



Alcatel-Lucent Enterprise Customer Service Applications

Successful customer relationships
for all businesses



Overview

When customers engage with your service center, the outcome, convenience and speed of resolution, become **the measurements of your brand** and **company excellence**. There's a lot at stake.

Customer service employees need technology that can handle queries at all stages of the buying cycle, cope with case management, and track issue resolution, to prove return on investment. Whether you are a **small company** or a **multinational**, your customer service solution must be **adapted to your needs, reliable, easy-to-use and to set up**, and most important, **affordable!**

That's where Alcatel-Lucent Enterprise can help you.

Our customer service solutions help you:

- Build a reliable, cost-effective solution that leverage your phone system
- Provide answers to any type of interaction, from **customer welcome** and **automatic call routing**, to advanced **contact center** solutions with connected agents, supervision, and monitoring of activities
- Integrate **omnichannel interactions** (phone, email, SMS, chat, and social media) while maximizing uptime and reliability
- **Connect your existing CRM** solution to leverage your customer database and enrich it with new interactions
- Make your **website** a live portal to your customer community with direct chat (using text, audio, and video) with experts from your customer service team

Here's why businesses choose ALE customer service solutions:

- **A built-in contact center:** Integration between your telephony infrastructure, and the customer service options enable maximum uptime at minimum cost
- **Speed:** Our intuitive systems mean you can onboard new agents fast, minimize training time, and adapt call distribution trees in real-time
- **Simplicity:** A unified global dashboard with multi-channel interactions and transaction data, provided from your CRM tool help simplify your agent's job. You can also easily quantify your ROI based on tight integration with your business applications
- **Scalability:** "Right-size" your customer service operations quickly to meet demand. Our customer service solution models range from modular premises-based solutions to cloud-based, and from CAPEX to pay-per-use

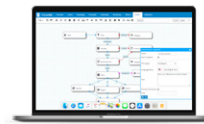


Summary

ALE offers a wide range of applications for all customer service purposes

- **Automated attendant applications:** Interactive call routing, customer welcome outside of business hours, always-on 24/7
- **Attendant applications:** Personalized, human welcome. From the desk phone or an app on a PC
- **Dispatcher applications:** "Human intelligence" for efficient call dispatch in critical environments
- **Contact center applications:** From agents to supervisors, including call recording and monitoring capabilities
- **Communications applications:** Business communication applications on any device, for all employees including CRM solution users, engaged in customer relationships, using a phone number or company website for live interactions

Customer Welcome Apps



Visual Automated Attendant

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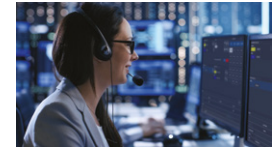
Attendant app on desk phone

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Attendant app on PC

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Dispatcher app

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Contact Center Apps



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Communication App



IP Desktop Softphone

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Rainbow Enterprise

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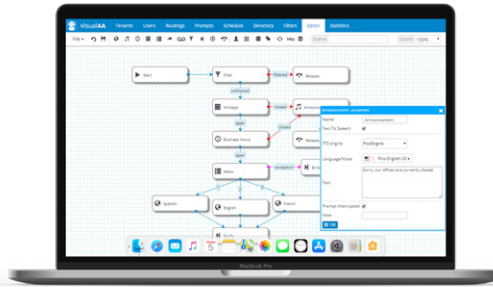
Visual Automated Attendant

Automated 24/7 call routing and greeting

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Visual interface to manage rules and prompts



Enterprise calendar management

Multi-tenant delegation



Snow Day!
No school today!

VisualAA



Restaurant will be opening
at our new address on
January 9th!

VisualAA



For more information about
the strike and cancelled
flights, press #!

VisualAA

Alcatel-Lucent Visual Automated Attendant qualifies the requests, informs the clients and routes them to the relevant expert or agent.

- **Offer a professional customer welcome:** Expert 24/7 customer response to ensure a professional image and quality
- **Build a recurring business relationship:** Personalized greetings, routing, and news
- **Multi-tenant:** Delegate operations to multiple tenants (different organizations/departments within the company) for better accountability and increased business response
- **Deliver cost-effective operations. Scalable software:** No special IT skills are required to record prompts or manage business hours. Provide a scalable software solution for small to extra-large businesses



24/7 Business response to customers

- Routing logic based on date and time
- Record greetings and prompts from a phone or upload studio quality files
- Text-to-speech capabilities (free PICO TTS, IBM Cloud, Google Cloud)



Adapted and contextual response

- Prompt messages depending on the context (caller ID, contract number, calendar)
- VIP service with special routing
- Collect information (IVR) for call qualification and routing



Cost effective operations

- Automated welcome adapted for small to large organizations
- User-friendly interface for easy personalization without IT assistance
- Usage statistics to adapt rules to demand

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Customer Service Applications

CUSTOMER WELCOME APPS

CONTACT CENTER APPS

COMMUNICATION APPS

Attendant application on the desk phone

Professional welcome for branch offices

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Professional welcome

Easy to manage and understand

No need for a computer - only a desk phone



The attendant solution on the ALE-300 DeskPhone is intended for enterprises with a medium level of incoming traffic. Functions include management of queued incoming calls with level of urgency identified, and monitoring of internal and external calls.

- **Ergonomic desk phone with visual indications:** Information bar indicating the current date and time, and icons displaying number of waiting call (normal and urgent calls)
- **Extra programming keys:** Expanded capacity with additional key module that plugs into the desk phone. Each key is associated with an electronic icon and label. It is programmed as a resource or supervisory key
- **High audio quality for attendant comfort:** Wired or wireless handset (Bluetooth), and headset jack



Agile attendant desk phone solution

- Attendant features (including routing management, and call reservation)
- Direct visual supervision with key expansion module
- Compatible with working from home (VPN embedded phone)



Effective branch office attendant

- Adapted for a reduced number of calls and employees
- Mutual aid between sites: branch attendant can assist main central attendant



Cost optimization and ease of use

- No additional equipment required
- Save on installation, configuration and employee training

4059EE Attendant Console PC

Professional welcome with a personal touch

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Intuitive user interface on PC

Visual call queuing

Single or multi-site welcome



Alcatel-Lucent 4059 Extended Edition is an attendant console on PC with an easy-to-use visual interface to provide a personalized customer welcome for medium and large enterprises.

- **Quickly direct calls to the right person the first time:** Receptionist can perform fast directory lookup and see employees presence status directly on the screen
- **Manage a high volume of calls efficiently:** Visual call queuing to handle high traffic
- **Make new or seasonal operators more effective faster:** The desktop application interface can be customized for any usage
- **Single receptionist for multiple offices:** Centralization and resource sharing to reduce cost



Professional welcome with a personal touch

- Easy-to-use interface
- Waiting queues with indicators
- Speed-dial keys



Efficient call dispatch

- Busy Lamp Field (BLF) for immediate visibility of respondents' availability
- Company directory search engine
- Fast-call transfer



Single or multi-site customer welcome

- Unified welcome across all locations
- Call redirect to predefined number
- Mutual help between attendants in different sites

Dispatch Console

“Human Intelligence” solution for call processing

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Dispatch high volume of calls stress free

Dispatcher app available on desktop or touchscreen

Integration with 3rd party control center app



Alcatel-Lucent Enterprise Dispatch Console enables the presentation and selection of calls according to business processes and priority rules, based on operator decisions. It is ideally suited for control centers (such as railway, airport, energy supplier, and public emergency), as well as environments where call qualification and call selection are needed.

- **Manage high volume of calls:** Presentation and dispatch by the operator based on priority rules
- **Visual and intuitive interface:** Operators can route calls, manage queue(s), and set up conferences
- **Web interface:** Accessible from the desktop PC, touchscreen workstation, or integrated with a 3rd party control center application (such as SCADA supervision platform)



Coordinate operations and share information

- Speed dial/dial pad to quickly distribute calls
- Multiple routing options: transfer, park or put in a queue
- 3-party conference, and conference up to 60 participants (optional)



Full control and integration

- Administration module: Manage the operator console display, configuration with templates, statistics generation
- Integration with the company LDAP directory
- Integration within a 3rd party control center application (such as SCADA supervision platform)



Secure and reliable communications

- Supervision by one or more operators simultaneously
- Call history for operations tracking and callback on missed calls
- High availability with server duplication and Alcatel-Lucent OmniPCX® Enterprise geo-redundancy

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Customer Service Applications

CUSTOMER WELCOME APPS

CONTACT CENTER APPS

COMMUNICATION APPS

OmniTouch Contact Center SE

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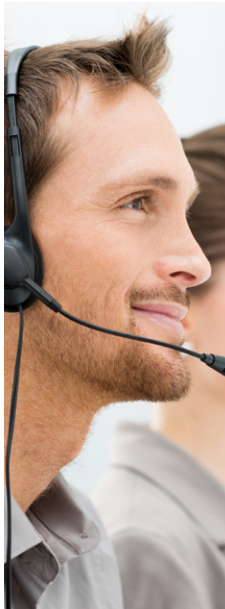
Customer service solution to build successful relationships



All-in-one solution from agent phone and desktop app to supervision

Adapted to remote agent configuration

Extension to multimedia interactions (email, chat, social media)



With Alcatel-Lucent OmniTouch® Contact Center Standard Edition (SE), all organizations – from small businesses and teams looking to organize their customer service, to large companies with contact centers - have access to tools for an efficient and reliable multi-channel customer interaction solution that is easy to implement and integrate with their telephony system.

- **Increased customer satisfaction:** Customers benefit from shorter wait times, as well as the opportunity to speak to a qualified contact
- **Efficiency:** Real-time supervision applications and detailed reports optimize processes in the short and long-term
- **Cost-saving:** Permanent access to contact center features is available from the agent's phone without complex IT integration
- **Reliability:** High availability of the communication server enables better call distribution and maximum service continuity



Efficient call distribution

- Patented visual tool to manage configuration, design routing and check call flows
- Routing time schedule
- Skill-based distribution
- Group selection options



Empowered agents and supervisors

- Free seating agent position, desk phone or softphone, open to remote agent configuration
- Supervisor with discrete call listening and monitoring
- Desktop application for agent and supervisor



Built-in flexibility and reliability

- Integrated with OmniPCX® Enterprise on-premises, or in the cloud
- Add-on module (Soft Panel Manager) to display statistics and business data on wallboard, screen and mobile devices
- Add-on module for omnichannel with email, chat, social media and CRM applications integration

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CUSTOMER WELCOME APPS

CONTACT CENTER APPS

COMMUNICATION APPS

ALE Connect

Complete solution for omnichannel contact center management

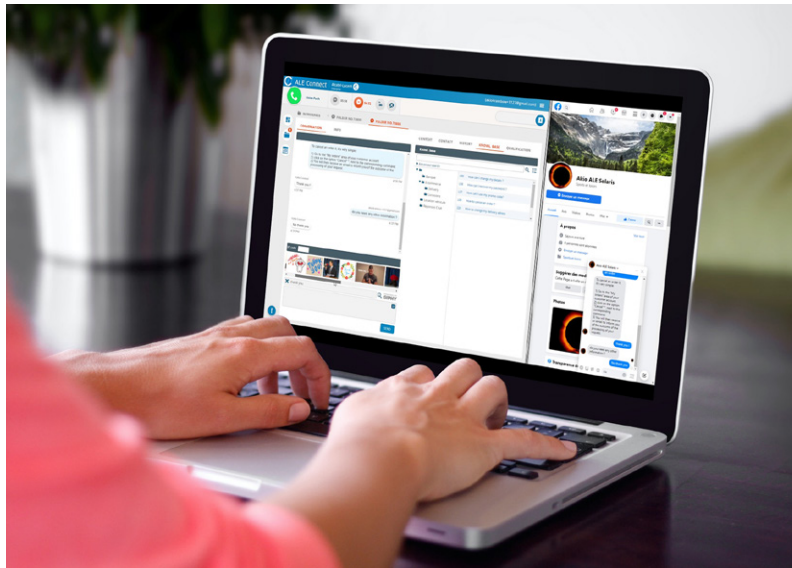
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Omnichannel interactions (phone, email, chat, social media)

Automation of repetitive tasks with intelligent assistance

Cloud based services work from anywhere



Alcatel-Lucent Enterprise Connect (ALE Connect) enables customer services of all sizes, handling omnichannel interactions with the quality and efficiency expected by today's customers, citizens, and consumers.

- **Efficiency:** Optimised distribution of the customer requests, whatever the channel, based on competences and availability of the agents
- **Global view:** Centralised customer data to deliver a 360° view of the customer context to the agent, including contact information (from built-in database or extracted from external CRM/ERP application) and history of the previous interactions whatever the channel used
- **High quality interactions:** A unique desktop interface for the agent to manage all the available channels. Highlight contact information of the online customer. Intuitive cross-channel during a conversation, to improve efficiency and first contact resolution
- **Control:** Agent and supervisor can access graphical dashboards for all digital channels and benefit from complete visibility on the real-time performance. Detailed reports to optimise processes over the long term



Connect your customers their way

- Connect using voice, email, chat live through the company web site, Facebook Messenger, Twitter
- Manage voice calls using ALE Contact Center from within the Agent Desktop App
- Empower agents with a unified web-based application on the desktop



Improve first contact resolution

- Display customer information using built-in database or CRM
- See history of past interactions across all channels in a single window
- Search in the built-in knowledge base with standard responses, and the intelligent assistance to suggest best answers depending on the context



Adapt smoothly using hybrid cloud

- Leverage ALE phone system, licenses, phone sets and softphones. Keep voice Contact Center routing rules adapted to your needs
- Plug-and-Play: automated cloud provisioning of agents/ processing groups
- Adapt costs to business: nothing to install to scale, flexible subscriptions

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CUSTOMER WELCOME APPS

CONTACT CENTER APPS

COMMUNICATION APPS

OmniPCX RECORD Suite

When everything must be on the record

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Base package offers voice recording for inbound and outbound calls

Add screen capture to the record application

Offers quality reporting and evaluation analysis



Alcatel-Lucent OmniPCX® RECORD Suite provides businesses with a reliable application to record and supervise calls that support quality assurance, accelerate customer issue resolution, boost loyalty and streamline

- **Efficient risk management:** In the event of a dispute, a recording of the interaction can provide verification of the exchange between customers and agents
- **Regulatory compliance and data protection:** The solution meets the legal requirements for payment by phone (PCI-DSS), and interactions with financial institutions (MiFID II). The solution also provides strict security management policies for high protection of customer data
- **Improved quality of service:** The customizable quality monitor application helps managers identify areas requiring improvement. Coaching tools and tutorials help improve employee and agent performance
- **Easy and cost-effective implementation:** Seamless integration into existing or newly installed OmniPCX Enterprise environments. The user-friendly web-based interface offers fast access to all features (including consultation of call records from other recorders)



Enterprise solution for real-time call recording

- On-demand, retro-active, random and total recording of all conversations
- Embedded playback
- Multiple criteria search
- Multi-channel call recording: Phone, trunk, SIPREC



Capture screen to support audio recording

- Screen capture web interface
- Complete user desktop activity capture
- Extended desktop capture



Quality monitor

- Customizable score cards
- Reporting on individual or group achievements
- Dashboard providing an overview of performance evolution
- Coaching sessions based on scorecards, with annotations and learning attachments

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CUSTOMER WELCOME APPS

CONTACT CENTER APPS

COMMUNICATION APPS

IP Desktop Softphone

Software phone for PC, Mac, Tablets and Smartphones

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Same interface and functionality as the ALE DeskPhone

Agent features

Easy remote installation



User-friendly and easy to install, the Alcatel-Lucent IP Desktop Softphone offers all the ALE DeskPhone features on PC, Mac, or Android. It turns your computer or mobile into a high-end enterprise grade VoIP phone at the price of a regular phone. Cost-effective: No additional server required. As easy to manage as a desk phone for all employees, including contact center agents.

- **Device of choice anywhere:** Employees who have no physical desk phones are always reachable on computer, tablet or smartphone
- **Employee efficiency:** All telephony services are available, including contact center agent features
- **Easy adoption:** No additional user training required when users are familiar with the desk phone



Complete business telephony

- Display and usages similar to ALE DeskPhones
- Multi-line and call supervision
- Use Alcatel-Lucent OmniPCX® Enterprise or OXO Connect telephone features



Contact center agent features⁽¹⁾

- Login/Logoff, wrap-up
- Supervisor functionality
- Call distribution and routing rules with a remote agent

⁽¹⁾ OmniTouch Contact Center SE



Any device, anywhere availability

- Computer (PC, Mac OS), tablet or smartphone (Android), compatibility VDI
- Leverage the company VPN for off-site/remote worker usages
- No mix between private and professional life (smartphone)

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Rainbow CRM Connect

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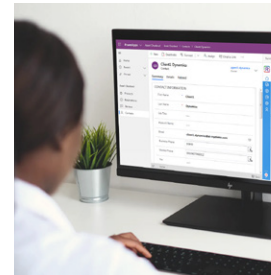
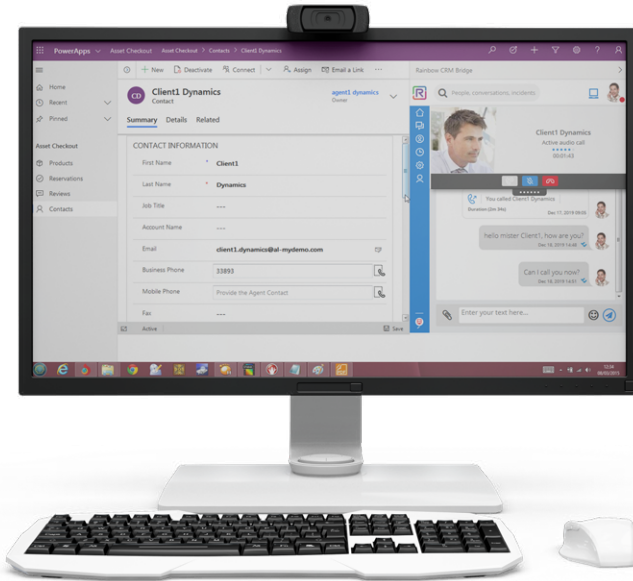
Empower your favorite Customer Relationship Management (CRM) application with telephony and collaboration



Customer form popup on incoming call

Click-to-call from the CRM app

Market leading CRM integration



Provide customers with a quick and personalized response with Alcatel-Lucent

- **Reduce wait time for your customers during peak activity:** the service is available, for as long as you want and can be quickly implemented from the cloud
- **Provide a personalized customer service:** Employees have automatic access to the customer's form when customers call your company
- **Call your customers back with confidence:** Your customers' phone numbers are automatically captured by Rainbow and added to the CRM. No typing errors are possible. One click calling makes it easy to get in touch
- **Provide your customers with the information they want on the very first call:** Employees can help each other by exchanging files, instant messaging or making phone calls from within the CRM application



Easy-to-deploy CRM integration

- Salesforce, Microsoft Dynamics, ServiceNow, Zoho CRM
- Just download an add-in
- Seamless user experience within the CRM desktop application



Customer information

- Automated recording of the customer's phone number
- Form pop-up on incoming call



Click-to-call

- Call on PC or from a business phone
- Click on numbers in CRM form to call
- Call or chat with colleagues

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CONTACT CENTER APPS

COMMUNICATION APPS

Rainbow Enterprise

Universal communication app connected to the phone and the company web site to engage customers

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Receive your business calls on any device

Engage audio and video with visitors from web

Collaborate with the team for fast customer problem resolution



Office and mobile employees work together with Alcatel-Lucent Rainbow Enterprise to

- **Manage customers' calls with confidence, even when out of the office:** Call from your mobile or computer using your business line. Look for a quick answer or need to transfer an important call? See who's available and manage everything from your mobile
- **Engage with customers connected to the company website looking for support through live chat or an audio & video call:** Provide the best of connected website for visitors, and enable any of your employees to get involved in customer support
- **Collaborate with people in groups and teams:** Use chat, audio and video conferencing, and exchange files securely. Rainbow is certified secure and locally hosted. Your company's and your customers' data are safe!



Business calls on mobile and more

- Route calls on mobile, laptop, and desktop phone from an app
- See if contact is online, on the phone, or in a meeting



Engagement multi-channels

- Chat, audio and video call
- Conferencing with 120+ participants
- Integration within the company website to engage live with visitors



Secure team collaboration

- Chat groups with up to 300 participants
- Text messaging, 20 Gb file sharing
- ISO 27001 security certification, local hosting, strict confidentiality policy



More Information

Check out our [e-catalog desk phones](#)

Check out our [e-catalog mobile phones](#)