Alcatel-Lucent OmniTouch 4625
Contact Center Interactive Voice Response
Delivering advanced self service and ease of use

Evolve customer service
for business success

Like many other enterprises in your industry, a growing part of your business is online. And most of your contact with customers is likely by telephone. To attract new customers, expand existing relationships and build customer loyalty, it's critical that customers get the best possible first impression when they call your organization.

As your enterprise becomes more dynamic - more mobile, knowledgeable, agile and fast - your online offerings are becoming richer. You need to collect more data from your customers in the most efficient and effective way possible. And you need to transform your business to accommodate shorter business cycles, new business models and even seasonal and geographic markets. To accomplish all of this, you need to understand how your customers want to communicate and tune your customer service solution accordingly.

With the Alcatel-Lucent OmniTouch 4625 Contact Center Interactive Voice Response (CCIVR), you can improve your customer welcome, automate data collection and access to customer profiles and collect metrics that will help you understand how your customers want to communicate with you. Armed with these new capabilities and customer insight, you will be better positioned to:

■ Protect your investment in dynamic customer service

■ Offer an enriched and dynamic customer experience

■ Improve your operations with more dynamic customer service

As a standalone solution or as a complement to your contact center, this easy-to-use IVR system can be used for:

■ Ordering and sales

■ Caller identification and needs qualification

■ Ticketing and reservations

■ Helpdesk and customer care services

■ Information services

■ Telemarketing
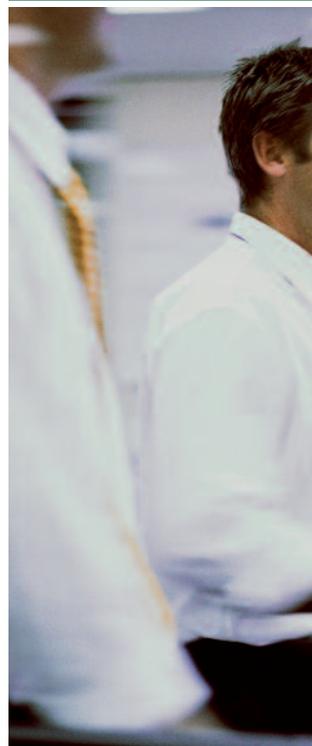
Create a virtual front door for your customers

The success of your business is directly related your customers' satisfaction - especially during those crucial first moments of contact. The right IVR can showcase your enterprise by providing a welcoming, virtual front door for customers to enter and engage with your business.

The Alcatel-Lucent OmniTouch 4625 CCIVR is an easy-to-use and easy-to-maintain IVR solution. It helps your customers engage with you in a positive way without overloading your contact center agents.
A professional and consistent welcome message greets customers. Speech recognition capabilities, available in multiple languages, let customers communicate naturally, similar to the way they would speak to an agent - "What department would you like to speak to" - "Services department, please". Automated directories enable self service, expected wait times are reduced and customers can learn about new products and services while they wait.

During peak call periods, customers can choose to leave a voice mail or arrange a call back to avoid long waits and help you reduce the number of abandoned calls. They can also quickly access answers to frequently asked questions, even during off hours. Interactive, multimedia information distribution contributes to a more personal communications experience. And automated, after-call satisfaction surveys give you the information you need to fine tune your system for ongoing customer satisfaction.

Protect your investment
in DYNAMIC customer service

While the Alcatel-Lucent OmniTouch 4625 CCIVR helps you improve customer service, it also offers a number of benefits that help you optimize existing and future customer service investments.

Reduce lead time to experience

The OmniTouch 4625 CCIVR is easy to learn and easy to use. With just five days of training, your teams will be fully versed in its basic operation. After five more days, they will be ready to manage even the most complicated configurations. This simplicity and ease of use means you will soon be monitoring customer patterns and trends and you will have the flexibility to quickly adapt to customer needs and new market requirements.

Scale your IVR system as you grow

The OmniTouch 4625 CCIVR expands with your requirements, offering cost-effective capacity extensions that help protect your initial investment and ensure you continue to provide superior customer service.

Increase employee productivity

With automated services and voice recognition capabilities, you can free your specialized contact center agents for non-routine calls and VIP customer calls. Agent satisfaction increases and customers with more challenging or business-critical requests have faster access to your most knowledgeable staff. With text-to-speech features, staff can quickly and easily change voice prompts when required.

" On average, the cost per interaction by phone is in the range of five to seven United States dollars, whereas the cost-per-interaction for web-based interactions — chat and e-mail — is less than 30 to 50 percent of the cost for a phone-based transaction. Self-service cost-per-transaction is the lowest, costing an average 50 cents per transaction. Thus, a higher number of calls handled by IVR can significantly reduce the cost per transaction. **"**

Understanding the Changing Role of IVR in Evolving Infrastructures, Datamonitor, December, 2007.

Retain your IVR investment

Because the OmniTouch 4625 CCIVR integrates seamlessly with all other Alcatel-Lucent contact center solutions – OmniTouch Contact Center Standard Edition and Premium Edition and OmniGenesys Contact Center – your initial IVR investment is protected as you evolve your Alcatel-Lucent contact center solution. In addition, its open design allows the OmniTouch 4625 CCIVR to interoperate with both Alcatel-Lucent and other vendors' communications solutions.

Offer an enriched and
DYNAMIC customer experience

The customer service experience is key to building loyalty and retaining customers. With the Alcatel-Lucent OmniTouch 4625 CCIVR, you can deliver an interactive customer service experience that's aligned with customer expectations and needs.

Listen to your customers ➜

With best-of-breed voice recognition technology, your customers enjoy a natural and flexible communications experience. This capability is available in multiple languages to support customer requirements around the globe.
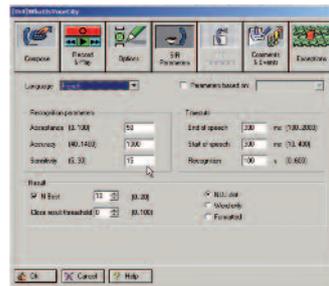
Make it a personal communications experience

Call identification capabilities enable screen pops containing the caller's profile and historical data to help contact center agents provide more efficient and relevant responses.

Provide real-time information ➜

Waiting time announcements let callers decide whether to stay on the line, listen to product and service updates while they wait or take advantage of alternative services, such as voice mail or the interactive voice response system.
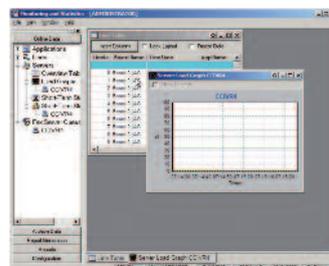
Give your employees increased visibility

With increased insight into the status of call tree processing, contact center agents will be better prepared to monitor and manage execution of customer service strategies in close alignment with real-time business dynamics.

Increase loyalty with truly great customer service

A 2007 Alcatel-Lucent end-user survey revealed that 75 percent of the 4200 respondents would continue to do business with a company based on a great contact center experience, and 50 percent of those surveyed stopped doing business with a company based solely on a poor contact center experience.
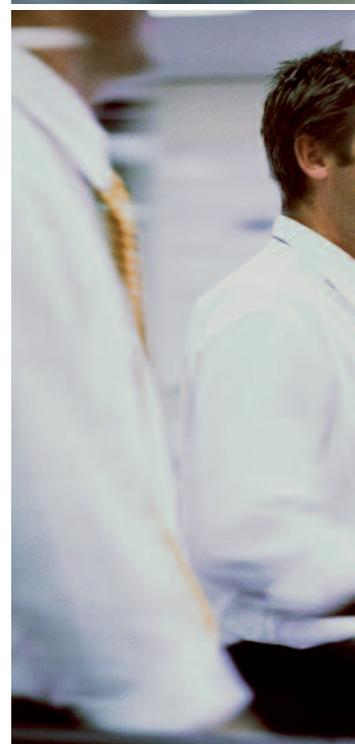
Improve performance
with DYNAMIC operations

A major factor in driving business success through use of an IVR is tied to your ability to operate the solution and understand the ways your customers use it. Monitoring system activity and delivering new strategies in a timely manner can help you to maintain a competitive edge.

Shorten lead times

With its pre-packaged components, the OmniTouch 4625 CCIVR is quick to deploy for faster business readiness. Once deployed, its ease of use provides shorter lead-time-to-execution.

← Gain power and flexibility

With the OmniTouch 4625 CCIVR Application Generator, you can easily design your applications according to both customer needs and business requirements. For example, using the drag-and-drop graphical user interface, you can create applications that direct VIP calls to specialist teams or that allow certain transactions to take place automatically, 24 hours a day, seven days a week. To speed implementation, industry-specific solutions are available.
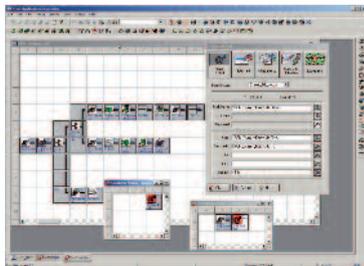
Engage an experienced professional services team

Alcatel-Lucent backs its enterprise solutions with an end-to-end suite of professional services that ensure long term success throughout the full life cycle of your communication solutions. Our skilled and highly-experienced professionals provide customized services from consulting and design, through integration and deployment, to maintenance and operations. For example:

- Build and run services help you or your systems integrator define your application, develop or deploy it, and ensure your teams are fully trained. These services include advanced technical assistance for Advanced Speech Recognition (ASR) and Text to Speech (TTS) capabilities.

- A comprehensive catalog of pre-designed "off-the-shelf" applications, such as CC IVR integration with OmniGenesys, give you all the advantages of Alcatel-Lucent experience in designing customized IVR solutions for enterprises in a wide variety of industry segments, including finance, healthcare, hospitality, retail and transportation.

www.alcatel-lucent.com/enterprise/services

Stay ahead
of your competition

To help you stay ahead of your competition Alcatel-Lucent sets the pace for advances in communications technologies by combining what is possible in science and technology with what is required by the markets. With Alcatel-Lucent and its network of more than 2100 partners around the world, you gain a global partner with local presence to ensure the long-term success of your IVR solution.

You benefit from:

- An always-on, flexible framework that is standards-based and supported by the strong Alcatel-Lucent commitment to innovation and partnering.

- Personal communications tools that help people connect so they can share knowledge anytime, anywhere, over any access and any device.

- An ongoing commitment to innovation that will help enterprises increase their competitive advantage.

- Products that are green from the edge to the data center.

- A longtime commitment to openness and standards and leadership in developing next-generation standards.

- A market-leading portfolio with more than 650 products, a global presence, a global services team and local support.
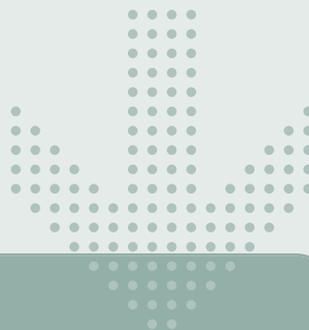
The Alcatel-Lucent Business Partner Network

A worldwide resource of Business Partners – accredited through a demanding Business Partner Program – is ready to help you choose the Alcatel-Lucent solution that's right for your business needs.

These experts take the time to listen to your needs to define the right network infrastructure and communication system for your company. Customized applications can be designed that are a perfect fit for your implementation.
Most importantly, our Business Partners will work with you to ensure a smooth transition and make sure that your Alcatel-Lucent solution evolves in sync with your business growth and maintains peak performance.

Contact Centers

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