Alcatel-Lucent OmniGenesys Contact Center Solution
Enable dynamic customer engagements to create superior experiences
Transform customer service to win against the competition

To be successful in your industry you must stay ahead of your competitors. Whether the industry is expanding or contracting, your ability to attract and retain customers is the key to success. And your contact center provides the most powerful way for you to dynamically engage customers and create superior customer service experiences.

The Alcatel-Lucent OmniGenesys™ Contact Center is more than just another contact center solution. It is based on the integration of the Genesys Suite, the world’s leading call center software, and the Alcatel-Lucent OmniPCX™ Enterprise, from the leader in enterprise communications solutions. This powerful contact center solution enables high-end, multimedia customer interactions that increase your competitiveness and profitability.

Using the key building blocks of a dynamic contact center and leveraging your communications network, the OmniGenesys solution allows you to continuously adapt your contact center to your business environment to make the most of your communications and contact center investments. It extends the reach of your customer interactions beyond the traditional borders of a contact center by integrating collaboration tools, network performance management that monitors customer interactions, and a series of solutions that connect your entire organization to customer service.

As a result, the OmniGenesys Contact Center solution transforms customer service to enable dynamic customer engagements, guarantee a low total cost of ownership (TCO), and ensure a quick return on investment (ROI).

Transform your customer service with Alcatel-Lucent OmniGenesys Contact Center:

- Deploy a dynamic contact center solution
- Extend your customer service beyond the contact center
- Integrate customer service within your communication network
- Provide customers with exceptional service
Capitalize on the unmatched experience and expertise of Genesys and Alcatel-Lucent – World leaders in enterprise communication and contact centers

Genesys is the world’s leading provider of contact center software solutions with thousands of customers in 80 countries. Faced with the constant pressure to generate revenue, manage rising traffic volume, and meet ever-increasing customer service expectations, contact centers now have a prime opportunity to embrace a breakthrough model and vision: the Dynamic Customer Engagement.

With an installed base of more than 20 million users in over 130 countries, Alcatel-Lucent offers enterprises a way to transform their communication solutions into a competitive tool to serve customers. The dynamic enterprise model provides strategies to achieve this goal by simplifying communications with unbound networks that drive business performance with connected knowledge, and strengthen relationships with superior customer experiences.

Figure 1. Strengthen customer relationships with the OmniGenesys paradigm
Genesys connects customers to the right resource – the first time

**Dynamic Customer Engagement**

Better customer service and interactions increase customer loyalty and satisfaction, which in turn, ensure better business results and industry-leading growth. To achieve this, you must prioritize opportunities to transform customer service across key customer touch points, from storefronts to mobile phones.

A Dynamic Customer Engagement goes beyond customer satisfaction by strengthening customer relationships and optimizing business outcomes. It proactively engages customers with the ideal customer service experience through any channel.

With the Genesys Dynamic Customer Engagement solution you can transform customer service into a customer-centric experience that increases customer loyalty and profitability. This best-in-class customer service solution allows you to transform your contact center to be:

- **Competent** by leading the desired result, with easy escalation paths to skilled resources
- **Convenient** by offering a single phone number for any purpose (rather than multiple numbers)
- **Proactive** by notifying customers of upcoming events they might otherwise query
- **Personalized** by being aware of work-in-progress while creating a customer interaction history

**Genesys Suite**

Genesys Suite, the Genesys Customer Interaction Platform, is at the core of the solution that routes and processes interactions across your enterprise, connecting customers to the right resource — the first time.

Genesys Dynamic Customer Engagement orchestrates customer interactions, company resources, processes, and customer insight to significantly improve performance in service and sales by optimizing the acquisition, retention, and development of the most profitable customers:

- Cross channel conversations that **synchronize interactions** such as phone, email, chat, and text channels with dynamically engaged customer service resources based on customer service business objectives
- **Enterprise resource optimization** of customer service agents, enterprise knowledge workers or outsourced workers
- **Operational performance management** of real-time and historical customer experience measurements and proactive management aligned to customer service business objectives
- **Service delivery optimization** of work-in-process, task management and organizational memory of interactions across time and touch points
- **Enterprise application enablers** that augment and leverage unified communications and the supporting Session Initiation Protocol (SIP) or legacy infrastructure to deliver superior customer service

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**Key differentiators**

- Drives Dynamic Engagement outcomes across channels
- Processes real-time business rules based on customer service objectives
- Leverages unified communications and legacy infrastructure
- Enables proactive and historical performance management focused on the customer service experience
- Creates customer service-focused process and task management throughout the customer service experience
- Generates proactive notifications of customer service-focused events
Key solution benefits

**Customer centric routing**
- Every interaction is matched with the ideal contact center resource: The highest skilled agent, the agent that helped them previously, “virtual” resources at other locations.

**Intelligent workload distribution**
- Integrates back office workflow items, including forms, faxes and applications into the contact center.

**Real-time recommendation**
- Provides customized information to agents as well as product and service recommendations tailored to the customer’s background, history and interaction type.

**Consolidation and virtualization of resources**
- Unites various contact centers — regardless of hardware platform and location — enabling expansion and contraction of its resource pool to meet current traffic demands.

**Branch, remote and expert integration**
- Extends its resource pool outside of the contact center at a branch office or within another corporate location.

**Proactive contact management**
- Generates an outbound call, e-mail or short messaging service (SMS) to promote a product, provide valuable information, or collect an outstanding debt.

**Integrated self service**
- Enables customers to complete basic or complex customer service requests without having to speak to an agent.

**Internet and multimedia integration**
- Allows customers to choose their preferred interaction channel — e-mail, SMS, chat or video — while at the same time, dynamically shifting the allocation of resources between channels.

**Reporting and analytics**
- Delivers historical and real-time insights, thus ensuring constant optimization of operations.

**Workforce management and optimization**
- Predicts manpower needs and schedules agents based upon past traffic volumes and resource availability.
OmniPCX Enterprise drives competitive transformation

Enabling transformation strategies
The performance of a company in the market is linked to its ability to integrate its core assets with secure, always-on communications. To improve competitiveness, each interaction between employees, partners and customers must be treated like a business opportunity.

The Alcatel-Lucent OmniPCX Enterprise platform enables key communications strategies that transform organizations into dynamic enterprises. It makes it easier for enterprises to make and save money by:

- **Simplifying communications** with unbound networks that serve customers
- **Driving business performance** with connected knowledge that allows customers to easily access the right knowledge across the organization
- **Strengthening relationships** through superior customer experiences that attract, retain, and satisfy customers, beyond their initial expectations

OmniPCX Enterprise benefits

Cost savings in enterprise communications
- Decrease TCO
- Low upfront investments that leverage the installed base

Future-ready, permanent investment through openness
- Hybrid architecture Time Division Multiplexing/Internet Protocol (TDM/IP)
- SIP at the core

Reliability and security
- End-to-end voice over IP (VoIP) security
- Disaster recovery
- Comprehensive survivability solutions

Enabler of unified communications and process integration
- Embedded productivity applications
- Rich interfaces to support unified communication applications
- Open standards at the core
A one-stop vendor combination that delivers the best of breed and full integration

Putting together a communications solution for your enterprise from products offered by different vendors is feasible. But eventually, ensuring maintenance and support quality, equipment upgrade compatibility and interoperability will be challenging. As you try to decide on workarounds you are likely to look for compromises. Eventually, the quality of your service will suffer and adversely affect your business.

Alcatel-Lucent offers world-class solutions through a single supply source. This results in the quality you require plus the guarantee of a hassle-free future, all at a reduced cost in terms of acquisitions, deployment, maintenance, upgrades and support.

Key solution benefits

- Superior level of integration
- Lower total cost of acquisition (TCA)
- Higher availability
- Lower TCO because of faster deployment and optimized maintenance
- Predictable outcomes

The Alcatel-Lucent OmniGenesys Contact Center is the winning combination that will optimize your performance.
Alcatel-Lucent OmniGenesys Capabilities

• RSI CTI link for a transparent Genesys/OmniPCX integration
• SIP connectivity (for example, SIP Genesys Voice Portal with Alcatel-Lucent OmniPCX Enterprise) to leverage SIP capabilities and ensure the permanence of the investment
• Leverage full range of Alcatel-Lucent OmniPCX Enterprise phones
• Genesys controls internal Alcatel-Lucent OmniPCX Enterprise voice prompts via RSI
• Leverage internal voice activity detection with Genesys outbound module
• Alcatel-Lucent OmniPCX Enterprise spatial redundancy to maximize the high availability of the solution
• Advanced rerouting mechanisms
• Transparent backup for agents with OmniTouch Contact Center (CC) distribution
• RSI synchro server: Bi-directional and automatic synchronization
• Converged roadmap: Cross-compatibility versions (for example, Alcatel-Lucent)
• OmniPCX Enterprise SIP gateway validated for Genesys
• Integration with the whole range of Alcatel-Lucent IVR solutions

Additional integration benefits

The integration of Alcatel-Lucent and Genesys platforms also enables you to leverage other solutions such as the Alcatel-Lucent Visual Contact Center (Visual CC) management interface.

Visual CC is a graphical, user-friendly interface that allows easy configuration of the contact center. With Visual CC a few mouse clicks allow you to run operational and efficient routing strategies without having to enter into deep integration processes.

Visual CC enables quick start operations that do not require implementing all capabilities of the Genesys suite. It is also the perfect solution to manage a smooth transformation from mid-size, OmniTouch Contact Center-based solutions to OmniGenesys without having to acquire all the knowledge on the rich OmniGenesys products.

The Visual CC management application also provides benefits from other Alcatel-Lucent enhancements, such as the basic greeting and interactive voice response (IVR) functions of Visual IVR, and the capacity to allocate any kind of device (agent or business sets) connected through the OmniPCX Enterprise to agents.

Key solution benefits

• Easy management
• Smooth transformation from OmniTouch Contact Center Premium Edition
• Agents on any device: Alcatel-Lucent 8 Series, mobile devices (DECT, Wi-Fi, remote extension on cellular phones), low-end SIP devices
• Embedded basic IVR features
Extended your customer satisfaction beyond the limits

**EMBEDDED COLLABORATION**

Previously, contact center agents could address all of a customer's queries. However, recent surveys show that one single interaction can only answer 50% of a customer's queries because providing the right answers may require several levels of competencies. Therefore, the first call resolution is no longer exclusively in the hands of your agents. As a result, customer service centers must expand their competencies beyond what a single agent could handle a few years ago. Accessing the entire knowledge of your organization is the way to keep customer satisfaction at its highest.

With Alcatel-Lucent Contact Center Teamer (CC Teamer), Alcatel-Lucent makes integrating the knowledge of your organization's experts with customer service possible. Agents can directly access a visual list of experts and check their availability to chat, conference or share business knowledge through their desktop application.

**Finance – Case study**

Siam Commercial Bank (Thailand) allowed agents who were unable to answer specific customer queries to use CC Teamer to identify the appropriate back office worker who could answer the question. The agent would then hand off the interaction to the knowledge worker. In this way, the customer query was usually answered in a single contact and customer satisfaction levels noticeably climbed.

**Key solution benefits**

- Increase first call resolution rate
- Increase customer satisfaction
- Mobilize enterprise knowledge to service customers
- Accelerate business cycles
Quality is not negotiable
With globalization, your customer service value chain is — or will certainly be in the next five years — distributed among various locations. The OmniGenesys architecture is designed to support contact center virtualization. But your globalization efforts may be constrained by the lowest layer of your infrastructure — the network.

Alcatel-Lucent network transformation strategies can help you simplify your communications with unbound networks. To achieve this, Alcatel-Lucent provides specific solutions designed to monitor and optimize the performance of your contact center.

Alcatel-Lucent VitalSuite™ Performance Management Software (PMS) provides real-time monitoring of the voice quality of your customer interactions. It gives you all the information you need to optimize call management with alternate routing strategies when your measurement of quality no longer meets standards in a given location.

Beyond monitoring voice quality, VitalSuite PMS also checks the performance of each agent and their use of business applications. It makes it easier to find productivity breaks caused by network delays and implement immediate changes to improve an agent’s working conditions.

Extend the customer service paradigm to the global organization
Alcatel-Lucent also provides global solutions that secure the entire value chain of your business relations. By adding the Alcatel-Lucent OmniAccess 8550 Web Services Gateway (WSG), you can secure all processes that go along with your customer interactions and intelligent workload distribution, even if they are distributed across several locations, branches, subsidiaries or partners.

Choosing Alcatel-Lucent offers a global approach and an end-to-end solution to your customer interactions and associated business processes.

A unique engineering capacity
JOINT RESOURCES DEVELOP AND SUPPORT THE SOLUTION
Since the very beginning of the Alcatel-Lucent and Genesys collaboration, dedicated teams have been available to develop and support the OmniGenesys platform around the world. This guarantees that OmniGenesys will continuously deliver the highest integration between Genesys Suite and OmniPCX Enterprise.

With hundreds of integration projects around the world, the Alcatel-Lucent Professional Services teams have unprecedented experience and expertise to perform standard integrations, as well as customized developments to ensure that your OmniGenesys solution perfectly matches your business requirements.
Field-proven worldwide

The OmniGenesys Contact Center solution has been deployed worldwide for enterprises in every industry. With more than 650 customers around the world, OmniGenesys is recognized as a very scalable, innovative, customer contact center solution by enterprises who have transformed their contact centers to enable dynamic customer engagements that create superior experiences.

The solution has been recognized by major analyst firms. Alcatel-Lucent and Genesys were positioned in the Leaders Quadrant in the Gartner’s TM Inc., Magic Quadrant for Contact Center Infrastructure, Worldwide; and Datamonitor recognized that it is an industry leading solution and should be on the shortlist by businesses when looking for a satisfactory and innovative customer interaction in the contact center.

See Gartner’s “Magic Quadrant for Contact Center Infrastructure, Worldwide” (Drew Kraus, Steve Blood, Geoff Johnson, November 18, 2008) and Datamonitor’s “Decision Matrix – Selecting an IP Contact Center Vendor” (Ian Jacobs, Daniel Hong, February, 2009).

OmniGenesys Contact Center is backed by the Alcatel-Lucent Professional Services team and a worldwide network of integration business partners.

About Gartner’s Magic Quadrant:
The Gartner Magic Quadrant is copyrighted 2008 by Gartner, Inc., and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how specific vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Datamonitor’s IP Contact Center Decision Matrix:
Due to demand for a better understanding of the competitive landscape in the IP contact center (IPCC) market, Datamonitor has developed the IP Contact Center Decision Matrix (DMTC2189). This report explores the competitive dynamics within the IP contact center market and helps businesses select a vendor based on its technology strength, reputation among customers, and impact in the market. Datamonitor provides a complete view of vendor capabilities and advises on those you should explore, consider and – most importantly – shortlist. Because realizing the value from a IP contact center deployment is critically dependent upon the solution’s ability to execute the institution’s overall IPCC strategy, a decision to purchase one solution over another should be based on a broad array of factors, including – but not limited to – the degree of alignment between the solution’s features and functionality and the specific objectives of enterprise IP contact center strategy. As a result, Datamonitor’s recommendations of shortlist, consider and explore should be taken only within the context of an enterprise’s specific solution requirements.