



## Promotion Brief

### Nortel CC: Complete

*The affordable and easy way to deploy a customer contact strategy*

#### Can you compete?

Is finding competitive differentiation becoming increasingly difficult for your organization? With greater competition, price erosion, widespread accessibility to the Internet and many more challenges, making your company “stand out from the crowd” is getting harder than ever.

Today, the real battleground has become customer service. Deliver exceptional service and you stand a much greater chance of not only finding new customers but retaining those you already have.

It has become more critical than ever that the portal into your organization is able to meet the individual demands of your customers — and they vary now more than ever. At Nortel, we understand that your customers are unique and want to do business on their own terms. Some are more than happy to pick up the phone and speak to an agent. Others prefer to send an email, text from their mobile or perhaps a fax. Is your business ready to service them all? Is your customer service enabling you to offer a breakthrough customer experience?

Having the right customer contact strategy in place enhances your company brand, improves customer satisfaction and retention, and increases staff loyalty and morale. We understand that deploying such a service can be daunting and complicated.

That’s why Nortel is pleased to offer our **Contact Center (CC): Complete** promotion. Based on the extremely

successful Nortel Contact Center 6.0, **CC: Complete** is designed to help you create a customer service solution that will enable you to set your company apart.

#### What is CC: Complete?

We believe business should be simple, so we’ve made deploying a Nortel Contact Center 6.0 solution as easy — and affordable — as possible. The CC: Complete promotion offers

complete solutions that provide you with all of the Nortel components necessary to support a Contact Center.\*

Not only have we made them simple to order, we’ve made these solutions more affordable than ever! Base system bundles are discounted at 40% off, multimedia at 60% off, and the multimedia service bundle at 27% off when purchased with new Contact Center 6.0 installation services.

#### What you get with CC: Complete

##### CC: Complete Bundles (30, 60 and 90 Agents) — 40% off

- The price of each bundle includes the following items:\*
- › Nortel Contact Center 6.0
  - › 30, 60 or 90 ‘Premium Service Package’ Agent Licenses **and** IP User Licenses
  - › 30, 60 or 90 IP 1150E Agent Telephones with Power
  - › Fully functioning Communication Server 1000E SA to support Nortel Contact Center 6.0
  - › Primary Rate Interface Card/s for connection to an existing switch and/or the PBX
  - › MIRAN Music and Announcement Card
  - › CallPilot 600R Base System
- Additional customized options may be added at the appropriate cost.

##### CC: Complete Multimedia — 60% off

- The **CC: Complete Multimedia Bundle** includes:
- › Contact Center Multimedia Base Package
  - › Contact Center Outbound Base Package
  - › 10 Email Licenses
  - › 10 Web Communication Licenses
  - › 10 Outbound Licenses
  - › Communication Control Toolkit

##### Contact Center Services

To help ensure a smooth installation and integration, inquire with your channel partner or Nortel sales representative.

\* **CC: Complete** comprises all Nortel supplied equipment required to operate a contact center. The base Nortel supplied equipment is identified in this brief. A full listing of the offer is available from your channel partner. Please note that additional hardware and services such as industry-standard servers and installation costs, etc. will be added to the solution offered by the supplying Channel.

## More than just a Contact Center

**CC: Complete** offers a simple, easy and affordable route to deploying a customer contact solution. Importantly, the bundle includes a Nortel CS 1000E SA, a leading-edge IP PBX, that will also offer your organization the opportunity to deploy IP Telephony and other applications at your pace. The Communication Server 1000E SA supports both TDM and IP technology and a wide range of terminal devices.

Enhance the functionality and productivity of your contact center with **CC: Complete Multimedia**.

This bundle provides everything you need to offer your customers a richer, differentiating experience. Add on the **CC: Complete Multimedia Services** to help ensure a smooth installation and integration.

When you deploy **CC: Complete**, you might also want to consider deploying additional handsets. If you have an existing switch and intend keeping it running concurrently, why not add the new extensions to the Communication Server 1000E SA instead.

### What can you add?

**CC: Complete** delivers all the Nortel components you need to run your Contact Center. However, there may be other items you may need to consider. While not exhaustive, the following highlights other items you may want to supply depending on your existing network and how you intend running

### CC: Complete:

- Quality of Service (QoS) Local Area
- Data Network (LAN)
- Primary Rate Interface Card in existing Nortel or Non-Nortel switch
- Headsets

### Who is CC: Complete for?

- Any existing Nortel customer looking for a contact center without disrupting their existing PBXs
- Any organization with a non-Nortel PBX that wants to benefit from the market-leading Nortel Contact Center 6.0 applications
- Any organization looking to deploy a market-leading customer contact solution today

**CC: Complete** is available to new customers, existing Nortel customers and those with non-Nortel PBXs.

**CC: Complete** is designed to remove the financial barriers that may have previously made deployment prohibitive.

### Your customers need you

Every customer is unique. Every customer wants to communicate on their terms. With Nortel Contact Center 6.0, you can take command of your contact

## Nortel Contact Center 6.0 value

Nortel Contact Center 6.0 is one of the most successful customer contact solutions available today. This solution has evolved into a full multimedia suite that allows your customers to contact you whatever their choice – by email, web communication, text or fax. Deployed effectively, blending these ‘contacts’ can optimize your agents’ time while offering them more varied, more interesting and more fulfilling work.

Add in the integrated Outbound dialling feature and you gain additional, dynamic capabilities to drive your business.

A major benefit of Nortel Contact Center 6.0 is that management, administration and reporting of all media types are fully consolidated so you always know the contact center is working for your business and have the data available to confirm it.

center and allow your customers to feel as if they are in command as well. With **CC: Complete**, you are one step away from having a customer contact strategy that will set your company up as a winner with exceptional customer service.

To find out more, go to **www.nortel.com/promotions** or talk to your Nortel or Channel Account Manager.

### Do you have budgetary concerns or cash flow constraints? Nortel Enterprise Financing Solutions (NEFS) can help.

NEFS offers a variety of leasing and financing options that enable you to sensibly and affordably invest in new Nortel solutions today and pay for them over time.

Why lease your solutions?

- › Eases budget restrictions
- › Helps maintain a leading edge
- › Preserves working capital
- › Establishes predictable and affordable payments
- › Offers a single source for all your needs
- › Eases cost of upgrades

For more information, visit **www.nortel.com/nefs**.

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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