



>THIS IS THE WAY

TO DELIVER SUPERIOR CUSTOMER SERVICE — WITH
EASY, AFFORDABLE CALL CENTER APPLICATIONS

>THIS IS NORTEL™

Product Brief

Nortel Norstar Call Center

Applications for Norstar Integrated Communications Systems

A powerful, easy-to-use call center system — at a price you can live with

Norstar* Messaging Call Center applications make it easy to create a formal or informal order desk, reservations department, customer service group or technical support center — to support any application where you need to distribute incoming calls among a pool of agents or designated employees.

Customers appreciate being able to quickly reach a person who can address their needs. Agents appreciate having incoming calls equitably distributed according to their expertise. Administrators appreciate having the means to ensure premium customer care and operational efficiency.

Norstar Messaging Call Center applications are available for the Nortel Messaging 100 and Messaging 150

call-answering and messaging platforms. For maximum flexibility, you pay for just the agent seats you need today and can expand to meet growth later, without requiring an on-site visit or hardware change-out.

> **Nortel Norstar Messaging Call Center Basic** supports a feature-rich call center with up to 15 lines, 20 configured agents, 10 active agents, two skillsets (queues) and 30 recorded announcements.

> **Nortel Norstar Messaging Enhanced Call Center** supports up to 50 active agents, 30 skillsets, 50 recorded announcements, and adds advanced features, such as intelligent call routing and silent monitoring of ongoing calls for quality assurance.

> **Nortel Norstar Messaging Reporting for Call Center** provides the management tools you need to fully optimize call center effectiveness, agent resources and service quality.



Big-business performance at a small-business price

With easy-to-use Norstar Messaging Call Center applications, your customer care can rival that of much larger businesses.

Prompt attention for every call.

Norstar Messaging Call Center Basic and Enhanced recognize each incoming call, answer it immediately and route the caller to the next available agent. If all agents are busy, the caller can choose to leave a message or have the call held in queue while listening to your custom announcements. As soon as an agent is available, the Norstar system forwards the call.

An express lane to the right destination. With intelligent routing, the system prioritizes and routes the calls based on the call's source, destination or caller input. Calls can be routed to the agent who has been idle the longest or the one most qualified to take the call. Separate call queues can be associated with different agent skillsets, so callers get what they need without having to be transferred again.

Agents empowered and informed.

Employees can log in from any Norstar station. The interface is so easy to use, there's virtually no training. The system walks agents through system functions with prompts and instructions on the set's display. An indicator lets agents know when a call is waiting in queue; the display tells how many calls are waiting.

Assured service quality. At any time, an agent can get help from a supervisor. Supervisors can also monitor calls to ensure that quality standards are upheld. Performance statistics — displayed on any agent's PC or an optional wallboard and updated every few seconds — let supervisors and agents know how well the call center is doing. In addition, supervisors can view more comprehensive real-time and historical reports on their PCs — valuable information to help them optimize staffing levels, policies and procedures.

Simple management. Norstar Messaging Call Center applications use the same intuitive, user-friendly management interface as the voice messaging system, so programming and setup are familiar and straightforward.

This is the way to maximize your business success. This is Nortel.

In-service experiences with organizations of many sizes have shown that, on average, high-quality call center services can reduce a company's 800/888 charges by 10 percent, reduce abandoned calls up to 15 percent and increase agent productivity 20 to 40 percent. With all calls answered and routed automatically, fewer calls on hold, and prompt service, you'll also stand apart from the competition for the quality of your customer care.

Discover the advantages of adding sophisticated call center services to your Norstar business communications system. For more information, visit us on the Web at: www.nortel.com/norstar

Buy only what you need today, and add more value when you need it.



	Norstar Messaging 100	Norstar Messaging 150
Call Center Basic	Optional, with keycode	Standard
Enhanced Call Center	N/A	Optional, with keycode
Reporting for Call Center	Optional, with keycode	Standard



Norstar Messaging Call Center applications at a glance

Capability	Call Center Basic	Enhanced Call Center
Configured agents	20	100
Active agents	10	50
Agent priorities	20	20
Dynamic priorities	Yes	Yes
Incoming call center lines	15	30
Overflow rules/levels	10	20
Skillsets/queues	2	30
Skillset mailboxes	2	30
Recorded announcements	30	50
Intelligent routing	N/A	Yes
Reporting for call center	Optional	Yes
Softboard (real-time stats on PC)	Optional	Yes
Wallboard	Optional	Optional

