

WELCOME





OpenTouch™ CUSTOMER SERVICE

Brendan Meegan Customer solution Architect

30%

OF SOCIAL MEDIA USERS PREFER
USING SOCIAL CHANNEL OVER
PHONE CUSTOMER SERVICE



5 times

ATTRACTING NEW CUSTOMERS
WILL COST YOUR COMPANY 5 TIMES
MORE THAN KEEPING AN EXISTING
CUSTOMER



91%

OF UNHAPPY CUSTOMERS WILL
SIMPLY LEAVE AND NEVER COME
BACK



WHAT CUSTOMERS EXPECT FROM A SUPERIOR CUSTOMER SERVICE

KNOWS WHO I AM

SPEAKS MY LANGUAGE

MAKES ME FEEL IMPORTANT

REGARDLESS
THE CHANNEL OR MEDIA

I USE

PICKS-UP THE CONVERSATION WHERE LEFT OFF

SOLVES quickly

REMEMBERS ME

IS ALWAYS THERE FOR ME

HELPS ME FIND THE RIGHT PERSON TO SPEAK TO

WHAT MAKES A CUSTOMER SERVICE EXPERIENCE SUPERIOR

HAVE THE CONTEXT OF ALL INTERACTIONS

ENABLE KNOWLEDGEABLE AGENTS

CONNECT TO CRM

ANYTHING THAT LEADS TO

CUSTOMER
SATISFACTION

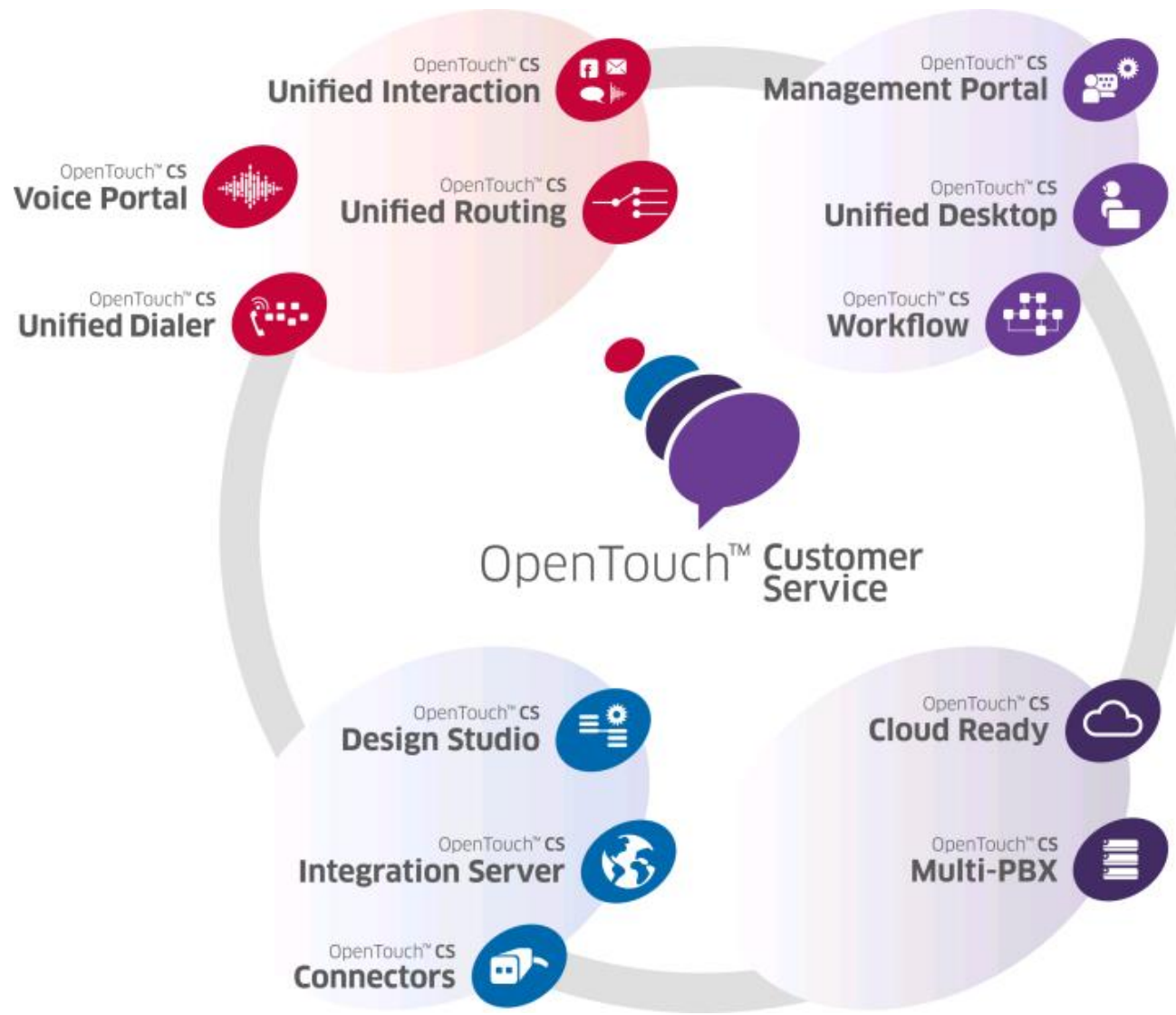
ADAPT TO MULTICHANNEL

CONNECT TO THE RIGHT RESOURCE AT THE RIGHT TIME

ADAPT TO PICKS OF TRAFFIC

PROVIDE INTELLIGENT ROUTING

OpenTouch™ CUSTOMER SERVICE



delivers **unified interaction** management solutions, that are **open, deploy rapidly** and that can be delivered **as a product or as a service**



...Is your workspace adapted to your business ?

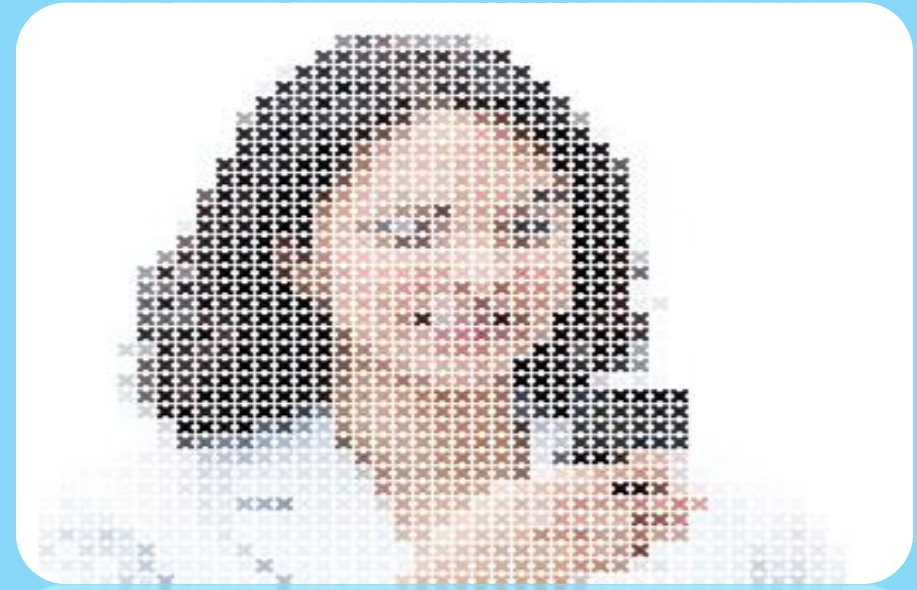


THE “WORLD”

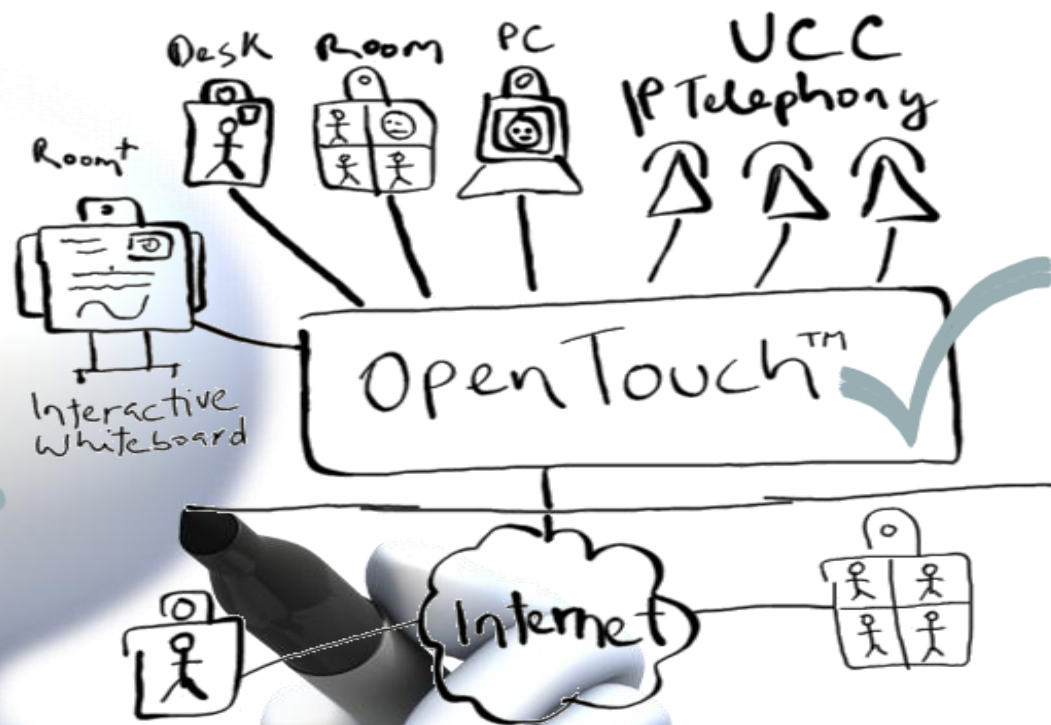
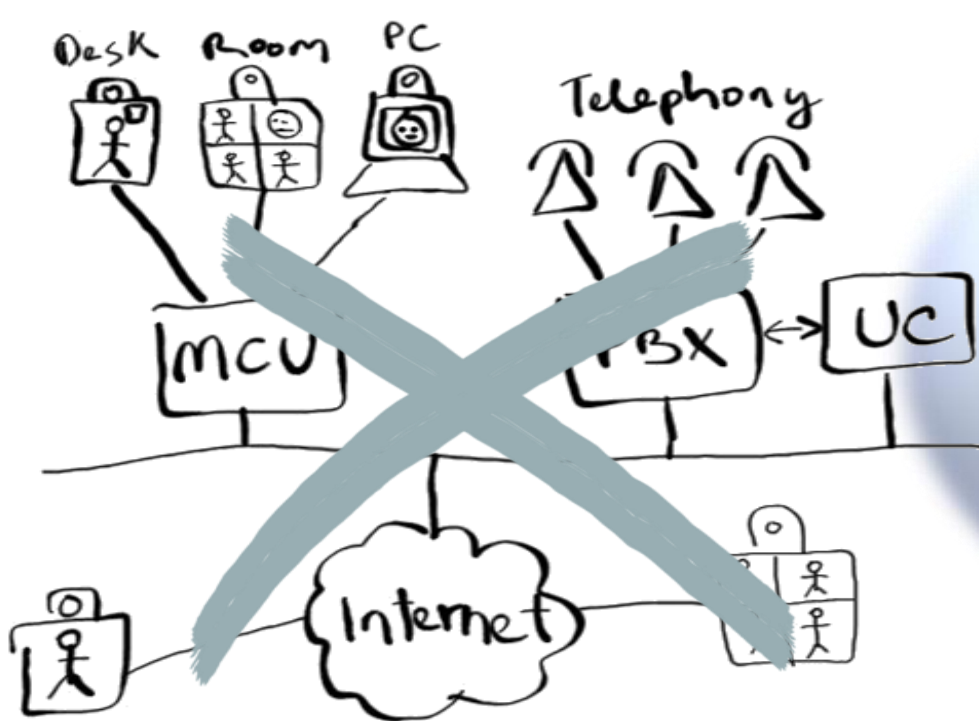


- My smart device
 - Video
- Social interactions
- On demand app stores

THE ENTERPRISE



- Enterprise Device
 - Voice
- Mostly one-to-one
- Limited applications



Unique

User Experience

“Next Generation Client”





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Ultimate user experience



containing...

Ultimate user experience

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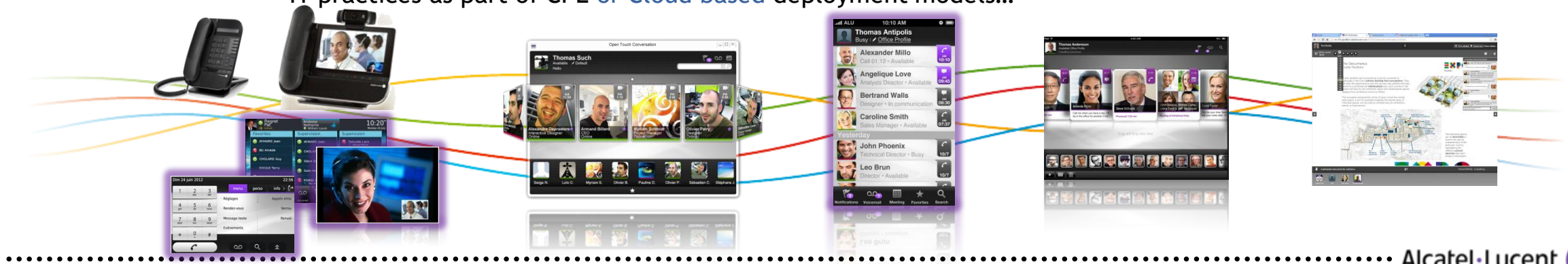
Open Touch™

From Wikipedia, the free encyclopedia

Open Touch Conversation (OTC) is a revolutionary business communications **user experience**. Founded on evolutionary and **innovative** SIP/web service technologies, OTC opens communications to **multi-media, multi-party and multi-devices** designed on the principal of “user centricity”. Open Touch Conversations fosters an exciting user experience that can be made available on **Smartphones, Tablets and Desktop PCs**. Designed to “**make it personal**” for the user, OTC allows to create, expand, record and track multiple channels of conversation **seamlessly across any network** or device.

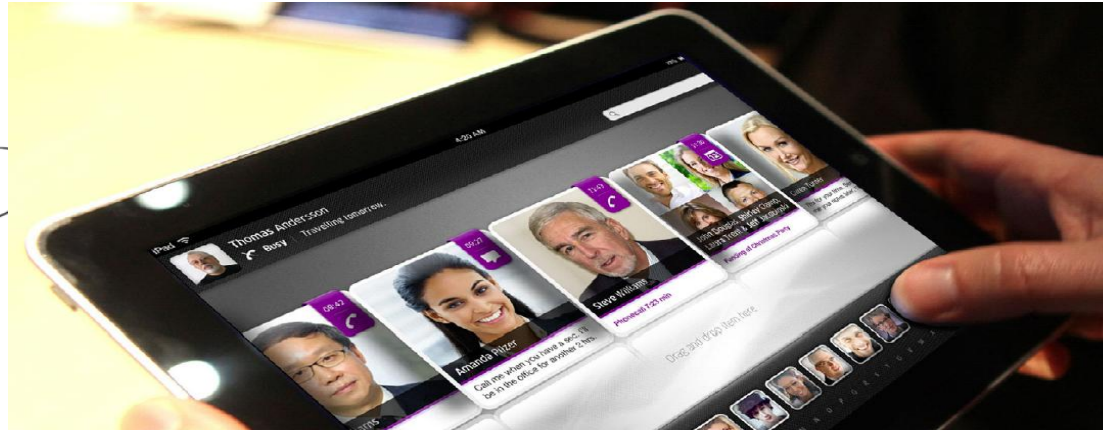
OTC is at the heart of Alcatel-Lucent’s Enterprise conversations strategy leveraging **smart-client middleware** that can be deployed as **BYOD** or following more conventional IT practices as part of CPE or **Cloud based** deployment models...

A strong dedicated R&D **organization** is now in place to address a unique universal client architecture. The team is mandated to providing agile and agnostic device developments that includes use of **Web RTC and HTML5** technologies.



User Experience

“Next Generation Client”



- ✓ **Totally new user experience** leveraging the full potential of Conversations
- ✓ **A truly unified & seamless multimedia, multidevice and multiparty experience**

iPad and Windows PC (HTML5/ WebRTC)

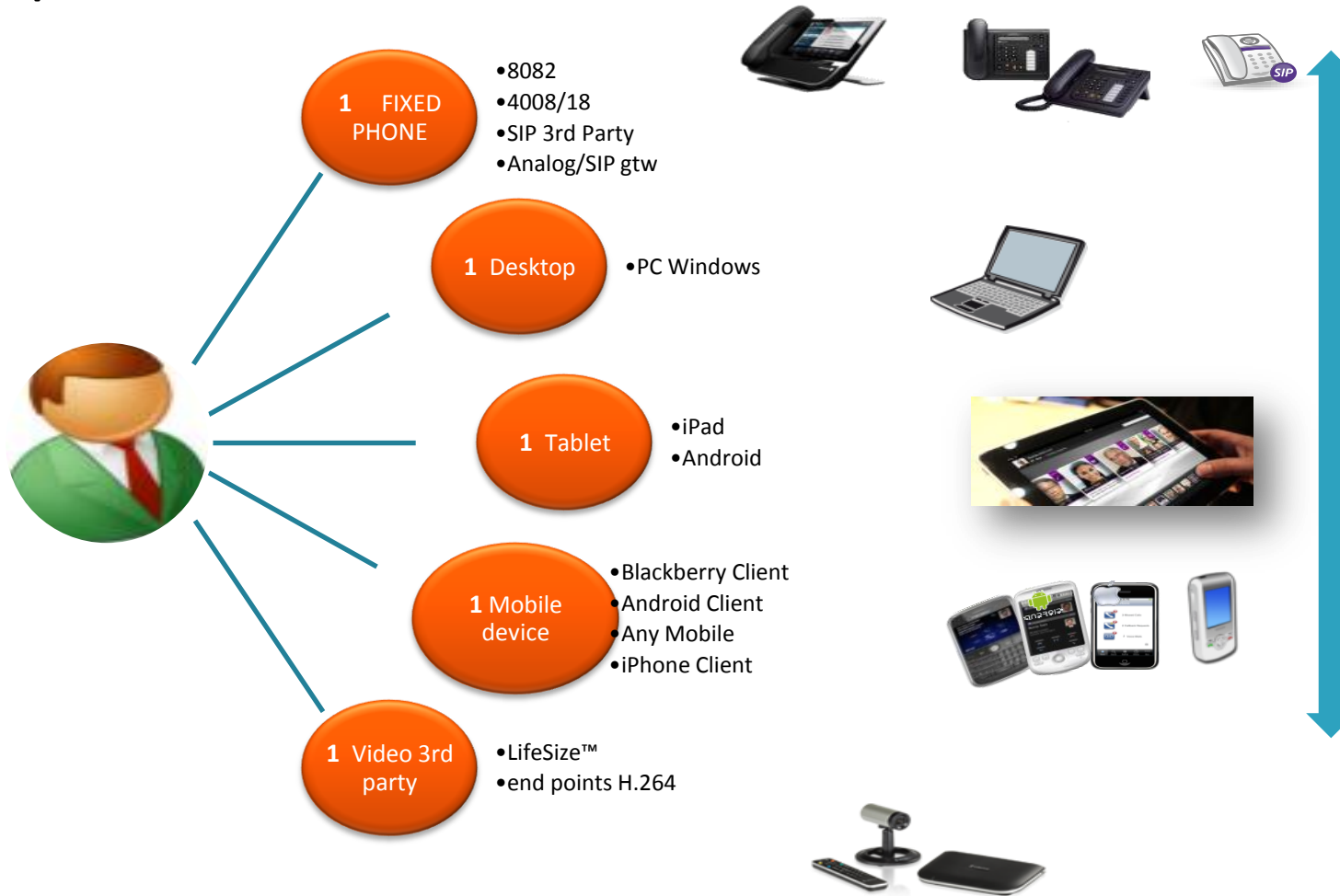
✓ **Macintosh PC and Android tablets**

✓ **Mobile smartphones**

User Experience

5 devices per user

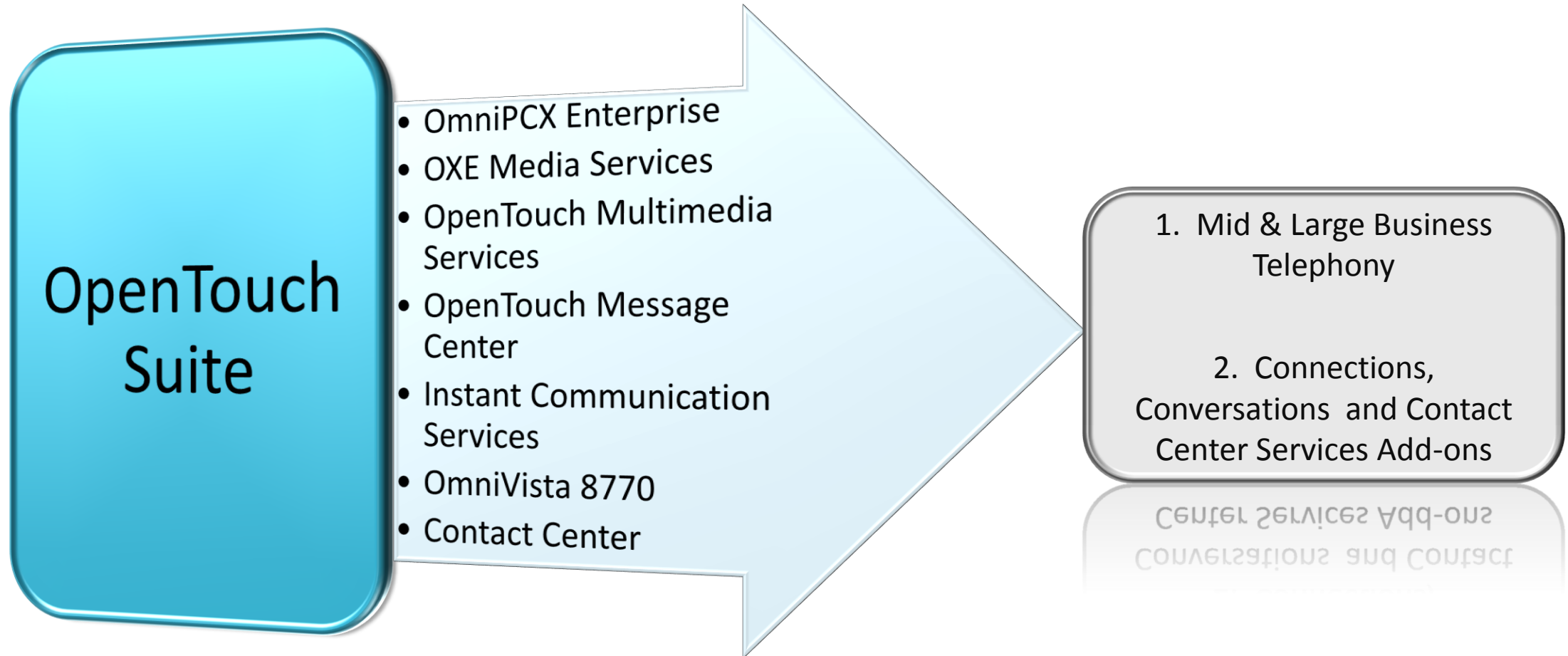
OpenTouch
User



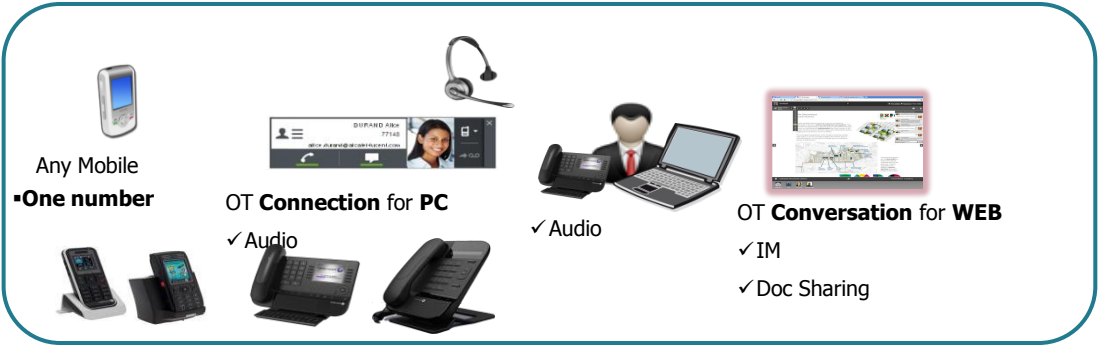
Uninterrupted
Rapid
Session
Shift

Intuitive interface
Conversations while on the go
Multi-device session shift

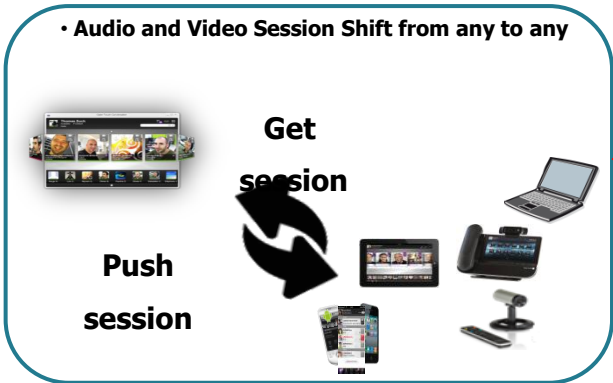
ALE MLE (SMB) **OFFER 2014**
SOFTWARE SERVICE PACKAGE



OPENTOUCH™ - overview



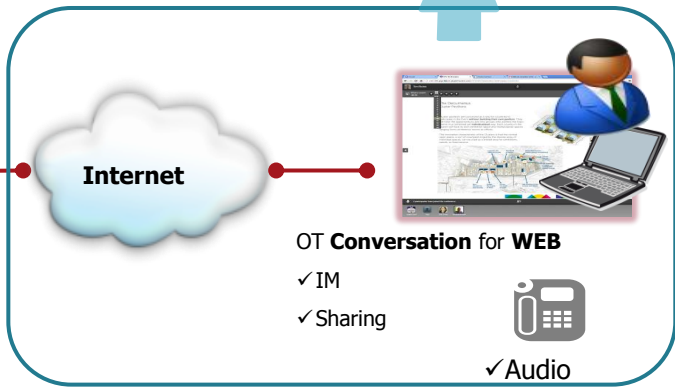
CONNECTION user



COLLABORATION



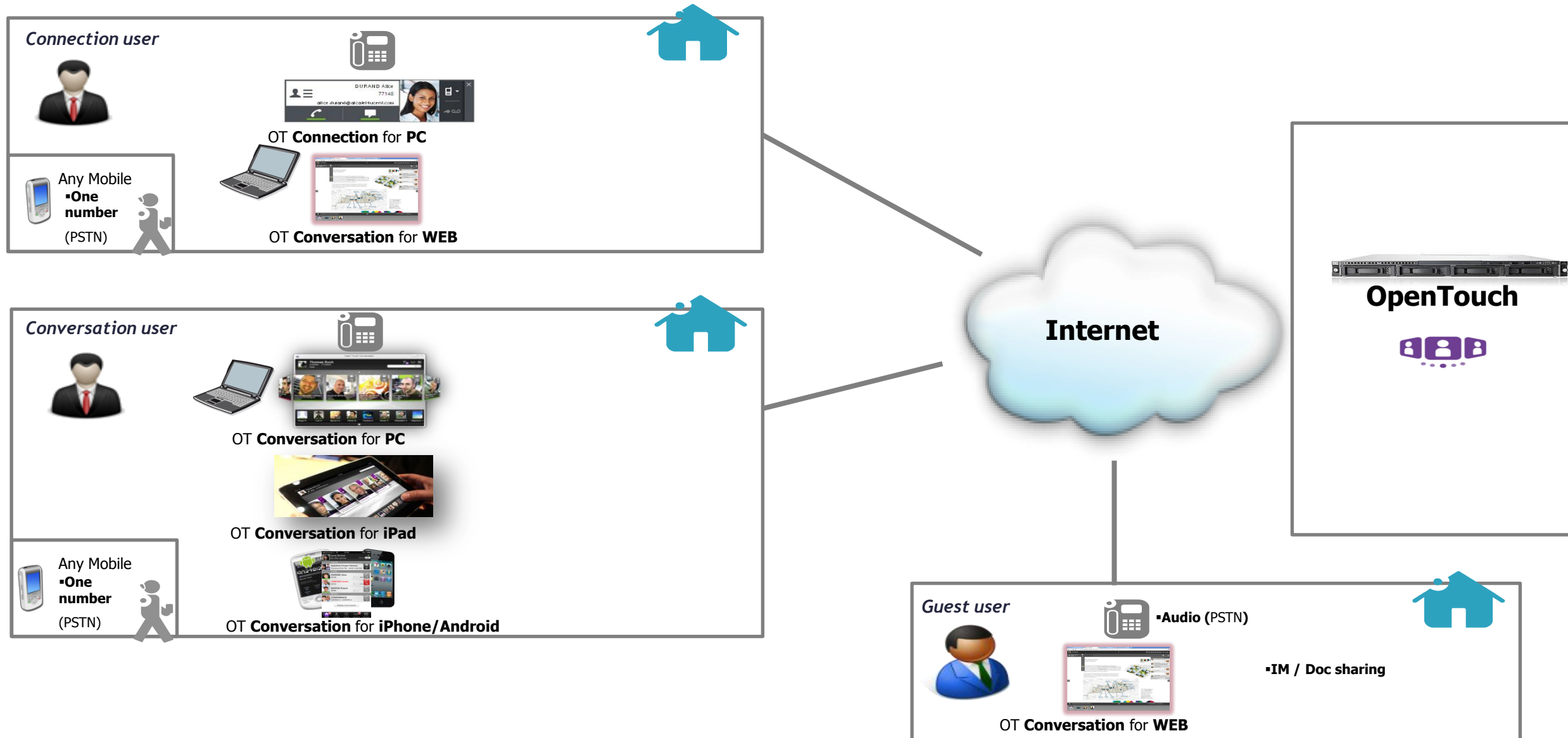
GUEST user



CONVERSATION user



REMOTE WORKER SOLUTIONS



OPENTOUCH™ - FULL SERVICE SOLUTION (CC)

OPENTOUCH™



Contact Center

Phone Inbound

Callback

Docs

Chat

Email

Social media

Outbound

SMS/FAX

Videochat

Integrations

Monitoring/ Reporting

Unified desktop

Design studio

Management

IP-phone, IP-softphone,
Mobile, LYNC

MODULAR SOLUTION





ATTRACT & ENGAGE CUSTOMERS

MANAGE YOUR e-REPUTATION

ADAPT TO MULTICHANNEL

OUTBOUND CAMPAIGNS

HOW CAN WE
PROVIDE A
SUPERIOR
CUSTOMER
EXPERIENCE ?

CASE#1 E-REPUTATION AND BRAND MANAGEMENT

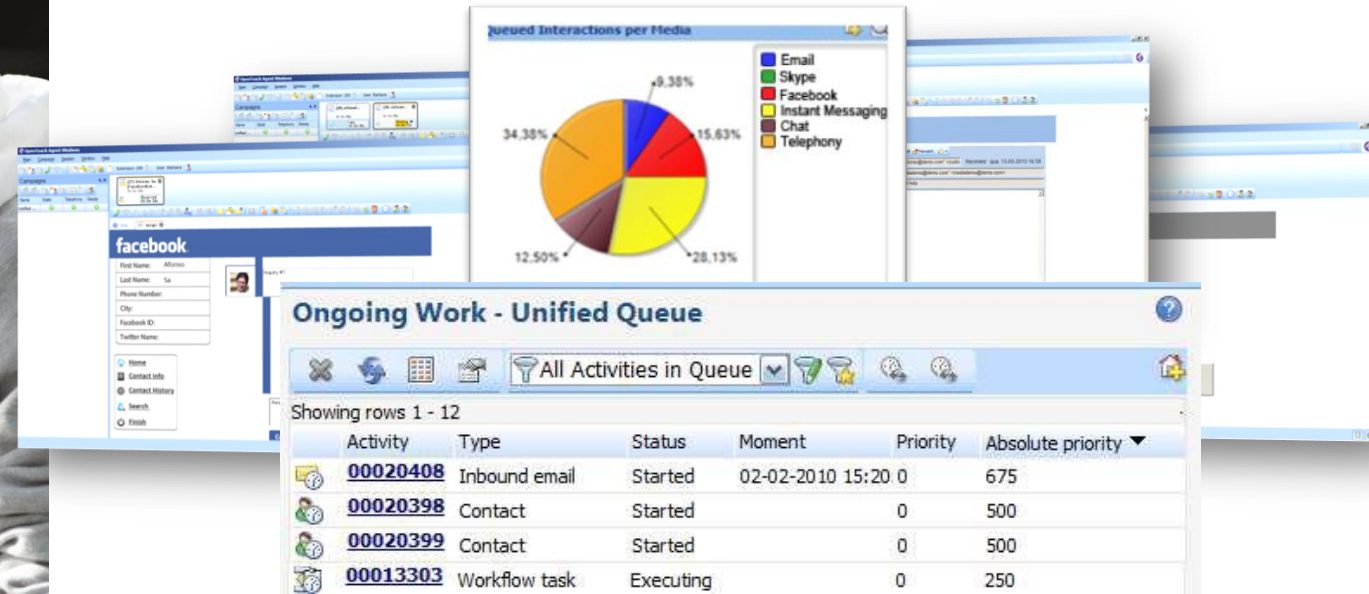


SWIFTLY **ADAPT TO INTERACTIONS** ON SOCIAL NETWORKS

INTEGRATED IN THE AGENT'S UNIFIED DESKTOP THROUGH TEMPLATES

CASE#2

MULTIMEDIA INTERACTIONS



MATCH THE CUSTOMERS' STYLE WITH THEIR
PREFERRED CHANNEL

A **UNIFIED QUEUE** TO HANDLE ANY MEDIA

SINGLE **UNIFIED DESKTOP** FOR AGENT

CASE#3

ATTRACT NEW CUSTOMERS

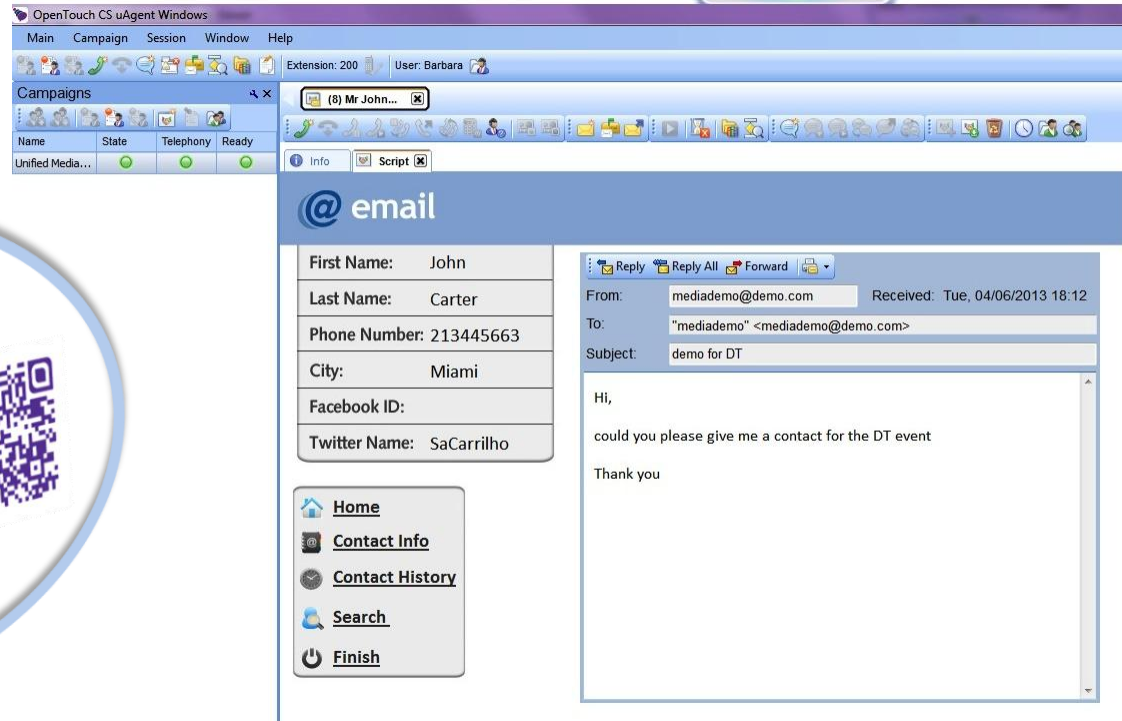


ADAPT THE DIALING MODE TO THE TARGETED AUDIENCE

INCREASE THE OUTCOME QUALITY WITH PROACTIVE STRATEGY

BEST OF BREED PREDICTIVE DIALING OF THE MARKET

AGENT KNOWS WHO I AM SO I FEEL IMPORTANT

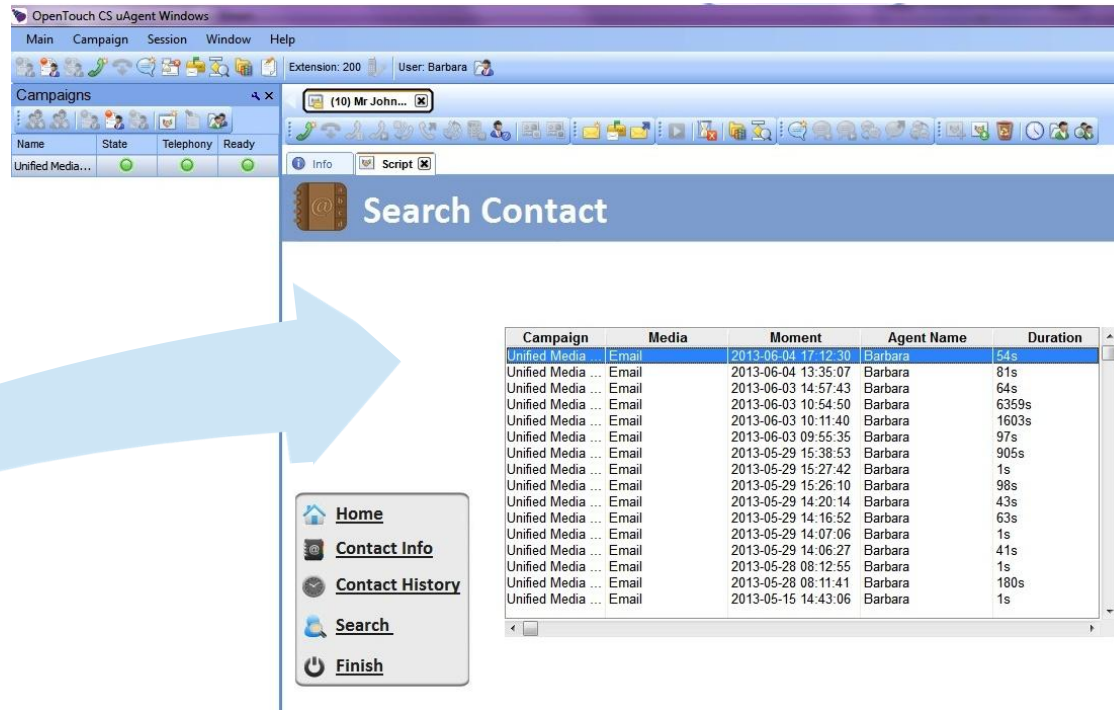


SOLUTION

- INTERACTIVE VOICE RESPONSE: IVR
- SCREEN POP CUSTOMER INFORMATION
- LINK UNKNOWN INTERACTION WITH THE RIGHT CUSTOMER WHATEVER THE MEDIA USED
- VIP TREATMENT

VIP TREATMENT
KNOWS WHO I AM

PICKS UP THE CONVERSATION WHERE LEFT OFF



SOLUTION

- LINK IN CONTEXT
- RECALL CUSTOMER HISTORY
- ACCESS PREVIOUS INTERACTIONS WHATEVER THE INTERACTION
- AGENT SEE THE CONTENT OF PREVIOUS INTERACTIONS
- PRIORITIZE TO THE SAME AGENT

INCREASE AGENT TIME TO CLOSE THE REQUEST
DELIGHTED CUSTOMER

FROM CONNECTED TO DIFFERED INTERACTIONS



SOLUTION

- MEDIA BLENDING
- PRIORITIZE INTERACTIONS
- EMAIL PULL or PUSH
- MULTICHANNEL AGENT



OPTIMIZE ALL INTERACTIONS REACH
REAL TIME MONITORING OF ALL INTERACTIONS

TALK TO SOMEONE

Call Back
for proactive
services

Human
assistance
not only in
voice
channel



Handling Voice is
still the preferred
channel

SOLUTION

- HAVE A PRIME CONTACT WHICH CAN OVERFLOWS TO THE CC AGENTS
- ANNOUNCE EXPECTED WAITING TIME
- AUTOMATIC OR SEMI-AUTOMATIC HANDLING FOR EMAIL, SMS, FAX
- FILTERING & INTELLIGENT ROUTING
- CS CHAT ENABLE TO TRAIN CUSTOMER IN SELF SERVICE

**HUMAN ASSISTANCE EFFECTIVENESS
INCREASE CUSTOMER LOYALTY WITH CALL BACK
CS CHAT REDUCE SUPPORT SERVICE COSTS**

OUTBOUND CAMPAIGNS



MODES

- **PREDICTIVE** dialing forecast the number of calls to minimize agent idle time
- **POWER** dialing delivers contact information to agents at the same time it delivers the call
- **PREVIEW** dialing allows agents to get familiar with contact information prior to placing the call

SOLUTION

- MEDIA BLENDING
- A SINGLE AGENT FOR INBOUND & OUTBOUND INTERACTIONS
- REDUCE NUISANCE RATIO
- CALL CLASSIFICATION
- CLASSIFICATION CONTACT LIST
- COMPLIANCE WITH TELEMARKETING LEGISLATION

OPTIMIZE AGENT PERFORMANCE WITH MEDIA BLENDING
ADAPT TO PICKS OF TRAFFIC
REDUCE IDLE TIME



REINFORCE AGENT EFFICIENCY

FIRST CALL RESOLUTION

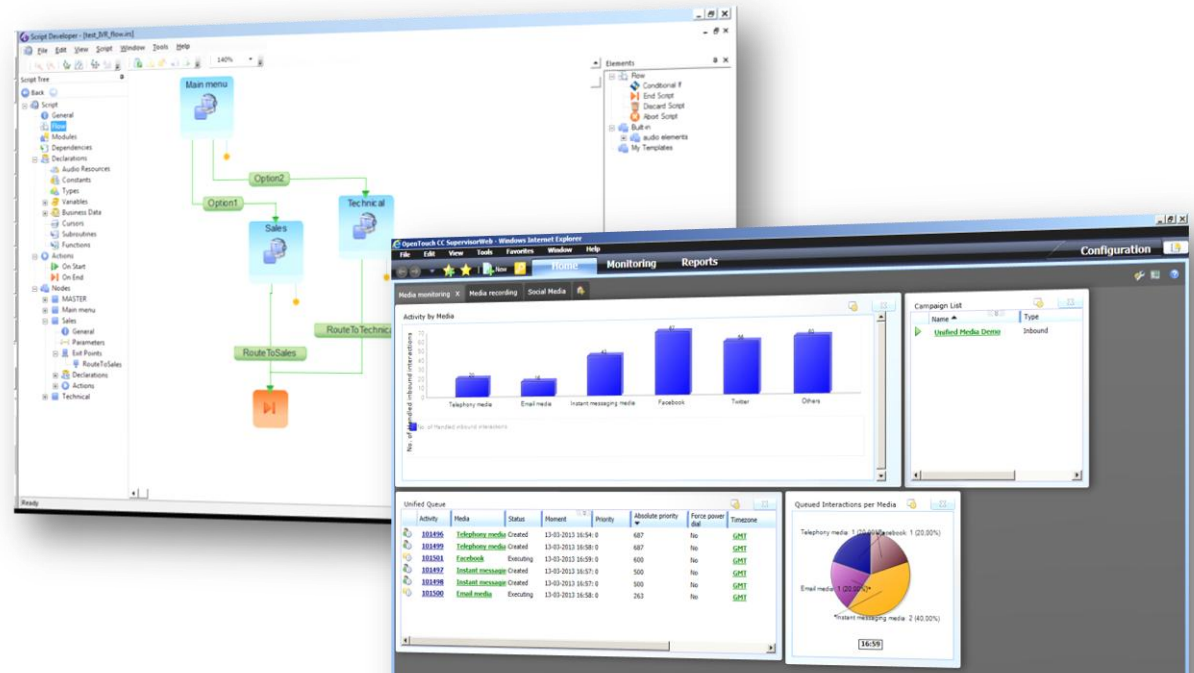
MAXIMIZE AGENT EFFICIENCY

BUSINESS PROCESS INTEGRATION

HOW CAN WE
PROVIDE A
SUPERIOR
AGENT
EFFECTIVENESS ?

CASE#4

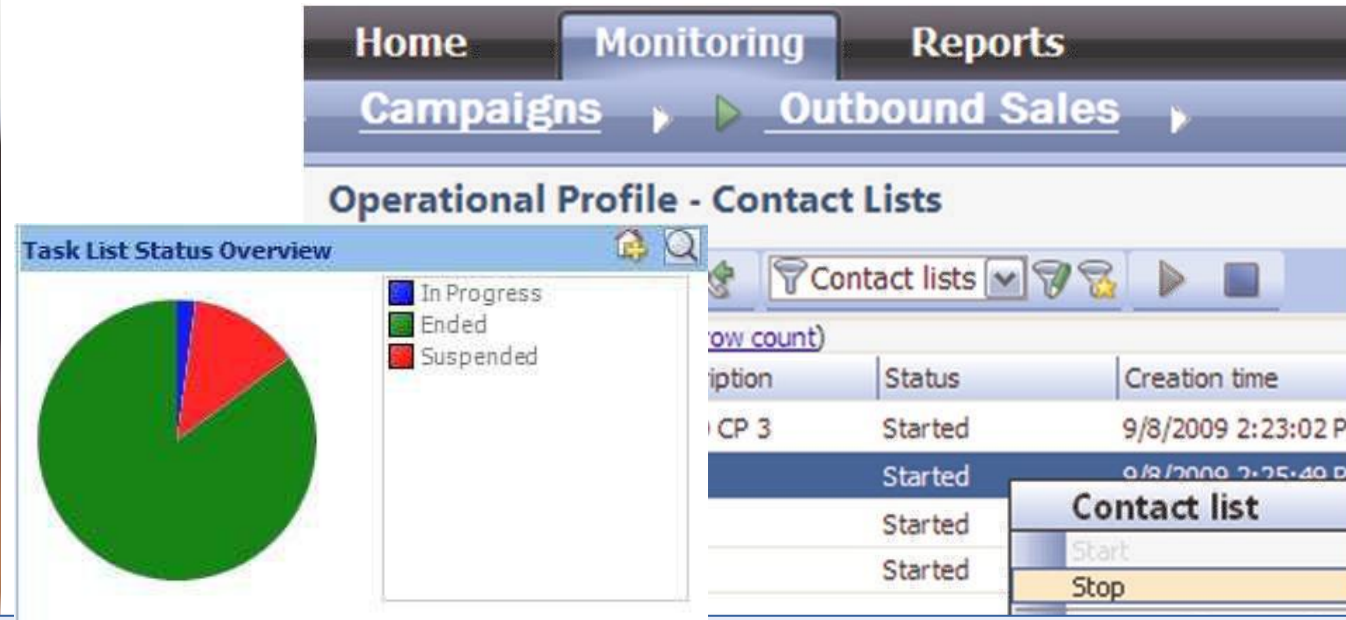
BEST FIRST CALL RESOLUTION



RECOGNIZE CUSTOMER WITH **SCREEN POP**
ANSWER WITH THE **BEST RESSOURCE AVAILABLE**
PROVIDE FLEXIBILITY WITH **ROUTING STRATEGIES**
ADAPT TO CHANGES WITH **REAL-TIME MONITORING**

CASE#5

MAXIMIZE AGENT EFFICIENCY



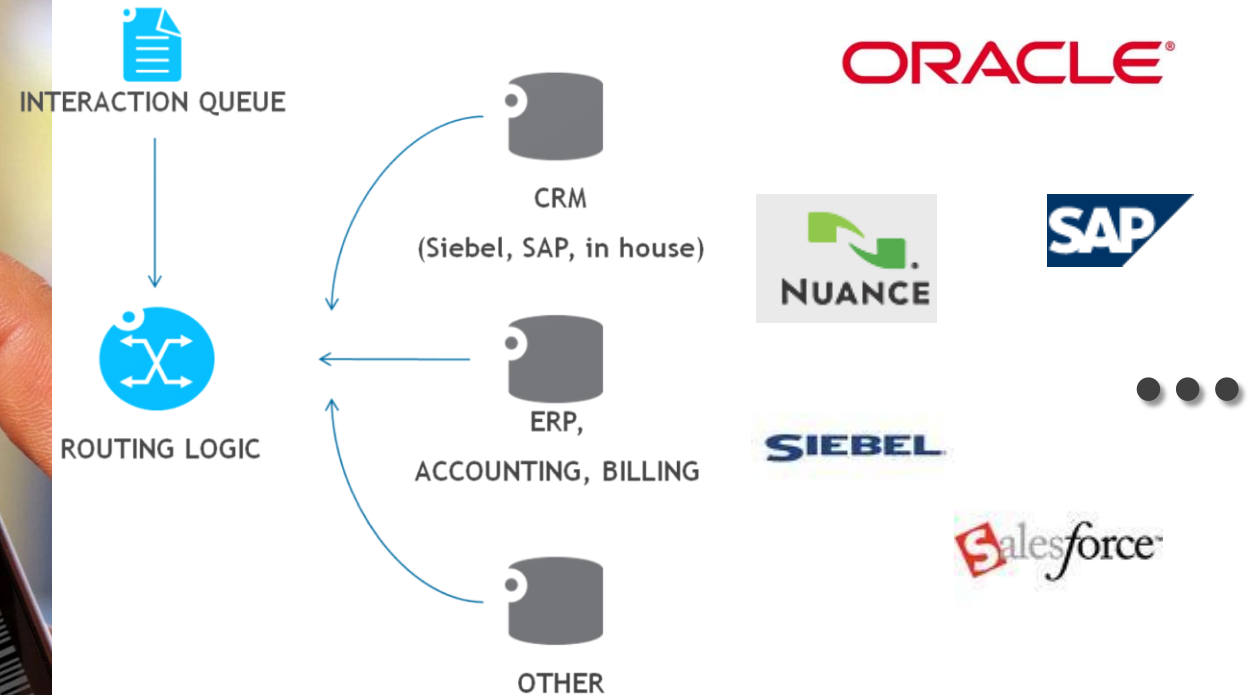
EMPOWERED AGENTS KNOWLEDGE IN ACCESSING **BUSINESS INFORMATION**

MEET BUSINESS EXPECTATIONS THANKS TO CRM INTEGRATION

REINFORCE AGENT EFFICIENCY THROUGH **BUSINESS KPIs**

CASE#6

BUSINESS PROCESSES INTEGRATION



OPEN APIs TO **INTEGRATE WITH YOUR ECOSYSTEM**
SOLVE FASTER WITH **WORKFLOW** THAT BRING THE
EFFECTIVENESS INTO BUSINESS PROCESSES



INVEST AT YOUR OWN PACE

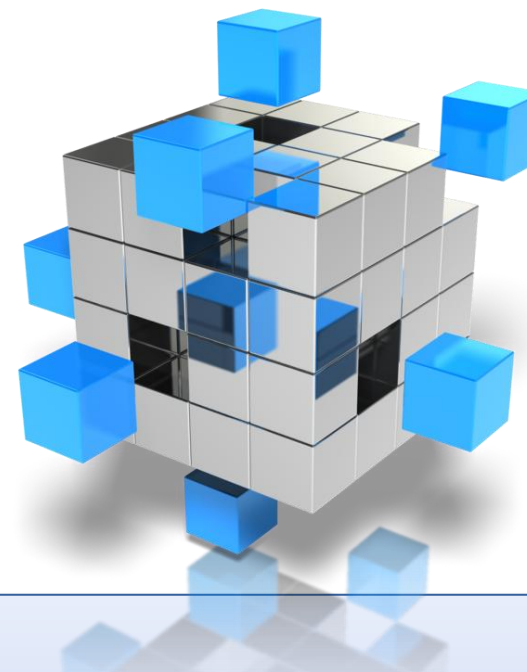
MODULAR SOLUTION

ARCHITECTURE FLEXIBILITY

HOW CAN WE
PROVIDE A
SUPERIOR
**CONTACT CENTER
SOLUTION**
IN LINE WITH
BUDGET
CONSTRAINT ?

CASE#7

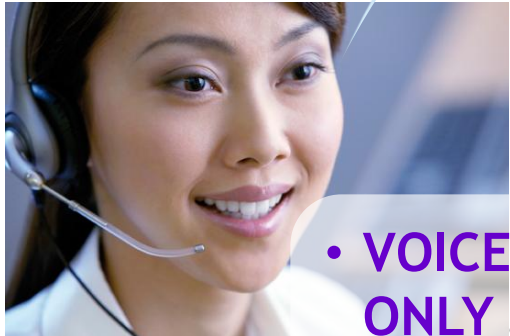
MODULAR OFFER: START & GROW



MULTIMEDIA, WORKFLOW, SOCIAL MEDIA, CRM
INTEGRATION CAN BE ADDED **AT YOUR OWN PACE**
EASY TO GROW FROM SMALL TO LARGE CAPACITY
ENABLE **ADD-ON** ON EXISTING TECHNOLOGY
MOVE TO A **CLOUD READY** CONTACT CENTER

MODULAR SOLUTION

Grow
in size &
in capabilities



• **VOICE ONLY** agent



• **MULTICHANNEL** agent

• **FULLY INTEGRATED**
into business applications

• **SCRIPTING ENHANCEMENT**
capacity

• **OUTBOUND**
with media blending

SOLUTION

- GROW IN SIZE
- GROW IN ADDING MULTICHANNEL CAPACITY
- REUSE EXISTING OTCC-SE AND ADD OTCS
- INCREASE LINK WITH BUSINESS OBJECTIVES
- ANSWER TO YOUR SPECIFIC NEEDS

**START AND GROW
LEVERAGE EXISTING INVESTMENT**

BENEFITS TO CUSTOMERS



**MATCH THE CUSTOMERS' STYLE WITH THEIR
PREFERRED CHANNEL**

**LEVERAGE THE KNOWLEDGE BEYOND CONTACT
CENTER BOUNDARIES**

AGILE ADAPTATION

ADD FLUIDITY TO BUSINESS PROCESSES

LEVERAGE WHAT'S OF VALUE





ATTRACT & ENGAGE CUSTOMERS

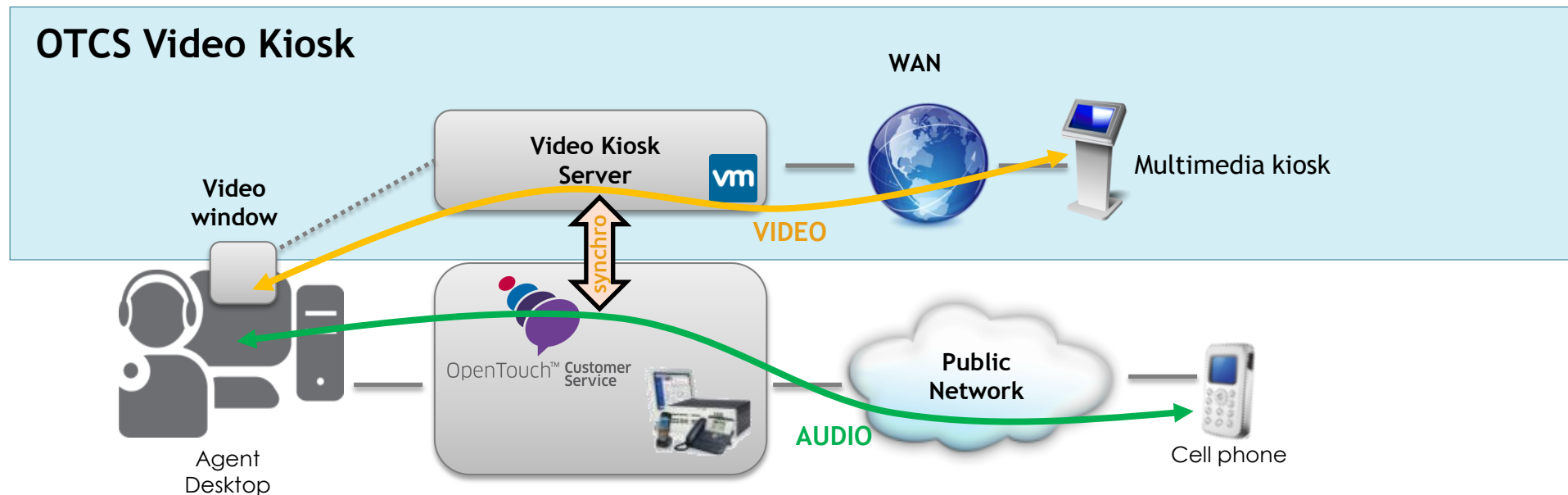
REINFORCE AGENT EFFICIENCY

INTRODUCE A NEW MEDIA

**CREATE A
SUPERIOR
CUSTOMER SERVICE
EXPERIENCE**

OTCS VIDEO KIOSK SOLUTION DESCRIPTION

This solution, developed by ALE Professional Services, leverages OTCS solution by adding a software module able to manage a **video** session during a voice interaction involving a **Customer** using a dedicated equipment (multimedia kiosk) and an **Agent** using OpenTouch CS Unified Desktop



OTCS VIDEO KIOSK

SOLUTION DESCRIPTION (2)



Customer side (2 options)

- A multimedia kiosk (based on a hardware equipment able to run a web browser compatible with the WebRTC technology) and a telephony device (cell phone for example)
- A multimedia kiosk (based on a hardware equipment able to run an ALE IP Softphone and a web browser compatible with the WebRTC technology)



Agent side (2 options)

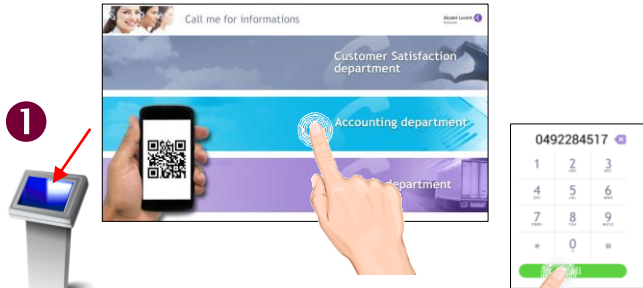
- OpenTouch™ CS Unified Desktop with IP Agent Softphone
- OpenTouch™ CS Unified Desktop with a telephony device



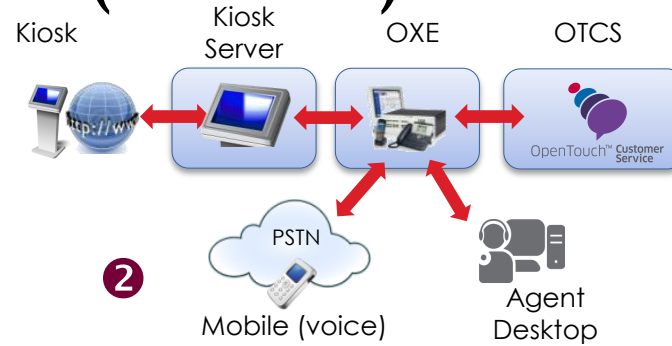
Server side

- Software module (virtualized) in charge of :
 - presentation part (UI on kiosk and mobile device)
 - video session establishment & management
 - synchronization between the voice session and the video session

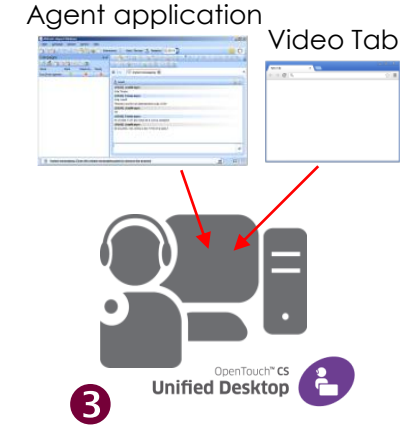
OTCS VIDEO KIOSK HYBRID SCENARIO (CASE 1)



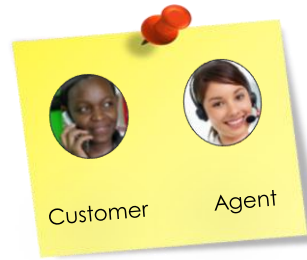
The user selects the service to join and enter his mobile's number (call back)



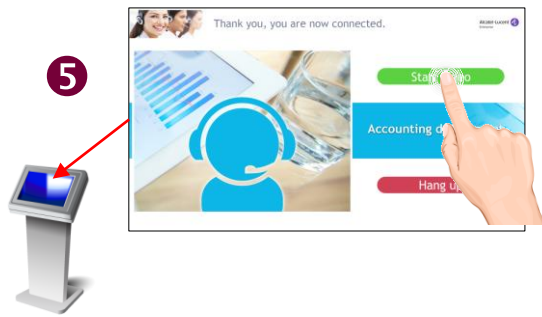
The Kiosk Server application initiates a call between the mobile device and the requested service (routing logic is handled by Contact Center application based on OTCS + data exchange mechanisms)



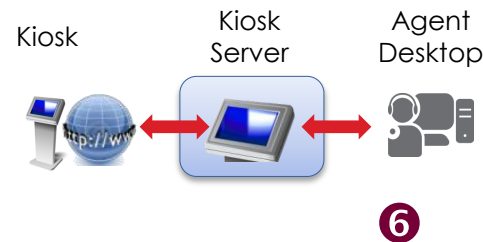
An agent takes the incoming call by using the desktop application. Simultaneously, the video Tab is displayed for supporting video capability



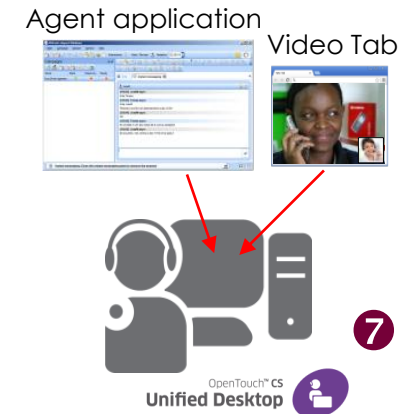
Audio call is established between the agent and the user's mobile phone



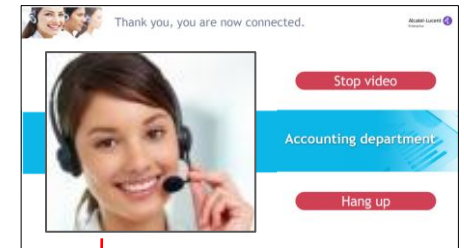
The user wants to add video. He clicks on the Video button.



The Kiosk Server application receives the video request and interacts with the Video Tab application running on the agent desktop in order to manage the video media



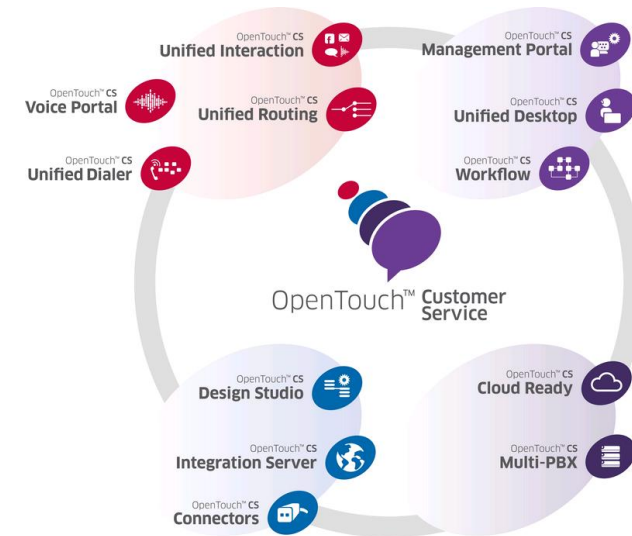
The agent accepts the video call. User's video is displayed inside the video Tab



Agent's video is displayed on the kiosk. Audio media is kept on the of the user's mobile phone

OpenTouch™ CUSTOMER SERVICE

ATTRACK AND **ENGAGE** WITH
CUSTOMERS THANKS TO A SOLUTIONS THAT
ADAPT TO NEW SOCIAL EVOLUTIONS,
ENABLE **KNOWLEDGEABLE AGENTS**
FOR A BETTER
CUSTOMER SATISFACTION;
ALL THIS WITH AN INVESTMENT
AT YOUR OWN PACE



Sheila McGee-Smith,

Principal, McGee-Smith Analytics, said:

“The OpenTouch Customer Service solution brings the best of both worlds: an innovative customer service offer with all of the capabilities required by today’s business, including social and mobile integration, as well as sophisticated traditional capabilities, including predictive dialing.”

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