

WELCOME



OpenTouch™ CUSTOMER SERVICE

Brendan Meegan Customer solution Architect

30%

OF SOCIAL MEDIA USERS PREFER USING SOCIAL CHANNEL OVER PHONE CUSTOMER SERVICE



5 times

ATTRACTING NEW CUSTOMERS WILL COST YOUR COMPANY 5 TIMES MORE THAN KEEPING AN EXISTING CUSTOMER



91%

OF UNHAPPY CUSTOMERS WILL SIMPLY LEAVE AND NEVER COME BACK



WHAT CUSTOMERS EXPECT FROM A SUPERIOR CUSTOMER SERVICE

KNOWS WHO I AM

SPEAKS MY LANGUAGE

MAKES ME FEEL IMPORTANT

REGARDLESS
THE CHANNEL OR MEDIA

I USE

PICKS-UP THE CONVERSATION WHERE LEFT OFF

SOLVES quickly

REMEMBERS ME

IS ALWAYS THERE FOR ME

HELPS ME FIND THE RIGHT PERSON TO SPEAK TO

WHAT MAKES A CUSTOMER SERVICE EXPERIENCE SUPERIOR

HAVE THE CONTEXT OF ALL INTERACTIONS

ENABLE KNOWLEDGEABLE AGENTS

CONNECT TO CRM

ANYTHING THAT LEADS TO

CUSTOMER
SATISFACTION

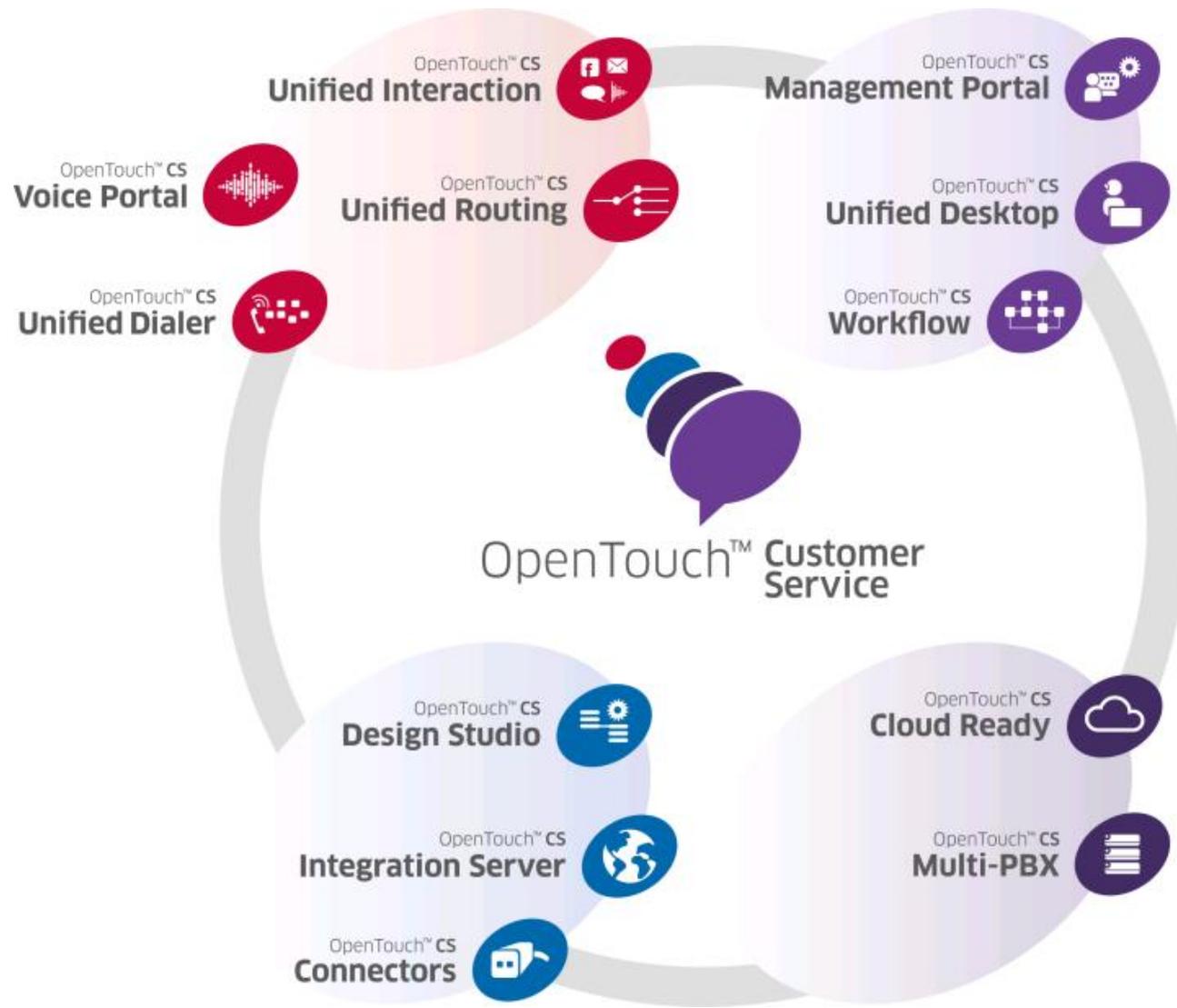
ADAPT TO MULTICHANNEL

CONNECT TO THE RIGHT RESOURCE AT THE RIGHT TIME

ADAPT TO PICKS OF TRAFFIC

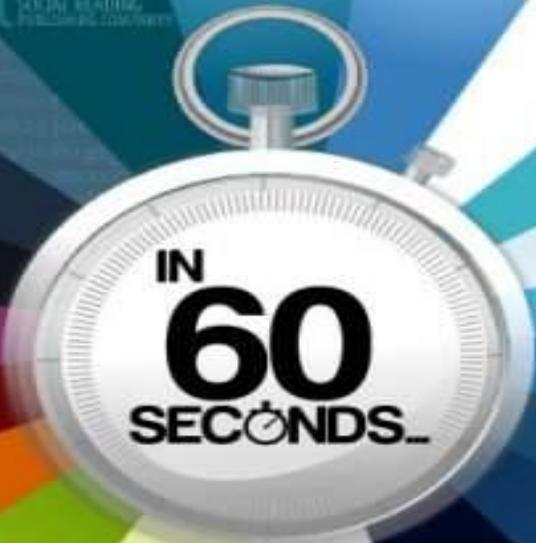
PROVIDE INTELLIGENT ROUTING

OpenTouch™ CUSTOMER SERVICE



delivers **unified interaction** management solutions, that are **open, deploy rapidly** and that can be delivered **as a product or as a service**





1 **NEW** DEFINITION IS ADDED ON UPDIAN

1,600+ **READS** ON Scribd.

13,000+ **HOURS** MUSIC STREAMING ON PANDORA

12,000+ **NEW ADS** POSTED ON craigslist

370,000+ **MINUTES** VOICE CALLS ON skype

98,000+ **TWEETS**

20,000+ **NEW** POSTS ON tumblr.

13,000+ **iPhone** APPLICATIONS DOWNLOADED



QUESTIONS ASKED ON THE INTERNET...

100+ **Answers.com**
40+ **YAHOO! ANSWERS**

25+ **HOURS** TOTAL DURATION

600+ **NEW** VIDEOS
YouTube

70+ **DOMAINS** REGISTERED

60+ **NEW** BLOGS

1,500+ **BLOG** POSTS

168 **MILLION** EMAILS ARE SENT

694,445 **SEARCH** QUERIES

1,700+ **Firefox** DOWNLOADS

695,000+ **facebook** STATUS UPDATES

79,364 **WALL** POSTS

510,040 **COMMENTS**

320+ **NEW** twitter ACCOUNTS

100+ **NEW** LinkedIn ACCOUNTS

1 **NEW** ARTICLE IS PUBLISHED
associatedcontent

6,600+ **NEW** PICTURES ARE UPLOADED ON flickr

50+ **WORDPRESS** DOWNLOADS

125+ **PLUGIN** DOWNLOADS

THE **WORLD'S** LARGEST COMMUNITY CREATED CONTENT

...Is your workspace adapted to your business ?

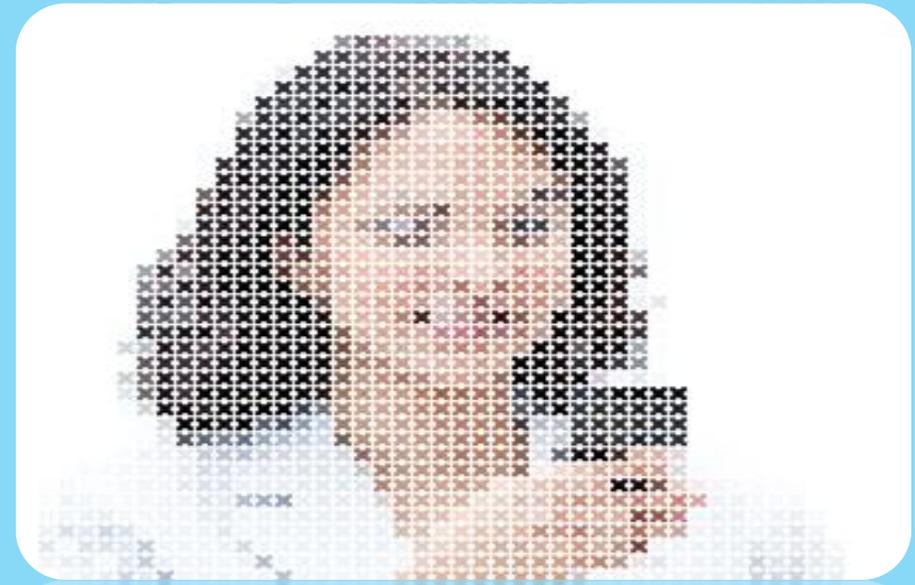


THE "WORLD"

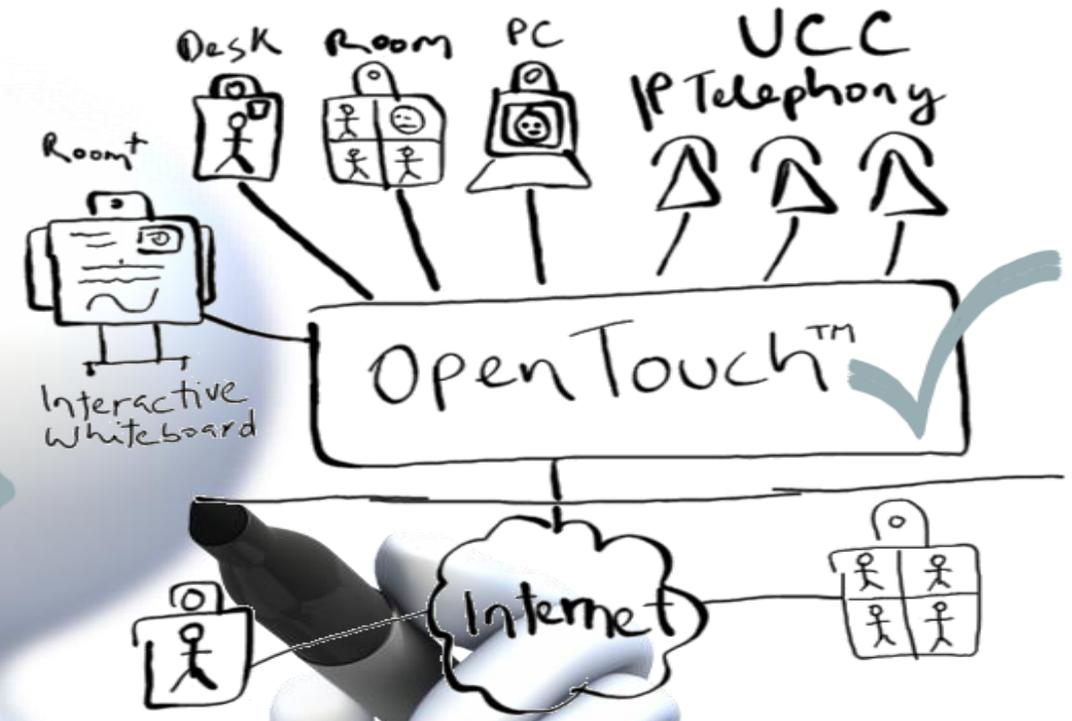
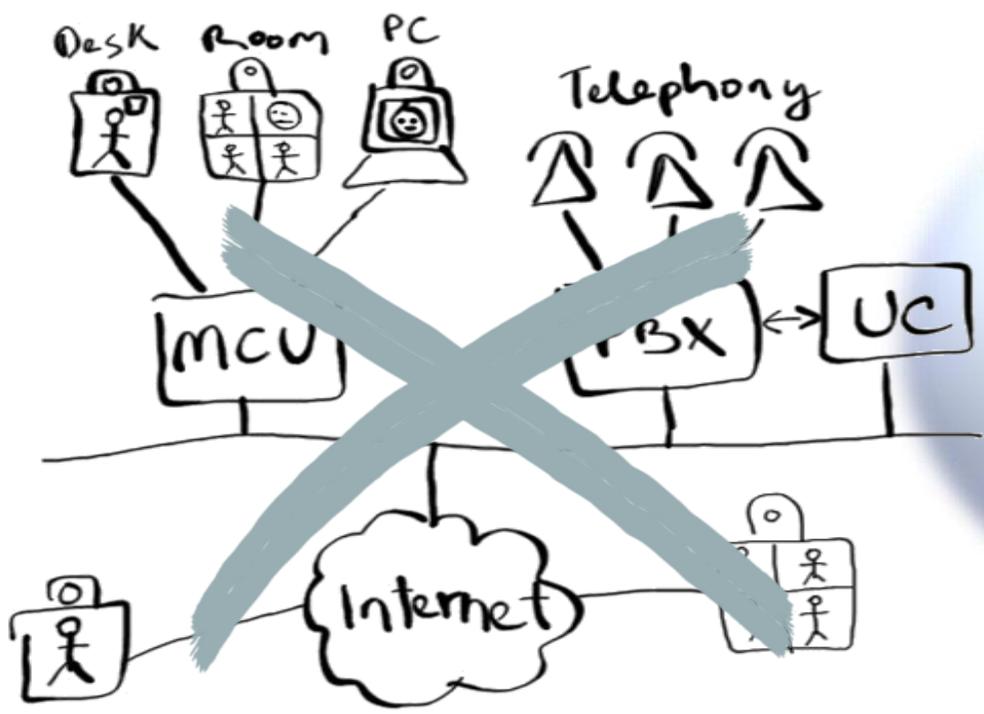


- **My smart device**
 - **Video**
- **Social interactions**
- **On demand app stores**

THE ENTERPRISE



- **Enterprise Device**
 - **Voice**
- **Mostly one-to-one**
- **Limited applications**



Unique



User Experience

“Next Generation Client”





WIKIPEDIA
The Free Encyclopedia

- [Main page](#)
- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)
- [Donate to Wikipedia](#)

- ▼ [Interaction](#)
- [Help](#)
- [About Wikipedia](#)

[Article](#) [Talk](#)

Ultimate user experience



containing...

Ultimate user experience

[Read](#) [View source](#)

Open Touch™

From Wikipedia, the free encyclopedia

Open Touch Conversation (OTC) is a revolutionary business communications user experience. Founded on evolutionary and innovative SIP/web service technologies, OTC opens communications to multi-media, multi-party and multi-devices designed on the principal of “user centricity”. Open Touch Conversations fosters an exciting user experience that can be made available on Smartphones, Tablets and Desktop PCs. Designed to “make it personal” for the user, OTC allows to create, expand, record and track multiple channels of conversation seamlessly across any network or device.

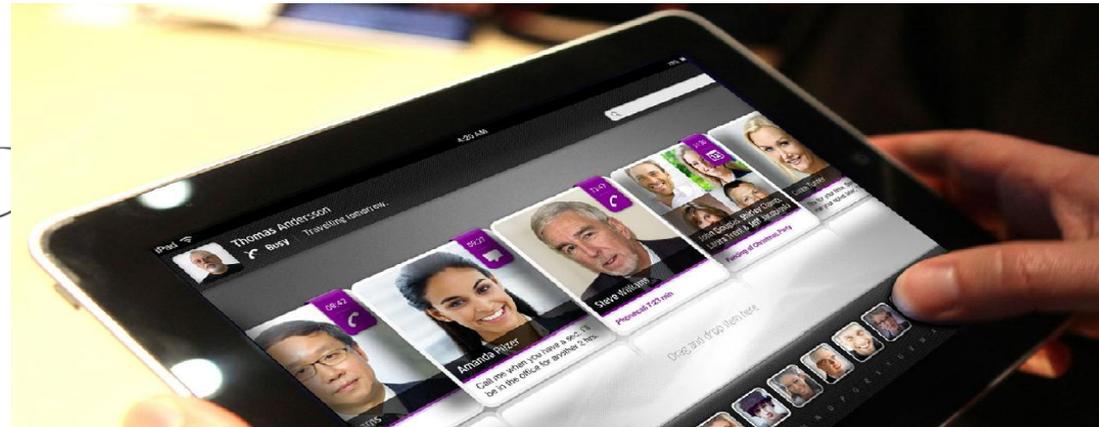
OTC is at the heart of Alcatel-Lucent’s Enterprise conversations strategy leveraging *smart-client middleware* that can be deployed as BYOD or following more conventional IT practices as part of CPE or Cloud based deployment models...

A strong dedicated R&D organization is now in place to address a unique universal client architecture. The team is mandated to providing agile and agnostic device developments that includes use of Web RTC and HTML5 technologies.



User Experience

“Next Generation Client”



- ✓ **Totally new user experience** leveraging the full potential of Conversations
- ✓ **A truly unified** & seamless multimedia, multidevice and multiparty experience

iPad and **Windows PC** (HTML5/ WebRTC)

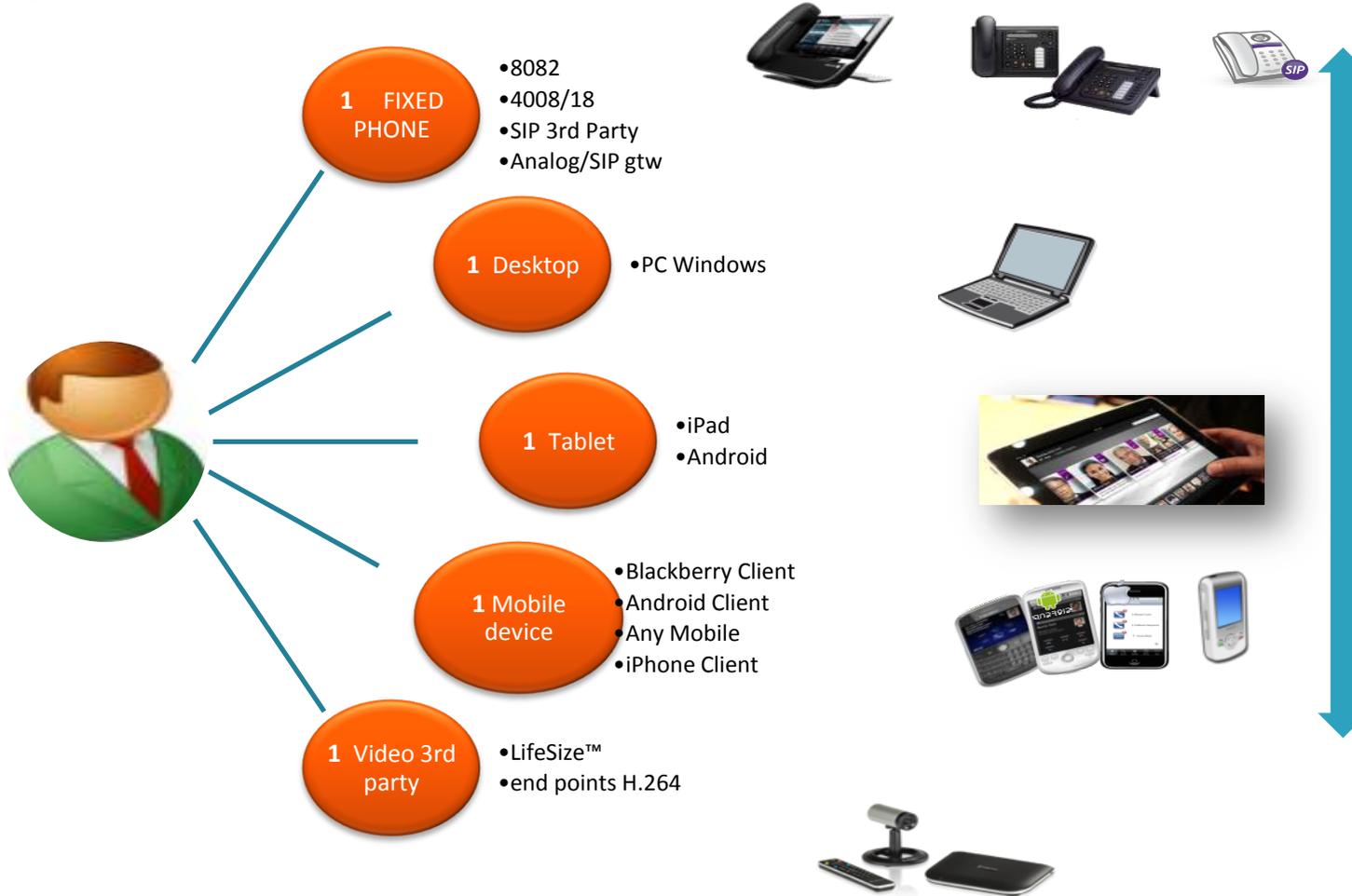
✓ **Macintosh PC** and **Android tablets**

✓ **Mobile smartphones**

User Experience

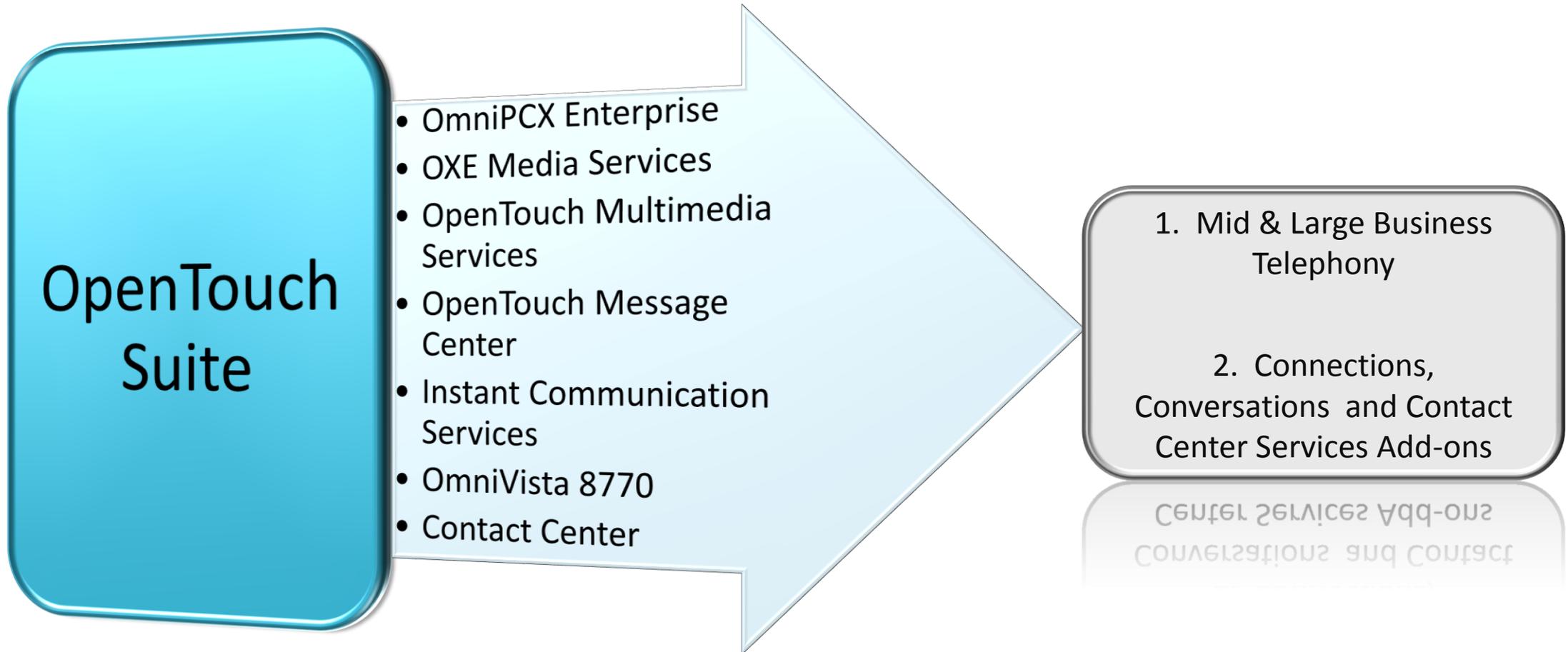
5 devices per user

OpenTouch
User

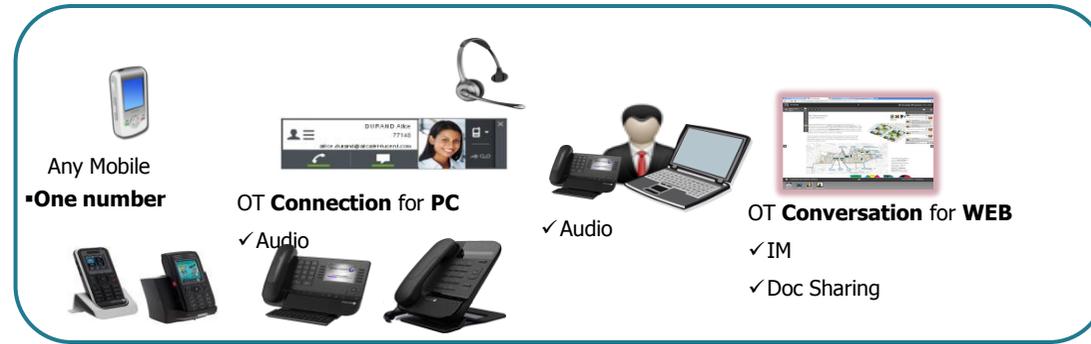


Uninterrupted
Rapid
Session
Shift

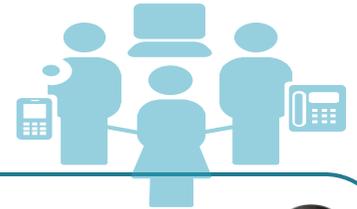
Intuitive interface
Conversations while on the
go
Multi-device session shift



OPENTOUCH™ - overview



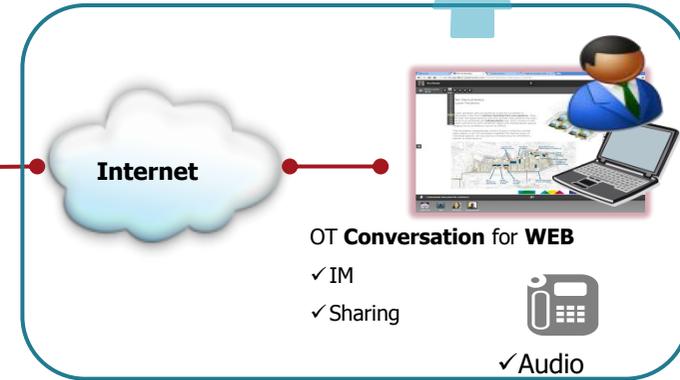
CONNECTION user



COLLABORATION



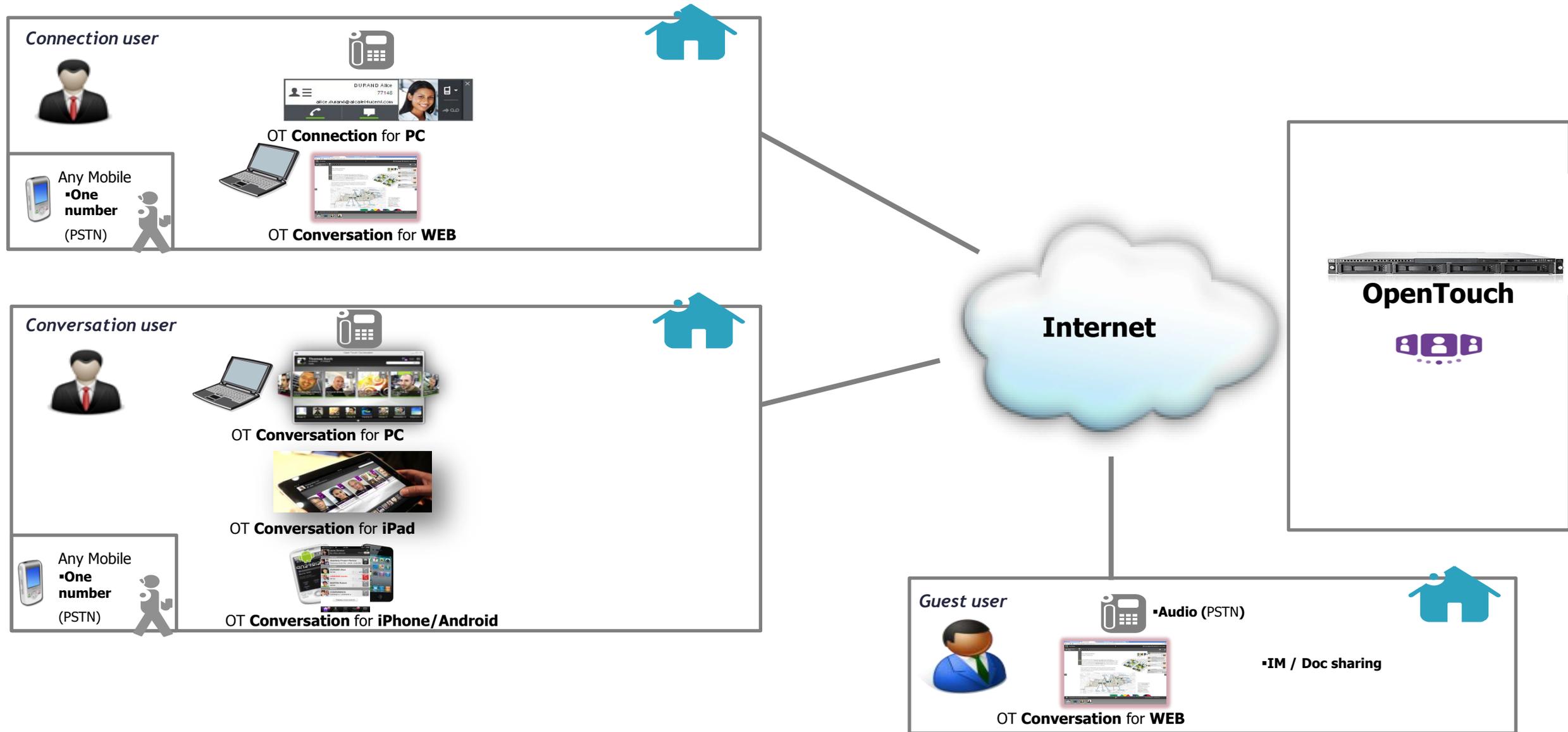
GUEST user



CONVERSATION user



REMOTE WORKER SOLUTIONS



OPENTOUCH™ - FULL SERVICE SOLUTION (CC)

OPENTOUCH™



Contact Center

Phone Inbound

Callback

Docs

Chat

Email

Social media

Outbound

SMS/FAX

Videochat

Integrations

Monitoring/ Reporting

Unified desktop

Design studio

Management

IP-phone, IP-softphone,
Mobile, LYNC

MODULAR SOLUTION





ATTRACT & ENGAGE CUSTOMERS

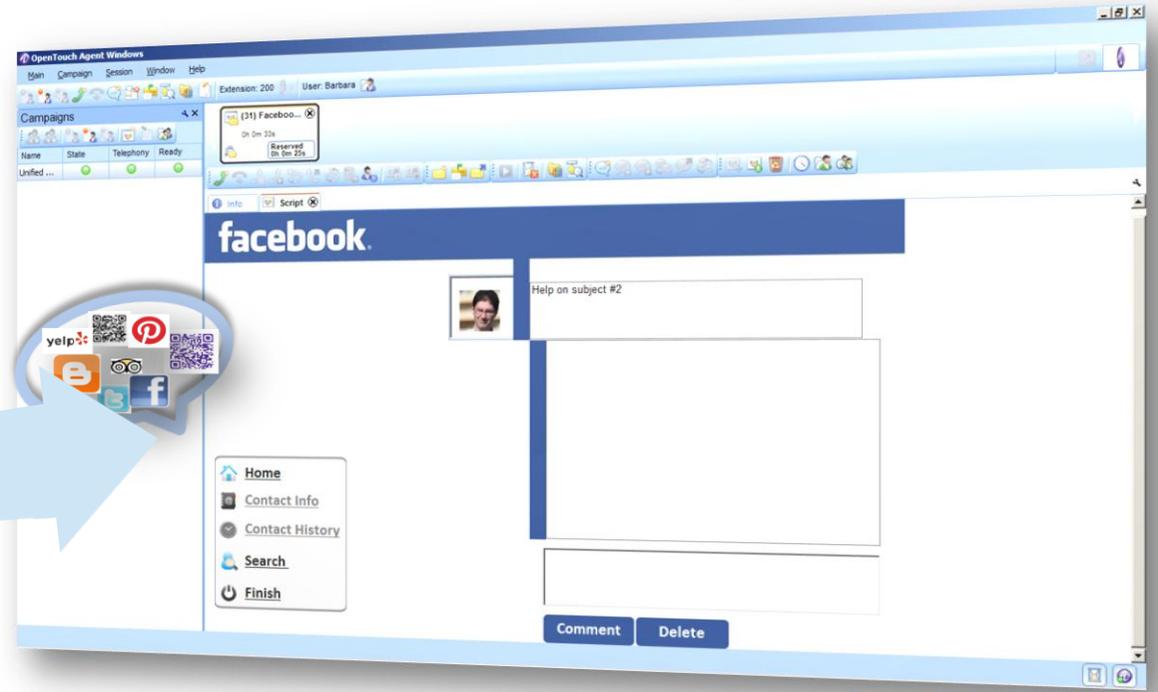
MANAGE YOUR e-REPUTATION

ADAPT TO MULTICHANNEL

OUTBOUND CAMPAIGNS

HOW CAN WE
PROVIDE A
SUPERIOR
CUSTOMER
EXPERIENCE ?

CASE#1 E-REPUTATION AND BRAND MANAGEMENT

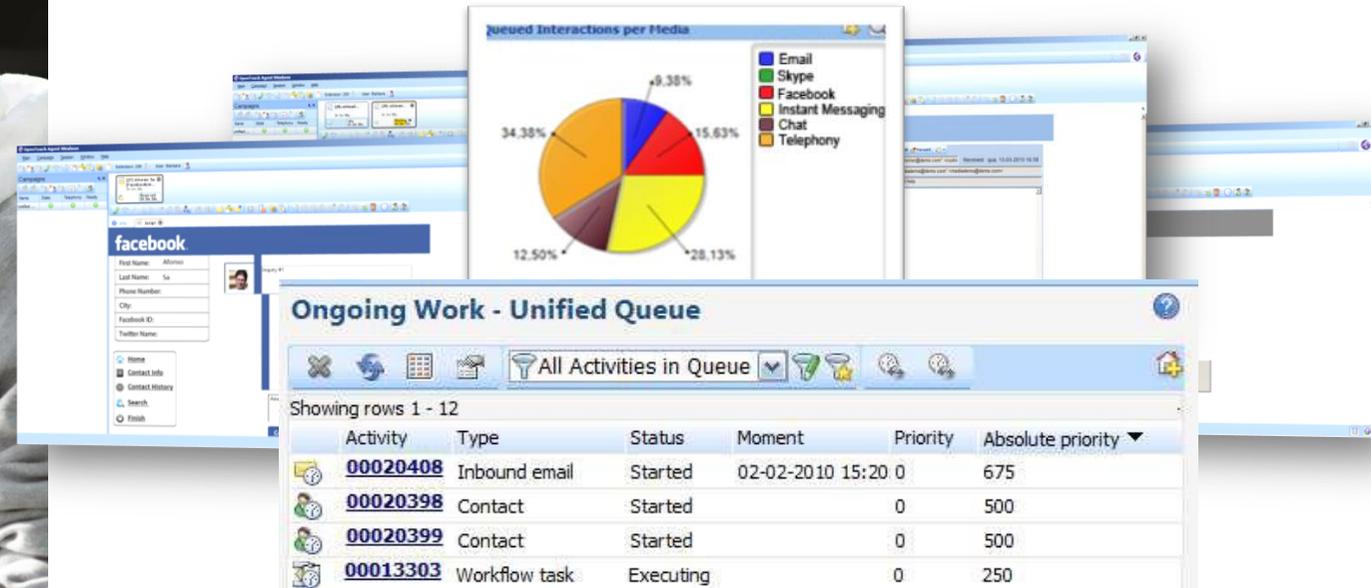


SWIFTLY **ADAPT TO INTERACTIONS** ON SOCIAL NETWORKS

INTEGRATED IN THE AGENT'S UNIFIED DESKTOP THROUGH TEMPLATES

CASE#2

MULTIMEDIA INTERACTIONS



MATCH THE CUSTOMERS' STYLE WITH THEIR **PREFERRED CHANNEL**

A **UNIFIED QUEUE** TO HANDLE ANY MEDIA

SINGLE **UNIFIED DESKTOP** FOR AGENT

CASE#3

ATTRACT NEW CUSTOMERS

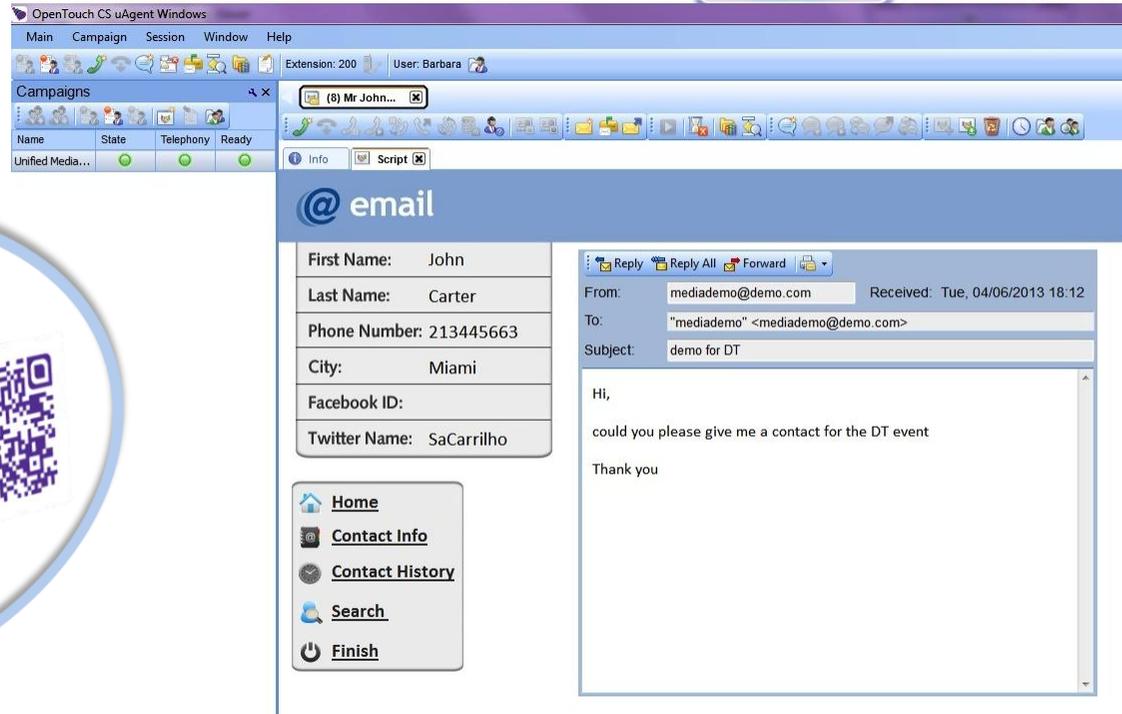


ADAPT THE DIALING MODE TO THE TARGETED AUDIENCE

INCREASE THE OUTCOME QUALITY WITH PROACTIVE STRATEGY

BEST OF BREED PREDICTIVE DIALING OF THE MARKET

AGENT KNOWS WHO I AM SO I FEEL IMPORTANT



SOLUTION

- INTERACTIVE VOICE RESPONSE: IVR
- SCREEN POP CUSTOMER INFORMATION
- LINK UNKNOWN INTERACTION WITH THE RIGHT CUSTOMER WHATEVER THE MEDIA USED
- VIP TREATMENT

VIP TREATMENT
KNOWS WHO I AM

PICKS UP THE CONVERSATION WHERE LEFT OFF

The screenshot shows the OpenTouch CS uAgent Windows interface. A large blue arrow points from the 'Search Contact' window to a table of contact history. The table has columns for Campaign, Media, Moment, Agent Name, and Duration. Below the table is a sidebar with navigation options: Home, Contact Info, Contact History, Search, and Finish.

Campaign	Media	Moment	Agent Name	Duration
Unified Media ...	Email	2013-06-04 17:12:30	Barbara	54s
Unified Media ...	Email	2013-06-04 13:35:07	Barbara	81s
Unified Media ...	Email	2013-06-03 14:57:43	Barbara	64s
Unified Media ...	Email	2013-06-03 10:54:50	Barbara	6359s
Unified Media ...	Email	2013-06-03 10:11:40	Barbara	1603s
Unified Media ...	Email	2013-06-03 09:55:35	Barbara	97s
Unified Media ...	Email	2013-05-29 15:38:53	Barbara	905s
Unified Media ...	Email	2013-05-29 15:27:42	Barbara	1s
Unified Media ...	Email	2013-05-29 15:26:10	Barbara	98s
Unified Media ...	Email	2013-05-29 14:20:14	Barbara	43s
Unified Media ...	Email	2013-05-29 14:16:52	Barbara	63s
Unified Media ...	Email	2013-05-29 14:07:06	Barbara	1s
Unified Media ...	Email	2013-05-29 14:06:27	Barbara	41s
Unified Media ...	Email	2013-05-28 08:12:55	Barbara	1s
Unified Media ...	Email	2013-05-28 08:11:41	Barbara	180s
Unified Media ...	Email	2013-05-15 14:43:06	Barbara	1s

SOLUTION

- LINK IN CONTEXT
- RECALL CUSTOMER HISTORY
- ACCESS PREVIOUS INTERACTIONS WHATEVER THE INTERACTION
- AGENT SEE THE CONTENT OF PREVIOUS INTERACTIONS
- PRIORITIZE TO THE SAME AGENT

INCREASE AGENT TIME TO CLOSE THE REQUEST
DELIGHTED CUSTOMER

FROM CONNECTED TO DIFFERED INTERACTIONS



SOLUTION

- MEDIA BLENDING
- PRIORITIZE INTERACTIONS
- EMAIL PULL or PUSH
- MULTICHANNEL AGENT



OPTIMIZE ALL INTERACTIONS REACH
REAL TIME MONITORING OF ALL INTERACTIONS

TALK TO SOMEONE

Call Back
for proactive
services

Human
assistance
not only in
voice
channel



Handling Voice is
still the preferred
channel

SOLUTION

- HAVE A PRIME CONTACT WHICH CAN OVERFLOWS TO THE CC AGENTS
- ANNOUNCE EXPECTED WAITING TIME
- AUTOMATIC OR SEMI-AUTOMATIC HANDLING FOR EMAIL, SMS, FAX
- FILTERING & INTELLIGENT ROUTING
- CS CHAT ENABLE TO TRAIN CUSTOMER IN SELF SERVICE

**HUMAN ASSISTANCE EFFECTIVENESS
INCREASE CUSTOMER LOYALTY WITH CALL BACK
CS CHAT REDUCE SUPPORT SERVICE COSTS**

OUTBOUND CAMPAIGNS



MODES

- **PREDICTIVE** dialing forecast the number of calls to minimize agent idle time
- **POWER** dialing delivers contact information to agents at the same time it delivers the call
- **PREVIEW** dialing allows agents to get familiar with contact information prior to placing the call

SOLUTION

- MEDIA BLENDING
- A SINGLE AGENT FOR INBOUND & OUTBOUND INTERACTIONS
- REDUCE NUISANCE RATIO
- CALL CLASSIFICATION
- CLASSIFICATION CONTACT LIST
- COMPLIANCE WITH TELEMARKETING LEGISLATION

OPTIMIZE AGENT PERFORMANCE WITH MEDIA BLENDING
ADAPT TO PICKS OF TRAFFIC
REDUCE IDLE TIME



REINFORCE AGENT EFFICIENCY

FIRST CALL RESOLUTION

MAXIMIZE AGENT EFFICIENCY

BUSINESS PROCESS INTEGRATION

**HOW CAN WE
PROVIDE A
SUPERIOR
AGENT
EFFECTIVENESS ?**

CASE#4

BEST FIRST CALL RESOLUTION



Activity	Media	Status	Name	Priority	Absolute priority	Force power	Timezone
381495	Telephone media	Created	13-09-2013 16:54:0	487	No	GST	
381499	Telephone media	Created	13-09-2013 16:58:0	487	No	GST	
381284	Facebook	Executing	13-09-2013 16:59:0	400	No	GST	
381287	Instant messaging	Created	13-09-2013 16:57:0	500	No	GST	
381498	Instant messaging	Created	13-09-2013 16:57:0	480	No	GST	
381500	Email media	Executing	13-09-2013 16:58:0	263	No	GST	

RECOGNIZE CUSTOMER WITH **SCREEN POP**
ANSWER WITH THE **BEST RESSOURCE AVAILABLE**
PROVIDE FLEXIBILITY WITH **ROUTING STRATEGIES**
ADAPT TO CHANGES WITH **REAL-TIME MONITORING**

CASE#5

MAXIMIZE AGENT EFFICIENCY



Home Monitoring Reports

Campaigns ▶ ▶ ▶ Outbound Sales ▶

Operational Profile - Contact Lists

Task List Status Overview

- In Progress
- Ended
- Suspended

Contact lists

Description	Status	Creation time
CP 3	Started	9/8/2009 2:23:02 PM
	Started	9/8/2009 2:25:40 PM
	Started	
	Started	

Control buttons: Start, Stop

EMPOWERED AGENTS KNOWLEDGE IN ACCESSING **BUSINESS INFORMATION**

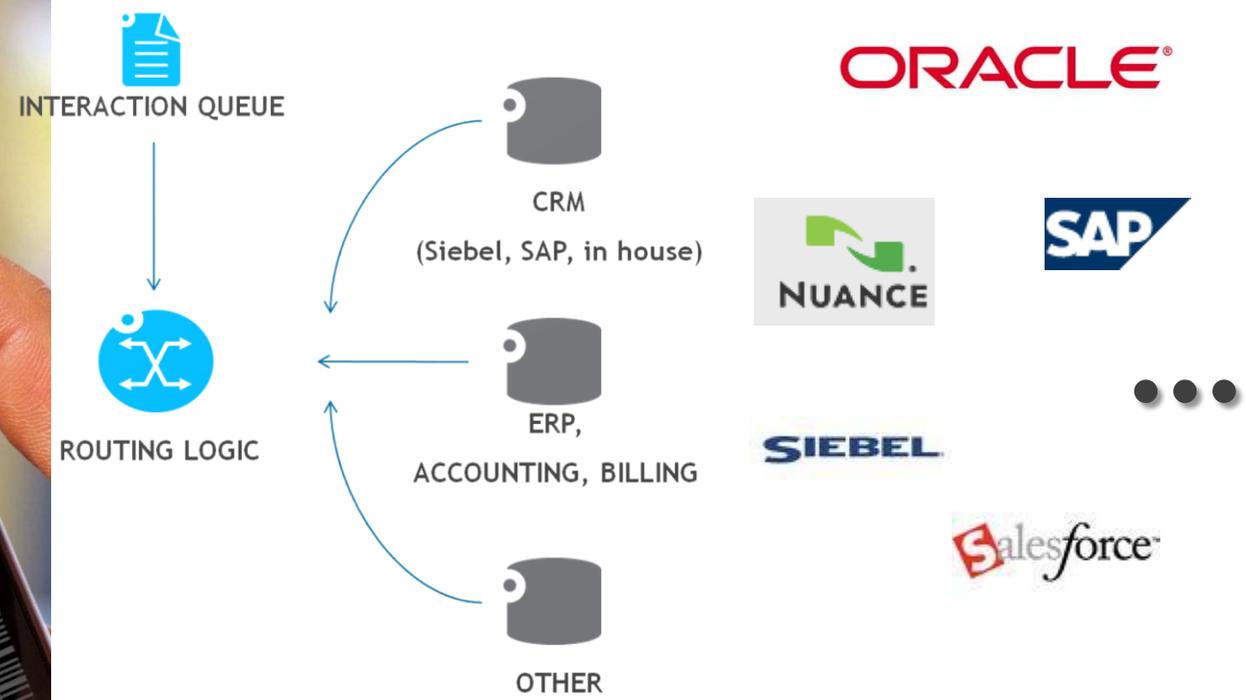
MEET BUSINESS EXPECTATIONS THANKS TO CRM INTEGRATION

REINFORCE AGENT EFFICIENCY THROUGH **BUSINESS KPIs**

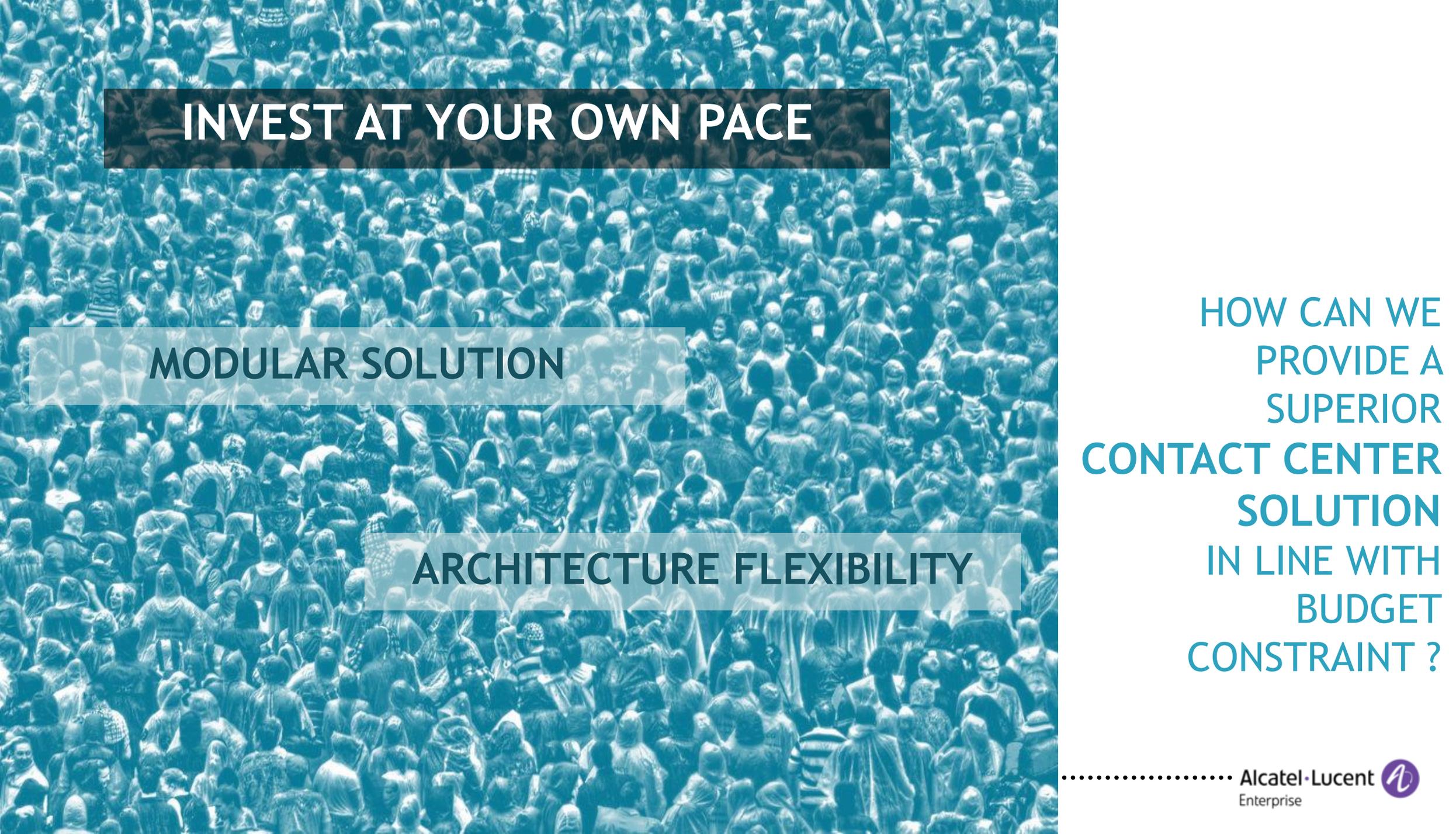
CASE#6



BUSINESS PROCESSES INTEGRATION



OPEN APIs TO INTEGRATE WITH YOUR ECOSYSTEM
SOLVE FASTER WITH **WORKFLOW** THAT BRING THE EFFECTIVENESS INTO BUSINESS PROCESSES



INVEST AT YOUR OWN PACE

MODULAR SOLUTION

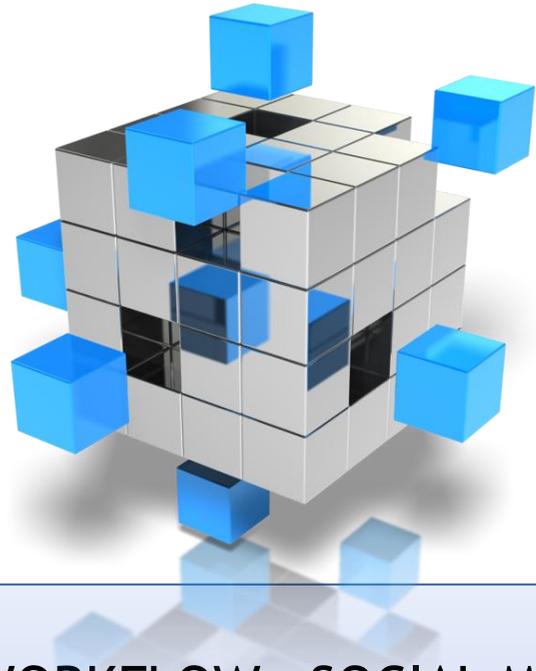
ARCHITECTURE FLEXIBILITY

HOW CAN WE
PROVIDE A
SUPERIOR
**CONTACT CENTER
SOLUTION**
IN LINE WITH
BUDGET
CONSTRAINT ?



CASE #7

MODULAR OFFER: START & GROW



MULTIMEDIA, WORKFLOW, SOCIAL MEDIA, CRM INTEGRATION CAN BE ADDED **AT YOUR OWN PACE**
EASY TO GROW FROM SMALL TO LARGE CAPACITY
ENABLE **ADD-ON** ON EXISTING TECHNOLOGY
MOVE TO A **CLOUD READY** CONTACT CENTER

MODULAR SOLUTION



• **VOICE ONLY** agent

Grow
in size &
in capabilities



• **MULTICHANNEL** agent

• **FULLY INTEGRATED**
into business applications

• **SCRIPTING ENHANCEMENT**
capacity

• **OUTBOUND**
with media blending

SOLUTION

- GROW IN SIZE
- GROW IN ADDING MULTICHANNEL CAPACITY
- REUSE EXISTING OTCC-SE AND ADD OTCS
- INCREASE LINK WITH BUSINESS OBJECTIVES
- ANSWER TO YOUR SPECIFIC NEEDS

**START AND GROW
LEVERAGE EXISTING INVESTMENT**

BENEFITS TO CUSTOMERS



MATCH THE CUSTOMERS' STYLE WITH THEIR PREFERRED CHANNEL

LEVERAGE THE KNOWLEDGE BEYOND CONTACT CENTER BOUNDARIES

AGILE ADAPTATION

ADD FLUIDITY TO BUSINESS PROCESSES

LEVERAGE WHAT'S OF VALUE



ATTRACT & ENGAGE CUSTOMERS

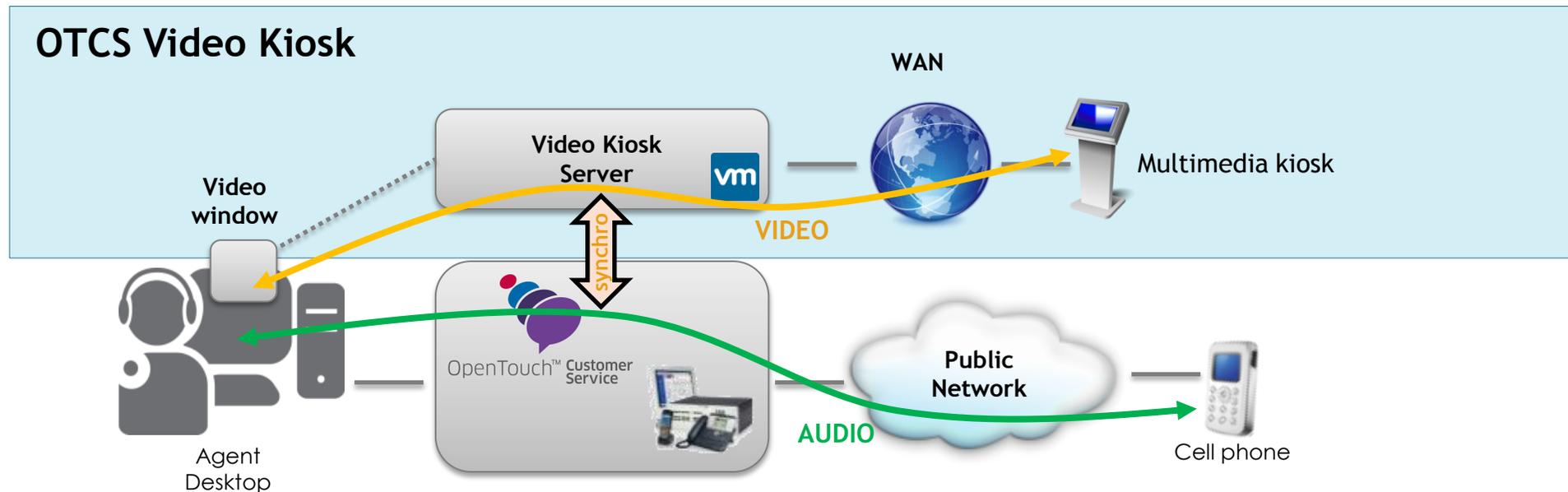
REINFORCE AGENT EFFICIENCY

INTRODUCE A NEW MEDIA

**CREATE A
SUPERIOR
CUSTOMER SERVICE
EXPERIENCE**

OTCS VIDEO KIOSK SOLUTION DESCRIPTION

This solution, developed by ALE Professional Services, leverages OTCS solution by adding a software module able to manage a **video** session during a voice interaction involving a **Customer** using a dedicated equipment (multimedia kiosk) and an **Agent** using OpenTouch CS Unified Desktop



OTCS VIDEO KIOSK SOLUTION DESCRIPTION (2)



Customer side (2 options)

- A multimedia kiosk (based on a hardware equipment able to run a web browser compatible with the WebRTC technology) and a telephony device (cell phone for example)
- A multimedia kiosk (based on a hardware equipment able to run an ALE IP Softphone and a web browser compatible with the WebRTC technology)



Agent side (2 options)

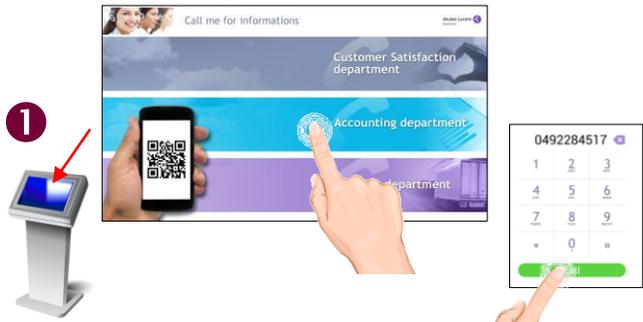
- OpenTouch™ CS Unified Desktop with IP Agent Softphone
- OpenTouch™ CS Unified Desktop with a telephony device



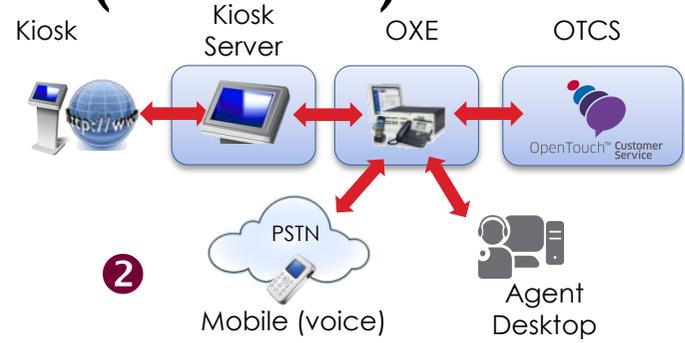
Server side

- Software module (virtualized) in charge of :
 - presentation part (UI on kiosk and mobile device)
 - video session establishment & management
 - synchronization between the voice session and the video session

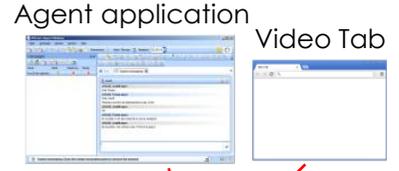
OTCS VIDEO KIOSK HYBRID SCENARIO (CASE 1)



The user selects the service to join and enter his mobile's number (call back)



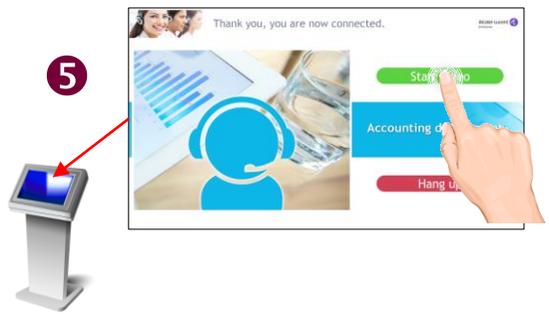
The Kiosk Server application initiates a call between the mobile device and the requested service (routing logic is handled by Contact Center application based on OTCS + data exchange mechanisms)



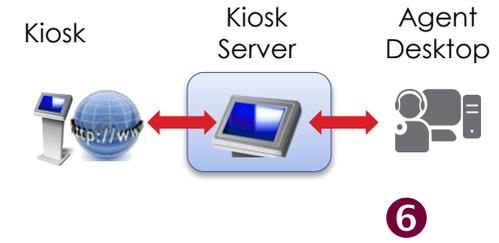
An agent takes the incoming call by using the desktop application. Simultaneously, the video Tab is displayed for supporting video capability



Audio call is established between the agent and the user's mobile phone



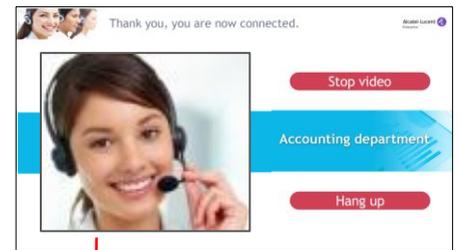
The user wants to add video. He clicks on the Video button.



The Kiosk Server application receives the video request and interacts with the Video Tab application running on the agent desktop in order to manage the video media



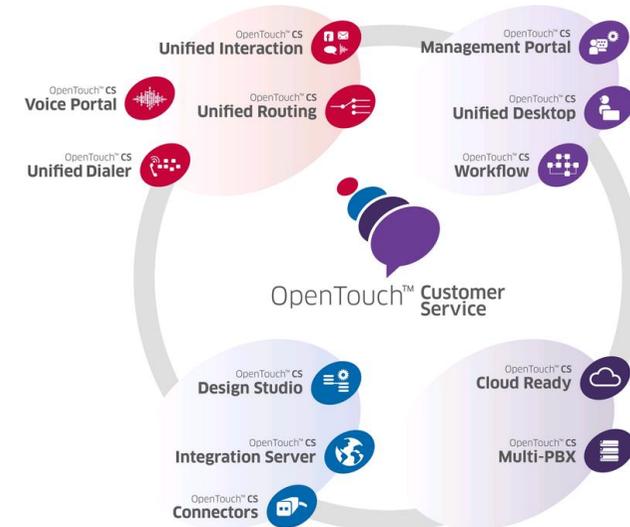
The agent accepts the video call. User's video is displayed inside the video Tab



Agent's video is displayed on the kiosk. Audio media is kept on the of the user's mobile phone

OpenTouch™ CUSTOMER SERVICE

ATTRACK AND **ENGAGE** WITH
CUSTOMERS THANKS TO A SOLUTIONS THAT
ADAPT TO NEW SOCIAL EVOLUTIONS,
ENABLE **KNOWLEDGEABLE AGENTS**
FOR A BETTER
CUSTOMER SATISFACTION;
ALL THIS WITH AN INVESTMENT
AT YOUR OWN PACE



Sheila McGee-Smith,

Principal, McGee-Smith Analytics, said:

“The OpenTouch Customer Service solution brings the best of both worlds: an innovative customer service offer with all of the capabilities required by today’s business, including social and mobile integration, as well as sophisticated traditional capabilities, including predictive dialing.”

FOLLOW US ON



www.twitter.com/ALUEnterprise



www.facebook.com/ALUEnterprise



www.youtube.com/user/enterpriseALU



www.linkedin.com - Group Alcatel-Lucent Enterprise



www.slideshare.net/tagged/Enterprise



www.storify.com/ALUEnterprise

