



## Alcatel OmniTouch

The Contact Center  
Communications Server Suite for  
the Alcatel OmniPCX Enterprise

ARCHITECTS OF AN INTERNET WORLD





Contact centers are a critical component of your organization's interaction with existing and potential customers. Building the most efficient contact center to meet the challenges of delivering consistent and exceptional customer care requires a system that provides:



- Efficient customer contact routing to the most knowledgeable customer representative
- Flexible and intuitive management control systems that support real time modifications in reaction to market changes and cost reduction goals
- Supervisor management applications that allow monitoring of service levels resulting in real time system adjustments regardless of agent's physical location
- Easy-to-use agent desktop PC applications with one interface control of voice day-to-day activities

What does it take to build an enterprise departmental contact center? It requires the Alcatel OmniTouch product suite – a comprehensive set of contact center modules featuring:

**CCdistribution** – The distribution module is the heart of the contact center. It is based on an innovative and patented contact routing model that makes skill based distribution easy to design and manage.

**CCsupervision** – The supervision module combines contact center monitoring and configuration from one intuitive user interface. A left mouse click on a specific contact center object provides you with access to real time graphical displays and a right mouse click presents configuration screens.

**CCivr** – The interactive voice response module provides self-service customer transactions through the latest in speech and text-to-speech technology; interaction with enterprise databases providing automated services, cost savings, and investment security through the use of industry standards such as Windows NT and Open DataBase Connectivity (ODBC).

**CCagent** – The client/server agent module is an application providing a critical contact center component: an agent desktop soft phone providing easy to use tool bars.



# Alcatel OmniTouch



## Alcatel CCdistribution and CCsupervision

### Core Building Blocks for Contact Centers

Contact centers present many challenges for organizations today. They have become an integral part of an organization's strategy for providing efficient, flexible, consistent, and when required, self-service transactions to all prospects and customers. This requires a sophisticated and reliable contact distribution system capable of handling voice interactions while at the same time providing supervisor control. Alcatel's CCdistribution and CCsupervision products deliver all of this and more.

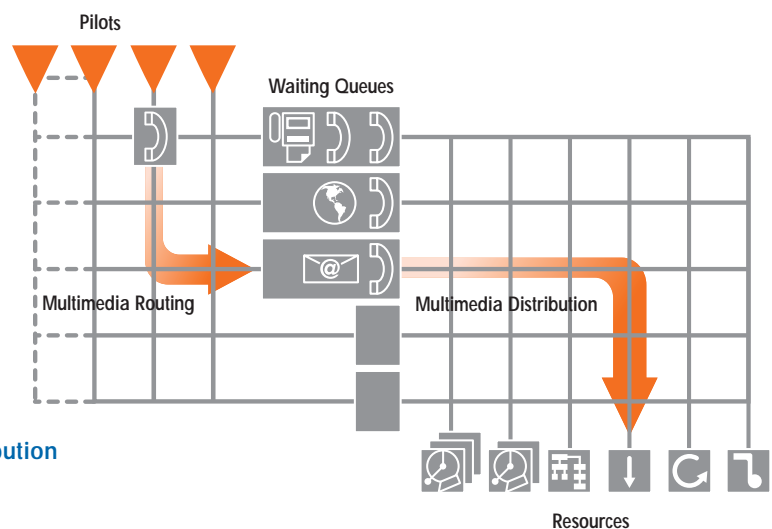
### Alcatel CCdistribution

Alcatel's contact center distribution (CCdistribution) is a next generation ACD. It is based on the Alcatel OmniPCX Enterprise latest technologies, on its exclusive decentralized architecture, and on years of user experience.

Alcatel's patented matrix distribution model manages traffic and resources beyond the competitive standards with its unique skills and cost-based routing algorithm.

### Features

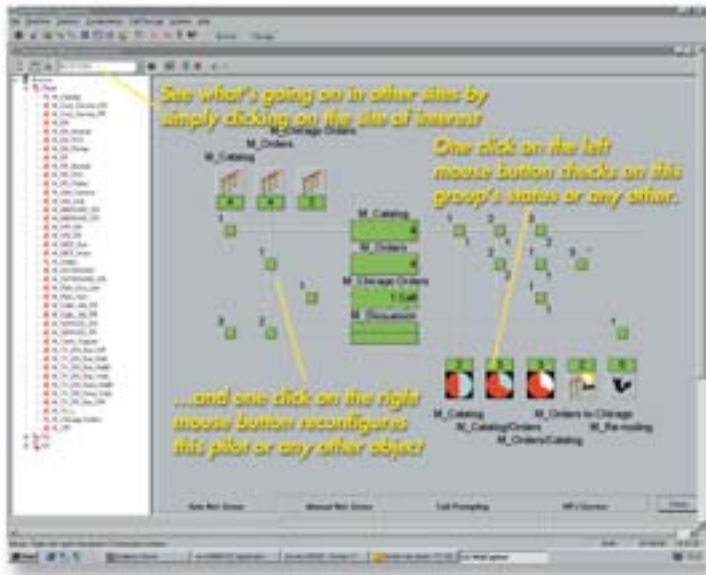
- Comprehensive and flexible look-ahead routing and distribution
- Service-based call flow management
- Prioritized "skill mapping" of calls according to available resources
- Direct call on agent extension
- Advanced queuing with embedded voice announcements
- Automatic change of distribution rules depending on time of day or day of week
- Automatic service selection based on called (DNIS) and calling (ANI) numbers
- Equitable call distribution according to arrival order (for each called number)
- An open architecture, allowing access by all applications to the core component –





### CCdistribution

- Tight coupling with interactive voice response systems including Alcatel's leading voice kit – the Contact Center IVR (CCivr) – for caller identification and call characterization
- Networking capabilities and virtual ACD with multi-site transparent management for supervisors
- Remote agent facilities with Alcatel connected communication servers
- Advanced call prompting and elective transfer with the integrated automated attendant



This screen, referred to as the **Navigator**, is a typical example of a two-node virtual contact center. It is a distribution diagram of an enterprise taking orders over the phone through its contact centers in Boston and Chicago. Supervisors have complete visibility and control over the virtual contact center. Plus, with load balancing, incoming calls are efficiently handled. Supervisors also have access to both locations and can efficiently manage operations, regardless of where agents sit.

#### Three services are spread over the two sites:

"1-Catalog" and "1-Orders" are the Pilots or direct entry points to the Boston site whereas "1-Chicago Orders" handles the overflow calls from Boston. Three of the agent groups or resources are Boston based and the fourth one ("1-To-Chicago") is Chicago based and is responsible for the overflow calls.

#### Advanced Contact Routing

Increasingly, enterprises are insisting upon and implementing technology in their contact centers that ensure personalized customer care. This focus on customer satisfaction requires a contact distribution capable of ensuring the best match between the caller's requirements and the individual agent skills. To achieve that objective, CCdistribution includes an integrated feature called advanced contact routing, which provides the ability to manage agents' skills on an individual level.



Advanced contact routing (ACR) enables agent selection based on high level rules defined by the call center manager. The rules offered by ACR are:

- **Contact distribution to the most skilled agent (Individual Skill Mapping (ISM))**
- **Contact distribution to the last agent called by a customer**
- **Contact distribution to a specific agent**
- **Contact distribution to an authorized list of agents**
- **Contact distribution based on custom database driven agent selection**
- **Contact redirection or redistribution**

The rules can also be scheduled and combined using a rule based, drag and drop, icon script editor..

## **The Alcatel Navigator**

### **Guiding your contact center**

Are your contact center operations too complex and time-consuming? If so, then the Alcatel Navigator will assist in streamlining the configuration process. It allows the supervisor to direct your business with a GUI-based unified management/supervision package.

Alcatel's Navigator is an "all-in-one" management tool that provides:

- **A comprehensive view of the whole contact center, regardless of physical site locations**
- **Real-time statistics presenting performance and service level on a call-by-call basis**
- **System reconfiguration and supervision of all the CCdistribution objects with a click of the mouse**
- **Full Windows end-user interface**
- **On-screen view of on-going operations**

Each supervisor is granted visualization and modification rights for pilots, queues, and groups within their realm of responsibility.



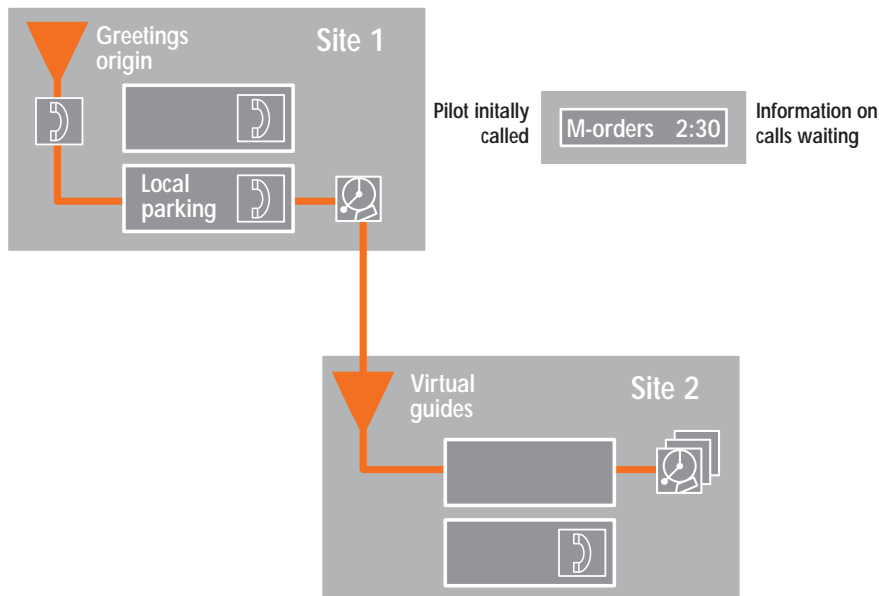
### The Virtual Contact Center

A true virtual contact center can also be built by tying together resources located at different sites. The appropriate available resources can process calls of similar profile, whether local or remote. The first available agent, independent of their location, will handle the call. The call distribution is transparent to the caller who does not know whether their call is processed locally or remotely. The agent however is informed via their display about the characteristics of the call.



On a given local site, remote groups are assigned on each local site representing mirror images of the remote distributions. The remote distribution consists of a virtual dedicated pilot and a virtual queue, which are handled by the groups of the remote node.

Each OmniPCX exchanges information so that the remote group status reflects the status of its associated virtual pilot. Remote groups are seen from the local distribution's point of view as just another group.



As soon as it is determined that a local call can potentially be served by a remote group, its characteristics will be copied in the corresponding virtual queue. However, the call itself will stay in the queue locally, saving communication costs.

During this process, only service information is exchanged between the nodes, using a data communication established for the networking protocol supported by the Alcatel CCdistribution. Effective transfer of a call to a remote site happens only after an agent is selected.

The queued "calls" placed in the virtual queue are seen transparently from a distribution perspective allowing attachment of all distribution mechanisms to directions between a virtual queue and a group, providing total flexibility for both call and agent selections.

# Alcatel OmniTouch



## Alcatel CCsupervision

### Real time supervision with the click of a mouse

Contact center supervision (CCsupervision) is the perfect companion to CCdistribution. The supervisor module offers state-of-the-art real-time monitoring of all objects (pilots, queues, groups, etc.) wherever they happen to be. Managers and supervisors can fine tune the call handling process, overview service levels and traffic situations, and react to traffic fluctuations and resource challenges.

### CCsupervision features:

- The ability to access pilots, queues, groups, and agent status directly from the navigator screen
- Call-trace based on events providing detailed statistics
- Standardized workstation for the supervisor (supervisors can log on using any Windows PC)
- Real-time statistics and system management in a graphical layout for instant visibility
- Real-time service level information provided at the manager level
- Interface to customizable wall displays
- Alarm signaling on each supervisor workstation (pop-up window and sound)
- Real-time display teaming of agents regardless of the actual distribution configuration setup to allow
- Easy performance comparison between selected agents

### Statistics compilation and detailed reporting

In addition to real-time statistics, the CCsupervision provides detailed statistical information using Excel for customizable spreadsheets and graphs. Furthermore, detailed call-level data can be downloaded onto your data warehouse (using FTP/TCP/IP) for post-processing according to the customer's needs.





Other features include:

- Seamless automatic access to Excel from CCsupervision
- OLE (object linking and embedding) of the supervision PC into Excel
- GUI selection of CCdistribution built statistics through the supervision PC
- Custom editing, formatting, and printing in Excel
- On-line storage of information
- Reporting of call events and transaction codes

#### Alcatel Reflexes phones

The CCdistribution stations are based on the dedicated First and Advanced Reflexes™ phones as well as standard analog phones. The displays and the context-sensitive and programmable keys are personalized for:

- The agent station
- The supervisor station (with only the Alcatel Advanced Reflexes set)

By reusing standard Reflexes phones, one can easily turn these sets into a CCdistribution station.

The use of an Alcatel Reflexes phone, with its extended LCD screen, greatly helps the visualization of numerous agent and supervisor-specific information:

- Agent identification by the system with or without authentication
- Quick consultation of the calls in queue
- Help and call to a supervisor
- Call recording
- Transaction code and file number logging for statistical purposes
- Closing or opening of a group or a pilot

In addition, the supervisor can:

- Join in a CCdistribution conversation as a third party to help an agent, or in a listen only mode
- Enter or exit an agent group, perform a silent monitoring session (with or without notification), or perform permanent monitoring

Best-of-breed Alcatel Advanced Reflexes phones allow multiple connections: digital connection to the Alcatel OmniPCX Enterprise, or direct Ethernet backbone connectivity using the Alcatel Reflexes IP enabler.



The Alcatel  
Advanced e-Reflexes phone



## Alcatel CCivr

### Contact Center Interactive Voice Response

The Alcatel CCivr is an essential contact center component that allows companies to offer their customers reliable and powerful self-service functionality.

#### Voice and data convergence for interactive information distribution

- Service for callers from any place at any time
- Multimedia information dissemination via voice, fax, and email
- Support staff by providing standard information automatically

#### Keep in touch with your customers

- Minimize abandons – automated attendant and voice mail offer customers an alternative to waiting
- Customer-oriented interactive services are available around the clock:

Information on demand by voice, fax, and email

IVR services for automated transactions

Automatic speech recognition for flexible and natural dialogues

- Handle calls when agents are busy

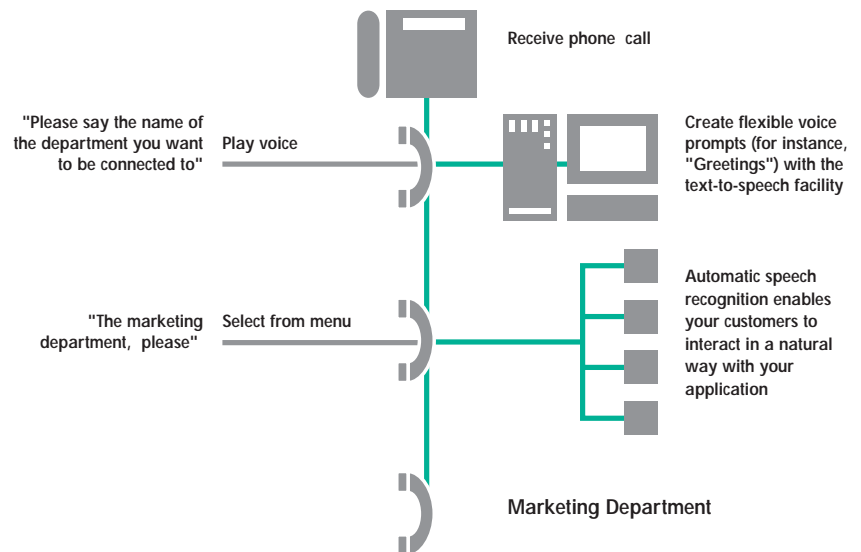
Inform callers of the expected waiting time

Offer alternative services

Interactive queuing offers services such as ordering while waiting (caller retains his/her queue priority)

#### Improve service

- Professional and consistent welcome
- Increased call completion and reduced waiting time
- Self-service transactions
- Enhanced information services with high customer acceptance





### **Reduce and control costs**

- Efficiency through performance analysis
- Scalable architecture designed to fit into your current and future office environment
- Open platform to protect existing investment

### **Increase staff productivity**

- Automated services (audiotex, IVR, fax-on-demand) free up your specialized staff for non-routine calls
- Easy alteration of voice prompts using text-to-speech
- Routine requests can be handled by flexible and natural automatic speech recognition

### **Areas of application**

Alcatel CCivr offers a wide range of solutions that can be customized to suit a variety of business needs. The most frequent areas where the Alcatel CCivr is used are:

- Helpdesk and customer care
- Ordering and sales
- Information service
- Telemarketing
- Reservation system

### **Easy customization with the Alcatel CCivr application generator**

The Alcatel CCivr Application Generator allows you to design your applications according to your customers' needs. For example, you may want VIP calls to be handled by specialist teams or to allow certain transactions to take place automatically, 24 hours a day, 7 days a week. Based on your business decisions, you can offer the appropriate customer service.

### **Fits easily into your present office environment**

The Alcatel CCivr expands with customer requirements. Simply adding additional PCs to your network will increase processing power.



# Alcatel OmniTouch



## Services

Automated attendant, audiotex, IVR, and contact center functionality offer a wide range of service possibilities. The contact center functions include:

- Flexible call characterization delivered by calling line identification, entering a pin code, or simply talking to the system
- An interactive queuing mechanism which provides the callers with the option of using other services while waiting for an available agent, i.e., listening to audiotext information
- Waiting time announcements provide the caller with a choice between staying in the queue or using alternative services such as leaving a message or using IVR
- A call identification feature that enables screen pops containing information about the call or caller's profile allowing the contact center agents to be more efficient and responsive

## Database access

Databases that use the Open DataBase Connectivity (ODBC) standard can be accessed with the Alcatel CCivr.

## Connectivity

For PCX connectivity, the industry standard CSTA protocol is supported to inter-work with CT servers and CTI APIs. Powerful CTI functionality can be offered in conjunction with the Alcatel OmniPCX Enterprise.



## High degree of automation

A high standard of automation is achieved by using automatic speech recognition and text-to-speech technologies within the caller's dialogue. The speech recognition and the text-to-speech algorithms are available in several languages. Information can also be distributed automatically via fax or email.

## Applications

Customer specific applications can easily be built or adapted by the Alcatel CCivr GUI based drag-and-drop application generator. To facilitate implementation, industry specific solutions are available.



## Alcatel CCagent

### A Contact Center Toolkit and Application for Agents

CCagent – Contact Center Agent – is a desktop application for agents in an Alcatel OmniPCX Enterprise based contact center. It can run either as a toolbar co-existing with other applications residing on the agent desktop, or hidden when integrated with those applications.

#### As an application

CCagent empowers agents by providing them with full telephony and session control, advanced call monitoring, individual and group statistics, and access to critical information from their desktop.

#### Client/server design

The CCagent architecture is based on a client/server design. CCagent can run on either Windows 95/98 or Windows NT/2000 using CCagent's server for connecting to CCdistribution. .

The CCagent server integrates:

- A telephony server which provides telephony services and agent controls
- A statistic server for real time and agent statistics
- A configuration server for automatic configuration of CCagent and control of CCdistribution

The CCagent client (desktop application) features toolbars and open interfaces to integrate with business applications, MAPI compliant messaging services, and LDAP compliant directories.

#### A contact center toolkit and application for agents

**Integrating the desktop** – CCagent allows users to take advantage of all advanced Alcatel CCdistribution telephony functions. It provides instant access to information about their communication status.

At any time, agents can check on the individual performance of their current session and view their activity. It provides agents with the ability to perform their contact center operations from a single device. Agents can easily access enhanced telephony features such as call answer and disconnect, conference, transfer, consult, and hold/retrieve.

**Dedicated ACD features** enable agents to control their session (log-on/log-off, wrap up, etc.), to interact with the supervisor (call supervisor), and to open/close the CCdistribution service.



# Alcatel OmniTouch



## Partner bar

An agent can view the real time availability of a selected agent group via the partner bar and immediately determine which agents are available to accept a transferred call. The selected group presents agents and their current status.

**Universal call by name** – An agent can perform a universal call by name across several directory servers such as CCagent personal directory, Alcatel OmniPCX Enterprise integrated phone book, Alcatel directory, LDAP compliant directories, or any others with the Alcatel directory API. CCagent also provides name display and directory pop-up information for any incoming/outgoing call.

**Messaging services** – Message notification can be made directly on the agent toolbar for Alcatel and other MAPI compliant messaging systems. By selecting the relevant icon, agents can review messages they have received

**Call log management** allows access to the call log. Logs can be sorted according to several criteria and can be used for call back by a simple click on the selected entry.

**Recording Interface** – CCagent supports control of external call logging and monitoring systems, i.e., Nice Systems, etc.

## Remote agent capabilities

### CCagent Nomadic

CCagent Nomadic is a solution offering transparent access to CCagent services for traveling and home workers equipped with a multimedia PC (VoIP), cell phones, or analog phones. Another solution, for those who work off-site full time, is to use CCagent Nomadic with an Alcatel Reflexes IP phone.





## Multi-Media Contact Centers and Computer Telephony Integration (CTI)

OmniPCX clients requiring full featured multi-media contact centers and/or integration with back/front office applications should use the Alcatel OmniGenesys applications. A unique OmniPCX Enterprise interface called Routing Services Interface (RSI) enables seamless integration with the full Genesys product line.



### Alcatel OmniPCX Enterprise features

- Leading technologies such as a PCX server which takes advantage of the same concepts as Alcatel data products
- Innovative solutions that are state of the art, future safe, and standards based
- Commitment to standards (QSIG, TCP/IP, OLE, native CSTA-based CTI link)
- Ease of implementation with a plug-and-play CTI link, support of Ethernet protocols, CTI readiness, and seamless integration with information system environments
- Partnerships with third party application vendors for additional building blocks that complement existing products

### IP in the core design – leveraging contact center operations

- The embedded voice over IP interface and integrated compression engine provides the ability to handle all types of traffic (voice, data, fax, and video) and offers customers interactive, multimedia access to the enterprise.
- Best-of-breed Alcatel Advanced Reflexes phones allow multiple connection options such as digital hook up to the Alcatel OmniPCX Enterprise or a straight connection to the Ethernet backbone with Alcatel IP Reflexes Enabler.



## *Alcatel Advanced IP Reflexes phone features:*

- Dynamic IP address allocation (DHCP)
- Full Reflexes services
- H.323-compliant
- G711 and G723.1 voice format
- QoS: 802.1p/Q, TOS-DiffServ
- SNMP agent (MIB 2)
- ACD mode capabilities

## **Alcatel OmniPCX Enterprise**

Alcatel offers connectivity with the following contact center applications:

- **Alcatel Workforce Management Interface (CCwmi)** – an interface connecting the Alcatel OmniPCX Enterprise to external workforce management software.
- **Alcatel Call Record Interface (CCcri)** – an interface connecting your data warehouse to the Alcatel Contact Center.
- **Alcatel Wallboard Manager (CCwallboard) and Real Time Monitoring (CCrti)** – a multi-purpose interface to connect the Alcatel Contact Center to any wallboard or third party management system.
- **Alcatel Routing Services Interfaces (RSI)** – an interface optimizing the inter-working between OmniPCX and the OmniGenesys Product Suite.

## **Glossary**

<b>ACD</b>	Automatic Call Distributor	<b>LDAP</b>	Lightweight Directory Access Protocol
<b>ANI</b>	Automatic number identification	<b>MAPI</b>	Messaging applications programming interface
<b>DDE</b>	Dynamic data exchange	<b>OLE</b>	Object linking and embedding
<b>DNIS</b>	Dialed number identification service	<b>PWT</b>	Personal wireless telecommunications (primarily North America)
<b>GSM</b>	Global system for mobile communications (primarily Europe/most of Asia)		

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

**Alcatel**

26801 West Agoura Road  
Calabasas, CA 91301 USA

**Contact Center**

(800) 995-2612 US/Canada  
(818) 880-3500 Outside US

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

Product specifications contained in this document are subject to change without notice. Contact your local Alcatel representative for the most current information. Copyright © 2003 Alcatel Internetworking, Inc. All rights reserved. This document may not be reproduced in whole or in part without the expressed written permission of Alcatel Internetworking, Inc. Alcatel® and the Alcatel logo are registered trademarks of Alcatel. All other trademarks are the property of their respective owners.

P/N 030422-00. 06/03

ARCHITECTS OF AN INTERNET WORLD

