



## Application Brief

### Nortel Contact Center – Multimedia

*Delivering a multimedia experience to your customers*

Your contact center has progressed way beyond just a place to take customer service calls. Today your customers are more wired and technically savvy than ever before. They use email, IMs and the web as a primary source of information for almost all facets of their lives.

Leadership requires insight and response to these changing market dynamics including an inventory of all the ways your organization touches your customers and the management of their experience.

Nortel offers you new ways to meet your customers on their own terms. Emails and web chats can be served with the same level of care you provide to voice traffic. With a single desktop interface, your agents can blend their response to all types of customer contacts into an efficient and effective work flow. This unified approach raises the level of the customer experience, moving beyond ‘satisfaction’ to new levels of customer loyalty.

#### Managing customer emails

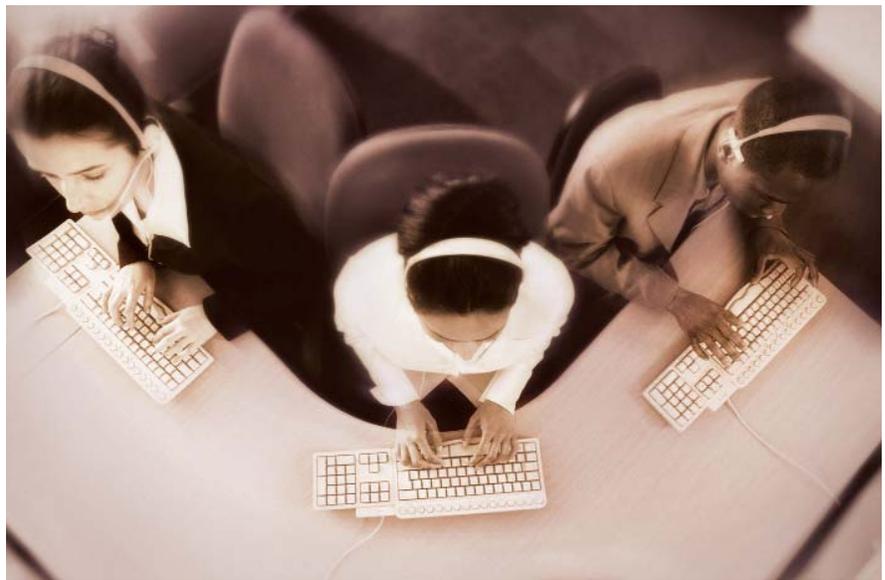
Today, a major differentiator in customer service is your ability to treat incoming emails with the same contextual routing that is used for inbound voice calls. Customers can send queries to the email addresses printed in the paper catalogs, or they can submit their requests via your corporate web site.

Email contacts arrive at your corporate email server and then are picked up by the Nortel Contact Center Multimedia server where business rules define the best possible destinations. These destinations or routings can be based on the “To:” address and/or keywords found in the subject line or body of the email. The requests submitted on web site forms are transformed into emails and routed the same way as regular emails. What’s more, the system can use other customer data for routing — such as the linkage between an email address and a customer profile in an external CRM system.



An email dialog represented by a series of individual messages (sometimes referred to as a 'thread') can also be given specialized routing. Emails can be sent back to the same contact center agent when multiple exchanges between the customer and the contact center occur. Whichever agent responds to the email, the continuing exchange is captured and stored so that context and continuity may be retained. With this kind of treatment, you are enhancing the customer experience because they feel like they are in a relationship rather than an impersonal transaction.

Emails are saved as part of the customer contact history and are easily accessible via the Agent Desktop interface. Selecting a contact from the history will display the contact in the history pane. This sequential record allows your agents to recognize the complete experience your customer is having with your business and more quickly resolve any questions or issues when they resurface.



### **Make the most of your customer's web experience**

For most companies, the web site is one of the most important marketing tools they employ. It's usually a big investment that requires many hours to build and maintain. So wouldn't it be great if it could be easier to use, more productive for you customers and help your company drive the quality of the customer experience?

Utilizing Nortel's powerful middleware and development toolkit, you can add direct contact options to your corporate web site. Customer's can arrange a telephone connection or a web chat directly from the Internet.

### **Web chat**

Here is how it might work for you. Bob Smith, a potential customer is looking through your product pages and can't find the specifications on the product he purchased two years ago. Rather than waste any more time, Bob selects the option to chat with a contact center agent. This request is received by the contact center and routed to Courtney — a contact center product representative. Courtney opens a text chat with Bob to discuss what his needs are.

### **Web on hold**

While the system is routing the chat request, the customer can be sent static or video content that enhances their experience. This allows a business to provide productive information to the customer while they wait for their session to open.

### **Co-browsing**

Once Courtney has discovered what Bob needs, she is able to select a new page and push it right to his computer screen. Bob can actually push pages back to Courtney as their discussion progresses. It's fast, efficient and helps the web site fulfill its customer service mission.

### **Call back request**

What's more, if Bob wanted to arrange a voice connection, he could have an option to schedule an immediate or future call to discuss his needs with Courtney. In some instances, customers prefer the personal touch of a voice contact.

## Today your customers use email, IMs and the web as a primary source of information for almost all facets of their lives.

### Email forms from the web

If more information is required from Bob, Courtney could push a forms page that is designed to be filled out and emailed. This feature can be used for verification, surveys or simple data collection.

### Contact Center Agent Desktop

A powerful interface called the Agent Desktop Client presents all types of historic customer contacts and information to agents including email, web communication, and inbound and outbound voice. It also presents campaign scripts and collects data collected from the contact. It's the single tool an agent needs to receive and make all contacts — whether voice or multimedia, and saves them all (except voice unless

recorded) and creates a history of the interactions with the customer.

This interface is deployed using the .NET smart technology. The client software is simply accessed through a URL address. This allows the deployment of the Agent Desktop application without the need to install software on the agent's PC.

### Contact Center Reporting

The reporting capabilities are the heart of every contact center and the Nortel Contact Center solution offers one of the most powerful and easy-to-use in the industry. Reports can include all types of contacts in detail or in summary, by agent, skillset or contact center. There are over 110 different standard reports and a new Report Creation Wizard.

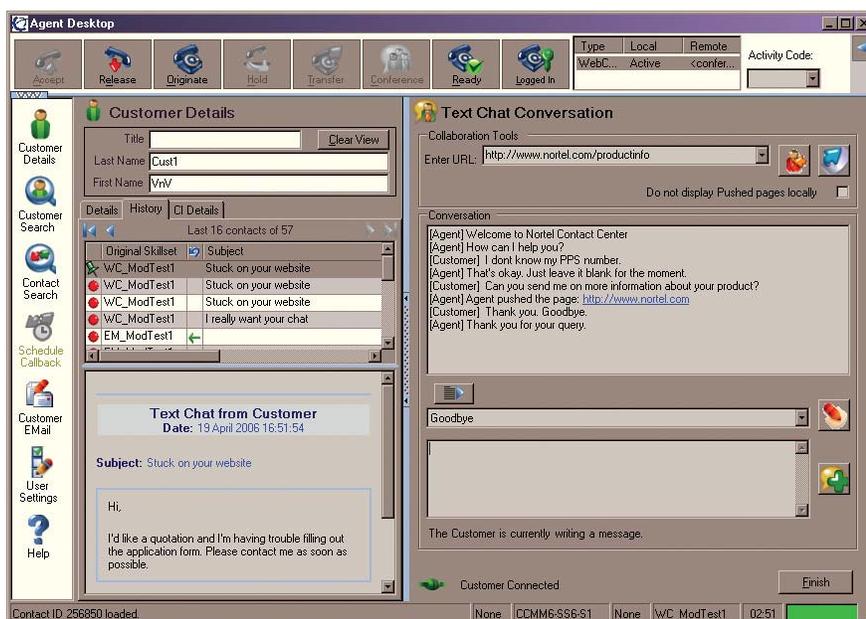
The Report Creation Wizard is tightly integrated into the core elements of Nortel Contact Center solutions, including the multimedia functionality. That means that your custom reports can include information on all types of media contacts. You are able to tailor reports to meet specific criteria for your organization while continually analyzing for results and areas of opportunity or improvement.

### Driving loyalty

Nortel Contact Center – Multimedia is an engine for you to deliver a multimedia experience for your customers. These opportunities to broaden the ways your customer can interact with your company will help drive a new level of loyalty, ultimately impacting revenue. We know the formula for success lies in helping the customer get what they want as quickly as possible in a positive environment.

For more information on Nortel Contact Center solutions, visit [www.nortel.com/contactcenter](http://www.nortel.com/contactcenter).

**Nortel Contact Center - Agent Desktop provides a common interface to all types of contacts including inbound and outbound voice, email and Web Chat as depicted here.**



**In the United States:**

Nortel  
35 Davis Drive  
Research Triangle Park, NC 27709 USA

**In Canada:**

Nortel  
195 The West Mall  
Toronto, Ontario M9C 5K1 Canada

**In Caribbean and Latin America:**

Nortel  
1500 Concorde Terrace  
Sunrise, FL 33323 USA

**In Europe:**

Nortel  
Maidenhead Office Park, Westacott Way  
Maidenhead Berkshire SL6 3QH UK  
Phone: 00 800 8008 9009

**In Asia:**

Nortel  
United Square  
101 Thomson Road  
Singapore 307591  
Phone: (65) 6287 2877

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For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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