



Nortel Networks Symposium Agent

A powerful desktop tool for enhancing customer satisfaction

Nortel Networks Symposium Agent is a sophisticated Computer Telephony Integration (CTI) productivity solution that enables call center agents to provide highly intelligent and personalized customer care. Its thin-client/server-based application framework takes full advantage of industry-standard desktop and server components. Symposium Agent can be used to automate business applications using data provided by the carrier network, or information provided by the caller via touch-tone or speech recognition.

Significantly boost agent productivity, deliver better customer service, and increase revenue with Nortel Networks Symposium Agent, a sophisticated tool that puts comprehensive caller information at agents' fingertips via a screen pop. With Symposium Agent, call center personnel can focus on addressing customer needs, rather than recollecting customer information that may have already been provided by the caller via touchtone or speech recognition.

Turn your call center into a profit center

Symposium Agent sets a new standard for call center and agent productivity, by unifying agent access to services while providing completely centralized application administration. It includes powerful tools that enable call center managers to rapidly implement and centrally manage highly customized customer care solutions.

Symposium Agent enables call center managers to design a wide range of customer interaction solutions. These can range from simple data retrieval applications that dramatically improve customer service, to fully customized telesales or teleservice solutions that help generate new revenues. The net results are improved customer and employee satisfaction, increased revenues, and lower call center costs.

With Nortel Networks Symposium Agent:

- The value of each transaction is maximized through the automatic execution of applications
- Agent efficiency is greatly increased, due to desktop consolidation and soft phone integration
- More tools are available to agents, because any Internet page can be used as a service resource
- Employee training time is reduced, and satisfaction is increased

With Symposium Agent, solutions can be implemented as thin-client browser-based, traditional client/server, or legacy host. And because it is a standards-based computer telephony solution, the price/performance and ease of installation and implementation are unmatched within the industry.

Symposium Agent Features

Application Automation

Symposium Agent maximizes the value of each transaction by automating up to 14 applications via a browser-based, “tabbed” user interface, and enabling all applications to access call data with each call.

Centralized Call Rule and Trigger Administration

Symposium Agent enables the call rules database to reside on a server PC, and allows the database to be configured from any browser. The call rules database can also be partitioned into agent groups. This enables the rules executed on a particular agent’s PC to be determined by which group the agent belongs to.

Centralized Agent Data Administration

This administration feature dramatically simplifies solution management. All data is stored on a common server, allowing for a central point of storage, as well as administration. The result is greatly enhanced support for agent mobility— if an agent moves to another phone, all agent data and configuration information moves with them.

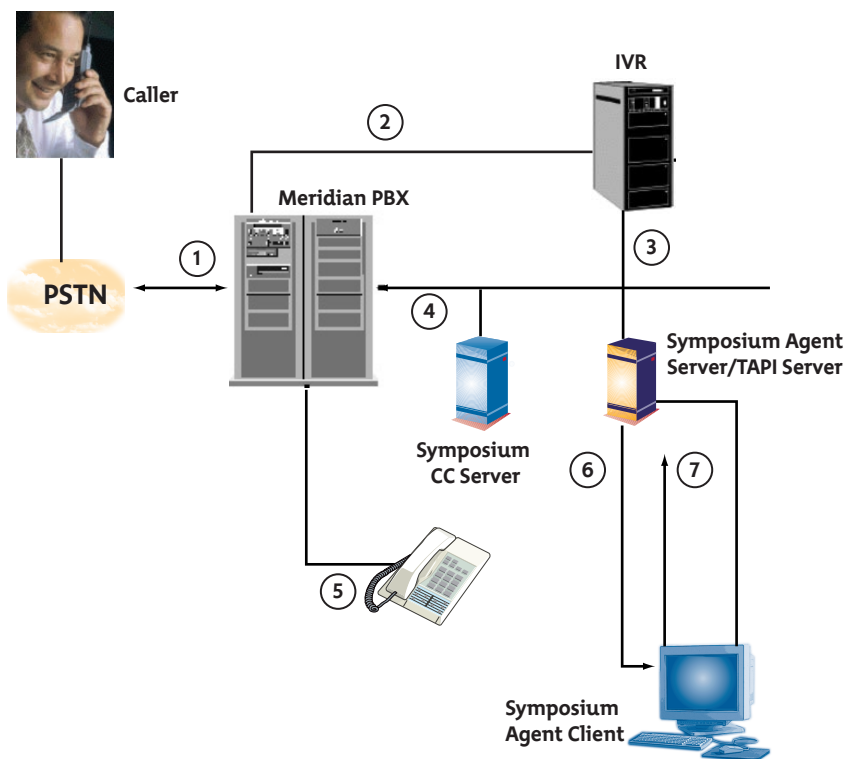
A Unified Interface

AgentExplorer provides a unified interface to all Symposium Agent functions, as well as a browser-based interface to many other intranet and Internet services and add-in applications.

AgentCompass

This feature makes it possible to develop powerful, dynamic telephony-enabled Web applications that put critical information at agent fingertips. AgentCompass applications can simplify data entry, guide agents through complex transactions, and help agents cross-sell company products.

Symposium Agent Call Flow



AgentTelephony

AgentTelephony improves agent productivity by including access to LDAP directories, agent messaging services, and centrally stored agent call and event logs, including unattended event logging and centrally administered dialing plans.

Powerful Application Integration Capabilities

Nortel Networks Symposium Agent is a completely open platform for application developers, due to the use of Nortel Networks “implant” technology, which incorporates applications into Symposium Agent’s AgentExplorer functionality.

Other features include:

- Integrated two-line agent soft-phone support, offering both administrative and call handling capabilities
- Web-based agent administration
- Support for the definition of call automation rules for both inbound and outbound calls
- Support for application integration via OLE, DDE or keystroke emulation, as well as pre-packaged agentTriggers for both Nortel Networks and third-party call center applications
- Windows 2000 and Windows NT backwards compatibility for both the desktop client and server components.

Our Professional Services Team Is Ready To Help

For assistance in implementing Symposium Agent—and creating custom features to fit your company's unique needs—you can call on our highly skilled Professional Services team. Around the globe, we can complement your in-house experts with Nortel Networks experts who have the in-depth technical knowledge and practical experience to turn your broad strategies into specific implementations.

We are ready to assist you with every facet of customization, planning and project management. Our business consulting services include needs analysis; assessment of current processes and technologies; identification of management goals; step-by-step implementation plans; and calculation of your investment payback. We can also help with application development and system integration, as well as managing implementation through various milestones, including quality control, final testing and administrative training.

Whatever the scope of your requirement—telephone or on-site assistance; a traditional maintenance program; a customized test plan; or comprehensive system design and integration services—our Professional Services team has the resources to provide a complete, highly customized solution.

Nortel Networks Customer Contact and Voice Portal Solutions

Symposium Agent is one of the extensive Contact Center and Voice Portal Solutions that Nortel Networks has designed to help your business increase customer loyalty and improve profitability. These innovative solutions reflect a broader-based, fully integrated approach aimed at helping customers do business with you consistently and seamlessly—anywhere, anyway and anytime.

Having established more than 30,000 call centers worldwide, Nortel Networks has the business and technological expertise within our Customer Contact and Voice Portal Solutions team to create a scalable, flexible and resilient solution that will grow and change with your organization. By offering a complete portfolio, we can help you achieve your business objectives quickly and effectively. We can also help you better integrate contact center strategies into your company's overall operations by giving you the tools to manage and understand customer relationships more effectively, and to maximize your return on those relationships. And backed by our Customer Contact and Voice Portal Solutions team's global reputation for quality and reliability, we offer a single, responsive point of contact for all of your sales and service needs.

About Us

Nortel Networks Customer Contact and Voice Portal Solutions reflect the deep and wide-ranging experience gained during many decades as a global leader in business communications, multimedia contact centers, VoIP, wireless and high-performance Internet solutions. You can count on Nortel Networks solutions to deliver superior service across all touch points in your business, helping you set new benchmarks for productive and rewarding customer relationships. For more information in the United States and Canada, please call 1 800 4NORTEL. In other countries, contact the sales office nearest you, or visit us on the Web at www.nortelnetworks.com.

For Professional Services, please call 1 800 4NORTEL (Express Routing Code: 1146), or e-mail rpqadmin@nortelnetworks.com.



deliver **better** customer service,
and **increase** revenue

NORTEL
NETWORKS™



TRC
TELECOM RESOURCE
CORPORATION
trcnetworks.com

Have A Question?
Need More Info?
Call Us: **1 877 390 1166**



*Nortel Networks, the Nortel Networks logo, the Globemark, and IVR are the trademarks of Nortel Networks. All other trademarks are the property of their respective owners. Nortel Networks reserves the right to make changes, without notice, in equipment design as engineering or manufacturing methods may warrant.

©2001 Nortel Networks. All Rights Reserved. Published by Nortel Networks. Printed in the U.S.A.