



Brochure

# Alcatel-Lucent OmniTouch Contact Center Standard Edition

An easy and reliable customer interaction solution

Positive customer interactions are key to a successful corporate image.

Do your customers use **smartphones**? 70% of searches from a smartphone, for after-sales service, concluded in a call <sup>(1)</sup>.

Is your business related to online commerce? 80% of consumers prefer to contact a customer service agent via the telephone <sup>(2)</sup>.

With **OmniTouch® Contact Center Standard Edition**, all organizations – from SMBs, to City Halls looking to organize their customer service, to large corporations with call centers - have access to tools for **an efficient and reliable phone-based customer interaction solution** that is easy to implement.

(1) Think with Google, Click-to-Call Study, 2013

(2) Talkdesk Survery 2015



# Alcatel-Lucent OmniTouch Contact Center Standard Edition

Opt for an **efficient, reliable solution that is easy to implement** to improve your customer interactions:

- Calls are distributed, supervised, and managed by a validated application in major call centers.
- Calls are distributed by the communication server for optimum reliability.
- Call distribution can be modified very quickly from a patented graphic application.

OmniTouch Contact Center is a modular solution, suitable for anyone involved in customer interactions including help desk teams, hot lines, call centers, and home agents.

**Integrated with the OmniPCX® Enterprise Communication Server on your site, or via the cloud**, this solution gives your teams an edge:

**Increased customer satisfaction:** customers will appreciate shorter wait times, as well as the opportunity to speak to a qualified contact.

**Efficiency:** real-time supervision applications and detailed reports optimize processes in real-time and over the long term.

**Cost-saving:** permanent access to call center features is available from office phones without complex IT integration.

**Reliability:** high availability of the communication server enables better call distribution and maximum service continuity.



## EFFICIENT CUSTOMER INTERACTION

CAN CUSTOMERS EASILY CONTACT YOUR BUSINESS?

IS ENSURING POSITIVE CUSTOMER INTERACTIONS A CORPORATE QUALITY DIRECTIVE?

Teams that are difficult to contact affect your corporate image. That is why ensuring positive customer interactions is often included as a quality directive indicator. In addition to being efficient, the solution can help you introduce performance indicators and corrective actions.

## RELIABLE CUSTOMER INTERACTIONS

HOW MUCH WOULD ONE HOUR OF DOWNTIME COST?

Service down time can incur costs, adversely affect your company image and render your call center agents unproductive for a period of time. That is why the solution architecture offers increased reliability:

**Integration with the OmniPCX Enterprise Communication Server which handles call distribution.**

The call center benefits from the **high availability** of the communication server.

Passive Communication Servers (PCS) manage call distribution on remote sites in the event of an IT network outage.

The solution provides a **virtual call center** for agents distributed across several networked communication servers.

### THE SOLUTION:

**A user-friendly graphic application provides supervisors with** visibility and real-time control of service efficiency.

**Real-time, on-screen KPI display** to boost teams and increase their responsiveness.

**Detailed and personalized statistical reports** to manage team performance and provide quality indicators.



## EASY TO IMPLEMENT CUSTOMER INTERACTIONS

CUSTOMER INTERACTIONS ARE NOT JUST DEDICATED TO THE CALL CENTER

**OMNITOUCH CONTACT CENTER PROVIDES FLEXIBILITY FOR EMPLOYEES TO WORK AS CUSTOMER INTERACTION AGENTS BASED ON CALL CENTER WORKLOADS.**

### **THEREFORE:**

- **Business** and softphone context menus **include access to agent features.**
- **Only agents simultaneously connected count (2,000 max):** you can build your agent teams as you wish.
- **With a user-friendly graphic application,** supervisors or managers can easily manage teams and view performance.

## CUSTOMER INTERACTIONS DON'T NEED TO BE COMPLEX

The solution must be easy to implement so that it can quickly be operational: OmniTouch Contact Center Standard Edition is available as:

- **Software** on a commercially-available server, without any extra specialized electronic board.
- **VMware** compatible virtual machine.
- **On demand service** provided by **OpenTouch® Enterprise Cloud.**

“The new system is modern and easy to use. People calling our agencies can always contact an agent, employees are able to manage and categorize the calls according to requirements. Operating and maintenance costs are reduced and we can readily extend and update the network in line with our daily activities.”

**Jeff Reynolds,**  
Assistant Vice-President  
Telecom Engineer IV, Banner Bank.

# OMNITOUCH CONTACT CENTER SE FOR WELCOME AND CALL CENTER AGENTS:

## CC Distribution

### AUTOMATIC CALL DISTRIBUTION

Automatic Call Distribution application (ACD) with database embedded into OmniPCX Enterprise. Call distribution builds on a routing matrix algorithm that can be configured from the CC Supervision application.

### BUSINESS PHONE CONTEXT MENUS

Welcome or call center agent features are available from the Premium DeskPhone, or IP Desktop Softphone context menus.

- ✓ Routing matrix performance
- ✓ Easy to implement from an office phone or from a PC at home
- ✓ Up to 2,000 agents simultaneously, 5,000 in total

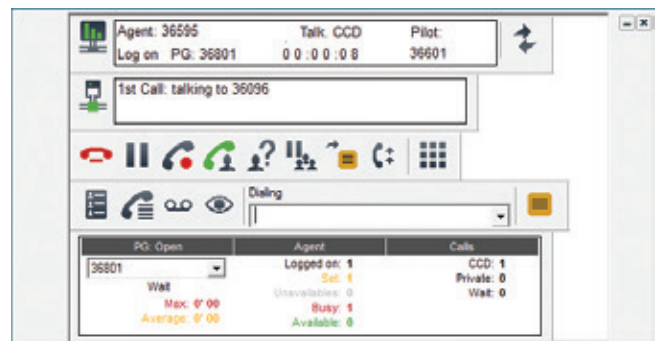


## CC Agent

### AGENT PRODUCTIVITY FROM A COMPUTER

Customizable desktop application, provides all agent features in just one click, including: graphic call management, personal and collective statistics, as well as access to customer interaction details.

- ✓ User-friendly graphic interface
- ✓ Integration of business or customer data during a call
- ✓ Compatible with all telephones for agents who work from home



## Soft Panel Manager

### REAL-TIME PERFORMANCE DISPLAY

This application is a real-time activity monitoring tool that agents and supervisors can use to quickly identify issues and set up corrective strategies to optimize the efficiency of the customer service and the Contact Center.

- ✓ Increased agent performance by creating emulation
- ✓ Easy real-time data display
- ✓ Immediate identification of problems



# OMNITOUCH CONTACT CENTER SE FOR SUPERVISORS AND TEAM MANAGERS:

## CC Supervision

### PATENTED GRAPHIC APPLICATION FOR SUPERVISORS

Real-time call distribution configuration and supervision using a patented graphical matrix. Team managers and supervisors can easily assess call traffic, identify unforeseen situations, and modify call distribution.

- ✓ Real-time monitoring and adaptation
- ✓ Intuitive resource and distribution management
- ✓ Up to 120 supervisors connected simultaneously

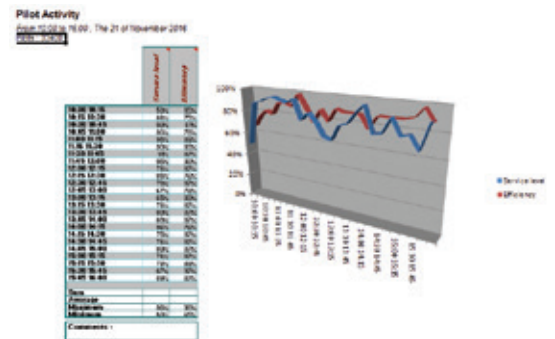


## CC Supervision

### PERSONALIZED STATISTICAL REPORTS

Statistics compilation and generation of detailed reporting. Supervisors can adapt available Microsoft Excel reports to in-house procedures and implement corrective actions. Integration is also possible with WorkForce Management databases.

- ✓ Detailed statistics for personal and collective performance measurement
- ✓ Easy customization of spreadsheets aligned with company metrics
- ✓ Alarms and reports sent via e-mail for permanent monitoring



## ADDITIONAL OPTIONS:

### UPGRADE OMNITOUCH CONTACT CENTER SE WITH THE FOLLOWING APPLICATIONS:

#### CC IVR: INTERACTIVE VOICE RESPONSE UNIT

Optimize call distribution with call pre-qualification. Improve customer experience with interactive voice menus while they wait, and provide satisfaction surveys before the call ends.

#### OPENTOUCH CUSTOMER SERVICE

Agents provide an improved customer experience with an integrated information and customer interaction system. Digitally transform your business activity and diversify agents' tasks by involving them in call campaigns and web interactions, chats or social networks.



Alcatel-Lucent OmniTouch Contact Center Standard Edition,  
Choose the customer interaction solution that is efficient,  
reliable and easy to implement.

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

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