



# >THIS IS THE WAY

## LEVERAGING AN EXPERT ANYWHERE CREATES A FIRST CONTACT ADVANTAGE

# >THIS IS NORTTEL™

### Solution Brief

#### Expert Anywhere Contact

**Are you struggling to improve the customer experience delivered by your contact center?**  
**Are you dealing with increasing call volumes but you don't have the budget to hire more agents?**  
**Do your agents often require assistance while handling a specialized customer request but have difficulty finding the right person with the right answers?**

It seems every enterprise is looking for new ways to make their contact center more responsive, accessible and effective at resolving customer needs. Who hasn't focused on increasing response times, expanding coverage or supporting remote agents with specialized skillsets as a means of improving customer service at one time or another? Yet customers still want more.

By teaming contact center agents with the expertise of knowledge workers anywhere in your enterprise, Nortel's Expert Anywhere Contact solution can help you deliver an improved customer experience — not just by providing faster response times, but by providing the right response from the right person the very first time.

#### The Expert Anywhere Contact solution

The Expert Anywhere Contact solution is powered by the Nortel Applications Center, an integrated suite of SIP-based\* multimedia applications and communications tools designed to enable a higher level of real-time collaboration and seamless interaction. The Expert Anywhere streamlines interaction between contact center agents and an extended team of experts that could be virtually anywhere or anyone in any area of the enterprise. Expert Anywhere brings together these powerful SIP-based capabilities that provide agents with the resources they need to deliver first call resolution regardless of media type, location or device.

"Our success is predicated on fast, efficient service that provides the best customer experience possible. The ability to put the right agents in touch with customers that require their specific skills and expertise, regardless of where our agents are located, provides significant competitive differentiation and serves our business case very well. It also allows us to bring agents on-line at times of peak business as needed, providing flexibility and just-in-time staffing capabilities."

— Jim Bradley, director of telecom and network services director,  
Palm Coast Data



## Nortel Application Center

The Nortel Application Center is a SIP-based\* application suite that seamlessly integrates customer contact, self-service, unified messaging and multimedia into a single, common platform. This open platform uses standards-based protocols and enables enterprises to deliver superior customer service and increased productivity at a fraction of today's independent systems.

### Contact Center 6.0

Contact Center 6.0 is a leading next-generation multimedia contact center that transforms the customer contact experience by supporting an innovative suite of integrated TDM, IP or SIP-based\* multimedia applications and services. Agents are able to collaborate with an extended community of experts to ensure customers receive fast, effective first contact resolution.

*“Contact center agents only have a brief opportunity to exceed service expectations and delight their customer. Nortel's Expert Anywhere solution enables agents to access company experts in real-time, wherever they may be. Enterprises that extend the value of their contact center beyond traditional boundaries will have a strategic advantage.”*

— Donna Fluss, principal, DMG Consulting

The solution includes Nortel's new **Contact Center 6.0** — a key element of the comprehensive Nortel Application Center suite of open, integrated applications, the innovative **Multimedia Communication Server 5100**, a diverse portfolio of **multimedia clients and IP phones** and secure remote access with **Nortel's VPN Gateways**.

### Customer care — the new corporate mission

No longer is customer care the sole responsibility of the typical contact center agent. Often, creating a first contact advantage means providing a level of specialized expertise that can be difficult and costly to sustain in a traditional contact center. With Expert Anywhere, your agents can quickly leverage the expertise of knowledge workers in the organization by providing

them with the presence, collaboration and multimedia tools necessary to deliver on the goal of first call resolution.

### Empowering every agent with expert resources

Supporting distributed agents to provide specialized skillsets or hiring part-time agents to maintain service levels during peak periods are tools used to improve customer service. However, Nortel's Expert Anywhere solution takes agent productivity and first call resolution performance to the next level by providing access to a powerful set of multimedia collaboration capabilities that enable seamless interaction between first line agents and an extended team of experts throughout the enterprise. With Nortel's Expert Anywhere solution, agents have the flexibility to work anywhere, even at home, and still be securely connected

## Customer scenario

You are a large national home improvement chain. Existing and prospective customers get in touch with your contact center either by phone through your 1-800 number or through the Web via e-mail or text chat to ask questions about products, design ideas, availability of products at certain stores, etc.

A new homeowner calls your 1-800 number wanting information regarding the installation of a plumbing product he recently purchased. The agent who receives the request doesn't have the expertise to answer the question but quickly looks at her "buddy list" on her Multimedia Communication Server client to see who she can contact with plumbing expertise. The buddy list is categorized by knowledge and skill, making it easy to see the status of available experts across multiple stores.

On the west coast, a plumbing expert equipped with a BlackBerry handheld with the Multimedia Communication Server client appears available. Through the presence feature, the agent is able to quickly contact him by phone while the caller is on hold. Over a secure connection, the agent talks to the expert, explains the situation and then conferences in the customer. The expert talks directly to the customer and explains how to install the product. The customer is able to get his questions answered with one phone call and is very satisfied and pleased that he can finish his project as planned, eliminating a potential frustrating delay.

## Solution components

- > **Contact Center - Manager 6.0**
- > **1100 series IP Phones**
- > **VPN Gateway 3050**
- > **Multimedia Communication Server 5100 Soft Client for PCs and handhelds**



## Customer scenario

A new mother calls into a drug company's 1-800 number to get information on a medication prescribed to her newborn. Without putting down the infant to press her way through the multi-level menu, she is able to use natural language recognition to get to the right department the first time. She has very specific questions that only a pharmacist can answer. This drug company has their lab-based pharmacists equipped with 2007 SIP\* Phones with presence.

The mother's call would first be handled by an agent who identifies the need for a pharmacist, finds an available lab-based pharmacist using their SIP\* client, contacts the pharmacist via instant messaging or phone and then seamlessly supplies the mother with the information she needs. What the customer does not know is that the pharmacist is situated across the country in a different time-zone — he has the training and expertise to offer exactly what she is looking for.

As you can see, the power of Nortel's innovation using real-time collaboration applications allows employees to be more productive and to collaborate effectively and efficiently regardless of location. Real-time access tools and user interfaces ensure the right information reaches its destination securely and on time.

to a team of experts and a host of media-adaptive collaboration tools to improve customer responsiveness.

Expert Anywhere enables:

- > Instantaneous collaboration and communication with an expert worker anywhere in the organization with tools like meet-me and video conferencing, white boards and unified messaging
- > A choice of communication channels — phone, instant messaging, video, e-mail — so you don't have to worry how agents, experts and customers connect

## Improving customer care while reducing operational costs

Intuitively you might think it costs more to create a customer care advantage, but with the Expert Anywhere solution you can increase the productivity and responsiveness of your enterprise while reducing the overall operational costs of your contact center. Contact Center 6.0, together with Multimedia

Communication Server 5100 or one of Nortel's converged communication servers — including Communication Server 1000, 2000 or 2100, supports all communication between your agents and network of experts over a converged IP infrastructure. Operating in an IP environment reduces the cost of supporting traditional lines and trunks and expands the choice of IP phones or soft clients available to users.

Additionally, extending support for customer care across the enterprise leverages the expertise of your existing staff while reducing training requirements and the need to hire new agents with specialized skills. When agents can connect seamlessly with experts to resolve a customer contact faster, the very first time, they will be free to handle more customers. In return, customers will be more satisfied with their experience and more likely to return for repeat business which ultimately improves your bottom line.

## Solution components

- > Contact Center - Manager 6.0
- > MPS 500 with Speech Recognition
- > Multimedia Communication Server 5100 Soft Client for PCs and handhelds
- > Nortel IP Phones (1100 series/2000 series, 2050 client)
- > Nortel VPN Gateway (3050/3070)

## Multimedia Communication Server 5100

Multimedia Communication Server 5100 is a SIP-based\* multimedia application server that provides powerful communication features such as presence and media-adaptive collaboration tools that significantly enhance user productivity and interaction with colleagues anywhere for faster decision making and improved customer responsiveness.



*Gartner has observed that organizations have saved between 8 percent and 30 percent by using virtual agents, compared with established or previous on-site agents. In addition, training costs can be reduced by using computer-based training (CBT)/distance learning, rather than the more expensive on-site classroom methods. Given their higher levels of education and motivation, virtual agents can often learn more rapidly via CBT than the on-premises classroom approach would allow.*

Source: Gartner Report: Focus on realities not myths

\* SIP is a signaling protocol for Internet Telephony that establishes dynamic sessions for multimedia features over an IP network.

## The Nortel Expert Anywhere advantage: Delivering a first contact advantage

Nortel's Expert Anywhere solution can help you deliver a first contact advantage by creating a seamless, secure multimedia power house environment that enables agents to deliver what customers want — the right information, from the right person, the first time around.

Expert Anywhere delivers the advantage of seamless interaction between a unique end-to-end portfolio of capabilities from Nortel, including next-generation SIP-based\* contact center applications, multimedia collaborative and presence capabilities, converged infrastructure solutions, secure remote access services, a diverse client portfolio, management services and consulting services.

Together, these capabilities work to support the level of collaboration and interaction needed between contact center agents and an extended team of experts. It provides customers with faster, more effective first call resolution — anytime, anywhere, exceeding their expectations and raising the bar on customer service for your business in a very cost-effective manner.

\* SIP is a signaling protocol for Internet Telephony that establishes dynamic sessions for multimedia features over an IP network.

## Nortel IP Phones and Multimedia Clients

Nortel's expanded IP Phone and Multimedia Client portfolio increases customer choice and enables an advanced level of communication and information exchange, from Nortel's Multimedia Client service that is available as a mobile soft client on a laptop or pocket PC or on BlackBerry Cellular or Wi-Fi handheld devices, to the 1100 series IP Phones that provide a high-resolution graphical display for productivity-enhancing converged applications, to the 2007 IP Phone that delivers access to multimedia-based content such as web pages, still frames and streaming video presentations.

## Nortel VPN Gateways

The Nortel VPN Gateway portfolio is a remote access security solution that extends the reach of enterprise applications and resources to remote employees, partners and customers. By leveraging the native capability of widely-deployed Web browsers and SSL VPN while also supporting traditional IPsec-based VPN clients, the VPN Gateways offer users one of the most convenient, flexible and cost-effective secure remote solutions available.

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](http://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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