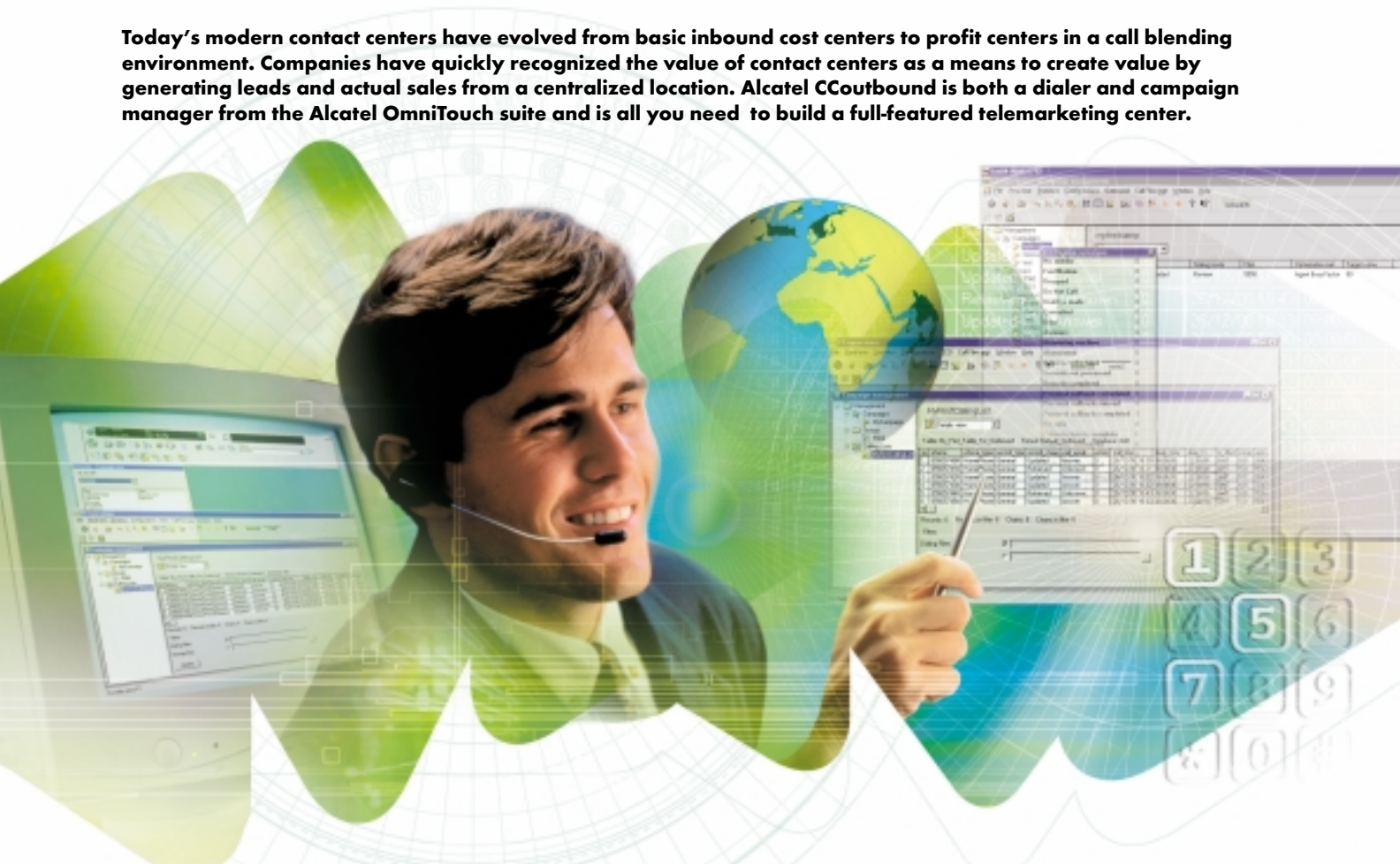


Alcatel Contact Center Outbound



The integrated campaign manager and dialer

Today's modern contact centers have evolved from basic inbound cost centers to profit centers in a call blending environment. Companies have quickly recognized the value of contact centers as a means to create value by generating leads and actual sales from a centralized location. Alcatel CCountdown is both a dialer and campaign manager from the Alcatel OmniTouch suite and is all you need to build a full-featured telemarketing center.



Inbound & outbound telemarketing encompass a wide scope of applications and applies to any kind of business: finance, insurance, telesales, service bureaus, etc. Such profit centers require a specialized CTI infrastructure to operate efficiently. The Alcatel CCountdown module is the answer.

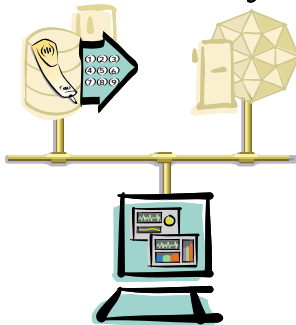
Value proposition

- Alcatel CCountdown is a sophisticated telemarketing add-on for creating, managing, and running telemarketing campaigns.
- Powered by Genesys technology, it is seamlessly integrated in the Alcatel OmniTouch Contact Center suite.
- Provides an additional way to strengthen customer relationships and increase sales through improved information flow for cross-selling.

Key selling points

- Advanced software / hardware architecture including voice activity detection.
- Competitive feature functionality
- Best inbound / outbound call blending solution.
- Simplified installation and configuration.
- Unified management for multimedia ACD and campaigns within Alcatel CCsupervision.
- Integrated desktop agent.
- Consistent ACD / application reporting.
- Best of class ACD with winning outbound solution.

CCountdown server *Alcatel OmniPCX 4400 and CCagent server*

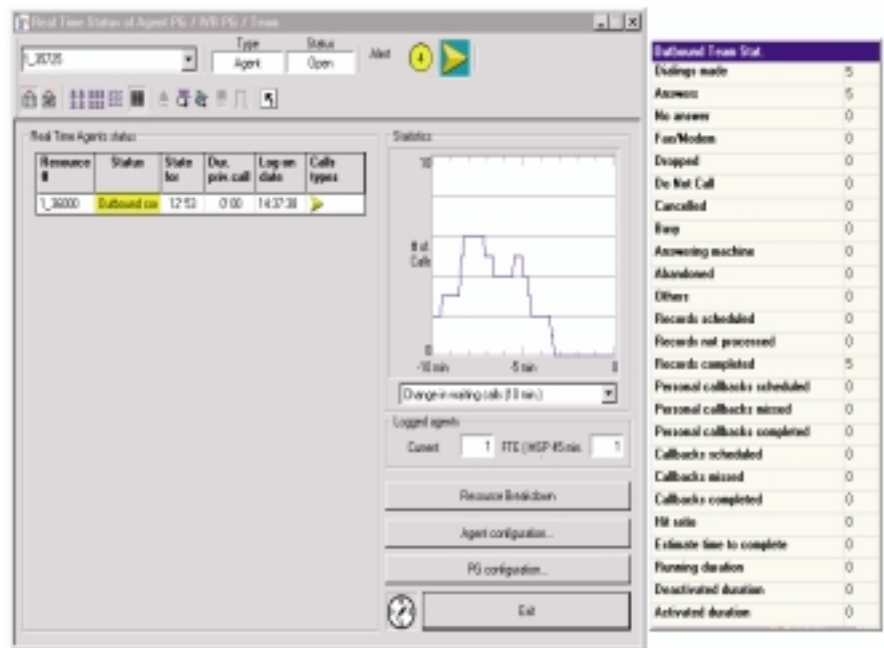


Agent Workstation (CCagent client with integrated CCountdown features)



Exhaustive dialing modes to meet all business requirements

- **Preview mode:** Using the Alcatel CCoutbound interface, the agent previews customer information and initiates the outbound call. Once completed, the agent updates the database.
- **Progressive mode:** The Alcatel CCoutbound server actively dials outbound calls, engages call progress detection for all calls, and transfers successfully connected calls to available agents.
- **Predictive mode:** In this mode, a predictive algorithm is engaged. The Alcatel CCoutbound server monitors agent activity, collects statistics, and predicts future call traffic. Predictive dialing provides the highest efficient use of telemarketing agents.



Alcatel CCoutbound, enhanced by Genesys and integrated for the Alcatel OmniTouch suite

Alcatel CCoutbound is a Genesys-powered application designed specifically for the Alcatel OmniTouch suite. While capitalizing on the outstanding Genesys technology, it is seamlessly integrated with Alcatel CCdistribution and CCagent modules:

- Based on the matrix and universal queue mechanisms of Alcatel CCdistribution to allow full call blending.
- Enriched with the hardware-based voice activity detection provided by the Alcatel OmniPCX 4400.
- Supervised and administered directly within Alcatel CCsupervision to offer a single management interface.
- Supported by market standard relational databases such as Microsoft SQL.
- Fully integrated with Alcatel CCagent, Alcatel CTI toolkit for desktop telephony integration with front-end applications.
- Packaged with a built-in scripting tool to assist agents in their selling effort.
- Installed and configured in minutes with the setup wizard.

