



## Alcatel Omni Contact Center Solutions Genesys Suite 6

### Genesys Enterprise Routing Solution

**Customer relationship management (CRM) is about communicating with customers. For most companies, the majority of that communication occurs in the contact center. Today, customers expect to be able to communicate with businesses through their choice of media. No matter which medium a customer chooses, each interaction must be handled in a consistent and reliable manner. This is the role of the Genesys Enterprise Routing Solution from the Genesys Suite, one of five Alcatel Omni Contact Center Solutions.**

#### **Integrated with Genesys Framework**

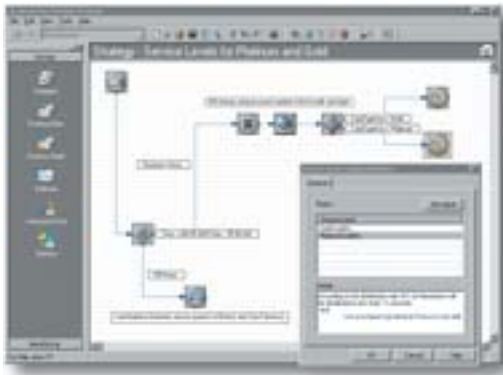
The Genesys Framework is integrated into each of the solutions of the Genesys Suite. Framework provides a set of core functions that enables each of the solutions to be started, monitored, and managed from a centralized location, making the system easier to operate and maintain. Framework simplifies deployment of the Enterprise Routing Solution, as well as the other components of the Genesys Suite, by using "wizards" to guide users through the installation and configuration process. The ability to tightly integrate a wide range of interaction management components is the architecture's key advantage over pieced-together systems. In addition, the highly scalable Genesys architecture draws upon customer data from the enterprise network to provide a total view of the customer's interaction history with the company.



## Enterprise Routing Capabilities

### Intelligent Routing of Customer Interactions

The Enterprise Routing Solution intelligently routes interactions that arrive at the contact center to the agent best qualified to handle the customer. This precision routing maximizes the productivity of contact center resources, and provides a company the ability to segment and prioritize customer interactions according to business value, desired service level, or specific needs.



The Genesys Enterprise Routing Solution allows the manager to segment interactions based on customer profile while maintaining the desired service level.

### Service Level Routing

The Enterprise Routing Solution can route interactions based on a specified service level for different service types or customer segments, enabling routing strategies to be aligned with contact center performance metrics. The solution automatically adjusts the size of the assigned agent group according to agent skill levels in order to meet service level goals and real-time contact center traffic.

### Data Driven Routing

The Enterprise Routing Solution provides native support for all of the industry's major database systems. The solution also includes a built-in server process to support legacy or non-relational database systems. Data gathered from any source can be used to make intelligent routing decisions. This enables companies to use dynamic routing rules that automatically change the distribution of customer interactions based on the company's business strategies.

### Agent Profile Routing

The Enterprise Routing Solution evaluates the skill and proficiency profile of each agent across the contact center to find those that meet the criteria for the interaction, regardless of the agent's physical location. The pooling effect created by virtually grouping together agents from different sites who share similar skills dramatically increases the efficiency of contact centers in handling interactions.

### Last Agent/Relationship-Based Routing

The Enterprise Routing Solution delivers interactions to a specific agent such as the last agent who helped the customer or the personal agent of the customer.

# Alcatel Omni Contact Center Solutions

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### Multi-media Routing

With the Genesys Solution, companies are able to manage an integrated contact center with both voice and Internet-based interactions. The solution seamlessly integrates voice, email, and web channels; chat, VoIP, web callback, and web collaboration to create a central, Internet-ready contact center. When integrated with the Genesys Internet Contact Solution, the Enterprise Routing Solution not only has the capability of routing email interactions to the most appropriate agent, but contact center managers can use the same business rules and customer segmentation principles to determine the appropriateness of auto responding to a customer email.

When a customer sends an email, the email server uses the Internet Contact Suite (ICS) application contact analyzer to conduct an analysis of the email and calculate a relevancy value – the percentage of certainty that a standard response is the correct answer to the customer's email inquiry. The routing strategies are then designed to evaluate the relevancy level and customer value to determine the service offering either through auto response or a personalized service email response from an agent. Email auto response frees up valuable agent's resources for real-time and high priority interactions such as calls and web chat.

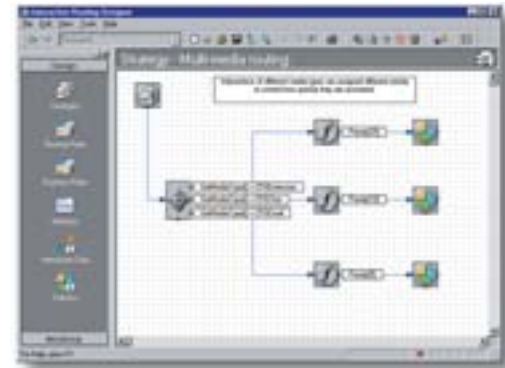
The same capability is applied for the email auto receipt function. Using rules, the email auto receipt function allows users to specify email receipts to provide email acknowledgement for incoming mail during contact center off-hours, weekends, holidays, or during backlogs of emails thus providing an opportunity to notify customers when a response can be expected.

### Routing Across a Virtual Contact Center

The solution enables companies to treat their multiple contact center sites and all available agent resources as one virtual contact center, which reduces administrative expenses and increases workforce flexibility. Interactions are routed according to a company's business criteria to the agent best qualified to handle the customer, regardless of location.

### Routing from the Carrier Network

For those businesses wishing to implement routing strategies directly from the carrier network, the Enterprise Routing Solution can be seamlessly integrated with the Genesys Network Routing Solution. Implemented with Alcatel CCdistribution or Routing Services Interface, this end-to-end solution provides enterprises with best-of-class network routing from pre-routing, through distribution up to post-routing.



With the universal queue, the Genesys Routing Solution seamlessly manages multi-media interactions such as phone, e-mail, web, call back and call through.



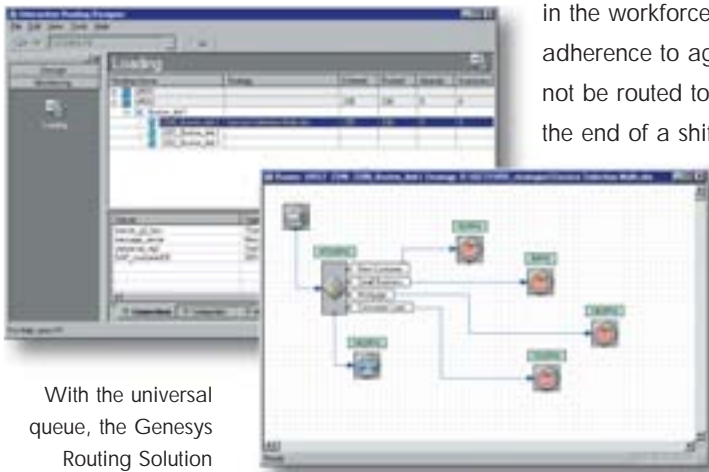
### Flexible, Customized Routing Strategies

The Genesys Enterprise Routing Solution enables contact center managers to build and customize individual routing strategies through an easy-to-use, point-and-click graphical interface. Contact center managers can continuously update routing strategies based on customer data, service-level objectives, call center resources, and other business factors. This flexibility ensures that the routing strategy stays aligned with a company's business objectives, even as they change over time.

### Predictive Routing

The Enterprise Routing Solution is capable of factoring agent schedule and activity data from the Genesys Workforce Management Solution into routing decisions. The ability to use predictive changes

in the workforce results in a more accurate interaction routing, as well as better adherence to agent schedules. For example, routing strategies can specify that calls not be routed to an agent x minutes prior to the start of a break, y minutes prior to the end of a shift, or z minutes prior to the transition to another activity.



With the universal queue, the Genesys Routing Solution seamlessly manages multi-media interactions such as phone, email, web, call back, and call through.

### Integrated Strategy Management and Monitoring

The strategy design interface also facilitates management and monitoring of production strategies. Managers can view real-time interaction distribution along the branches of a strategy to verify whether the strategy is routing interactions as expected. In addition, managers can immediately and easily change interaction distribution rules online or load new strategies during real-time operations.

### Screen Pop

With Genesys' screen pop feature, an agent is prompted with detailed information about a customer at the same time they are connected to a voice (inbound and outbound), email or web interaction. When an interaction is routed to an agent, their workstation screen displays the customer's profile information (account number, "platinum" or "gold" status, purchasing preferences), header information for email and chat sessions, customer interaction history (records of previous calls, email, chat sessions, etc.), data gathered during the routing process, or any other data pertinent to the business scenario. If a call is transferred, the same information is passed to the agent receiving the call, which relieves the customer from having to repeat information. Agents can engage the customer with a total view of the relationship, which helps them provide more focused service and resolve issues during the initial contact. The result is a more satisfactory experience for the customer.

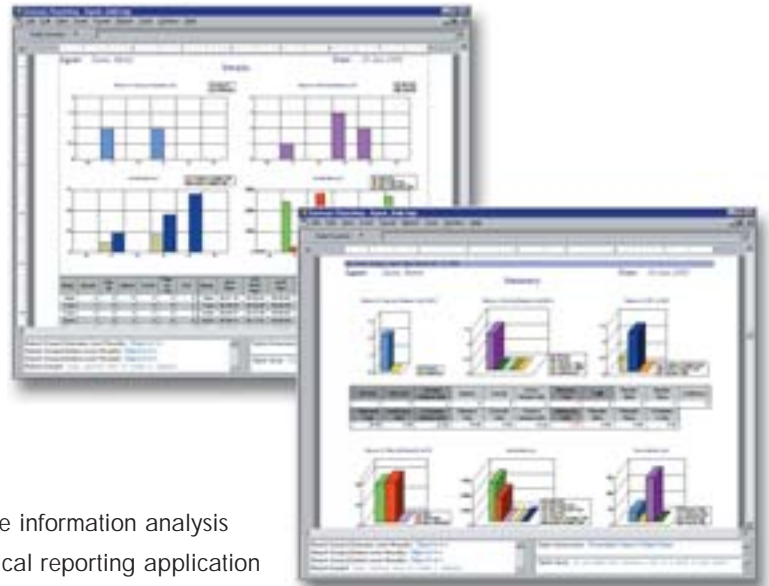
# Alcatel Omni Contact Center Solutions

Genesys Suite 6 Enterprise Routing



## Real-time Monitoring of Contact Center Operations

The Enterprise Routing Solution gives managers a view into the current status of their agents and queues across a single or multi-site contact center. This real-time monitoring feature provides the ability to monitor statistics such as the number of interactions in queue, average wait times, service level adherence, and current activity for agents and groups of agents. With the monitoring feature's flexible reporting interface, contact center managers can view the categories of statistics that are most important to them.



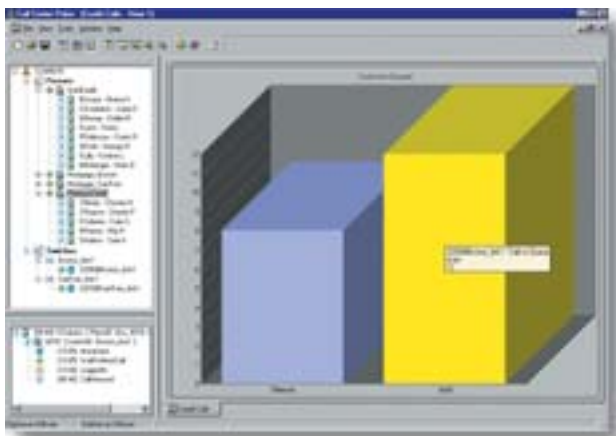
## Historical Reporting for Business Analysis

The Genesys Enterprise Routing Solution supports comprehensive information analysis with intelligent, business-oriented historical reporting. The historical reporting application tracks all necessary data related to contact center activity and records it to a database. It creates a historical record for each customer interaction, tracing its path from inception to completion. Genesys' reporting package provides a powerful user interface that allows contact center managers to build custom reports from different data sources. Managers can analyze the effectiveness of their resources by creating reports to display information such as the "number of calls received concerning product X" or "revenue generated by agent group A." With this capability, managers can make information-driven decisions to improve interactions with customers and identify opportunities for cross selling and up selling.

Agent reports provide a summary level of customer interactions, such as the type of interaction as well as its efficiency.

## High Availability

The Enterprise Routing Solution meets the up-time requirements of today's critical business applications with flexible high availability configurations. The software components of the Enterprise Routing Solution can be configured with multiple instances to run as primary and backup processes. Genesys software components leverage industry standard SNMP and hardware redundancy capabilities to meet the availability needs of the enterprise.



The Genesys Enterprise Routing Solution's real-time reporting interface can report interaction as well as business data.





## Genesys Suite Empowered by Alcatel OmniPCX Enterprise

The Alcatel OmniPCX Enterprise Routing Services Interface (RSI) application enables very tight integration with the Genesys Suite. This new interface, jointly developed by Alcatel and Genesys teams, was created using the open CSTA standard protocol, ensuring the most efficient messaging exchange because both components use the same language.

### A Single Logic Managing the Contact Center Solution

RSI enables the Genesys routing strategies to be the only application required to manage the corporate OmniPCX platform resources. Additional components such as IVRs or automated attendants are not mandatory as Genesys controls all the voice resources of the Alcatel OmniPCX Enterprise (voice guides and call identification prompting). This important advantage enables companies to lower their integration costs while increasing the quality of their routing strategies and securing a complete solution.

The Genesys Enterprise Routing Solution is also leveraged to manage the routing functions as well as the queuing strategy by making use of OmniPCX Enterprise busy treatments such as play music, call identification prompting, play announcement, and so on. This separation of roles between the Alcatel OmniPCX Enterprise platform and Genesys Suite Interaction Management platform is made easy by using a single management capability resulting in a lower cost of operations. In summary, Genesys Suite is even more powerful when running on the Alcatel communication platform.

### Full Range of Terminals with Full Features

Because your agents have multiple profiles, Alcatel provides a full range of terminals: analog phones, digital phones, IP phones, voice soft phones, and multimedia soft phones. In addition, to further facilitate contact center operations, Alcatel provides a full feature set for your agents and supervisors, including:

- Log-on/log-off
- In conversation
- Unavailable
- Barge-in
- Silent monitoring
- Idle
- Wrap-up
- Pause
- Help
- Transaction code

*Typically, human resources represent more than 60% of the costs. Your direct benefits are:*

- Maximization of human capital
- Confidence in the fact that you are providing your agents with the tools they need
- Greater productivity with telephony richness
- Protection of your investment with smooth migration between phone terminals



# Alcatel Omni Contact Center Solutions

Genesys Suite 6 Enterprise Routing



## Back-up Mechanisms and Service Reliability

Because contact centers are strategic to managing customer relationships, loss of calls is simply unacceptable. As a vendor, Alcatel's mission is to provide its customers with a platform designed to support mission critical applications. This is assured as a result of the Alcatel OmniPCX Enterprise's high resiliency (99.999%) running on independent servers and OS, and direct connection to your Ethernet LAN.

The Routing Services Interface provides back-up and overflow mechanisms using the CSTA protocol. If additional security is required, the optional Alcatel OmniTouch CCdistribution may be used as back up to the Genesys Suite and the security mechanisms it already provides through high availability and mirrored links.

Last, the tight integration between Genesys Suite and Alcatel OmniPCX Enterprise makes it possible to eliminate external queuing components, resulting in a more secure and efficient corporate communication platform.

## Alcatel OmniPCX Enterprise, the World's Most Highly Awarded Platform

The Alcatel OmniPCX Enterprise is the world's most highly awarded communication platform.

The OmniPCX Enterprise includes:

- Feature-rich telephony
- Flexible choice of terminal devices
- 99.999% reliability
- Media independence
- Networking (from TDM to IP)
- Top-level security
- Simplified management
- Multiple features that make your agents' work easier and more productive

Alcatel offers the best contact center solution for your business. Alcatel's best-in-class IP Communications solutions allows organizations to shrink infrastructure costs with a single IP network and protect investments by moving from traditional telephony to IP at its own pace, with no compromise on service level.

### *In particular, businesses benefit from Alcatel's "best of class" IP and networking capabilities:*

- Distributed or centralized IT and human resources according to business requirements
- Provide flexibility to the workforce ensuring that the right skills are matched with the right customer, wherever agents happen to be. From head office to regional office to branch office to small office to remote worker's office, Alcatel provides it.
- Shrink infrastructure costs with a single IP network. Protect investments by moving from traditional telephony to IP at a pace that is comfortable – without compromising on the service level.

With the Alcatel OmniPCX Enterprise, a structure doesn't need to be adapted to the contact center. On the contrary. Alcatel's contact center adapts to you, to your organization, and to your unique business requirements. Painlessly.



# Alcatel Omni Contact Center Solutions

## Genesys Suite 6 Enterprise Routing

FEATURES SUMMARY		Genesys Enterprise Routing Solution
<b>ARCHITECTURE</b>		
Open, software-based		Yes
Leverages the Genesys Framework		Yes
Unlimited scalability		Yes
Fault tolerance		Yes
SNMP support		Yes
Dynamic configuration		Yes
Centralized state model		Yes
Centralized operation management		Yes
Deployment Wizard		Yes
<b>FEATURE SET</b>		
Intelligent routing		Yes
Service level routing		Yes
Data driven routing		Yes
Agent profile routing		Yes
Last agent/relationship based routing		Yes
Multi-media routing		Yes
Enable virtual contact center		Yes
Load balancing		Yes
Historical reporting		Yes
Agent and call statistics		Yes
Predefined and customizable reports		Yes
Real-time monitoring		Yes
Business and call statistics		Yes
Screen pop		Yes
High availability		Yes
<b>OS and databases supported</b>		
<b>OS</b>		<b>Databases</b>
Compaq tru64 UNIX		Db2
HP-UX		Informix
IBM AIX		MS SQL
Sun Solaris		Oracle
Windows		Sybase

Integration With Alcatel OmniPCX Enterprise	
<b>Standards based (CSTA)</b>	Yes
<b>Single logic to drive the solution: Genesys</b>	
IVR and automated attendant not mandatory	Yes
CCdistribution optional in back-up	Yes
<b>Alcatel internal OmniPCX Enterprise voice resources leveraged</b>	
Voice guides	Yes
Call identification prompting/digit collecting	Yes
<b>Busy applications from Genesys used</b>	
Music	Yes
Play announcement	Yes
Play announcement and collect digits	Yes
Cancel call	Yes
Busy	Yes
Silence	Yes
Ring back	Yes
<b>Single routing management</b>	Yes
<b>Full terminal flexibility</b>	
Phone set (analog and digital)	Yes
IP phone	Yes
Voice soft phone	Yes
Multimedia softphone	Yes
<b>Advanced telephony features provided to terminals</b>	
	Yes
<b>Back-up and security mechanisms</b>	
CSTA based	Yes
Alcatel CCdistribution in back-up, optional	Yes
Mirrored links	Yes
High availability	Yes
<b>IP contact center</b>	
Using IP capabilities of Alcatel OmniPCX Enterprise	Yes
<b>Multi-site contact center</b>	
Using networking capabilities of Alcatel OmniPCX Enterprise	Yes

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[www.alcatel.com/enterprise](http://www.alcatel.com/enterprise)

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