



> BUSINESS MADE SIMPLE

NORTEL

Solution Brief **Nortel Speech Self-Service**

Introduction

No matter what type of business you're in or where you're located, if you ask your customers what kind of service they expect from you, you're extremely likely to hear the same response. "I want convenience!" And convenience means service that's easy to access 24 hours a day, that quickly provides accurate information and is welcoming.

Meeting these customer expectations may seem daunting, but it doesn't have to be. Add industry-leading Nortel Speech Self-Service solutions into your customer contact mix and offer friendlier, faster service that increases customer retention. Listen to your customers – let them talk using advanced speech capabilities like natural language routing. When it's effortless, considerably more people use self-service. You'll reduce your operating costs because the average call length is shorter, yet dramatically enhance your offerings. The results – everybody wins.

Nortel can help you unleash the opportunities offered by speech self-service applications. Nortel brings the

strength and innovation of a communications power-house – a global leader whose expertise and in-depth knowledge comes from decades of experience delivering robust, reliable, secure, end-to-end solutions. Nortel's portfolio of self-service and contact center solutions leverages these capabilities to help your business create a seamless and consistent loyalty-building customer experience.

Your Customers Talk and You Listen

Nortel's advanced speech capabilities let your customers talk, which dramatically enhances your ability to provide superior personalized service. Speech solutions enable customers to complete complex transactions that just aren't possible with touch-tone input. Callers are happier because they can accomplish more in less time, while communicating more naturally.



Nortel Speech Self-Service solutions also deliver significant benefits to your contact center employees. Automating a greater number of calls allows reps to focus on high-value interactions, sales opportunities and complex customer issues. A more interesting job results in higher satisfaction that reduces turnover. Improving employee productivity, lowering your operational costs and increasing revenue all lead to a rapid return on investment. In fact, many Nortel customers report up to a 50-percent reduction in transaction costs as a result of deploying a Nortel Speech Self-Service solution – and some customers have realized a full return on their investment sooner than four months.

Take Advantage of a Complete, Comprehensive Solution

Nortel brings unmatched expertise in advanced speech solution deployment. Our comprehensive portfolio includes award-winning self-service platforms for small to large enterprises as well as service providers (you may know this as Interactive Voice Response or IVR), a speech-processing platform, speech algorithms, application development tools, training, installation, ongoing maintenance and professional services such as custom or packaged enhancement services.

Additionally, a spectrum of packaged solutions is available to help speed delivery of new applications to your business. These are based on customized applications Nortel created for brokerages, transportation, banking, insurance, public utility, government and service provider markets. The sheer volume and variety of Nortel advanced speech projects has resulted in extensive

practical experience unmatched in the industry.

Create a Comprehensive Solution That's Right for Your Business

Nortel advanced speech capabilities help you create the right solution for your business needs. These include:

Natural Language Routing (NLR) – Recognizes tens of thousands of words and sentences spoken naturally by your callers. NLR allows the automation of a wide variety of transactions, eliminates complex and confusing navigation and reduces the time required for each interaction. Natural Language Understanding allows callers to use conversation which is more intuitive and shortens calls. When you let your callers talk, you introduce easier, more user-friendly telephone-based services.

Speaker Verification – Lets your business compare live speech samples to stored voice prints, allowing quick and accurate approval or denial of a caller's identity. Use voice prints in place of or in conjunction with other means of authentication like PINs or passwords. Speaker Verification boosts security while you lower operating costs because your staff takes significantly less time to verify identities.

Text-to-Speech (TTS) – Converts text into understandable, synthesized speech. This capability communicates information when selections are drawn from a large number of items or from multiple sources that change regularly. It's also used when the amount of information is so massive that pre-recording is impractical. For example, TTS is an effective way to confirm street addresses to customers, supply driving

directions to your locations, provide weather reports or read e-mails.

Speech Server – Provides multi-function speech processing capabilities. This progressive platform supports more than twenty languages, incorporates Large Vocabulary Recognition, Natural Language Understanding, Text-to-Speech and Speaker Verification and supplies advanced speech-processing applications in an open and scalable environment that will grow with your business. The Speech Server architecture provides for dedicated speech servers, which ensures optimal and predictable system performance regardless of the speech processing algorithm provider or the complexity of the speech application and grammars.

VoiceXML Environment – Available in addition to our graphical development environment. Nortel offers a VoiceXML interpreter based on the most current specification – Voice XML 2.x – to deliver standards-based application development tools. These tools are familiar to Web application developers who use XML-based languages like HTML. The VoiceXML standard is developed by the VoiceXML Forum, of which Nortel is a member.

GUI Grammar Builder – Lets developers enter specific words or phrases that callers might speak in response to prompts and assigns a meaning value for each spoken alternative. Programmers can generate and test grammar coverage, test natural language processing, add or modify custom word pronunciations and generate allowable formats. It's easy for developers to understand how grammars work, and how simple it is to change them.

Nortel Self-Service Platforms – Offer you alternatives based upon your business requirements. The Nortel Media Processing Server 500 is ideal for enterprises and smaller service providers. The Nortel Media Processing Server 1000 is designed for large enterprises and service providers that require continuous availability and high transaction throughput. Both platforms connect to multiple and varied hosts, databases and telephony protocols, including IP and SIP.

Nortel Web-Centric Self-Service – Leverages your existing investment in contact center, self-service and Web systems to reach new levels of customer engagement through application convergence. This set of components represents the next step in helping your business transform into an organization providing exceptional levels of proactive personalized service that builds close customer relationships.

Nortel Professional Services – Ensure our customers can reap maximum benefits from their Speech Self-Service solution. The Nortel team of highly-qualified professionals has the extensive skills and experience essential to deliver results.

The Nortel Speech Center of Excellence – Recognizes that technology isn't enough to guarantee success. The Nortel Speech Center of Excellence emphasizes thriving Speech Self-Service solution delivery by offering a comprehensive suite of advanced speech services, including consultation, dialogue design, custom and packaged grammar development, project management and performance analysis.

All of the above – packaged solutions, customized offerings, superior

capabilities and a center of excellence – exemplify the Nortel commitment to lowering risk and protecting your investment in our Speech Self-Service solutions.

The Choice is Yours

You can purchase a complete comprehensive solution built from an existing application package like Nortel Corporate Directory Dialer or a Nortel custom development. You can develop all or part of a solution yourself. Integrate your self-service application into your company's current network environment using open connectivity. Or interoperate with your Nortel Contact Center to offer seamless

customer service. The choice is yours. Pick the best approach that meets your budget and guarantees your success.

Let your customer talk and you listen. Gain a competitive edge when your business delivers unique and extraordinary customer service using Nortel Speech Self-Service solutions. These solutions – part of the comprehensive, versatile and open Nortel Customer Contact portfolio – help your business tailor a seamless and consistent, loyalty-building customer experience.

Speech Application Vignettes

- > Renew prescriptions. It's more accurate and everyone loves it.
- > Hear schedules and register for university courses.
- > Get train schedules and make reservations.
- > Find out road and traffic conditions and suggested alternate routes.
- > Identify movie schedules and buy tickets.
- > Obtain directions to a business or home.
- > Enter a security ID to maneuver across bank accounts and transfer funds.
- > Get quotes...then buy or sell stock.
- > Pay credit card bills.
- > Get flight arrival time, gate and luggage carousel numbers.
- > Look up an address or ZIP code.
- > Fill out time cards for project management tracking.
- > Review and retrieve personal work schedules.
- > Reach an individual at a business.
- > Enter account information and be connected immediately to an expert.

Concentrate Where it's Most Important - Your Customers

Take advantage of the breadth and depth of Nortel self-service, contact center unified messaging and multi-media collaboration solutions, and our extensive expertise and global leadership to help you complete the transformation of your current business applications and network. Whether you start modestly at a single location or ambitiously with a global implementation, you're assured that your investment in Nortel products and services will integrate seamlessly now and in the future. You'll become more innovative, nimble and effective – a clear competitive advantage. And, you'll be able to keep your mind off technology and concentrate where it's most important – your customers, your employees and your partners.

Don't wait any longer. Find out today how your company can let your customers talk to dramatically enhance service, boost employee productivity and lower operational costs using Nortel Speech Self-Service solutions. Contact your local Nortel office or visit our Web site at www.nortel.com.

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Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

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

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