



# > TODAY'S CONTACT CENTER OFFERS A BREAKTHROUGH CUSTOMER EXPERIENCE

**NORTEL**



## **Application Brief**

**Nortel Contact Center 6.0: Transforming your customer experience, driving your business success**

This document will explore the evolving role of the contact center and the resulting pressures for today's business. With this context in mind, the dynamic new features of Nortel Contact Center 6.0 will be introduced and their value to the business explored.

## The changing role of the contact center

No longer is the contact center just a call center where phone orders are taken or technical support given. It is a complex entity that serves many purposes: from integrated sales across entire product portfolio, to customer service across all stages of a customer's lifecycle. Evolving technology and customer demands mean that today's contact center is the business' key differentiator — it's the 'front door' — and must offer responsive, personalized service on the customer's terms.

By leveraging the contact center to achieve a unique business differential, enterprises build stronger bonds with customers, enhancing loyalty and reducing churn. Contact centers today can offer a richer customer experience, more cost-effectively than ever before. Integrating voice, e-mail and web as well as the latest technologies such as Session Initiation Protocol (SIP) which delivers an open platform environment.

There are forces at work shaping the role of the contact center. These are:

**To improve customer retention and loyalty.** Customer satisfaction is improved by making the contact center more responsive and interactive. Businesses can achieve this through self-service and full use of new, multimedia channels of communication. Giving customers access to the right member of staff, the first time, ensures calls are dealt with more successfully, which has a direct impact on retention levels.

**To ensure agility.** To stay competitive, contact centers must be more flexible and dynamic, responding to changing levels of traffic, instantly. This can be achieved by balancing call loads across geographies and extending hours of service through use of multiple contact centers. Yet the contact center must offer flexibility to staff, too, in order to improve staff morale and retention. The same technical measures that improve responsiveness can enable home and flexible workers to be integrated at full productivity.

### Recent awards include:

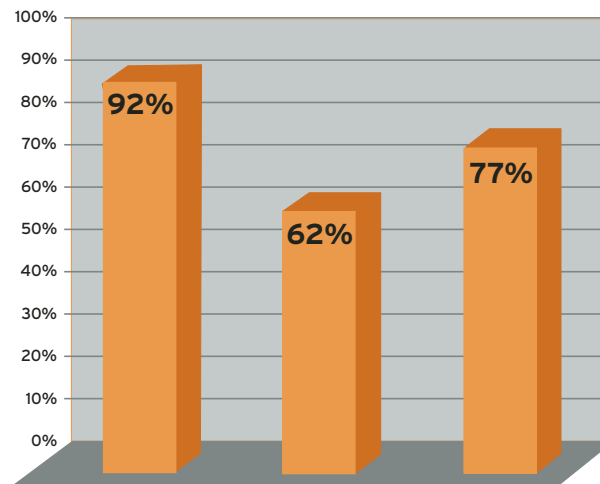
- > 2006 Members Choice Awards, ContactCenterWorld.com
- > Market Leadership Award for IVR Solutions, Frost & Sullivan, Gartner
- > Contact Center Manager Administration 'Product of the Year', Customer Inter@ction Solutions Magazine

**To reduce costs.** The contact center is a significant business expense. To ensure efficiency and maximize the return to the business, it must be operating as close to capacity as possible. Calls must be routed where spare capacity is available, taking advantage of the most appropriate agents to complete calls quicker and handle an increasing volume of traffic. Simple calls should be automated to reduce agent workload. With improved management and agent productivity, the contact center can respond to demands to move from being a cost center to a profit center.

### The importance of your contact center

- > 92 percent of consumers form an opinion about a company's image through their interaction with the contact center
- > 62 percent would stop using a company's goods or services if they had a bad experience
- > 77 percent of companies believe their contact center is "very critical" to the overall success of their business

*(Benchmark Research)*



# Introducing Nortel Contact Center 6.0

**An integrated suite of contact center solutions that directly targets your business issues and unleashes your business opportunities.**

The Contact Center 6.0 is an integral component of the Nortel Applications Center (NAC). The NAC delivers a comprehensive, open application suite that seamlessly integrates customer contact, self-service, unified messaging and multimedia collaboration into a single, common platform. This enables enterprises to engage with their customers in new ways and harness the forces at work in the contact center environment.

With Contact Center 6.0 you'll be able to deliver:

- › Better customer service through optimal allocation of agent resources and instant automated and multimedia contact options
- › Increased flexibility and responsiveness through using virtual agents, outbound calling and use of technologies like IP and SIP
- › Differentiation for customers with the latest functionality, such as web integration and natural-language speech recognition

- › Reduced costs through improved productivity and lower overheads, plus simplified licensing
- › Better reporting of customer and agent activity, enhancing overall business control and visibility

## Rich functionality

These benefits are made possible by the advanced new features of Contact Center 6.0. It unifies all of Nortel's contact center point products into a single, integrated solution with simplified licensing. It offers easy scalability specific to your requirements.

- › Contact Center 6.0 makes use of Session Initiation Protocol (SIP) for advanced and open multimedia communication, offering presence-sensing to detect and use the most appropriate outbound medium, and to integrate new communication channels like instant messaging (IM), video and text.
- › Outbound calling functionality is now fully integrated, allowing agents to respond to 'call me back' requests, generate leads and follow up sales to improve customer satisfaction.

- › Self-service functionality is extended with natural-language support in speech recognition, enabling less technologically savvy users to interact and make use of automated transactions.
- › Seamless integration of both IP and TDM voice enables you to migrate to the benefits of an IP contact center, including simplified agent management, lower costs and increased resilience.
- › 'Expert Anywhere' introduces the virtual contact center, which uses skills-based routing and IP technology to direct callers to appropriate help, wherever that contact is located regardless of communications device.

## Expert thinking

Nortel is an acknowledged leader in the contact center arena, helping customers of all sizes, in all industries, implement contact centers that support business objectives. Our solutions range from simple, single centers to multi-site, multimedia installations that support thousands of agents.

Over the past 30 years, Nortel has deployed more than 60,000 contact centers and 8,000 self-service solutions worldwide. Today, Nortel contact center solutions support an estimated 4 million agents, handling 200 million calls per day around the world.

*"With Nortel Contact Center solutions, we can actually open doors for our clients — managing email better to facilitate new inquiries, offering outbound telemarketing for promotions and providing a daily report card that measures our performance. We benefit, too, by effectively handling an ever-increasing volume of phone calls and emails, improving agent productivity by 30 to 40 percent, and having agents at multiple locations or working at home connect seamlessly with the Nortel Contact Center server at our main site."*

— Jim Bradley, Director of Telecommunications and Network Services, Palm Coast Data, LLC



## Multimedia and outbound functionality

**Nortel Contact Center 6.0 introduces integrated multimedia and outbound functionality, letting you offer your customers choice. Now they can communicate with you over innovative new channels and at a time that suits them.**

### Multimedia

Multimedia contact centers integrate email, web, video, chat, text, fax and voice technology, enabling advanced new interactions like collaborative browsing, pushing of content, web-based self-service and real-time text chat. These help differentiate your business and can lower costs compared to agent-based voice calls. However, it is important to maintain cross-channel consistency and ensure these new channels are managed in concert with traditional voice to give your customers the same level of service, whichever way they chose to get in touch.

### Contact Center 6.0 multimedia functionality

Next-generation SIP functionality broadens the possibilities for end-customer interaction supporting open environments, with 'presence' and new communication types such as video, text and instant messaging.

› Get customers to the right level of agent with intelligent skills-based routing across all channels, resulting in quicker resolution of queries and reduced cost-per-contact. Reduce costs still further with web self-service.

- › Route your customers by spend to give VIPs better service, or route by technology to take advantage of 3G and other possibilities for enhanced service.
- › Improve accessibility for incoming customer contacts, regardless of the method they choose: voice, email, text-chat, etc. Blend and merge phone calls with emails and text chats to increase service levels and differentiate to improve retention. Automate standard responses for fast resolution.
- › Generate additional revenue opportunities and reduce errors in transactions with assisted browsing on the web.
- › Integrate with customer care packages across multiple channels to accurately measure service levels. Advanced multi-channel management tools give control and visibility.
- › Outbound Calling improves customer service and ability to generate more revenue for the business through up-selling and cross-selling opportunities.

### Business case example

An outsourcing contact center company wished to meet client expectations by evolving from telephone-based services (accounting for about 90% of interactions) to a solution encompassing email

and the web. It chose the Nortel Contact Center 6.0 solution to achieve this.

- › Text and voice-based assisted browsing has reduced the number of abandoned e-commerce shopping carts, cut transaction errors by 15 percent and increased completed transactions by 5 percent, producing a revenue increase of more than \$7.2 million in the first year alone, while reducing the need for follow-up calls to customers.
- › As a result of these service improvements, the overall cost of each transaction has been reduced by \$0.35. Based on the current volume of 530,000 transactions per month, this yields annual savings of over \$2 million.
- › Blending transactions and optimizing workflow have reduced the average transaction handling time, improved overall response times and cut the abandoned call rate from 7 percent to 4 percent.
- › Agents find it easier and more interesting to handle multimedia interactions, especially when they are delivered in the same way as telephone calls — automatically. Staff turnover has been reduced by 5 percent.



*“The Nortel self-service solution makes our service truly mobile, reducing call length and wait time, and helping our agents to work as efficiently as possible. Speeding up service in this way also saves us money, and we can then pass that saving on to our customers. Nortel has a great deal of experience in deploying speech recognition technology, and its self-service systems are built to handle the large volume of calls that we take each week. It was the obvious choice.”*

— Dominic Cameron, Director of voiceweb, Lastminute.com, UK

- › Consolidated management reports as well as comprehensive real-time displays minimize the amount of time managers must spend generating historical reports and ensuring quality of service. This equates to a \$108,000 saving in staff costs for the first year.
- › Customers have complimented the contact center on its convenience and accessibility. Scores on customer satisfaction surveys have risen by 10 percent.

## Outbound

Call-me-back functionality and multi-channel communications demand that your agents call customers, rather than waiting for calls to come in. Outbound can't be siloed in separate campaign-specific centers: it must be integrated if you're to make the most effective use of available staff and capitalize in a timely fashion on all opportunities.

### Contact Center 6.0 outbound functionality

- Now you can manage outbound campaigns with the same advanced functionality as inbound calling.
- › Integrate outbound calling to schedule call backs and automated responses over multiple channels, including real-time text chat. This increases retention by enabling missed callers to be called back automatically.
  - › Manage and monitor outbound campaigns in the same way as inbound calls with real-time displays and historical reporting.
  - › Merge inbound and outbound calling to closely match call volumes to capacity of call centers: schedule call-backs during quiet periods.
  - › Take advantage of integrated outbound whether you run multi-media contact centers or pure voice.

## Speech recognition and self-service

**Self-service options for contact centers include Interactive Voice Response (IVR) and self-service via the web. This functionality enables service levels to be improved, but at the same time reduces costs through productivity gains.**

The benefits are clear:

- › Self-service makes it feasible to offer round-the-clock service without paying for 24-hour staffing.
- › Routine calls, such as meter readings or enquiries about opening times, are an inefficient use of agent time and could be dealt with more efficiently and more responsively by self-service.
- › IVR can also qualify callers to ensure they reach the right agent, more quickly.
- › Self-service ensures responsiveness and reduces wait times, especially during peak times and periods of high call volumes.
- › Self-service is appropriate for transactions where confidentiality and security are paramount, such as bank password changes.
- › Self-service complements live agents, offering choice, convenience and consistent service.

### Contact Center 6.0 self-service functionality

Take advantage of the very latest voice recognition, which is intuitive for callers to use and easy to manage.

- › Sophisticated, natural-language voice recognition, so callers unfamiliar with technology can still benefit from IVR. This enhances customer experience and loyalty.
- › Intuitive configuration and development tools and a full management package to enable fast reconfiguration to suit business processes.
- › Natural-language recognition with high levels of accuracy to minimize abandoned calls.
- › Access to live-agent service and self-service from any device, with the same routing abilities for both.
- › Touchpad and voice control with 'zero out' functionality to enable callers to quickly speak to a live agent with a single key press.
- › Advanced agent preparation interface means callers referred from IVR don't have to explain the purpose of their call again, saving time and frustration.

*Because of these benefits, industry trends indicate that IP will overtake TDM in the contact center very quickly: "Next year [2006] will show IP shipments overtaking traditional TDM systems."*

— Jim Davies, Contact Center Analyst for Gartner



Automating standard calls through self-service reduces costs, cuts call lengths and enables skilled agents to concentrate on higher-value calls. Self-service can also enhance revenue by enabling 24/7 transactions without incurring expensive out-of-hours overtime rates.

### **Business case example: Airline Industry**

A major airline used Nortel to implement self-service and IVR. The results are staggering. Of the 2 million calls per month received by the contact center, 85 percent of calls have been converted to self-service enquiries — up from 15 percent before speech recognition was introduced. This, in turn, represents a 567 percent increase in the use of self-service, which has had a dramatic impact on agent productivity and operating costs.

- › Average call length has shortened by 6 seconds, resulting in improved agent productivity with a potential value of \$22.4 million in the first year.
- › Calls are being answered more quickly and the abandoned call rate has dropped. The airline has been able to introduce diverse, proactive marketing programs and calculated a potential revenue increase of \$340 million in the first year.

- › Previously, the expansion of self-service was hindered by an error rate of nearly 30 percent as callers keyed in information improperly on their telephone touchpads. Speech recognition has reduced the error rate to 5 percent.
- › Freed from more routine tasks, agent morale has improved and staff churn has been reduced by 5 percent.

London's Guy's and St Thomas' NHS Foundation Trust (UK) introduced direct dial-in functionality and interactive voice recognition technology to handle a large number of calls across two sites. The Nortel solution reduced the number of calls fielded by operators from 20,000 per working day to just 5,000 over an entire 24-hour period. Staff morale has received such a boost as a result that only one telephone operator has left in the last few years, and that was because the operator was moving out of the area. The result has allowed the healthcare trust to minimize its training overheads and enabled the community to benefit from valuable experience.

## **IP Telephony**

**IP Telephony means using an IP network, such as the Internet, to carry calls, instead of using Time Division Multiplexing (TDM) networks like the PSTN.**

By doing this, you get:

- › Flexibility to distribute calls to the most appropriate agents, who may not all be in the same building
- › The ability to offer flexible working and home working to attract and retain skilled agents who may not live near your contact center
- › Efficient scalability: effectively manage multiple contact centers transparently to meet demand
- › Cost-savings to lower inbound and outbound call charges
- › Simplified management of agents.
- › Improved business continuity by distributing agents over a wider area

### **Contact Center 6.0 IP Telephony functionality**

Nortel Contact Center 6.0 lets you deploy IP Telephony in your contact centers to cut costs and enhance flexibility.

- › Choose from IP, TDM or a hybrid environment for investment protection and flexibility
- › Set up new sites easily: plug agents in to the contact center wherever they have an Internet connection
- › Route calls by agent skill-set, improving customer service levels and staff satisfaction
- › Direct calls transparently to any location, including home-workers and branch offices, again improving service levels and staff morale and enabling you to hire and retain the best workers, anywhere

*“As a global delivery company we wanted to improve our customer service by offering a key competitive differentiator. We needed a solution that would give faster, more precise call handling and accurate KPI reporting on a global scale. Nortel telephony solutions proved the perfect answer.”*

— Jonathan Evans, Network Planning and Design Manager, TNT Express, Global



- › Cut management costs with simplified MACDs
- › Benefit from the cost savings of using IP for voice
- › Improve business continuity with resilient IP routing and dispersed agents

**Business case example:  
Manufacturing Industry**

A sporting goods manufacturer, known for its superb customer support, was merging newly acquired businesses into its corporate contact center. Agents linked in several centers needed to deliver optimum service even while resources were being moved and integrated. To retain customers and stay competitive, the company had to expand its call handling efficiently and seamlessly. The Nortel IP Contact Center 6.0 solution was chosen.

- › Incoming calls are automatically routed to the best available agent qualified to handle them. This is based on the caller's identity and the reason for the call. Wait times have also been reduced. As a result, customer satisfaction and retention has risen by 5 percent.
- › The new virtual contact center extends across several time zones and a large geographic area, making 24-hour coverage much easier and more cost-effective to implement.
- › The entire contact center is managed from a central location using a standard Web browser — making it simple to add capacity, new agents or even skill sets. A branch location supporting 10 to 15 agents was added in only a few hours.
- › Using VoIP to create a virtual contact center across five branches resulted in first-year cost savings of \$44,730 — not to mention the additional money saved from not having to build five individual contact centers.

## The Virtual Contact Center

**As the contact center takes on a more central role in the business, the volume of interactions it handles grows, the contact methods used by customers are greatly diversified, and the number of agents and sites expands to match.**

Virtualizing contact centers solves the issues that arise from this expansion:

- › Improving the efficiency of call allocation around multiple centers, especially when it comes to scaling to meet peak demand
- › Making it easier to allocate calls across different agent skill-sets
- › Speed to resolution of customer requests seamlessly across telephone, email and web multimedia applications
- › Handling emergency closures of individual call centers
- › Improving visibility of call and customer data from across multiple centers to make better strategic decisions

**Contact Center 6.0 virtual contact center functionality**

Nortel Contact Center 6.0 gives customers a contact center that is geographically independent, allowing up to 30 sites and 100,000 agents to be located anywhere and managed as a single resource. Furthermore, it integrates voice, email, web chat, video,

Instant Messaging and more. It delivers dynamic control of routing and unified management of multiple contact points.

The benefits are compelling:

- › Business continuity is improved by implementing mirror sites.
- › Staff morale is increased with flexible work schedules and locations, and skills-based routing.
- › Scalability is enhanced to handle peak demands by drawing on staff across multiple locations.
- › Hours of operation can be extended round-the-clock using centers in different time zones.
- › Intelligent routing to the most appropriate staff, wherever they are, cuts transaction times and enhances productivity.
- › Dynamic control of call routing strategies responds to changing circumstances.
- › Management workloads are cut: the entire contact center can be managed from a browser, anywhere.

*“The Nortel Virtual Contact Center is a best-in-class solution. It takes advantage of our entire staff and routes calls to the best available rep in either location. The customer benefits with immediate routing to the correct source, experiencing reduced call times and fewer referrals.”*

— Chris Erath, Call Center Manager,  
Northern Tool + Equipment, North America



## Business case example:

### Finance Industry

UK financial services company Newcastle Building Society faced difficulty managing fluctuating call volumes across its distributed branch network. Product specialists were siloed at particular offices. Newcastle Building Society implemented a Nortel virtual contact center with integrated IP Telephony and skills-based routing across its 55 UK sites and its home workers.

- › Greater flexibility and control of agent resources means that the Building Society can now handle 50 percent more calls with the same number of people. The value of an hour's work has doubled.
- › 83 percent of calls are dealt with to conclusion by the person who answers the call, reducing referrals.

- › An increased percentage of calls are converted to sales, and fewer calls are abandoned.
- › Better use of agent skills and the ability to offer flexible working means the business has improved its staff retention levels, which further improves customer service levels and reduces staff acquisition costs.
- › New third-party business has been won as an outsourced provider of business process management for other financial services companies.
- › Return on Investment on the IP Telephony solution has significantly exceeded the initial estimate of 20 percent.

## Dynamic new capabilities

**Nortel Contact Center 6.0 is a revolutionary, streamlined suite of products that addresses business demands for increased flexibility, productivity and efficiency in the contact center. As a key component of the Nortel Application Center, it transforms the contact center experience by supporting an innovative suite of integrated TDM, IP or SIP-based multimedia applications and services. The Contact Center 6.0 integrates these new capabilities for self-service, multimedia and IP Telephony to create the virtual contact center. Join enterprise customers around the globe who are realizing the benefits of Contact Center 6.0's rich functionality for their customers and the agility and cost-savings for their business.**

Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com).

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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