

Business Collaborative Conversation Scenarios





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Introduction

Forget old, simplistic notions of how telephony and unified communications (UC) technologies should be used. Join what Alcatel Lucent calls “the conversation.”

By extending UC over time and across channels with Alcatel Lucent SIP (Session Initiation Protocol) solutions, enterprises can create and nurture business-centric communities of innovation that engage in collaborative conversations and continuously drive value to partners, customers, and employees alike. In a recent study, 84 percent of respondents who have deployed collaborative conversation solutions say they are more “engaged” at work. And 74 percent of employees who have not yet implemented such solutions believe they will achieve new levels of engagement by using them.¹

Our solutions:

- Deliver a unified rich experience across a broad range of devices to improve employee productivity and engagement
- Seamlessly extend the conversation across media to enrich interactions between employees, partners, and customers
- Enable collaboration by creating a community that extends beyond the traditional enterprise by tapping into social networks and integrating email, IM, video, audio, and application-sharing into the conversation
- Place conversations into context using presence and history to maximize efficiency and productivity
- Spontaneously build expertise by bringing together ad hoc groups of knowledge workers as the business needs them

¹ “Communication in the Workplace: an Alcatel Lucent Research Study,” January 2011.

Keep the Conversation Moving Forward

Everyone has been there. You are talking to a customer, fellow employee, or colleague at a partner organization. But then the conversation gets interrupted—your coworker has another meeting to run to or the customer’s cell phone rings—and you have trouble picking up the pieces when you’re finally all back on the phone two hours later. The customer gets frustrated. Your productivity declines. The business loses value.

SCENARIO 1

What if....? Although you begin interacting with a customer or colleague by texting on a mobile phone while walking to the garage, you use “nomadic mode” to select your preferred device and seamlessly switch to a voice conversation while driving. After getting to the office, it’s simple to switch the conversation over to a smart desk phone / tablet to escalate the customer request and add subject matter experts to the call. At the request of a supervisor, you use a “presence awareness” function to determine if participants in the conversation have video capabilities so she can demo the latest product features using a visual media. When a subject matter expert wants to illustrate a key point, the conversation gets switched to an interactive white board so he can draw diagrams. Even if the conversation gets interrupted, all the original participants in it—as well as any new members—don’t lose any ground because everything has been recorded and saved, and can be easily reviewed and shared before the conversation reconvenes.

Benefits: The conversation continues without interruption with seamless connections across multiple devices. Employee productivity increases, because the context of the conversation never gets lost. The business keeps costs minimized, because downtime is reduced. And since issues are resolved much more swiftly and effectively, customer satisfaction increases.

Alcatel Lucent solutions used: Mobile unified communications (My IC mobile for BlackBerry), smart desk phones (My IC phone), tablet, interactive whiteboard, visual conversation solutions, nomadic mode.

SCENARIO

2

Streamline Hiring

Your boss needs an expert consultant to help with a rush project. Even if you had the time to work with a headhunter to schedule on-premise interviews—which you don't—candidates with the relevant experience and expertise are located all over the country, and are unlikely to be able to drop everything to fly to your offices. Compounding these difficulties is the fact that all members of the team need to work closely with whoever is hired, yet they are so tightly booked that it is nearly impossible to get their schedules aligned to vet and discuss candidates in real time.

What if . . . ? Team members reach out to their LinkedIn networks to get the word out to potential candidates. After sharing profiles of interested LinkedIn members among the team, you use email / calendar integration to schedule initial live online video appointments with the most promising candidates. You send recordings of the preliminary interviews to the team, and, based upon their recommendations, invite HR to participate in a follow-up interview with the top candidate the next day. You set up a four-way video conference call between yourself, HR, your boss, and the candidate—and send the original video plus the team's notes to the HR manager so he is completely up to speed by the time the interview takes place. All this is "fluent" across time and situations—and yet does not require a costly or complex telepresence solution to be installed on premises.

Benefits: Without requiring Multipoint Control Units (MCUs) or dedicated videoconferencing rooms, businesses can perform high-quality multiparty videoconferencing in "switching" mode. By integrating videoconferencing with email and calendars as well as social networks such as LinkedIn and Facebook, businesses can get access to the talent they need quickly and effectively while minimizing costs.

Alcatel Lucent solutions used: Click-to-call, integration with social media, visual conversations, and collaboration.

SCENARIO 3

Collaborate Creatively Across Multiple Geographies and Time Zones

Your architectural firm has been hired by an overseas retail client to design an urban commercial storefront. In addition to the brand's own global standards that dictate the building's general look and feel, unique environmental issues for this particular site mandate that you collaborate closely with the building contractor, the retailer, and local government agencies. Finally, you have to work closely with a large number of creative stakeholders located at multiple sites around the globe who need to sign off at major project milestones. Because the retailer is under pressure to complete this project on time and within budget—you are precluded from flying stakeholders to the site to collaborate in person.

What if...? You shoot high-definition video from your visits to the building site and integrate it into your IM and email conversations with the overseas client. As the project progresses, you continually adds contextual elements such as schematics and drawings; photographs of materials you plan to use; documents describing environmental impact studies or tests; and fax communications you've had with regulatory bodies. As the project advances, this on-going conversation continues to be enriched and annotated as creative members of the team contribute according to their designated roles.

Benefits: Collaboration accelerates the creative discussion without forcing stakeholders to travel to the building site, saving both time and money. Because of the strong visual element that the high-definition video brings to the conversation, you improve your ability to communicate your vision to the retailer client. At the same time, the client can use this rich, multifaceted, and complete record of the conversation to follow the project closely and ensure the final building will meet its needs as constructed.

Alcatel Lucent solutions used: Immersive HD video, contextual information, intelligent workload distribution

SCENARIO 4

Create “Smart” Meeting Rooms to Accommodate Business Guests

Your business-class hotel has recently experienced increased demand for comfortable meeting rooms that are prewired for multimedia presentations. You are also being asked for videoconferencing capabilities that allow remote attendees to participate in conferences. But these features are not only costly to provide, they are difficult for your meeting organizer clients to manage, as different controls are required for video, audio, videoconferencing, Internet access, air conditioning / heating, lighting, and other devices.

What if...? By outfitting meeting rooms with integrated advanced unified communication solutions, you provide meeting organizers with smart desk phones to use as “universal” remote controls of rooms’ presentation and communications capabilities. This can include everything from audio, to video, to videoconferencing, and IP TV. Environmental functions such as clocks, televisions, air conditioning, curtains, and lighting can also be controlled in this way. The smart desk phone can also be used to communicate with your hotel’s catering department, with maintenance, and with other members of your hotel’s staff. Rather than forcing meeting organizations to figure out how to manage all the various tools and equipment, you provide them with a single and intuitive interface that works across all devices.

Benefits: Hoteliers have a much more cost-effective way to outfit meeting rooms while simultaneously providing features and conveniences that will attract more corporate events to their facilities.

Alcatel Lucent solution used: Smart desk phone (My IC Phone) integration.

SCENARIO

5

Notify Hearing-Impaired Workers of Emergency Situations

Your company has several hearing-impaired employees on staff. Management is concerned that the usual sirens / audio announcements that are traditionally used to notify workers of emergencies will not get these employees to safety in dangerous situations.

What if...? In case of an emergency, the smart desk phone simultaneously broadcasts a security announcement and displays instructions detailing what employees should do along with an interactive map that safely evacuates them from the building.

Benefits: Employees are provided with critical emergency information multiple ways. At the same time, the company can quickly modify evacuation instructions based on the unique circumstances of an event—for example, if a fire has blocked an exit, employees can be given instructions to leave the building by other doors.

Alcatel Lucent solutions used: Smart desk phone (My IC phone) and safe campus integration.

SCENARIO 6

Maintain a Strong Presence at Meetings While On the Road

Your firm's CEO is frequently on the road, and must attend a large number of meetings via telephone. However, she feels that audio doesn't convey enough of her "presence" at more important conferences—especially those with key clients. She would prefer to participate via videoconferencing, but doesn't want to come across as unprofessional by showing a hotel room or airport lounge in the background.

What if...? Through the use of immersive video, your CEO can participate in meetings and fully make her presence felt when pitching new business to existing clients, or introducing herself to new ones. Because she can use a "virtual director" to remove local environmental elements from the videoconferencing session, nothing distracts from her ability to communicate effectively.

Benefits: Executives can keep in close, personal touch with their teams and maintain a professional presence, even when on the road.

Alcatel-Lucent solution used: Immersive video.

SCENARIO

7

Gather an Ad Hoc Team of Experts to Resolve Customer calls

Improving first-call resolution rates is a top priority at your customer service organization. To achieve this, your customer service representatives need to be able to quickly escalate more difficult queries and transfer them to the right experts while still on the first call. These experts then need to get up to speed on customer issues very quickly without forcing customers to repeat basic information such as their names, addresses, and order numbers when calls are transferred.

What if...? You're on a call with a customer unhappy about a product. Because of the complex nature of the question, you need help from an expert in that particular department. You search through a community of knowledge workers to find one with the right skills, and send her rich contextual information about your interaction with the customer that includes screen shots, text notes on the conversation thus far, details of the customer's purchases, and even video that documents the particular features the customer is having trouble with. All this information is displayed on the expert's smart desk phone screen before she even gets involved in the interaction.

Benefits: The customer's issues get seamlessly escalated to an expert with the specific knowledge and skills required to solve them. Not only is the customer satisfied—leading to higher retention rates—but employee productivity and job satisfaction increases as well, reducing worker turnover and overall business operating costs.

Alcatel-Lucent solutions used: UC Connect, My IC phone



CONCLUSION

Conversations.

We have them, day in and day out. And now, thanks to Alcatel Lucent, your business conversations travel across time, geographies, devices, and channels. So you start with a telephone chat. Why limit it? Bring in other colleagues. Switch to a more visual media, like video. And never lose context—even if you're interrupted—because the history of the conversation stays intact, for you to review or share with others.

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