



Alcatel-Lucent



Solution Brief

# Customer Service & Contact Center Transformation

HP & Alcatel-Lucent Strategic Alliance

Today's customers are more empowered than ever before – from multi-channel support to advanced self-service on the phone and Web to accessing knowledge across the enterprise and in communities and social media. At the same time, businesses and organizations of all sizes have more ways to engage with customers than ever before – over voice, Web, and mobile channels – with the ability to differentiate themselves from the competition and drive better business outcomes.

HP and Alcatel-Lucent have joined forces to bring customer service and business transformation to enterprises of all sizes. With a unique ability to bring contact center efficiency and effectiveness to the back office and across the business – in a broad range of deployment models – including hosted, managed services, outsourced operations and 'hybrid' models that link premise-based solutions with hosted and outsourced operations.

## Overview

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HP and Alcatel-Lucent are leveraging the Genesys suite of software for contact centers and customer service. The advanced, pure software solution strengthens customer relationships and optimizes business outcomes by proactively engaging customers and integrating the contact center and back office to prioritize customer processes based on value, service level, or other business rules.

HP and Alcatel-Lucent support flexible deployment models from hosted to fully managed to fully outsourced – and also ‘hybrid’ environments that include service models working with premise-based solutions. The solutions enable businesses to transform the way that they conduct business by

implementing new technologies and best practices for engaging with customers through the ability to dynamically manage your outsourced services, including utilization and outcomes.

### Solution areas:

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- Contact center infrastructure and multi-channel routing
- Business process management
- Interactive Voice Response (IVR) and voice self-service platforms
- eServices and agent chat
- Workforce management and optimization
- Home and remote agents

### HP and Alcatel-Lucent CC solutions

The solution leverages the highly scalable, open infrastructure and application approach of Alcatel-Lucent’s Genesys solutions. This includes the Genesys Customer Interaction Platform and its suite of customer service applications, aimed at enterprise-wide customer service transformation. With a broad variety of deployment models and range of service offerings, HP and Alcatel-Lucent meet the unique needs and performance requirements of businesses and organizations of all sizes – providing unmatched levels of visibility into customer service and processes with the ability to make real-time decisions to meet service level agreements and drive more value from each transaction.

With the Genesys intelligent Workload Distribution solution, HP and Alcatel-Lucent are delivering a highly unique offering that integrates contact center capabilities and activities with back-office processes and other parts of the enterprise – applying contact center routing intelligence, such as customer value, skill set, or service level, to business processes, work items, documents, and faxes.

### Business Benefits

- Optimize customer service processes – increase efficiency of ‘high-value’ transactions
- Transform the way you engage with customers across channels
- Leverage resources across the enterprise - experts, resources beyond the contact center
- Transform infrastructure – migrate to next generation platforms
- Realize cost advantages of outsourced service delivery models through better control

### Why HP and Alcatel-Lucent?

The combination brings together Alcatel-Lucent expertise, experience and solutions in contact centers and customer service managed and hosted services combined with HP’s depth of services experience and proven global success in Business Process Outsourcing (BPO) solutions:

**HP**

- 30 years of contact center services experience across more than 450 clients globally
- Recognized technical experts with real-world contact center business management experience
- Deep domain experience across 30 industries

**Alcatel-Lucent**

- #1 provider of contact center software worldwide
- #1 software-based IVR platform
- Broadest infrastructure support in the industry

For any additional information, contact your HP or Alcatel-Lucent representative, or send an e-mail to: [hp-alcatel-lucent-alliance@alcatel-lucent.com](mailto:hp-alcatel-lucent-alliance@alcatel-lucent.com) or [hp-alcatel-lucent-alliance@hp.com](mailto:hp-alcatel-lucent-alliance@hp.com)