



## Hot Sheet

### Top 10 reasons to move up to Nortel's newest contact center solution

*Power up with Contact Center 7.0*

#### Top 10 reasons

1. **CRITICAL!** Software retirement; eliminate risk plus power up with high-value benefits.
2. **NEW!** Hundreds of new features and enhancements — Tap into one of the most advanced contact center applications in the marketplace today.
3. **NEW!** Dynamic SIP Contact Center integration with Microsoft OCS provides a single agent desktop for inbound/outbound voice, email and IM.
4. **NEW!** Unified Contact Center and Self-service workflow orchestration tool.
5. **NEW!** Integrated predictive outbound dialing campaigns that are fully integrated with the contact center.
6. Multimedia capabilities expand the way you and your customers can interact — creating a distinct competitive advantage.
7. Best-in-class-reporting and management tools.
8. Optimal redundancy and resiliency.
9. A complete solution for complete confidence — more functionality to run a dynamic, optimized contact center
10. **NEW!** Power up your contact center with customer integrations.

**BRING IT ALL TOGETHER WITH A COMPREHENSIVE SUITE OF CONTACT CENTER SERVICES!**



#### 1. **CRITICAL!** Software retirement.

Release 5.0 and earlier of the Nortel Contact Center portfolio will no longer receive development, troubleshooting or extended support from Nortel. This End of Life (EOL) status is the final step in the product lifecycle. Nortel Contact Center customers need to prepare to move up to Contact Center Release 7.0. Furthermore, while eliminating the risk of EOL status, this upgrade also represents a major upside to your organization with the high-value capabilities now offered in Release 7.0

#### 2. **NEW!** Hundreds of new features and enhancements. Tap into the power of the most advanced contact center application in the marketplace today — Contact Center 7.0!

It offers quick integration of contact center services into day-to-day business applications and processes with a Service Oriented Architecture (SOA) and Web services framework. Contact Center 7.0 offers hundreds of new features including open interfaces for communications-enabled business processes and advanced unified communications within the contact center. These are enhancements that can reduce costs, create a breakthrough customer experience and improve time to revenue.

### **3. NEW! Powerful SIP Contact Center Integration with Microsoft OCS provides a single agent desktop for inbound/outbound voice, email and IM**

— making it easier than ever for customers to interact with your business. This integration of UC within the contact center enables new modes of communication with customers that can be routed and handled more efficiently. Due to the SIP-based nature, geographies are transparent, creating a truly virtual contact center and a community of subject matter experts around the globe.

### **4. NEW! Unified Contact Center and Self-service workflow orchestration tool.**

Traditional programming methods are time-consuming, tedious and often inflexible. With a Service Creation Environment (SCE) GUI, the front and back office application workflow orchestration is simplified using open Web service interfaces that reduce costs and speed deployment. It creates workflow diagrams plus offers canned workflows for simple, out-of-the-box set up.

### **5. NEW! Integrated predictive outbound dialing campaigns that are fully integrated with the contact center.**

Now the agent remains logged in with a single source for management and reporting — resulting in less expensive and easier to manage outbound dialing campaigns. This is in addition to our fully-featured preview and progressive outbound campaign solution, which provides a powerful offering for proactive customer engagement needs. An outbound campaign Web service is also available that can update customer information while a campaign is in progress, greatly improving agent productivity and saving customers time — driving up your customer satisfaction scores.

### **6. Multimedia capabilities expand the way you and your customers interact — creating a distinct competitive advantage.**

- **Web chat** toolkit comes with the Web Communications Manager, which enables email response and web chat response capabilities. Customers can integrate their web sites with the contact center to enable web chat and co-browsing by customers and contact center agents as well as web-stream tracking and the ability to route to the optimum skillset. Additional flexibility is offered as you can blend web chat requests with all other types of contacts.
- **Email.** Contact centers can now manage emails with the same efficiency and formality as voice calls are managed. For example, contact center administrators can create rules that search through email messages in an incoming mailbox for specific text, a specific subject or a specific sender and queue them to skillsets according to the properties of the email message or route them to specific agents. Email rules can also be used to send automatic responses, or close the contact according to the time of day the email message was received.
- **Click to Contact** is now embedded in the solution. It becomes simple to dialogue with customers in a method of their choice — email, web chat, outbound voice.

### **7. Best-in-class reporting and management tools.**

There are significant improvements including enhancements to the real-time contact center displays to reflect trending in a recent period. Also, dynamic filtering and trending provide quick access to key performance indicators (KPIs) directly within a dashboard and the ability to report on a per-contact basis, speeding report analysis. With over 120 “canned reports” and a Report Wizard, you have access to more canned reports and more control over reports with the ability to partition for more detail as well as directing manager/agent report access.

### **8. Optimal redundancy and resiliency is at the top of everyone’s checklist.**

Extending Nortel’s leadership in contact center resilience, we have added real-time shadowing between the active and standby server which includes automated failover. This level of mission-critical protection assures optimum business continuity and maximum disaster preparedness. Supporting flexible local (campus) and geographic deployment with less hardware to maintain, Nortel Contact Center delivers high service quality with a lower cost of ownership.

- **Advanced security or leading-edge security.** Nortel introduces a common security framework also utilized by Nortel Communication Server 1000 and Nortel Interactive Communications Portal (ICP) IVR solution for greater administrative control. The security framework also includes a single sign-on and authentication with Microsoft Active Directory as well as other directories — ensuring proper validation and reducing repetitive security authentication tasks.

### **9. A complete solution for complete confidence.**

Nortel provides all the tools to run a dynamic, optimized contact center.

- **Speech and self-service integration — 24/7 customer service in an open-platform, software solution.** Nortel’s Interactive Communications Portal (ICP) is the next-generation solution that enables first-class self-service to the contact center or business. Since it is native SIP-based, it runs on any commercial off-the-shelf server (COTS). It fits into a business’ existing IP environment, supports open standards and has an optional hybrid infrastructure to span the TDM to IP evolution.

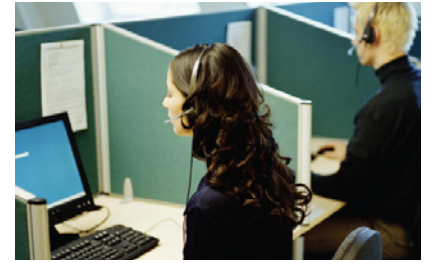
- **NEW! Workforce optimization** — **maximize quality throughout your service organization.** Contact Recording and Quality Monitoring (CRQM) now complements the Agent Observe function and has the ability to provide multi-DN recording plus a record-on-demand feature supported directly on a telephone. The tight integration between the contact center and CRQM provides additional flexibility and control of recording and monitoring. Contact recording captures more than just voice; it captures email and other exchanges for a complete review of your customer interactions. In addition to recording and monitoring, we also offer a complete solution that includes Workforce Management, Speech Analytics and Customer Feedback Surveys.

**10. New! Power up your contact center with customer integrations that are now available as a Web service to allow integration with third-party applications.**

Nortel's Communications Control Toolkit (CCT) is a powerful middleware and development environment for CTI applications. With the CCT, enterprises can quickly integrate the power of corporate data systems into agent desktop applications with the Microsoft .NET framework or Java-based application environment.

**Bring it all together with powerful Contact Center Services.**

Nortel has developed a full suite of business, technology and operational consulting capabilities for Nortel Contact Center. Nortel's Contact Center Services portfolio offers best-in-class planning, design, implementation, integration, maintenance and optimization services as well as certified program management. The knowledge, skill and expertise of Nortel consultants are the assurance for a smooth deployment of Contact Center 7.0. Nortel services' end-to-end capability includes business evaluation



**Customers deriving competitive advantage with Nortel Contact Center**

"Nortel is doing innovative things in the customer contact market and their approach for making it simple to blend applications with business processes is right on the mark. They understand what needs to be done to help businesses like ours reduce costs and speed our ability to better serve our customers."



— **Steven Lemak, VP of IT, excelleRx** *(A Nortel contact center customer and provider of medication management for the hospice market)*

"We wanted a relationship with one vendor partner that would get us not only into contact center technology but also full Internet contact management. We made the choice that the best partner for us was Nortel and we're very happy with that choice."



— **Joy Doyle, Director of the Governor's office of Customer Service, State of Georgia**

"With Nortel Contact Center Solutions, we can actually open the doors for our clients, managing email better to facilitate new subscriptions and inquiries, offering outbound telemarketing for renewals and overall raising our service levels significantly."



— **Jim Bradley, Director of Network Services, Palm Coast Data** *(Excellence in magazine, membership and product fulfillment services with a client roster that includes nearly 50 of the United States' leading publishers and associations)*

"Our virtual call center is enhancing contacts across the Geisinger system, with call centers utilizing IP telephony up to 60 miles away. With limited staff in that region, we're able to deliver features and functionality without having to install and maintain a separate system — a tremendous advantage."



— **Gay Keefer, Director of Voice, Geisinger Health System** *(Healthcare system, spanning 40 counties of 20,000 square miles and serving 2.5 million)*

"Nortel has helped us direct a range of customer interactions through skill-based routing not possible before. With specialized 800 numbers, our customer is assured of speaking to the correct agent on first contact. Our hold time for tech support has decreased from 45 to 5 minutes. The browser-based Web Client has been a real boon in reducing client maintenance costs."



— **Keith Wallace, Director of Communications, PC Connections** *(Leading direct marketer of business computing solutions; award winner in service and support)*

and technology assessment to ensure that the move to Nortel Contact Center addresses customers' business objectives while improving operational performance. We help integrate critical contact center solutions into your overall operations, aligning them with strategic business goals. By leveraging the expertise of Nortel Contact Center Services, you can reduce your Total Cost of Ownership (TCO) and maximize your Return on Investment (ROI) throughout the contact center lifecycle.

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Nortel is a recognized leader in delivering communications capabilities that make the promise of Business Made Simple a reality for our customers. Our next-generation technologies, for both service provider and enterprise networks, support multimedia and business-critical applications. Nortel's technologies are designed to help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people to the information they need, when they need it. Nortel does business in more than 150 countries around the world. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com). For the latest Nortel news, visit [www.nortel.com/news](http://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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