



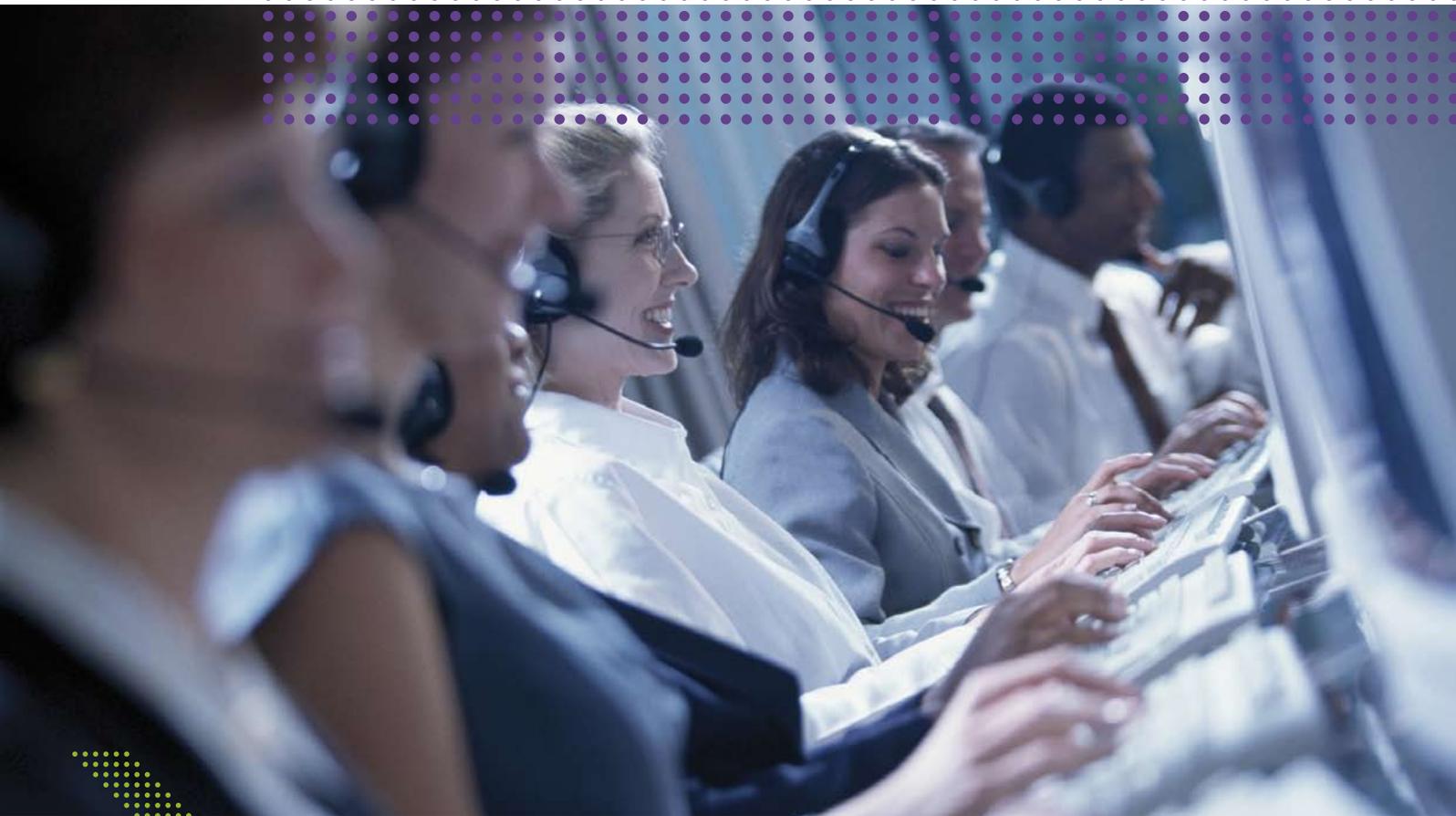
Case study • Telecommunications



**GENESYS**  
AN ALCATEL-LUCENT COMPANY

Alcatel • Lucent 

## ALCATEL-LUCENT AND FRANCE TELECOM TEAM UP TO TRANSFORM A CONTACT CENTER – WITH GREAT RESULTS FOR THE BUSINESS



Customer satisfaction and loyalty are boosted when French contact center agents improve service using powerful tools based on Alcatel-Lucent technologies

 **france telecom**

When France Telecom was asked to upgrade eight contact centers owned by a valued customer, it chose to work with Alcatel-Lucent Services for Enterprise. Together, they more than met the business needs of their joint customer.



### CHALLENGE

- To complement the Business Partner's skill set by delivering specialist expertise
- To develop and then implement an effective call distribution strategy
- To integrate the solution with the customer's existing CRM application
- By doing the above, to align the customer's contact centers with its business objectives

### SOLUTIONS & SERVICES

- Unrivalled expertise from the Alcatel-Lucent Professional Services team
- Customization of OmniGenesys Server running on Alcatel-Lucent **OmniPCX™** Enterprise communications servers
- Customization of OmniGenesys' reporting to display statistical data (real-time and historical)
- Customization of Genesys Contact Navigator, and its integration with existing ICT applications

### BENEFITS

- Enhanced agent effectiveness enabled by the deployment of powerful, new Alcatel-Lucent call routing and handling tools
- Improved agent productivity through streamlined call handling and better contact center management, all delivered by Alcatel-Lucent technologies
- Superior customer satisfaction resulting in enhanced customer recruitment and retention
- Increased contact center-generated revenue streams resulting in improved profitability

### MAKING BETTER CONNECTIONS

As early as 2005, France Telecom's customer wanted to improve dramatically the service offered by its eight contact centers. At the time, these lacked intelligent call routing, which meant that any inbound call would be answered by any available contact center agent. As problematic, the centers' telephony systems were not integrated into the company's customer database, so agents had no idea about a caller's account or contact histories. This caused real frustrations for customers and agents alike.

France Telecom proposed what it regarded as the ideal technological solution. An Alcatel-Lucent **OmniPCX™** Enterprise integrated, interactive communication server was to be located both at the customer's headquarters building and at each of its seven regional contact centers across France. These are highly scalable platforms, and could easily and efficiently handle not only the then anticipated high number of calls, but also almost any possible increase in volume. Moreover, it would be easy, if required later, to link them all across a Virtual Private Network (VPN) thus creating a single, unified, virtual contact center, which would allow calls to be routed to wherever in the country agents were least busy.

To provide streamlined and more effective call handling, two specialist CRM (Customer Relationship Management) applications would run on these platforms. Both of these came from Alcatel-Lucent. OmniGenesys would provide extensive contact center functionality, while Genesys Contact Navigator (GCN) would provide integration with the company's customer database.

### PERFECTING A SOLUTION

France Telecom is a long-standing and highly important Alcatel-Lucent Business Partner, so it was not surprising that the project team formed by the two companies collaborated well and seamlessly.

The expertise of Alcatel-Lucent Professional Services' staff was particularly valuable during the design, integration and commissioning of the Genesys application software.

“Thanks to the contribution of Alcatel-Lucent Professional Services, the company now offers a first class level of customer service.”

**Daniel Dubois, project manager, France Telecom**



Their first task was fully to understand the company's business needs and processes, and its existing ICT infrastructure, which included Microsoft Internet Information Server (IIS) working with Microsoft SQL Server. Only then could they design a solution that would deliver the high levels of performance that were required.

### MAXIMIZING THE VALUE OF EVERY CALL

The next step was to develop an intelligent call routing strategy based on OmniGenesys. Using calling line identification (CLID) to identify which customer is calling, the system can make an informed guess about the likely nature of the inquiry. It can then route the call to the available agent who is most expert in responding to such questions. The system could also be used to route a call to an agent who has talked to the particular customer before and who thus may have a useful knowledge of – or even a relationship with – the caller.

The second element of the Genesys software on which Alcatel-Lucent Professional Services' experts worked was the customizing of GCN to provide 'screen popping' thanks to the integration of a CTI (Computer Telephony Integration) phone toolbar. This functionality automatically displays on the agent's monitor the account and contact histories of the customer who is calling. Of course, the screen 'pops' with this information at the

same moment that the system connects the call to the terminal so that the agent knows to whom he or she is about to speak.

Screen popping could soon be used in a more sophisticated way. As a CRM application acquires more information about each customer (personal data and buying habits) it begins to build a detailed picture of the customer profiles who have bought a particular product or service. The system can use that knowledge to assess each customer's propensity to buy the different products in the range. So, during a call, an appropriate up-selling script can be screen popped onto the agent's monitor. That script will not only have been selected because the customer is likely to be interested in the product it describes, but it will also have been written in such a way that it will appeal to the profile of the caller. In other words, scripts for the same product might be different depending on whether the person calling is – for example – young or old, conservative or trendy.

### MANAGING TO DO BETTER

The final role for Alcatel-Lucent Professional Services' team was to customize OmniGenesys' reporting and analytics module. This provides those who manage the contact centers with all the statistical information they need to make the informed tactical and strategic decisions that ensure that the agents continue to function at optimum efficiency and effectiveness.



The module provides real time analysis of the centers' performance across a variety of criteria, including the number of calls currently queuing, and the average times between calls being placed and being answered. All this allows managers to address immediate issues quickly. The module also provides detailed historical data about the system and individual centers and agents, which permits management to analyze the resource's strengths and weakness over a period and so take strategic actions to maintain peak effectiveness.

### SHARING KNOWLEDGE

Because France Telecom and Alcatel-Lucent staff formed a single, close team, their efforts had a by-effect that provided a plus to the client. The Alcatel-Lucent Professional Services' specialists utilized their unique expertise when it came to their own company's products. And, during the design, integration and commissioning processes, a great deal of their knowledge about CTI and call routing scripts integration was transferred to the France Telecom contingent, who – as they work for an Alcatel-Lucent Business Partner – will find it highly useful in future projects.

### CONTINUING PROGRESS

The France Telecom and Alcatel-Lucent team performed so well that all the customer company's expectations were either met or exceeded. All eight contact centers were commissioned as expected, and at once began operating well.

Needless to say, the company was more than delighted, and decided to continue the three-way relationship. So today, the France Telecom and Alcatel-Lucent team continues to refine and enhance the contact centers' performance and functionality, allowing the company to attract more customers, reduce churn, and extend its share-of-wallet. That means, of course, that the resource is providing an excellent return on investment and has a short pay-back period. Daniel Dubois, the responsible France Telecom project manager, summed up the importance of Alcatel-Lucent's role: "Thanks to the contribution of Alcatel-Lucent Professional Services, which complemented our own capabilities, the customer now enjoys an excellent call routing system, an ergonomic and efficient agent desktop application with a built-in phone tool bar, and an ability to monitor closely contact center activities. So the company now offers a first class level of customer service."

### ABOUT THE BUSINESS PARTNER

In mid-2008, France Telecom served close to 174 million customers in five continents. It had 113.8 million mobile customers and more than 12 million broadband Internet (ADSL) customers. In 2007, the group had consolidated sales of 52.9 billion EUR.



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