



## Alcatel Omni Contact Center Solutions Genesys Suite 6

### Genesys Outbound 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 the capability to communicate with enterprises through their choice of media, whether it is reactive or proactive. As part of the Genesys Suite, one of the five offerings from Alcatel Omni Contact Center Solutions, the Genesys Outbound Contact Solution allows companies to efficiently and proactively contact customers.**

Alcatel's Omni Contact Center solutions provide managers the necessary tools to manage the calling process to drive sales and improve customer relationships. It provides a seamless delivery of inbound and outbound calls to agents across single-site or multi-site contact centers to maximize resources and agent productivity.

#### **Integrated with Genesys Framework**

The Genesys Framework is integrated into each of the solutions of the Genesys Suite. Framework provides a set of core functions that enable each of the solutions to be started, monitored, and managed from a centralized location, making the system easy to operate and maintain. Framework simplifies deployment of the Outbound Contact Solution, as well as the other components of the Genesys Suite through "wizards" to guide users through the installation and configuration process.

The ability to tightly integrate a wide range of interaction management components is the architecture's key advantage over pieced-together systems. In addition, the highly scalable Genesys architecture draws upon customer data to provide a total view of the customer's interaction history with the company.



Genesys Outbound Contact Manager enables viewing the state of a campaign as well as starting and stopping campaigns.

## Outbound Contact Capabilities

### Centralized Management

The Outbound Contact Solution provides centralized management that allows contact center managers to remotely control system components, and configure system and campaign requirements, while providing remote site autonomy for campaign management and reporting. The flexible configuration management environment adjusts to an organizations style, whether distributed or centralized. The Outbound Contact Solution is integrated with the other Genesys solutions, providing unified management of contact center operations.

### Three Dialing Modes

Calls are generated using a choice of automated dialing modes:

1. **Preview** – the agent reviews the record then initiates the call.
2. **Progressive** – the call is automatically dialed when an agent is available.
3. **Predictive** – a sophisticated pacing algorithm dials calls based on the predicted availability of agents. Predictive dialing eliminates non-productive outbound calling by only passing live contacts to the agent.

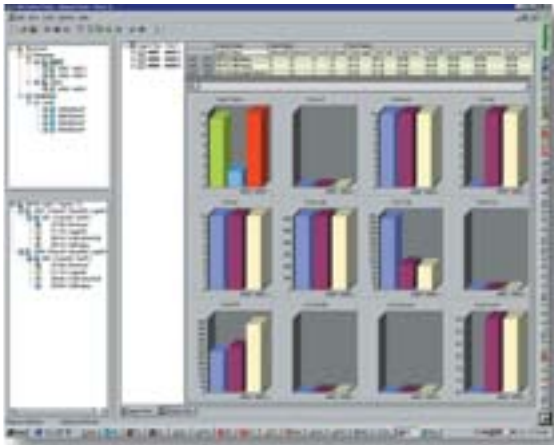


The Genesys Solution allows contact center managers to easily implement and manage outbound campaigns. This figure shows the assignment of a calling list to a new campaign.

Non-positive results such as no answers, busies, and answering machines are rescheduled by the software that has user-defined rules.

### Blended Inbound/Outbound Environments

Genesys Outbound Contact Solution offers the ability to seamlessly deliver both inbound and outbound calls to the agent. The solution regulates outbound call volume based on inbound traffic. When inbound traffic is low, outbound calls are automatically generated for a specified campaign. When inbound traffic picks up, the dialer dynamically slows the number of outgoing calls to meet the inbound service level. The result is increased agent productivity, streamlined staffing, improved customer service, and the added benefit of cross-trained agents.



### Screen Pop

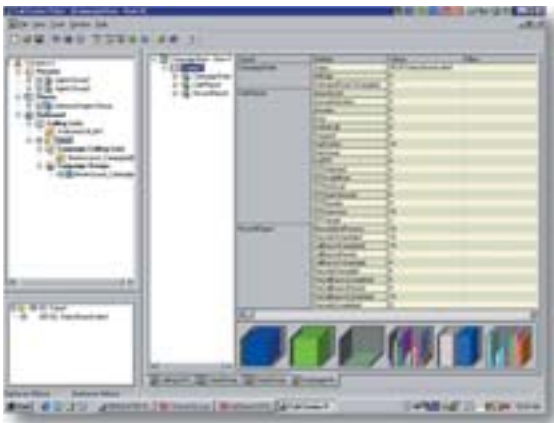
With the Genesys screen pop feature, an agent is prompted with detailed information about a customer at the same time they are connected to a voice (inbound and outbound), email or web interaction. When an interaction is routed to an agent, their workstation screen displays the customer's profile information (account number, "platinum" or "gold" status, purchasing preferences), header information for email and chat sessions, customer interaction history (records of previous calls, email, chat sessions, etc.), data gathered during the routing process, or any other data pertinent to the business scenario.

The Genesys Solution allows all aspects of a campaign, including call and agent statistics, to be monitored in real-time. It enables better control and reactivity.

### Real-time Monitoring of Contact Center Operations

The Enterprise Routing Solution gives managers a view into the current status of their agents and queues across a single or multi-site contact center. This 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 activity for agents and groups of agents. With the monitoring feature's flexible reporting interface, contact center managers can view the categories of statistics that are most important to them.

### Historical Reporting for Business Analysis



The Genesys Enterprise Routing Solution 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. Genesys' reporting package provides a powerful user interface that allows contact center managers to build custom reports from different data sources. Managers can analyze the effectiveness of their resources by creating reports to display information such as the "number of calls received concerning product X" or "revenue generated by agent group A." With this capability, managers can make information-driven decisions to improve interactions with customers and identify opportunities for cross selling and up selling.



## Genesys Suite Empowered by Alcatel OmniPCX Enterprise

Genesys Suite is empowered by Alcatel OmniPCX Enterprise using the routing services interface (RSI). This new interface was jointly developed by teams from Alcatel and Genesys, and built on the open CSTA standard protocol.

### A Single Logic Drives the 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. The benefits are direct:*

- 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





### 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.



# Alcatel Omni Contact Center Solutions

## Genesys Suite 6 Outbound



### Integration With Alcatel OmniPCX Enterprise

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

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### FEATURES SUMMARY

### Genesys Outbound Contact Solution

#### ARCHITECTURE

Open, software-based	Yes
Leverages framework	Yes
Unlimited scalability	Yes
SNMP support	Yes
Dynamic configuration	Yes
Centralized state model	Yes
Centralized operation management	Yes
Deployment wizard	Yes

#### FEATURE SET

Predictive dialing	Yes
Progressive dialing	Yes
Preview dialing	Yes
Seamless call blending in all dialing modes	Yes
List management	Yes
Dynamic filters	Yes
"Do not call" request handling	Yes
Dynamic call list handling	Yes
Call handling	Yes
Personal & scheduled call backs	Yes
Multiple phone number strategies	Yes
Campaign chaining	Yes
Customized treatments	Yes
Time zoning	Yes
Business goal driven pacing, per campaign	Yes
Call progress detection	Yes
Answering machine detection	Yes
Campaign monitoring & reporting	Yes
Campaign sequencing	Yes
Historical reporting	Yes
Agent & call statistics	Yes
Predefined & customizable reports	Yes
Inbound & outbound statistics	Yes
Real-time monitoring	Yes
Agent, campaign & list performance	Yes
Inbound & outbound statistics	Yes
Scripting	Yes
Agent scripting (option)	Yes
Web integration	Yes
Screen pop	Yes

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