

**Nortel Networks**

# IP Contact Center Solutions

## End user value proposition

The explosion of voice and data convergence brings tremendous opportunities to enterprise contact centers. As a result, dramatic changes are occurring in the market, and customer expectations are evolving rapidly. Companies want to be able to improve service, reduce operating costs, and simplify management and administration by leveraging IP in their contact centers.

In fact, the demand for IP is so strong that Phillips InfoTech estimates 46 percent of call center agent seats will be based on multi-channel IP platform technology by the year 2004. Customers are excited about the potential that IP brings to their business, and most decision-makers today are not determining “if” they will leverage Internet Telephony within their contact center, but when and how they will make it happen.

For these customers, maintaining voice quality, reliability, rich features, and scalability are essential requirements when they consider the deployment of IP within their contact center environment. With “mission-critical” applications, such as the contact center, companies cannot afford to sacrifice quality or reliability. They must be able to extend their reach and connect with their customers—anyway and anytime—while still providing the highest level of service.

Nortel Networks can help companies achieve their goals by delivering proven, reliable IP solutions that customers can leverage in their business today. With a comprehensive migration approach to IP telephony, Nortel Networks offers customers unparalleled investment protection and the flexibility to create the right contact center solution for

their business. Nortel Networks has more than thirty years of customer care experience with solutions installed in more than 100 countries. This advanced application experience is what makes Nortel Networks IP Contact Center solutions the clear choice for companies that want to:

- Enhance profitable customer relationships
- Improve service through proven, feature-rich applications
- Increase savings and minimize costs
- Create a superior solution that contributes to overall business success



## Develop stronger, more profitable relationships with Nortel Networks IP Contact Center solutions

IP Contact Center solutions from Nortel Networks enable businesses to unleash the unprecedented profit potential of the Internet, offering unparalleled choice and customizable solutions for integrated business communications. With Internet Telephony, businesses are able to extend their contact centers to agents anywhere, while still providing a seamless experience for customers and suppliers. This flexibility can help attract and retain customers by making it easier to conduct business with them—any way and anytime.

Nortel Networks IP Contact Center solutions bring together Nortel Networks leading Internet Telephony and contact center solutions to deliver:

- Enhanced flexibility to manage peak loads and provide 24/7 service
- Increased employee retention, meeting the needs of a geographically dispersed workforce
- Delivery of contact center applications to employees and managers located almost anywhere
- Centralized management of applications, resulting in reduced administration and maintenance costs
- Simplification of contact center expansion for seasonal business requirements or new programs
- Telco-grade reliability with fallback to PSTN and fully survivable local calling capability

Altogether, Nortel Networks IP Contact Center solutions deliver the flexibility and functionality to help businesses handle customer needs more efficiently and effectively, resulting in stronger, more profitable relationships.

## Leverage proven, feature-rich applications

Nortel Networks delivers a contact center portfolio of unrivalled breadth to give customers more flexibility in creating just the right solution for their business. Because Nortel Networks award-winning Symposium\* Call Center Server and Symposium Express Call Center are at the core of the IP Contact Center solution, businesses can take advantage of powerful capabilities to enhance the customer experience and improve loyalty:

- **Powerful, skill-based routing**—Skill-based routing means that customers can intelligently route callers based on their needs and to the agent that is best suited to fulfill customers' needs.
- **Seamless networking environment**—Networking provides an efficient, streamlined solution for centrally managing multiple call centers in a Meridian\* 1\* and/or Succession\* Communication Server for Enterprise 1000 environment.
- **Adaptable call handling**—Rich, flexible scripting language allows businesses to customize call routing decisions and treatment based on their business processes.
- **Graphical, real-time displays**—Real-time displays provide a snapshot of the call center for management to view customized performance statistics for increased responsiveness to changing conditions.

- **Complete, customizable reports and call tracking**—With 70 standard reports and the ability to customize historical reports, Symposium Call Center Server offers a comprehensive management to explore valuable data for making business decisions.
- **Industry-standard platform**—Based on client-server based architecture, Symposium Call Center Server is designed on an industry-standard platform to enable real-time data, host data exchange, and other advanced call handling.
- **Optimized for Internet, multimedia, and CTI applications**—Symposium Call Center Server can be integrated with multimedia transaction handling, CTI, and other advanced Web-enabled functionality.
- **Web Client**—Customers with Symposium Call Center Server Release 4.0 can now take advantage of an optional browser-based thin client application that introduces superior management tools and simplifies the administration and configuration of clients on the Symposium Call Center Server.

Not only is Nortel Networks respected for its proven, feature-rich applications, but it is also well known for building 5-nines of reliability (99.999 percent) into its converged networks. Nortel Networks Succession Internet-enabled solutions for Enterprise deliver built-in reliability. The Quality of Service (QoS) is protected because the gateways monitor latency and packet loss on the network and automatically revert to a circuit-switched connection as necessary to maintain QoS. With the Remote Office solutions, if the IP connection is lost between the host Meridian 1 or Succession Communication Server for Enterprise 1000 and the remote site, survivability is provided because all remote users have access to the ISDN

BRI lines allowing local incoming and outgoing calls for all remote users.

The Succession Communication Server for Enterprise 1000 uses the highly successful and robust VxWorks real-time operating system from WindRiver Systems Inc. Furthermore, each one of the four Succession Media Gateways can operate independently from the communication server in the event of network or communication server failure. Each Remote Office Gateway is also survivable with automatic back-up over PSTN provided in the event of WAN network congestion or failure. This type of bullet-proof reliability (5-nines) is critical for customers deploying IP in the contact center, and it's only available from Nortel Networks.

## Increase savings and reduce operating costs

With today's widespread deployment of IP networks, companies are finding new ways to maximize their investments by converging their voice and data network infrastructures. This type of convergence offers many advantages, including simplification and flexibility. Simplification derives from converging a company's existing infrastructure into one. For companies expanding operations or establishing their first site—instead of establishing disparate voice and data networks—they can simplify by deploying a single, converged network with one wire to the desktop and unified management. This type of consolidation translates to increased network efficiency, lower training and personnel costs, and remote management through a single interface.

Flexibility is derived from using IP to create a virtual call center that extends to agents and managers anywhere—in branch offices or working at home. Survivable IP Remotes allow the

consolidation of separate voice and data trunks to each remote office. The IP Remotes enable companies to centralize applications at the main site and create a single distributed network to manage instead of many small systems. It also reduces the need for additional call center servers at each remote location. As a result, the cost savings derived from such a solution can be considerable.

Recently, telecommuting has become a popular way of decreasing real-estate costs, increasing employee retention, and distributing call center agents. Typical telecommuters use a 128-kbps ISDN BRI connection to provide voice and data connectivity. BRI costs can add up for busy telecommuters due to usage rates per minute as compared to DSL and Cable Modem offerings which provide higher bandwidth connections at a fixed rate. By leveraging these high-speed packet services, companies can save money as well as provide higher throughput speeds for data for telecommuters.

Another way for companies to consolidate network facilities and reduce telephony costs is to use their data network for telephony where and when it makes sense. Installed base customers using the Meridian 1 can leverage Internet Telephony Gateway Trunk-side solutions to allow the use of IP wide area network routes for voice between Meridian 1 systems. This functionality is most beneficial in a networked call center environment where calls routed to another location can be sent over the wide area network route, resulting in reduced communication costs.

## Create the right solution for the business

Nortel Networks IP Contact Center solutions enable companies to choose the technology solutions they need to conduct business today without requiring them to overhaul or purchase completely new communications infrastructures. For customers that choose to migrate slowly to an IP environment, Nortel Networks offers flexible solutions that help them evolve gracefully without discontinuity.

Customers who wish to maintain an all IP environment can use Symposium Call Center Server or Symposium Express Call Center with Succession Communication Server for Enterprise (CSE) 1000. The Succession CSE 1000 delivers an unprecedented level of performance and range of system features. It allows customers to implement IP Telephony without sacrificing the quality of business communications that an enterprise requires.

Whether a business chooses a full IP or an IP-enabled network infrastructure, Nortel Networks delivers a superior contact center solution that customers can trust in one of the most critical areas of their business—customer care. Nortel Networks IP Contact Center solutions are not based on hype or new, unproven technology with limited features and functionality. These solutions bring together the very best that Nortel Networks has to offer, and together they deliver a powerful contact center that can help businesses leverage the unparalleled potential of the Internet.

- 
- ***By 2003, call center systems will make up almost 30 percent of the world-wide market for VoIP systems. (IDC)***
  - ***Datamonitor predicts that the global call center software market will grow to \$8.5 billion by 2003. To put that in perspective, it was \$2.9 billion in 1999. 30 percent of IP PBX revenue in 2003 will come from IP-based call centers.***

**In the United States:**

Nortel Networks  
35 Davis Drive  
Research Triangle Park, NC 27709  
USA

**In Canada:**

Nortel Networks  
8200 Dixie Road,  
Suite 100  
Brampton, Ontario L6T 5P6  
Canada

**In Europe:**

Nortel Networks  
Maidenhead Office Park  
Westacott Way  
Maidenhead Berkshire SL6 3QH  
UK

**In Asia:**

Nortel Networks Asia  
6/F Cityplaza 4,  
Taikooshing,  
12 Taikoo Wan Road,  
Hong Kong  
Tel: (852)21002881



*Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Metro Networks, Wireless Networks, and Optical Long Haul Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the web at:*

**[www.nortelnetworks.com](http://www.nortelnetworks.com)**

For more information, contact your Nortel Networks representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

\*Nortel Networks, the Nortel Networks logo, the globemark design, Meridian, Meridian 1, Succession, and Symposium are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright © 2002 Nortel Networks. All rights reserved. Information in this document is subject to change without notice. Nortel Networks assumes no responsibility for any errors that may appear in this document.

**NN-100420-05-02**