

Customer Contact

Nortel Contact Center Solutions

Advanced multimedia solutions for dynamic, innovative customer contact management applications

Nortel Contact Center solutions give you total control over the way you manage incoming contact from your customers, 24x7, by phone, email and the web. Customers are directed to the right person with the right skills, first time and every time, making the most of your in-house expertise and allowing customer enquiries and transactions to be dealt with on the spot.

Benefits and features

The complete solution

The **Nortel Contact Center** is a single contact centre solution made up of several elements:

The **Nortel Contact Center Manager (CCM)** supports smaller enterprises through to large-scale contact centres with up to 3,300 agents per node (9000 configurable), and up to 30 nodes in a network, distributed worldwide into a single seamless call centre. It comprises three main components

- **SIP-based Contact Center**
An integrated multimedia contact centre management solution that takes full advantage of Session Initiation Protocol (SIP) control and communication features
- **Nortel Contact Center Manager Server (CCMS)**
Intelligent call handling and skill-based routing capabilities, with support for both Time Division Multiplexing (TDM) and IP Telephony. CCMS provides an architectural base for transforming a traditional voice-based call centre into a multimedia, IP-enabled contact centre and supports full integration with the Nortel applications portfolio such as **Nortel Contact Center Multimedia (CCMM)**
- Nortel CCMS has comprehensive management and reporting features, and open interfaces to third party applications such as display boards and workforce management systems. Simple, software key-coded functionality makes it easy to expand and upgrade systems according to business demands

- **Nortel Contact Center Manager Administration (CCMA)**
A web client that enables Nortel CCMS to be managed at a distance over an internet connection.

Skills-based routing

- Skill sets are used to build up profiles of each agent's area of expertise. This increases customer satisfaction by making sure agents only receive the calls they are qualified to handle
- Agents can be based locally or anywhere in your network, even at home
- **Nortel Contact Center** nodes can operate over multi sites providing a fully networked virtual contact centre
- Multimedia/Outbound contacts are directed to the first available agent in the skill set who can handle the contact.

Flexible and powerful call scripting

- Step-by-step customer contact scripting engine for voice, email and web contact
- Multiple call application classes enable you to offer totally flexible service hours, voice menus, announcements and links to self-service or CRM applications to cover all customer contact centre needs.

More call management control and flexibility with virtual networking

- Longest idle agent. Delivers the call to the most skilled agent with the longest idle time to help distribute workload and leverage idle agents across all locations to improve productivity

Is it for you?

- Need to invest in more innovative ways of managing and developing customer contact?
- Need to open up new income streams?
- Need to provide excellent service to your customers, or to citizens
- Need to develop a more intuitive relationship with your customers?
- Interested in migrating to an IP contact centre, but still have an investment in a traditional PBX platform?
- Looking for a scalable solution that can grow with your business?

Benefits and features *continued*

- Average speed of answer. Delivers the call to the agent at the site with lowest average answering speed for a given skill set to make sure calls are answered more quickly
- First back. Delivers the call to the first site that responds with an available agent, connecting callers quickly to a skilled agent within the network.

More control for your callers

Voice Services gives callers greater influence over the routing and treatment of calls than is available from traditional IVR and/or Computer Telephony Integration (CTI) applications.

- Voice services use information entered via the telephone keypad to determine how and where the call will be handled
- Nortel Contact Center Manager can also keep waiting callers informed of their position in the queue and how long they can expect to wait before speaking to an agent.

Real-time Reporting

- Real-time displays on the desktop or linked to wall boards provide a snapshot of the contact centre for management to view customised performance statistics, thresholds and adjust resources to reflect current demand for services
- A browser-based user interface enables multi-select, context-sensitive menus, bulk operations, drag and drop and other display functionality. Individual or combined contact centre performance can be shown on a PC real time display screen. Agents can also track their individual performance in real time.

Easy management and reporting

- Wizard-driven applications make administration functions easy to use
- Nortel CCMS offers a comprehensive suite of management tools with more than 70 standard historical reports such as skill set activity, agent performance

Finance options

If you want to minimise your capital outlay, you can take advantage of simple, flexible repayment options to cover your equipment, software, installation and connection charges. With a leasing option, there's no deposit to pay and rental agreements are designed to suit your preferred payment schedule, lasting from three to seven years.

and consolidated information on network statistics for the performance of multiple Nortel CCMS locations

- Historical reports can be customised using industry standard report writers and interfaces (ODBC/SQL/Crystal Reports). ODBC and SQL provide an interface that allows you to access information in the CCMS database using any ODBC-enabled application. This enables a variety of information to be pulled together from a number of company databases to support crucial business decisions
- Reports can be developed in familiar Microsoft Word, Excel or HTML formats and scheduled for printing as and when required
- Corporate License Manager provides reduced cost of ownership with centralised control of licensing and enables concurrent agent licenses across the contact centre network.

Powerful interfaces

Support for many IP and CTI interfaces make Nortel Contact Centre Manager (CCM) the hub of any customer contact management strategy

- CCT. Supports a number of interfaces to third party CTI/CRM products such as Genesys and Siebel with specific APIs
- TAPI. Interface to Microsoft TAPI-compliant products such as Symposium Agent
- Real Time API. A one-to-one client/server connection with a limiting connection of 100 real time display clients
- Real Time Statistic Multicast (RSM). Uses IP multicasting technology to deliver real time statistical data to any number of real time display clients
- Host Data Exchange (HDX). Interface to database information which is independent of language, network and platform. HDX applications can use any chosen language, such as C++, Java or Ada, and Common Object Request Broker Architecture (CORBA) on any platform, including Unix, MVS or Windows NT

- SNMP Alarms. An SNMP filter configuration utility for 'selected' priority alarms delivered to a network management station (NMS).

Nortel Contact Center Applications

A suite of applications to run powerful outbound campaigns, boost agent productivity and enhance the customer experience.

Multimedia contact centre solution

Nortel Contact Center Multimedia (CCMM) transforms a voice-based call centre into a multi-channel, multi-media contact centre. Part of the **Nortel Contact Center** solution suite, it manages all internet-based communications and provides web-based business solutions.

- You have total control over how you manage incoming contacts from your customers, 24x7, by phone, email and the web
- Customers are directed to the right person with the right skills, first time and every time using the Open Multimedia Queue, making the most of your in-house expertise and allowing customer enquiries and transactions to be dealt with on the spot
- Allows your business to interact with customers, partners and suppliers over the internet
- You can easily upgrade your call centre to a fully-fledged, internet-enabled contact centre deploying innovative e-business applications and 24x7 accessibility by phone, email and the web
- A single agent interface is used for the management of all contacts – regardless of media type
- Offers intelligent e-mail routing, call blending, text chat capability, click-to-call features, and the management tools to easily integrate today's Web-based customer inquiries into the dynamic contact centre environment
- Improves first "call" resolution, reduces contact handling costs, improves staff productivity and morale, preserves full contact centre investment including integration to business applications, and reduces cost of deployment and total cost of ownership.

Nortel Contact Center Multimedia

(CCMM) is based on a core module with two specialist modules for e-mail response management and web collaboration.

Multimedia Manager

- Enables "blending" of electronic transactions with ACD traffic. When combined with Contact Centre Manager Server or Contact Centre – Express applications, this ensures call routing to the most qualified agent's desktop

Benefits and features *continued*

- Single Agent Login for Nortel CCMM and CCMS
- Contact Centre Open Queue
- Unified Reporting
- End-to-end reporting of Multimedia contacts in CCMA
- All agent/skillset reports applicable
- Report Creation Wizard supports:
 - Open Queue facilitates integration with Nortel CCM and TAPI to provide pushed transactions to agents
 - Telephony client (optional for push mode) provides a screen pop for pushed transactions and monitoring of agent telephone sets
 - Management capabilities such as real time displays and historical reporting
 - Threshold settings for real time displays
 - Supervisor tool for skill set and agent management
 - Standard transaction reports based on agent/skill set and skill set real time
 - Layout and format of statistics is consistent with Nortel CCM Reports
 - Customised reports generated using Crystal Report
 - Agent interface service using MS IIS.

E-mail

- Skill-based routing – routes the request to the most qualified agent
- Advanced scripting – leverages the same business routing rules for emails and phone calls
- Priority routing for preferred customers' emails
- Preferred Agent Routing – queue to individual agents
- Key Word Routing for the "To" "From" "Subject" fields, and email body
- Automated responses to Frequently Asked Questions
- Consolidated e-mail statistics and reporting capabilities

- Provides customers with an immediate or scheduled agent call-back through a web-generated request
- Email text sensing (subject line or text) for skill set routing or automatic or prompted response.

Web Communication

- Provides real-time, on-line communication and collaboration between agents and customers
- Text-Chat supports web-based agent/customer discussions
- Bi-directional Page Pushing enables customers and agents to push pre-defined or ad hoc web pages to one another
- Form-Sharing enables customers and agents to share pre-defined HTML web forms
- Web-on-Hold streams media (i.e. video, images, web pages, etc.) to the customer's browser while they are waiting for connection to a live agent
- Click-Stream Tracking tracks customers' "surfing" activity on an enterprise website.

Nortel Contact Center Outbound (CCOO)

Nortel Contact Center Outbound (CCOO) integrates outbound campaigns with other contact centre applications to maximise agent time and other contact centre resources. Use the new Outbound Campaign Manager to create, modify and monitor outbound campaigns with the same real-time displays and historical reporting management tools used for inbound calls. An integrated outbound contact tool where an administrator creates, modifies, and monitors calls for outbound campaigns. The Outbound Campaign Management Tool provides interfaces for contact data import and review, campaign parameter definition, agent call script definition and review, and campaign status view.

Nortel Contact Center Agent Desktop (CCAD) and Nortel Communication Control Kit (CCT)

With **Nortel Contact Center Agent Desktop (CCAD)** and **Nortel Communication Control Kit (CCT)**, you can integrate applications running on agents' screens with third-party computer telephony integration (CTI) products, to enable rapid campaign start-up using familiar, open applications, tools and interfaces. CTI integrates your phone system with your computer systems to enable agents and other staff to deliver a more informed, intuitive response to callers. It can also be used to create effective and relevant self-service applications which customers find easy to use. These applications deliver multimedia applications to the desktop to enable agents and other call handlers to make things happen faster and better – and to cooperate more effectively with their colleagues around the country and the world.

- Enable agents to deal competently with any call. The moment a call comes through, up pops a screen to enable them to complete a whole range of business transactions while the caller is still on the line. Any information they need is just a click away. Callers can easily complete a whole string of transactions in just a few minutes, with one person, and one call
- Help people to work together better. People in different places can work together on applications, sharing and manipulating screens and data files in real time
- Deliver the full service through your contact centre. From enquiry through to after sales activities. Speed up and simplify all contact centre transactions
- A free choice of multimedia desktop applications. Using well-established open APIs such as Dialogic's CTConnect, Hewlett-Packard's Applied Computerised Telephony, IBM's CallPath and Tandem's Call Application Manager. You also have your pick of 'shrink-wrapped' CTI solutions with simple and intuitive graphical interfaces

Benefits and Features *continued*

- Improve contact centre performance. CCT provides rapid development and roll-out of desktop and server applications, screen pops, IVR integration and CRM connectors to boost agent productivity, enhance customer service and reduce operational costs
- Migrate campaigns and applications smoothly to the new Nortel CTI platform. Existing Symposium TAPI SP 3.0 or IVR CTI 2.1 compliant integrations can be utilized directly with **Nortel Communication Control Toolkit 5**
- Choose full, simplified or graphical levels of abstraction to match your development skills. The product is a full multi-media/multi channel middleware and toolkit, with comprehensive telephony support
- **Nortel Contact Center Agent Desktop** provides a single agent interface for the management of all contacts regardless of media type – everything the agent needs for inbound, outbound and multimedia contacts. The Contact Centre Agent Desktop provides the agent with customer details, call scripting, preview with auto-dial capability, call rescheduling, and storage of disposition codes and script results for each call
- **Nortel Communication Control Toolkit** reduces systems integration costs with a simple-to-use converged middleware and integration toolkit based on standard development components (.NET classes and Win Form Controls), allowing quick and inexpensive development of desktop applications, server applications, screen pops, CRM connectors and more
- With **Nortel Agent Greeting (AG)**, you can deploy a simple, easy-to-use solution to record standard or multiple greetings you can play to a waiting customer before an agent picks up the call. Agent Greeting increases agent productivity and satisfaction
 - Agents have more time to switch between calls because there's no need for them to repeat standard greetings to callers
 - Improves agent retention and reduces costs. Satisfied agents do a better job and are more likely to stay with the centre, saving you money on recruitment and training costs
 - Improves customer service. Giving agents a few extra seconds to move from one call to the next allows them time to get everything in front of them ready for the next caller. Customers are happier receiving consistent, professional greetings from more effective agents

- Easy to use. Agent Greeting is easy to use for agents and supervisors, a key factor for real-time, high-volume call centres. Using an intuitive user interfaces, agents can easily record unique greetings for each of their skill sets.

How it works

Nortel Contact Center Solution Capacity	
Active Agents (per node)	3,350
Configured Agents (per node)	9,900
Active Supervisor – Classic Client	N/A
Active Supervisor – Web Client	150
Configured Supervisors	300
Configured TN's	3,000
Scripts defined	1,500
Skillsets within Agent Profile	100
Applications	500
Skillsets-all can be networked	1,000
Activity Codes - M1	5,000
DNIS	10,000
Trunks	4,400
IVR Queues	150
IVR Ports	1,000
ACCESS Ports	96
Routes	513
Music/RAN Routes	512
CDNs	750
Max. Calls Per Hour	44,000
Network Skillset	1,000
Nodes in a network	30
Remote Applications	6,000
User Database Connections	100
Target Node Count for QTNS	20
Requests Per Call	30
Skillset Priority Levels	48
Skillsets Per Call	20
Network Skillsets Per Call	10
Nodes Per Skillset Per Source Node	20
Script Size – Master Script – # Char	50,000
Script Size – Other Scripts – # Char	50,000
RTD Screens	4
SEI Apps	3
MLS Apps	16
F/M Msgs in DB	7,500
SCCS's/CCM's Per M1-non-networked	3
CPU's	4
HDX Connections	10
Waiting Calls	15,000
CPH Network CBC collected for	10,000
CPH for MLS	44,000
Call Variables	50
Agents for Supervisor Reassign	1,000
Matrix Size for Skillset Reassign	5,000
Entries for Skillset Reassign	1,000
Active Scripts	1,000

Desktop specification

- **Nortel Contact Center Manager** will support clients on Windows 2000 Professional and Windows XP or co-resident with Contact Centre Manager administration on Windows 2003 server
- **Nortel Contact Center Multimedia** is provided on a **Nortel Contact Center** using either one or two server configuration and uses the standard Microsoft server operating systems and supports a variety of desktops. Third party software used is Sybase 12.5, Crystal Reports 9.0 and J2SE JDK 1.4.1_02 (International Edition)
 - Supports any POP 3 compliant email system, including Microsoft Exchange®, Lotus Notes®, GroupWise®
 - Customer Interfaces can be J2SE SDK 1.4.1_02 (International Edition), Apache 2.0 and Tomcat 4.1.18.

Flexible maintenance contracts

Eight-to-five, or around the clock, all year. We have the service deal to match the way you do business – backed by service level agreements.

StandardCare

8am to 5pm, Monday to Friday*, with a next-day response time for faults reported before 5pm

*Excludes public holidays

PromptCare

8am to 5pm, Monday to Saturday*, with a four-hour response time from the time a fault report is received

TotalCare

24 hours a day, seven days a week, all year, with a four-hour response time from the time a fault report is received

*Excludes public holidays

Service and support

We invest in premium skills and back up our teams with intelligent systems, efficient processes and an extensive range of services to last a lifetime in business – from telephone advice lines and online support through to full business continuity for risk management and disaster recovery.

Plus lifelong support for your solution

- Single point of contact through seven specialist service centres (SSCs)
- One of the largest field networks of any telecoms supplier: more than 1900 engineers nationwide, meaning backup usually within an hour's drive of any customer site*
- On-board system diagnostics and remote fault fixing, to enable on-the-spot resolution of minor technical problems

- Consultancy, project management, development, networking and installation
- Telephone and web-based support helpdesks
- Managed services including systems configuration and administration
- Business continuity services, including data backup, security audits, healthchecks and disaster recovery.

*Response times dependent on suitable maintenance contract
