



>THIS IS THE WAY

TO DELIVER SUPERIOR CUSTOMER SERVICE

>THIS IS NORTEL™

Application Brief

Nortel Business Communications Manager Call Center

A call center that delivers top-flight customer service can distinguish your company and give you a genuine competitive edge. The call center can also be the most cost-efficient way to enable a minimal number of agents to field large volumes of calls.

Nortel Business Communications Manager systems support three feature-rich call center solutions:

- > Basic Call Center provides capabilities you would expect in much larger call centers, but scaled and priced for smaller, informal call centers with up to 10 active agents and two agent skillsets.
- > Professional Call Center serves larger, formal call centers with up to 80 active agents and 50 skillsets —

and adds advanced features, real-time statistics and detailed reporting.

- > Multimedia Call Center is supported on Business Communications Manager 200 and 400 platforms — and merges either of these call centers with Web presence, converging Web pages and call center agents for a unique, interactive customer experience.

All Business Communications Manager platforms come with the Call Center pre-loaded. Business Communications Manager 200 and 400 platforms also come with Professional Call Center and Multimedia Call Center pre-loaded. Any of these applications can be activated by downloading a keycode; there's no need to install additional software or hardware.

Satisfy agents, customers, supervisors — and the budget

With call center applications on your Business Communications Manager platform, you can offer superior levels of customer care with your current resources.

Prompt response to every call. Calls are answered immediately, interpreted and routed to the most appropriate agent. If all agents are busy, the caller can choose to leave a message or wait. Recorded announcements ensure callers that their call is in queue and will be answered soon. When call volume is unexpectedly high, Expected Wait Time announcements let your callers know when to expect a response.

| Business Communications Manager call centers at a glance | | | |
|--|-------------------|--------------------------|------------------------|
| | Basic Call Center | Professional Call Center | Multimedia Call Center |
| Active agents | 10 | 80 | 80 |
| Configured agents | 20 | 250 | 250 |
| Skillsets | 2 | 50 | 1 |
| Routing steps per skillset | 20 | 20 | 20 |
| Built-in announcements | 30 | 150 | 150 |
| Lines (simultaneous calls) | 15 | 100 | 100 |
| Skillset mailboxes for voice mail | 2 | 50 | 50 |

An express lane to the right destination. With intelligent routing, the system prioritizes and routes the calls based on the call's source, destination or caller input. Calls can be routed to the agent who has been idle the longest or the one most qualified to take the call. With skills-based routing, separate call queues are associated with different agent skillsets — such as language, customer category, product line or inquiry type — so callers can get what they need without having to be transferred again.

Agents empowered and informed. As soon as the call is connected, the agent benefits from optional screen pop applications (enabled by Computer Telephony Integration) that display a returning customer's account records on screen. Agents can then work more efficiently and provide better service.

Assured service quality. At any time, agents can request help from a supervisor. Supervisors can also monitor and/or record calls to ensure that quality standards are upheld.

Optimum call center performance. Performance statistics displayed on a wallboard and updated every few seconds let supervisors and agents know how well the call center is doing. Supervisors can also view real-time and histor-

ical reports on their PCs — valuable information to help them optimize staffing levels, policies and procedures.

Real-time and historical reporting is standard with Professional and Multimedia Call Centers, and an optional upgrade for the standard Call Center (for Business Communications Manager 200 and 400 systems).

Integration with the Web. When Multimedia Call Center is used with either call center edition, the interaction is enriched with the visual interface of the Web. For example, customers can click on a Web page to request a call-back from an agent for a voice conversation or real-time text chat. Agents and callers can “push” Web pages to each other. Agents can send screen captures or collaboratively browse the Web with callers. In one efficient session, callers can get the information they need to make decisions.

Integration with other telephony applications. Call center applications are tightly integrated with the other powerful features of the Business Communications Manager platforms, including Voice Messaging, Auto Attendant and Caller ID data from the public switched network. For example, call center service could include interactive voice response

(IVR) services, enabling callers to make interactive inquiries to an external database without requiring agent assistance at all (Business Communications Manager 200 and 400).

In addition, an open application programmer's interface enables the system to interface seamlessly with a variety of third-party computer telephony applications.

This is the way to maximize your business success. This is Nortel.

In-service experience with organizations of many sizes has shown that, on average, high-quality call center services can reduce a company's 800/888 charges by 10 percent, reduce abandoned calls up to 15 percent and increase agent productivity 20 to 40 percent. With all calls answered and routed automatically, fewer calls on hold, and prompt service, you'll also stand apart from the competition for the quality of your customer care.

Discover the advantages of adding sophisticated call center services to your Business Communications Manager system. For more information, contact your local reseller or visit us on the Web at: www.nortel.com/bcm



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