

# > A BETTER AND EASIER WAY TO EXCEED CUSTOMER EXPECTATIONS



## NORTEL

### Product Brief

#### Nortel Contact Center

*What could make things better and easier than the most comprehensive 'out-of-the-box' contact center solution available today? Nortel Contact Center!*

Nortel Contact Center significantly expands functionality while greatly simplifying the tools employed to implement, maintain, manage and use the system on a daily basis. Your business gains the flexibility to exceed customer expectations while maximizing operational effectiveness. As a modular, scalable, standards-based solution, Nortel Contact Center delivers the advantages of an all-in-one solution without the drawbacks — you can buy just what you need, when you need it.

So whether you're starting a new center, looking to manage e-mails or want to integrate outbound customer campaigns, Nortel Contact Center is the better and easier way to meet your objectives. This cutting-edge solution allows you to tap effortlessly into powerful multimedia communications technologies that can expand your business opportunities for competitive advantage. And, since Nortel Contact Center is extremely adaptable, you can expect a lower life-time cost of ownership.

#### Gain a competitive advantage

You have the same objectives if you're just starting a new contact center or operating a very full-fledged sophisticated one — retain customers while optimizing operational effectiveness for lower life-time costs. How you achieve these objectives depends upon your business, your market and your customers' needs and expectations. In any case, you need a competitive advantage to be successful in the long-term.

Nortel Contact Center helps you achieve a new standard of personalized customer service with ultimate flexibility, making you more relevant to your customers. All contacts are routed to the best person the first time using advanced, intelligent skill-based routing which saves time

and enhances customer retention.

Recognizing individual skills also boosts employee job satisfaction and provides a path for future career growth, reducing turnover.

Because Nortel Contact Center aligns these comprehensive contact routing and management capabilities, it's extremely practical and cost-effective for you to roll-out e-mail handling, web collaboration or outbound contact management along with phone call answering. You simplify your contact center operations using modular, open and standards-based multimedia communications applications, yet have the functionality to exceed customer expectations. With Nortel Contact Center, you'll be able to create an inventive approach that helps you stay competitive and profitable.



## Harness the power of IP

You gain the most flexibility with your Nortel Contact Center when you harness the power of IP for enhanced simplicity and adaptability. You acquire tremendous flexibility because geography goes away for employees who can be part of your contact center easily wherever they have secure Internet access. An IP infrastructure is simpler, with one wire to the desktop, making it easier and faster to implement with unified management for quick moves, adds and changes. A converged infrastructure supports business growth with a smaller staff and reduces operating costs. You're more responsive to deliver unrivaled service that's necessary to build long-lasting customer loyalty.

## Eliminate walls and boundaries

Gain freedom when you eliminate walls and boundaries to leverage remote and mobile staff. Virtualizing your Nortel Contact Center enhances productivity, especially when scaling to meet peak demand. Up to 30 sites and 100,000 service reps to be located anywhere and managed centrally as a single entity, integrating all voice, e-mail, web chat, video and other multimedia transactions. Numerous and compelling benefits include improved staff morale due to flexible work schedules and locations, expanded scalability to handle peak demands by drawing on employees across multiple locations, business coverage spanning multiple time zones offering round-the-clock service and intelligent skill-based routing finds the most appropriate service rep wherever he is, resulting in reduced transaction times. Business continuity is also improved by implementing mirrored sites across geographically dispersed locations.

## Why choose Nortel Contact Center?

### You can:

- **Unify customer contacts for consistently excellent service** — use open multimedia skill-based routing and reporting to manage all your inbound and outbound contacts like e-mail, web chat, fax, video, phone, short message service, etc.
- **Streamline service rep desktop information** — provide a single, context-sensitive interface for your service reps to handle all inbound, outbound and multimedia contacts to boost productivity and speed learning.
- **Integrate outbound to deliver the service customers expect** — use the same tools you use for inbound calls to create and monitor blended outbound contacts for proactive account management that drives revenues and increases customer loyalty.
- **Manage easily from almost anywhere** — use a browser-based tool for comprehensive real-time and historical management of your contact center using secure Internet access to maintain superior service.
- **Put information in the form needed** — generate the custom reports you need intuitively using the Report Generation Wizard (without the need for report writing experts) to combine data from multiple sources and gain actionable intelligence.
- **Simplify business integration** — reduce your application integration time and costs using the next-generation computer telephony integration (CTI) toolkit for quick, inexpensive and standards-based development of desktop applications, server applications, CRM connectors, screen pops and more.
- **Gain higher performance and improved capacity** — expand your contact center to a maximum of 3,350 agents per node, 66,000 calls per hour, 1,000 skillsets (100 per agent) and a virtual contact center of up to 30 nodes for 100,000 agents total.
- **Expand flexibility** — use corporate license management to deploy software license capacity where it makes sense across your business to reduce your cost of ownership and enhance resiliency and disaster recovery options.
- **Enhance business resiliency** — create a reliable contact center architecture using options like manual or automatic fail-over and high availability servers to facilitate your specific business continuity requirements.
- **Meet your customers on their terms** — commit to a customer-centric connection and embrace your demanding and ever-changing customer community, including the technologically advanced Internet generation. Whether your customers love to send instant messages, adore web self-service or call on a mobile phone, you'll be able to offer superior, convenient personalized service.

“The Nortel IP contact center solution gives us the combination of scalability, flexibility, cost-effectiveness and performance we need to operate successfully in the travel industry. Making the move to a fully converged infrastructure has already enabled us to reduce the operational costs of our telephony systems and contact center operations by as much as 25 percent.”

— Frank Hobrecht, Head of IT Systems and Services, Frosch Touristik GmbH

## Meet your customers on their terms

Embrace your demanding and ever-changing customer community using Nortel Contact Center to meet your customers on their terms. You'll be able to offer superior, convenient, consistent personalized service every day of the year if your customers love to send instant messages, adore web self-service or call on a mobile phone to create a breakthrough customer experience.

And, it's becoming more important that you transform your reactive contact center into a proactive one that allows instantaneous communication using any device. Nortel Contact Center facilitates this crucial real-time multimedia collaboration by tapping into the impressive capabilities of Session Initiation Protocol (SIP) to simplify dynamic communication. Your employees have a superb set of tools at their fingertips, making teamwork effortless to solve customer problems and make vital decisions immediately.

## Assure quality for exceptional service

You can record, evaluate and analyze complete customer interactions to assure quality performance for exceptional service. With Nortel Contact Recording and Nortel Quality Monitoring you can increase customer loyalty and maximize revenue, one customer interaction at a time. Robust, intelligent and integrated monitoring across all media and a patented data capture technique minimize network utilization, delivering optimized closed-loop and continuous performance improvement in your contact center.

## Maximize business continuity and security

You need a wide variety of options to maximize business continuity. You just can't afford for your mission-critical, customer-facing contact center to be closed due to network technology or security issues. Nortel Contact Center offers standby and high availability server options as well as geographic and campus redundancy solutions that mirror sites and remove single points of failure, maximizing your contact center uptime and resiliency. Combined with state-of-the-art security enhancements and improved firewall support, Nortel software quality and mature platforms have proven five nines for a reliable contact center architecture.

## Obtain the flexibility edge

The innovative Nortel Contact Center approach allows your business to obtain a flexibility edge. For example, sophisticated contact centers can be configured and running in no time at all, and adding functionality like screen pops, soft phones, e-mail response, blended outbound campaigns and web communication is easier than ever. You can tailor capabilities to exceed the needs of your most demanding customers while creating a competitive differential.

Open interfaces deliver a high level of business agility, so you can incorporate new and existing applications such as analytics and resource planning tools that increase service rep productivity while enhancing the customer experience. Quicker, simpler next-generation business application integration allows

you to use customer data to make informed routing decisions while empowering reps with the information to help them succeed.

## Simplify across the board

Nortel Contact Center helps you simplify across the board. Everything you need to set-up, run and manage your contact center is provided in an intuitive browser-based tool that can be used from anywhere your staff has secure Internet access. This powerful tool provides your supervisors, managers and administrators with comprehensive user-friendly real-time displays, historical reports and configuration capabilities to make better business decisions and improve overall effectiveness. Additionally, the integral Nortel Report Generation Wizard brings an impressive ability to generate custom reports that combine information from multiple sources to gain actionable intelligence.

Reduce your application integration time and costs using the incorporated next-generation CTI functionality, Nortel Communication Control Toolkit for straightforward, standards-based development of desktop applications, server applications, CRM connectors, screen pops and more. The toolkit is based upon the Microsoft .Net framework, familiar to developers worldwide, and includes a reference client and more for rapid integration and quick application deployment.

An integrated yet modular application means you can easily evolve your solution. Buy and use only the capabilities you need today and add functionality or

capacity when you need it. Additional tightly integrated functionality such as multimedia customer contact and Nortel Self-Service solutions can be added as your business requirements change or your customers require.

## Depend upon expert thinking

Nortel continues to receive numerous industry awards and accolades globally that acknowledge its contributions and involvement within the contact center and self-service industry. As a recognized leader in providing customer contact and business communications solutions, Nortel helps businesses of all sizes in every industry implement contact centers that suitably support business objectives. So whether you're starting a new center, looking to manage e-mails or want to integrate outbound customer campaigns, you can depend upon the expert thinking at Nortel to find a better and easier way to success. With operations in 150 countries, this exceptional experience can be consistently applied to deliver innovative contact center and business communications solutions that help you assure remarkable customer service and gain a competitive advantage.

"One of the strengths of Nortel's technology and approach is that they always have a far-sighted, well thought-out progression plan coupled with a fully worked migration plan. Nortel really understands our business and what we need to do to drive it forward. They were the clear winner."

— Jeff Jennings, CIO, Stream

You can take advantage of the breadth and depth of Nortel contact center, self-service and unified messaging solutions, our extensive expertise and global leadership to transform your current communications applications. These applications are integral to Nortel Applications Center, a comprehensive open application suite that provides a breakthrough customer experience and frees employees from workplace constraints. Combining the versatility of modular applications in a single platform helps you streamline and simplify business operations to maximize effectiveness and minimize lifetime costs. Nortel's pre-eminent innovation and commitment to standards-based systems provides exceptional flexibility, scalability and business integration that puts you ahead of the crowd and our support assures you stay there.

## Nortel Contact Center — a better and easier way to exceed customer expectations

With Nortel Contact Center you can expand your contact center functionality significantly while greatly simplifying the tools you use to implement, maintain, manage and use your system on a daily basis. Your business gains an extremely adaptable solution, giving you the flexibility to exceed customer expectations while maximizing operational effectiveness — for lower lifetime cost of ownership.

You'll be able to create the right solution for your situation and be able to evolve rapidly to meet dynamic changes to your business, your market or customers. With Nortel Contact Center, you'll be able to create an inventive approach that helps you stay competitive and profitable.

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com).

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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