



Alcatel Omni Contact Center Solutions Genesys Suite 6

Genesys Internet Contact Solution

Customer relationship management (CRM) is about communicating with customers and for most companies, the majority of that communication occurs in the contact center. Today, customers expect to be able to communicate through their choice of media, whether it is voice, email, fax, or web. The Genesys Internet Contact Solution is one of five offerings included in the Alcatel Omni Contact Center Solutions. It supports multimedia capabilities with a single management infrastructure by blending media and delivering interactions to qualified agents. No matter how a customer chooses to contact your business, each interaction is managed in a consistent and efficient manner to strengthen customer relationships.

Streamlined Management of Multimedia Contact Centers

The Genesys Internet Contact Solution offers companies a comprehensive product capable of handling multiple channels of communications and media types including email response management and live web services. With the Genesys Solution, companies can support all multimedia customer communication channels including email response, web forms, chat, web collaboration, and immediate and scheduled callback and call through, while gaining the benefits of coordinated management and routing. Building Internet capabilities into the existing call center creates a seamless and consistent environment for all customer transactions, regardless of the communication channel.

The Internet Contact Solution also enables companies to review agent productivity, increase customer value by improving customer retention, and leverage existing technology investments and infrastructure. The Genesys Internet Contact Solution is based on a powerful suite of products, each enabling multimedia customer communication channels.



Genesys Email Response

Genesys Email Response allows contact center agents to respond to customer email inquiries with the same personalized care as traditional voice interactions. Compatible with a wide range of third party mail servers, Genesys Email Response can automatically acknowledge, respond and/or suggest multiple responses to incoming emails based on business rules defined by contact center managers. For web-based messaging, Genesys offers a web form communication channel complementing traditional email channels using applications such as Microsoft Outlook or Netscape Communicator.



The Genesys Internet Contact Solution gives customers a choice of how to interact with your company, whether by email, live web or telephone.

Genesys iKnow

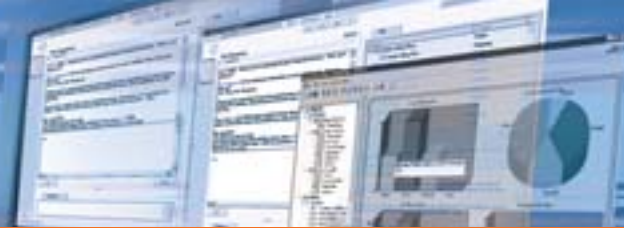
For contact centers seeking to maximize agent efficiency by minimizing agent decision making on email responses, Genesys iKnow provides an easy-to-deploy, intelligent content analysis solution for email environments with high-volume demands or recently-trained agents. The Genesys iKnow solution enhances the standard content analysis capabilities by extending the system intelligence from the agent desktop to the Genesys Strategy Designer to centrally manage the contact center's business requirements.

Genesys Chat

Genesys Chat allows web users to enter questions into their browsers and view responses from an agent in real-time, thereby increasing personalization and reducing shopping cart abandonment. Genesys Chat offers two means of communicating with your customers — a lightweight JavaR Applet that can be quickly and effortlessly downloaded to the customer's computer, or an HTML-based interface requiring no download. Genesys Chat allows agents to handle multiple chat interactions simultaneously while maximizing agent efficiency.

Genesys Web Call Back (voice over PSTN)

Genesys Web Call Back makes it possible for customers visiting a company's web site to request a call back from a contact center agent either immediately or at a more convenient time. On a call center enabled web site, customers can view real-time queue statistics such as average wait time and number of calls ahead of them.

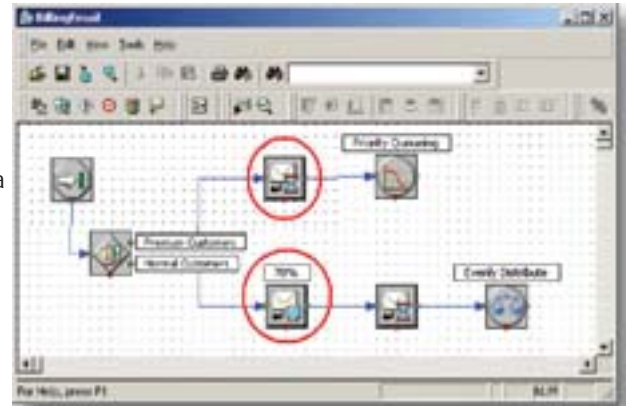


Genesys Web Call Through (VoIP - voice over Internet Protocol)

Genesys Web Call Through allows web users to speak to customer representatives via their computer. With the simple click of a button on a company's web site, customers preferring web-based communications can be connected to a contact center agent using standard Internet phone software.

Genesys Web Collaboration

Genesys Web Collaboration allows contact center agents and customers to "share" web pages, co-navigate within child browser windows, complete online forms, and simultaneously surf dynamically generated web pages. This allows agents to assist customers in learning how to find solutions or use features on the Internet site. Genesys Web Collaboration can work with any of the Genesys real-time communication channels, including web call back, web call through, chat, and traditional voice.



Managers have the ability to segment interactions based on customer profile. They are routed to the most appropriate agent or auto-response if applicable.

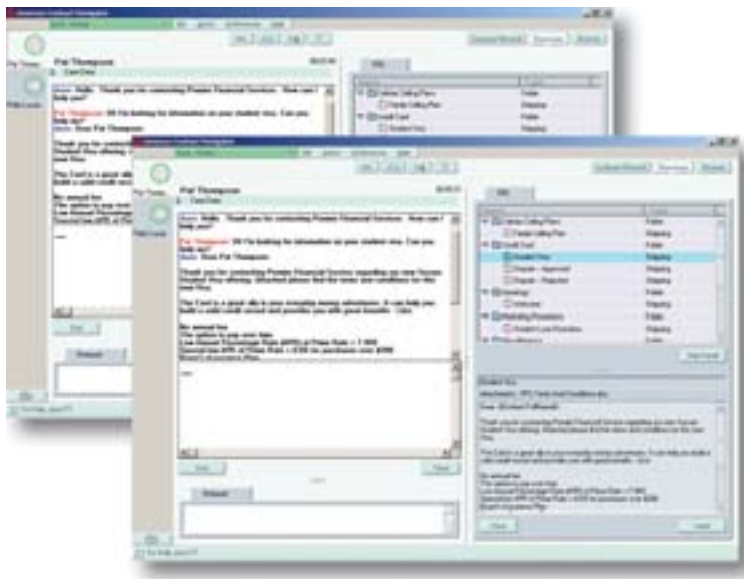
Internet Contact Center

Integrated Customer Touch Points

Using the universal queue, the Internet Contact Solution dynamically builds queues based on the logic of a routing strategy. Email, chat requests, web call back requests, and phone calls can be blended into the same queues. The priorities assigned to each interaction will determine its position in the blended queue. This allows you to treat customer interactions consistently across multiple communication channels.

Intelligent Routing of Customer Interactions

The Internet Contact Solution controls the timing and distribution of customer interactions based on routing strategies defined to meet business goals such as adherence to service levels and the selection of the most appropriately skilled agent. The business routing feature supports the ability to segment customer interactions based on data collected from your web site – such as an HTML form – or from your back office applications – such as customer profile information and contact history. This gives contact centers the ability to manage customers' interactions in a more personalized, consistent, and efficient manner.



With the Internet Contact Solution, agents have the capability to respond to multiple chat interactions simultaneously. Agents can also view attached data submitted with the interaction.

With the monitoring feature's flexible interface, contact center managers are able to view the statistics that are most important to them.

Historical Reporting for Business Analysis

Internet Contact supports comprehensive information analysis with intelligent, business-oriented historical reporting. The historical reporting application tracks all necessary data related to contact center activity and records it to a database. It creates a historical record for each customer interaction, tracing its path from inception to completion. Managers analyze the effectiveness of their resources by building custom reports that display information such as the distribution of web interactions versus phone calls, the revenue impact per interaction, and customer satisfaction.

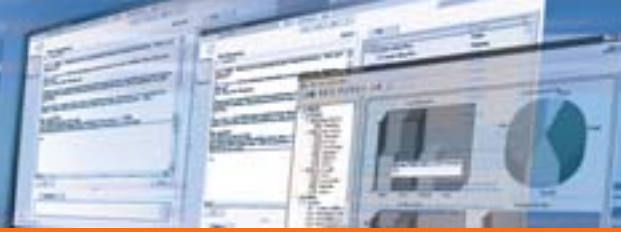
Unified Customer Interaction History

The Internet Contact Solution stores customer interaction history, whether it is an email thread, the transcript from a chat session, notes from a web call back or web call through, URLs associated with a web collaboration session, or a telephone call. This gives both contact center managers and agents insight into the customer's experience across multiple communication channels.

In addition to prioritizing customer inquiries, intelligent routing enables you to make decisions about automated customer responses to customer inquiries based on topic, priority, or other customized needs. This translates into increased control over automated email management for personalized customer service needs.

Real-time Monitoring of Contact Center Operations

The Internet Contact Solution gives managers a view into the current status of their agents and queues. The real-time monitoring feature provides the ability to monitor statistics such as the number of interactions in queue, average wait times, service level adherence, and current agent activity.



Customer Interface Starter Application

The Internet Contact Solution includes a web site starter application, which provides web site designers and architects a working example of how to support each of the solution's communication channels. Customers can customize the starter application to mirror the look and feel of their own sites, or choose one of the pre-designed looks. In addition, simple pages allow web site designers to easily separate functionality.

Agent Desktop

The Internet Contact Solution works in harmony with Genesys' Contact Navigator, a specially designed desktop offering agents basic customer service functions including multimedia screen pop, customer interaction history, customer profile data, and access to a standard response library. The agent application synchronizes the arrival of customer data with an incoming interaction, whether it's email, chat, a VoIP call, or a telephone call. This creates a wealth of information from which the agent can craft his/her response or conduct a real-time interaction.

Supervisor Desktop

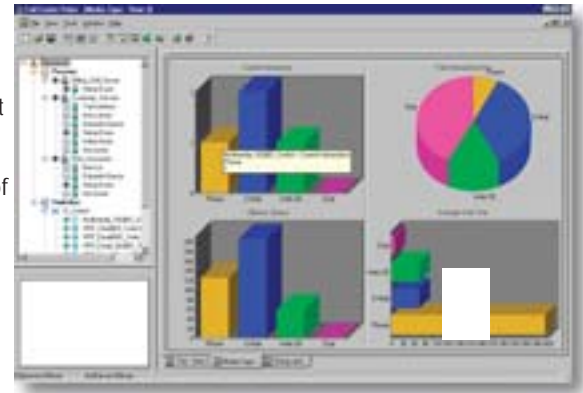
The Genesys Contact Navigator supervisor desktop allows supervisors to effectively handle the demands of a multimedia contact center. Special tools allow supervisors to administer non real-time interactions such as email more efficiently and effectively.

Desktop Integration

The Internet Contact Solution supports integration with third party customer service applications through ActiveX and COM based APIs. Using the Agent Starter Application, customers are able to leverage existing agent desktop applications, which may provide additional features required to handle customer interactions.

Secure Internet Interactions

The Internet Contact Solution enables flexible security implementations to work with most customer security solutions via HTTP tunneling service or secure HTTP communications. In addition, proxy support allows customers to determine which ports the solution will use to communicate across firewalls.



The Internet Contact Solution's real-time monitoring feature allows managers to view the state of agents and queues in real-time, across all media channels.



Genesys Suite Empowered by Alcatel OmniPCX Enterprise

The Alcatel OmniPCX Enterprise Routing Services Interface (RSI) application enables very tight integration with the Genesys Suite. This new interface, jointly developed by Alcatel and Genesys teams, was created using the open CSTA standard protocol, ensuring the most efficient messaging exchange because both components use the same language.

A Single Logic Managing the Contact Center Solution

RSI enables the Genesys routing strategies to be the only application required to manage the corporate OmniPCX platform resources. Additional components such as IVRs or automated attendants are not mandatory as Genesys controls all the voice resources of the Alcatel OmniPCX Enterprise (voice guides and call identification prompting). This important advantage enables companies to lower their integration costs while increasing the quality of their routing strategies and securing a complete solution.

The Genesys Enterprise Routing Solution is also leveraged to manage the routing functions as well as the queuing strategy by making use of OmniPCX Enterprise busy treatments such as play music, call identification prompting, play announcement, and so on. This separation of roles between the Alcatel OmniPCX Enterprise platform and Genesys Suite Interaction Management platform is made easy by using a single management capability resulting in a lower cost of operations. In summary, Genesys Suite is even more powerful when running on the Alcatel communication platform.

Full Range of Terminals with Full Features

Because your agents have multiple profiles, Alcatel provides a full range of terminals: analog phones, digital phones, IP phones, voice soft phones, and multimedia soft phones. In addition, to further facilitate contact center operations, Alcatel provides a full feature set for your agents and supervisors, including:

- Log-on/log-off
- In conversation
- Unavailable
- Barge-in
- Silent monitoring
- Idle
- Wrap-up
- Pause
- Help
- Transaction code

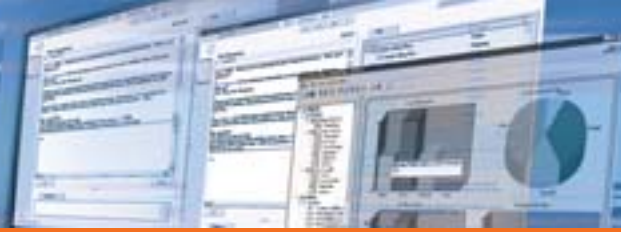
Typically, human resources represent more than 60% of the costs. Your direct benefits are:

- Maximization of human capital
- Confidence in the fact that you are providing your agents with the tools they need
- Greater productivity with telephony richness
- Protection of your investment with smooth migration between phone terminals



Alcatel Omni Contact Center Solutions

Genesys Suite 6 Internet



Back-up Mechanisms and Service Reliability

Because contact centers are strategic to managing customer relationships, loss of calls is simply unacceptable. As a vendor, Alcatel's mission is to provide its customers with a platform designed to support mission critical applications. This is assured as a result of the Alcatel OmniPCX Enterprise's high resiliency (99.999%) running on independent servers and OS, and direct connection to your Ethernet LAN.

The Routing Services Interface (RSI) provides back-up and overflow mechanisms using the CSTA protocol. If additional security is required, the optional Alcatel OmniTouch CCdistribution may be used as back up to the Genesys Suite and the security mechanisms it already provides through high availability and mirrored links.

Last, the tight integration between Genesys Suite and Alcatel OmniPCX Enterprise makes it possible to eliminate external queuing components, resulting in a more secure and efficient corporate communication platform.

Alcatel OmniPCX Enterprise, the World's Most Highly Awarded Platform

The Alcatel OmniPCX Enterprise is the world's most highly awarded communication platform.

The OmniPCX Enterprise includes:

- Feature-rich telephony
- Flexible choice of terminal devices
- 99.999% reliability
- Media independence
- Networking (from TDM to IP)
- Top-level security
- Simplified management
- Multiple features that make your agents' work easier and more productive

Alcatel offers the best contact center solution for your business. Alcatel's best-in-class IP Communications solutions allows organizations to shrink infrastructure costs with a single IP network and protect investments by moving from traditional telephony to IP at its own pace, with no compromise on service level.

In particular, businesses benefit from Alcatel's "best of class" IP and networking capabilities:

- Distributed or centralized IT and human resources according to business requirements
- Provide flexibility to the workforce ensuring that the right skills are matched with the right customer, wherever agents happen to be. From head office to regional office to branch office to small office to remote worker's office, Alcatel provides it.
- Shrink infrastructure costs with a single IP network. Protect investments by moving from traditional telephony to IP at a pace that is comfortable – without compromising on the service level.

With the Alcatel OmniPCX Enterprise, a structure doesn't need to be adapted to the contact center. On the contrary. Alcatel's contact center adapts to you, to your organization, and to your unique business requirements. Painlessly.



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FEATURES SUMMARY	Genesys email	Web form post	Genesys web call back	Genesys web call through	Genesys chat	Genesys web collaboration
Attached data	•	•	•	•		
Auto reponse	•					
Intelligent content analysis	•	•				
Intelligent routing	•	•	•	•	•	•
Centralized configuration	•	•	•	•	•	•
Unified contact history	•	•	•	•	•	•
Customer segmentation	•	•	•	•	•	•
Customizable Web interface	N/A	•	•	•	•	•
Desktop integration	•	•	•	•	•	•
H.323/T.120 support				•		•
Historical reporting	•	•	•	•	•	•
Inbound attachments	•					
Media blended queues	•	•	•	•	•	N/A
Outbound attachments	•	•				
Priority escalation	•	•	•	•	•	•
Queue statistics		•	•	•	•	•
Real-time monitoring	•	•	•	•	•	•
Response library	•	•	•	•	•	•
Skills routing	•	•	•	•	•	•
Spell checking	•	•			•	
Suggested response	•	•				
Transfer	•	•			•	•
Tunneling service/HTTP		•	•		•	•
Printing	•	•			•	•
HTML contact		•	•	•	•	

* Genesys Web Collaboration can be used in conjunction with Genesys Chat, Genesys Web Call Back, Genesys Web Call Through and regular inbound telephone calls.

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Integration With Alcatel OmniPCX Enterprise

Standards based (CSTA)	Yes
Single logic to drive the solution: Genesys	
IVR and automated attendant not mandatory	Yes
CCdistribution optional in back-up	Yes
Alcatel internal OmniPCX Enterprise voice resources leveraged	
Voice guides	Yes
Call identification prompting/digit collecting	Yes
Busy applications from Genesys used	
Music	Yes
Play Announcement	Yes
Play announcement and call identification prompting	Yes
Cancel call	Yes
Busy	Yes
Silence	Yes
Ring back	Yes
Single routing management	Yes
Full terminal device flexibility	
Phone set (analog and digital)	Yes
IP phone	Yes
Voice soft phone	Yes
Multimedia soft phone	Yes
Advanced telephony features provided to terminal devices	Yes
Back-up and security mechanisms	
CSTA based	Yes
Alcatel CCdistribution in back-up, optional	Yes
Mirrored links	Yes
High Availability	Yes
IP Contact Center	
Using IP capabilities of Alcatel OmniPCX Enterprise	Yes
Multi-site contact center	
Using networking capabilities of Alcatel OmniPCX Enterprise	Yes

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