



Services Brief

IVR Application Discovery Workshop

By making a small investment to explore what a well thought out IVR strategy can do for your customer services, you can unlock the full potential of your contact center — and enable your business to start realizing exceptional results almost immediately.

Increasing service levels and managing costs are a constant challenge for customers in their contact centers, with agent time being one of the most critical factors. IVR technology is designed to improve agent utilization by automating specific types of calls, thereby improving the overall financial performance of the contact center. This, coupled with the fact that IVR technology provides access to guaranteed, predictable service 24x7, allows an enterprise to realize improved customer service levels and satisfaction ratings for many contact centers.

Nortel has extensive experience in contact center consulting and call automation across all market sectors, having delivered countless self-service solutions that realize tangible business benefits and rapid ROI. Nortel makes this expertise available through Application Discovery Workshops, working with customers to help identify areas where the introduction of self-service solutions or changes in the contact center will provide business benefit, either through cost-saving or revenue generation, enhanced marketing, improved customer satisfaction or greater brand promotion.

Business benefits at a glance

With an Application Discovery Workshop, you can gain insights on how to:

- Improve business productivity by automating many business functions
- Drive personalized call experiences with smart IVR technologies
- Identify ways to immediately improve your bottom line with ROI generally well under a year
- Realize longer-term ROI through better cost management and revenue generation within the contact center.

What is the IVR Application Discovery Workshop?

Leveraging our experience in deploying a broad range of technologies, our consultants facilitate the analysis of your contact center operations and identify how IVR applications can be introduced and/or enhanced to align with your business needs.

Working with you to define business requirements

The Application Discovery Workshop commences with an initial half-day working session, involving key stakeholders within the business. This is an interactive, structured “brainstorming”



session where Nortel's experienced consultants draw on the business knowledge and skills of key personnel within your organization to drill down into your business drivers, market position, customer profiles, workflow processes for customer interaction, reporting and contact center IT infrastructure. The workshop may identify areas where further analysis or more in-depth technical discovery will be needed.

Reviewing your operations to identify opportunities

The initial workshop is followed by detailed analysis of the business processes, infrastructure and performance within the contact center operation, taking approximately two days to complete. As part of the analysis of the contact center, Nortel consultants will listen and observe live contact center interactions, including both in-bound and out-bound calls. This will allow us to better understand your operations and develop holistic recommendations for improvement.

Providing recommendations to improve your business

The IVR Application Discovery completes with a face-to-face customer presentation and delivery of the

consultancy report, which will highlight findings and recommendations. The presentation of findings includes an interactive workshop to discuss outcomes and will allow time to agree on forward actions, success criteria and timescales.

Results-oriented

Improve productivity, profitability and customer satisfaction

Understanding how the utilization of IVR solutions can support call handling and management within your contact center can help you identify improvements in agent utilization and customer satisfaction levels, enabling tangible business benefits and rapid ROI.

Let Nortel take care of your technology concerns, while you take care of your customer. The combined results can ensure optimized efficiency for you and your business. For more information on Nortel Contact Center Services, visit www.nortel.com/contactcenterservices.

Nortel Consulting Services: Working for you

As a premier communications integrator, Nortel Professional Services delivers solutions that extend far beyond contact center solution implementation and technology support. We work with you to understand your business and to unlock the value of your multi-vendor communications technology investments, enabling you to improve business efficiency, increase performance and enhance the overall customer experience.

Visit Nortel on the Web at www.nortel.com. For the latest Nortel news, visit www.nortel.com/news.

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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