



NORTEL NETWORKS MULTIMEDIA CONTACT CENTRE

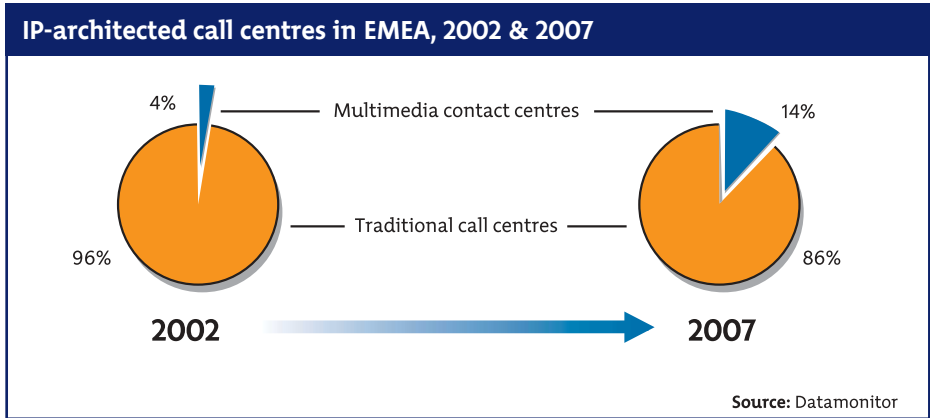
The Multimedia Contact Centre

Companies have been forced to deploy technologies that enable them to serve customers in the methods and media the customer desires. Deployments of email management systems are being implemented in significant numbers. Businesses will lose more revenue if they do not 'Web-Power' their call centres.

The web is creating new opportunities and in record time. Organisations are in fact opening several points of access into their call centres and clearly the web is one of the fastest-growing new avenues into an organisation.

The Gartner Group reported that globally almost 20% of call centres would have Internet integration in their call centres by 2002. They also predicted the figure would rise to 70% by 2005.

Datamonitor estimates that multimedia contact centres currently account for 4.3% of call centres in EMEA, numbering almost 1,100 in 2002. However, the number of multimedia contact centres in EMEA is growing rapidly: between 2001 and 2002 the number almost doubled, and by 2007 there will be over 5,000 multimedia contact centres in EMEA, accounting for nearly 14% of all call centres in the region.



Globally the Internet has become an economic factor. The demand for Internet-centric products and services continues to increase significantly as organisations become more comfortable with the idea of incorporating web-based solutions into their information technology/business strategy. Engaging and interactive corporate web sites have become a popular method of creating customer dialogue. But as the volume of web traffic continues its exponential growth, in many cases the process to handle responses to this important form of customer communication is under-resourced, or worse yet, simply ignored. This can result in lower customer satisfaction, reduced loyalty and, eventually, lost revenue.

This is a serious problem in today's business enterprise. Companies are setting up web sites on the Internet, and are providing customers with an easy method of sending emails or web forms. However, these companies do not have the infrastructure or processes in place to handle the overwhelming arrival rate of these messages.

Email response management solutions can provide efficient routing, automated responses, and cross-sell and up-sell recommendations for agents. This can increase the level of service and potentially the revenue line to the merchant. As more customers shop online, centres must accommodate email service management and other interactive services.

Nortel Networks multimedia contact centre solutions address this problem by adding structure to the web-to-enterprise communication and by providing the enterprise with the tools to intelligently route the responses to these web agents. By deploying Symposium Web Center Portal in the traditional call centre, the enterprise will see a productivity gain from its work force. This is a result of agents handling both web requests and traditional call centre calls.

Companies are recognising the fact that their competitors have implemented, or are planning to implement, online customer interaction solutions. So in order to stay competitive, they need to fortify their systems to include the latest Internet solutions.

With Nortel Networks multimedia contact centre solutions you will increase customer loyalty

- **Managing customer relationships and understanding their needs leads to improved customer loyalty** – Symposium Web Center Portal is an email response system that allows companies to create a seamless customer experience, to make it easier for customers to do business with you consistently – anywhere, any way and any time.
- **Strengthen Customer Relations** – By supporting multiple media types, businesses will be able to strengthen

their existing customer relations and extend their reach into new lucrative markets and an Internet-savvy base. Customers no longer have to contact a contact centre between the hours of 8-5, but can also send their request via the web. This is 7 days a week, 24 hours a day convenience. This is of course a higher level of service. Customers expect the familiar courteous, quick and quality responses from businesses in the media method they choose.

- **Reduce costs and increase efficiency** – Automating customer responses can help reduce costs significantly. Symposium Web Center Portal can provide immediate, automated answers to electronic queries and ensure that callers are routed to an agent with the most appropriate skills. Companies will benefit from the increased efficiency, increased productivity, decreased handling time and therefore, improved customer satisfaction.

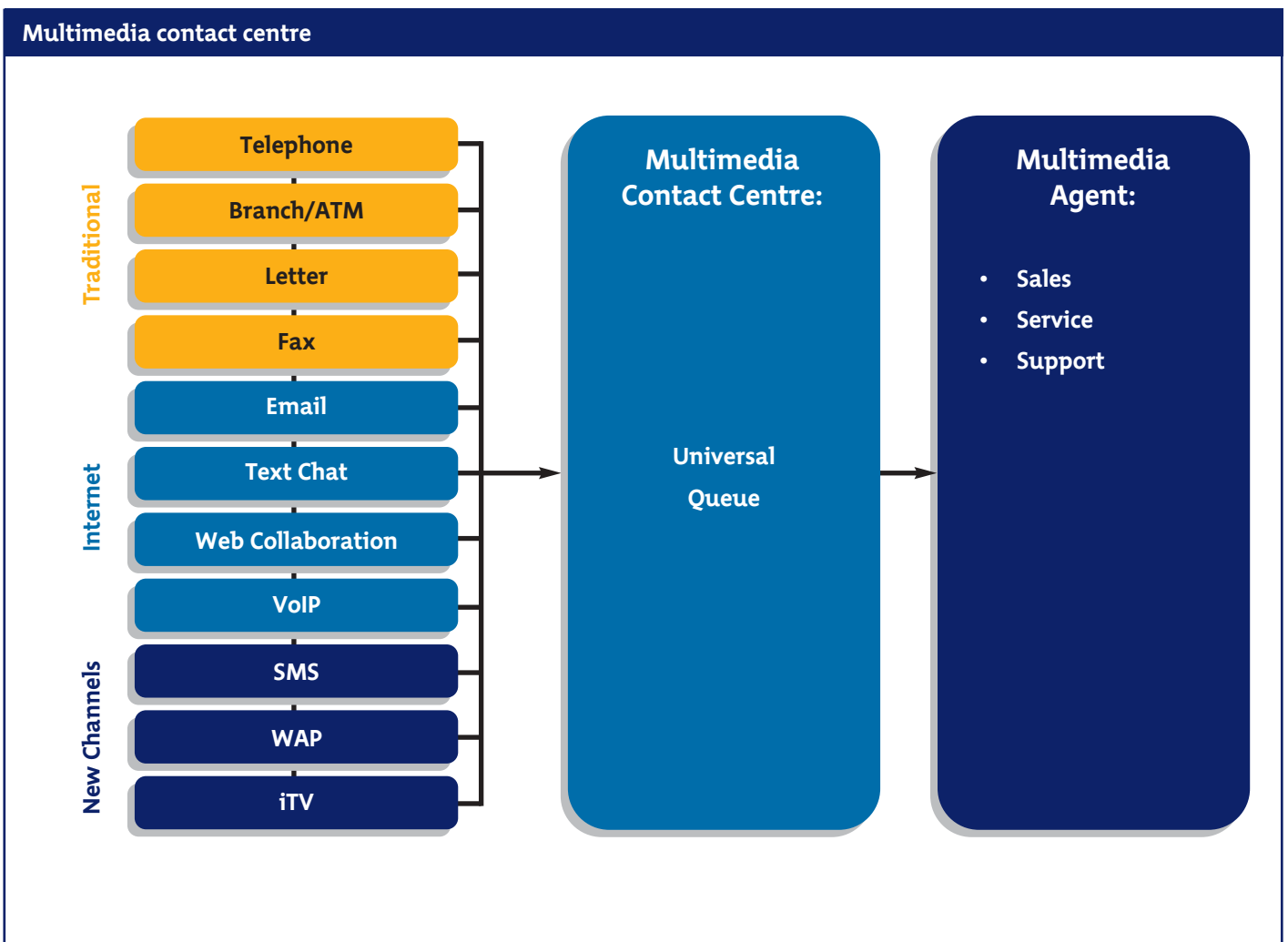
Nortel Networks multimedia contact centre solutions empower businesses with the capability to enhance customer interactions through a management solution that routes, tracks and reports on electronic enquiries. Symposium Web Center Portal assists businesses with:

- **Internet Readiness** – Symposium Web Center Portal readies contact centres for the future deluge of web traffic by managing electronic enquiries as effectively as phone-based enquiries.

- **Increased Productivity** – The capability to blend voice and web traffic and placement on a skilled agents desktop can increase productivity and reduce costs.
- **Efficiency** – Symposium Web Center Portal helps streamline the electronic handling process and automate responses, which in turn reduces handling and response times.

- **Improved Management Tools** – Symposium Web Center Portal is yet another way of satisfying customers by giving them their choice of access into the business. The management tools provided in Symposium Web Center Portal, like real-time and historical reporting, allows businesses to effectively measure agent productivity and track customer concerns.

In order to stay competitive, companies must fortify their systems to include the latest Internet solutions. Nortel Networks Symposium Web Center Portal enables companies to create a seamless customer experience, turning every point of customer contact into a stronger, more profitable customer relationship.





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