>• SIP</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time operational performance optimization</li> <li>• Large scope of business application integration software development kit (SDK)</li> <li>• In-depth statistic analysis</li> </ul>

## Case studies

### Siam Commercial Bank

#### *The challenges*

Siam Commercial Bank is the third largest bank in Thailand that currently processes approximately 2 million calls per month.

Siam Bank was facing a situation where sales agents lacked some product skills and were transferring incoming calls to back office experts. As a result, the process organization collapsed and sales figures dropped. At the same time, the bank decided to reorganize business process segmentation to recover and even surpass initial sales figures.

#### *The solution*

Alcatel-Lucent complete contact center solution that incorporates:

- OmniGenesys IP Contact Center with multimedia platforms
- CC Teamer collaboration features

- Work Force Management software
- Alcatel-Lucent OmniVista Network Management System™ network management system
- Third party applications that provide additional features and functionality through the open standards of Alcatel-Lucent products

With this solution, 250 agents are now connected.

Champangorn Jotikasthira, Senior Executive Vice President, Chief Information Officer, Siam Commercial Bank PCL, said: “Our contact center enhancement is fully in line with our strategy of developing an infrastructure that provides an easy contact center experience for our customers. Along with bank outlets and counters, we consider our contact center to be the most powerful communication tool for retail and business services. Fast and smooth transactions between customers and bank agents definitely improve customer quality of service and satisfaction.”

“Alcatel-Lucent’s IP-based solution easily integrated into our existing call center system, and enabled us to better manage our daily operations, providing long-term OPEX savings. With customers and call center agents alike now enjoying better quality of service, we see this as a means to becoming more competitive,” added Champangorn Jotikasthira.

### ***Benefits***

Siam Commercial Bank is transforming itself toward a dynamic communications model that turns every interaction into a business opportunity. The new contact center solution effectively provides the bank with efficient customer interaction management, but also supports various advanced services that deliver a superior customer experience. As a result, figures have shown an increase in sales of approximately 10 percent to 15 percent as of the first months of implementation.

## **Manufacturing/technical support**

### ***The challenges***

The technical support of this manufacturing company offers high-end support to resellers for a variety of high-tech solutions. Approximately 20 agents scattered around three different sites cover requests from around the world, 24 hours a day, seven days a week.

For some specific projects enriched with deep integration or customization services, but also during the launch of new solutions, the regular support team needs to be backed-up with research and development or professional services engineers.

The organization usually handled these situations with a direct blind transfer to the relevant skill without prior notice of his/her availability. As a result, the organization experienced a high rate of lost/abandoned calls, some of which occurred during critical situations.

### ***The solution***

Based upon the existing Alcatel-Lucent OmniTouch Contact Center Premium Edition solution, the scope of the contact center was extended, through the use of Visual CC, to support 55 agents. Part-time, project-skilled agents are added according to new solutions implementation timeframes. These new agents use their usual phone device (mobile and SIP devices).

Because front office engineers use the OmniTouch 8660 My Teamwork client to share information with their knowledge community, all agents have been equipped with the CC Teamer interface, which allows them to see the availability of experts before conferencing them into a call or transferring calls to them.

### **Benefits**

Following their latest deployments, customers are now able to resolve a majority of their calls either via collaboration with an expert or when required transferring the call to the expert. In cases of critical projects, they can also manage the contact center so that end customers' calls will be directly routed to an expert who is currently considered as an agent.

First feedback shows that end customer satisfaction index increased significantly. The Alcatel-Lucent solution not only had a positive impact on their productivity, but more importantly, on their confidence in doing crucial business with this manufacturing company.

## Why Alcatel-Lucent?

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Alcatel-Lucent is a world leader in communications solutions that span voice, video, data, contact center and collaboration technologies. Our goal is to leverage our expertise to eliminate communication bottlenecks and create more opportunities to satisfy enterprises and their customers. With more than 800,000 agents using our contact center technologies, products and solutions around the world, approximately 20 percent of worldwide customer interactions are taken care of with our solutions.

Our goal is to help these customer care services stay ahead of their competition by providing them with solutions that dynamically adapt to fast-changing environments and that deliver unprecedented customer experiences.

In the end, enterprises can implement a customer care strategy that involves their entire organization and eventually strengthen their customer relationships and, sometimes, transform their customers into brand advocates.

## Abbreviations

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CRM	Customer relationship management
CSTA	Computer-supported telecommunications applications
IVR	Interactive voice response
RSI	Routing Services Intelligence
SDK	Software development kit
SIP	Session Initiation Protocol

