



# Alcatel-Lucent Enterprise OpenTouch Suite for SMB for Travel Agencies

Serve clients  
better and  
increase  
efficiency

The **Alcatel-Lucent Enterprise OpenTouch® Suite for SMB** for Travel Agencies enables you to better serve your clients with an efficient, feature-rich communication system. The **OpenTouch Suite for SMB** provides seamless, flexible services with end-to-end call management to quickly address clients' needs and help earn their loyalty.

## TRENDS IN THE TRAVEL INDUSTRY

Faced with continued economic uncertainty and clients' dramatic shift to independent online booking for their travel (ITB World Travel Trends Report 2012/2013, December 2012), travel agencies are transforming their business practices to gain customer loyalty and compete in a consolidated market.

## CHALLENGES FOR TRAVEL AGENCIES

Because people are increasingly researching and booking their travel online, travel agents must reinforce their value in providing personalized services and expert information. When clients call your travel agency, staff must work hard to quickly address their needs and ensure satisfaction. The communication system must provide end-to-end call management, with a professional welcome and efficient call routing to the appropriate agent. The system must handle call overflow when you are busy serving a client. If you leave your office, you must be able to forward calls to voice mail and check voice mail remotely. To increase staff productivity and facilitate communications with preferred suppliers, the system needs to provide collaborative tools and integration with travel agency operations.

## ALCATEL-LUCENT ENTERPRISE OPENTOUCH SUITE FOR SMB **TO THE RESCUE**

The Alcatel-Lucent Enterprise OpenTouch Suite for SMB for Travel Agencies tailors the communication system to your unique needs, whether it is a small agency branch or a central office, by providing:

- + Feature-rich applications that improve client service and call handling, from requests for information to travel booking and after-sales services
- + Flexible communication server and network infrastructure with powerful embedded features
- + A range of wireline phones for professional IP or digital telephony

### **BETTER CLIENT SERVICE AND INCREASED STAFF PRODUCTIVITY**

- + Professional welcome and efficient Smart Call Routing
- + Advanced business telephony services for improved efficiency and staff productivity

### **END-TO-END CALL MANAGEMENT AND FEATURE-RICH PHONES**

- + Smart Call Routing with Automated Attendant (AA), providing an automatic answer and efficient, direct forwarding to the appropriate agency staff
- + For larger travel agencies, Multiple Automated Attendant (MLAA) with multiple languages and customizable levels
- + Professional wireline phones with integrated management and energy-efficiency features

### **REDUCED COSTS**

- + A combination receptionist and answering service without a salary – available 24/7
- + Complete, scalable solution that is easy to install, maintain and expand
- + Single infrastructure for voice/data services, with a simple management interface and low power consumption

## OPENTOUCH SUITE FOR SMB: **A COMPLETE SOLUTION**

The Alcatel-Lucent Enterprise OpenTouch Suite for SMB provides a complete communication solution for travel agencies of all sizes.

- + Alcatel-Lucent Enterprise OmniPCX® Office Rich Communication Edition (RCE), a flexible communication server for SMB
- + Alcatel-Lucent Enterprise OmniSwitch® 6450 Light Stackable LAN Switch, tested and validated end-to-end for optimized voice and data interworking
- + Alcatel-Lucent Enterprise 8068 Premium DeskPhone, with integrated IP/telephony features
- + Alcatel-Lucent Enterprise 8018 DeskPhone with integrated IP/telephony features



8068 Premium DeskPhone



8018 DeskPhone



Access Point

Our company is a leading provider of enterprise communications solutions and services, from the office to the cloud, marketed under the Alcatel-Lucent Enterprise brand. Building on our established heritage of innovation and entrepreneurial spirit, we operate globally with 2700+ employees in 100+ countries worldwide, with headquarters near Paris, France.

With communications, networking and cloud solutions for business of all sizes, our team of technology experts, service professionals, and 2900+ partners serves more than 830,000 customers worldwide, tailoring and adapting our solutions and services to local requirements. This provides tangible business outcomes through personalized connected experiences for customers and end users.

[enterprise.alcatel-lucent.com](http://enterprise.alcatel-lucent.com)

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