



## Alcatel Omni Contact Center Solutions

### Genesys Express

Customer relationship management (CRM) is about communicating with customers and, 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 — whether it is voice or email — each interaction must be handled in a consistent and reliable manner. Deploying a true multimedia contact center has its challenges. Deployment times can be long and associated costs can be high. For those approaching it from a point solution perspective, true integration of media may never occur, making it impossible to deliver a consistent customer experience. Smaller packaged solutions tend to have limited capabilities and do not scale when a company's needs expand.

These business issues are addressed by Genesys Express, one of five Alcatel Omni Contact Center Solutions.

### Genesys Express

Genesys Express is a suite of packaged solutions that deliver pre-configured, pre-installed contact center solutions. The Genesys Express suite leverages Alcatel's experience of more than 1,000 successful contact center deployments. It's part of Alcatel's long-term strategy to deliver easy-to-implement, easy-to-use solutions for companies of all sizes.



## Genesys Express: An Out-of-the-Box Solution

This new solution reduces the time required to deploy a multimedia contact center to only a few days, significantly lowering the total cost of solution ownership and accelerating return on investment. Genesys Express is ideal for companies seeking a mid-size, pre-integrated out-of-the-box contact center solution. Genesys Express supports single-site contact centers up to 150 seats and provides an easy migration path to larger capacity, multi-site solutions as an enterprise organization's needs change.

The Genesys Express Voice package is comprised of the Genesys Enterprise Routing solution, including Framework, Reporting (CC Analyzer) and Monitoring (CC Pulse); Contact Navigator Voice; an MSDE SQL2000 (runtime version); and other OEM software components. The Genesys Express Multimedia package includes items in the Voice package plus Email Management and Contact Navigator Multimedia. All are pre-configured and pre-integrated for installation on industry-standard server platforms.



### Reduced Deployment Time and Lower Implementation Costs

Genesys Express provides organizations a ready-to-run solution that includes all the components required to operate a multimedia contact center virtually out-of-the-box. The solution's pre-installed, pre-configured real product environment template (Model Environment) simplifies deployment. A full-service production implementation can be quickly achieved by following the simple, easy-to-use documentation and configuration tools, which minimizes the effort of systems integrators and professional services.

Genesys Express Voice is packaged with Genesys Contact Navigator Voice, an easy-to-use and intuitive agent desktop application.

### Built-in Business Intelligence

The solution provides a model environment for a fully operational contact center. Based on Genesys's real-world experience in deploying sophisticated contact centers for the world's largest, most respected companies, Genesys Express includes multi-dimensional routing strategies (such as routing by customer tier and media type). It also includes pre-packaged reporting and monitoring capabilities that bundle traditional contact center statistics with business data for improved contact center visibility and performance management.

## Genesys Express Capabilities

### Centralized Management of all Contact Center Media

Genesys Express allows for centralized management across voice and email contact center media. A single point of control provides administration and configuration of all components, including communications media, databases, applications, routing strategies, and agent profiles.



### Setup and Operation Tools

A toolkit with configuration and test tools enables users to automatically set up and run sample configurations of the entire solution. Enterprises are able to rapidly respond to changing business environments by making configuration changes, conducting system tests, and then quickly moving the changes into production.

### Intelligent Routing of Customer Interactions

Genesys Express includes the Genesys Enterprise Routing Solution, which provides multi-dimensional routing strategies and agent profiles, enabling enterprises to manage customer interactions in a more personalized, consistent, and efficient manner. Contact center managers have the flexibility to customize and update routing strategies to match a company's business objectives as they change over time.

### Contact Navigator Agent Desktop

The Genesys Express Agent Desktop (Contact Navigator Voice and Multimedia) delivers information to agents to provide consistent and personalized service. Customer information via a screen pop is synchronized to arrive at an agent's desktop with each incoming interaction, whether it is an email or voice call. Agents can access customer profiles and histories as well as a standard response library.

### Real-time Monitoring

Reporting templates based on real-world configurations give managers meaningful insight into contact center statistics, and statistics with actual customer interaction data. Specific real-time monitoring templates (such as revenues by group, agent, and product) provide business statistics that enable contact center managers to drive and reward those responsible for enterprise success. The monitoring feature's flexible interface also allows managers to view those statistics most important to their business.

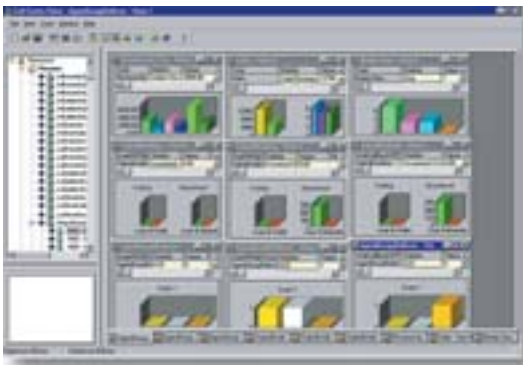
### Business-Oriented Historical Reporting

Genesys Express supports comprehensive information analysis with intelligent, business-oriented historical reporting. The historical reporting feature tracks all necessary data related to contact center activity (such as sales revenue, revenue by customer tier, and revenue by media type) and records it to a database. Managers can analyze the effectiveness of their resources by using Genesys Express report templates or building their own custom reports.

### Migration Capability for Future Growth

Genesys Express is a bundled, software-based solution that is initially deployed on a single industry-standard server that will support 150 agents. Enterprises are able to add multi-site capabilities or grow to a larger size by deploying other components from the Genesys Suite. Furthermore, because Genesys Express is built with components from the Genesys Suite, it will benefit from planned enhancements to the suite (e.g., localization in a variety of languages).

Genesys Express Multimedia is bundled with a full version of the Contact Navigator application. It expands the agent desktop functionality with the ability to handle both voice and e-mail inquiries in a single desktop.



With Genesys Express, managers can monitor contact center statistics in real-time using the solution's templates which combine traditional contact center statistics and business data.



## Genesys Express 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 Genesys teams and created using the open CSTA standard protocol, ensures 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 costs of integration while increasing the quality of their routing strategies and securing a complete solution.

Genesys Express is also leveraged to manage the routing functions as well as the queuing strategy by making use of busy functions such as playing music, call identification prompting, playing announcements, and so on. This separation of roles between the Alcatel OmniPCX Enterprise communications platform and Genesys Express Interaction Management platform is made easy by using a single management capability resulting in a lower cost of operations. In short, Genesys Express becomes even more powerful when running on the Alcatel communications platform.

### Full Range of Terminals with Full Features

Because 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





### 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 (RSI) 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 Express



Genesys Express Packages	Genesys Express Voice	Genesys Express Multimedia
<b>APPLICATION FEATURES</b>		
Integrated product suite	Yes	Yes
Centralized management	Yes	Yes
Model environment template	Yes	Yes
Set-up and operation tools	Yes	Yes
Enterprise Routing Solution (ERS)	Yes	Yes
CCanalyzer (reporting)	Yes	Yes
CCpulse (real-time monitoring)	Yes	Yes
Contact navigator voice	Yes	No
Contact navigator multimedia	No	Yes
Email management	No	Yes
Migration to Genesys Suite	Yes	Yes

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</b>	
<b>Voice resources leveraged</b>	
Voice guides	Yes
Digit collection/call identification prompting	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>	
Full terminal flexibility	Yes
Phone set (analog and digital)	Yes
IP phone	Yes
Voice soft phone	Yes
Multimedia soft phone	Yes
<b>Advanced telephony features provided to terminal devices</b>	
<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

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