



> **BUSINESS MADE SIMPLE**

## Transforming the Customer Experience

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**NORTEL**

# The world of customer contact REALLY is changing



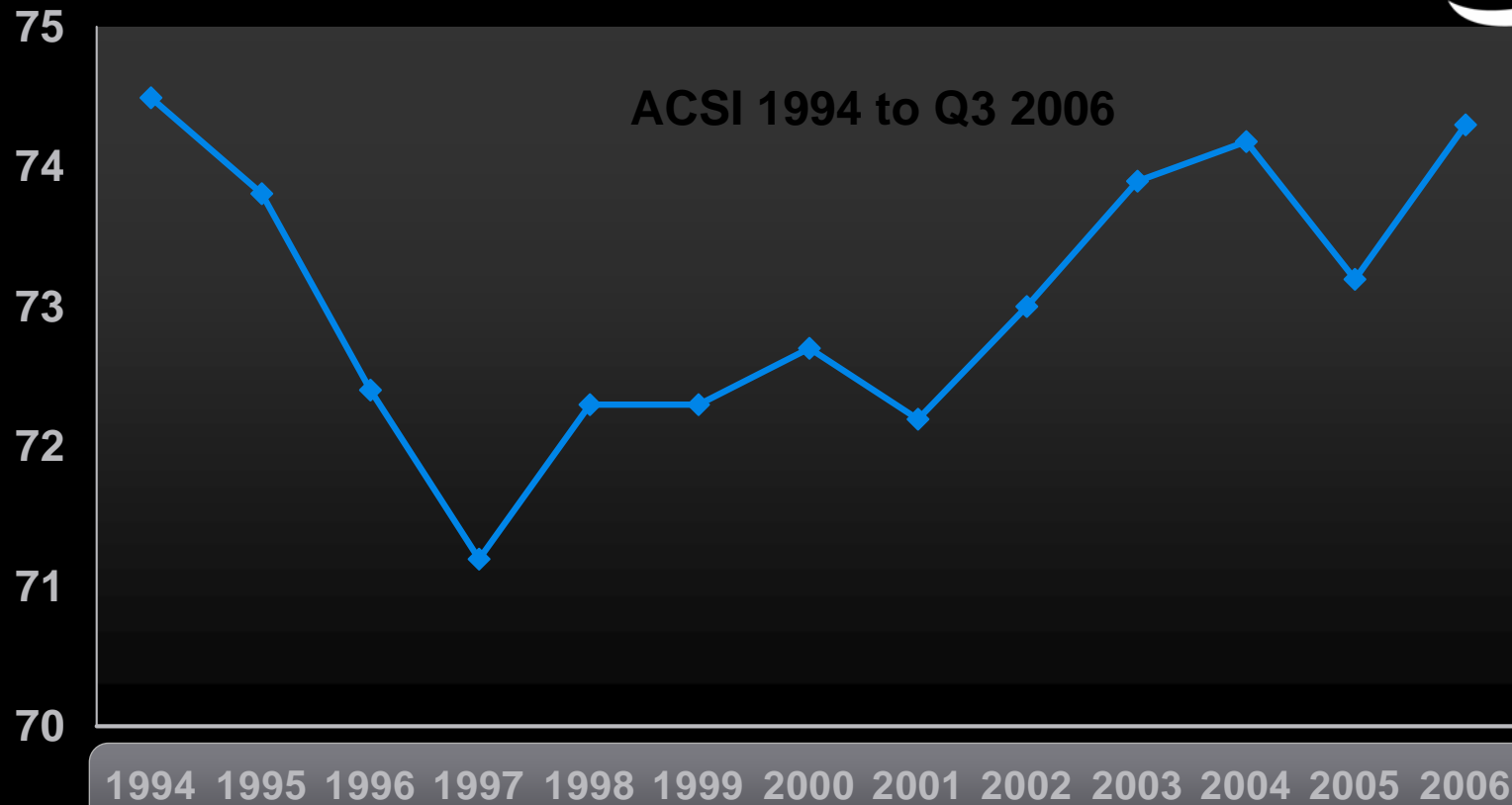
Customers are  
Everywhere

Agents are Anywhere



Contact Channels abound

# Customer Satisfaction – Building the Relationship



- > Interactions refer to the behaviors of customers when they are engaging with companies, relationships refer to how customers come to view those companies cognitively and emotionally over time

*"J. Rayport"*

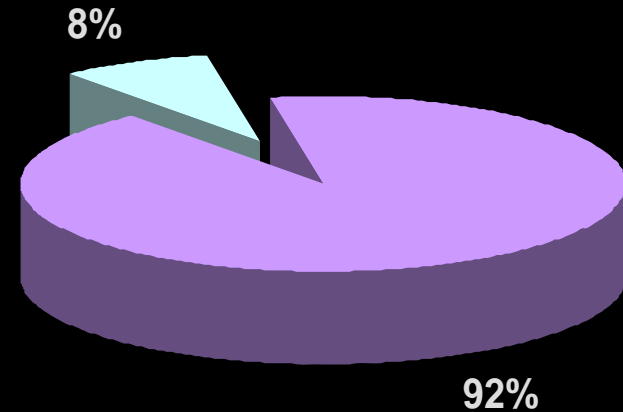
# It is All About the Experience



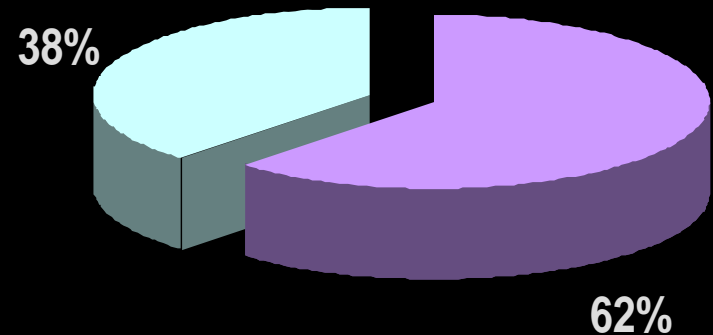
# Does the Contact Center Affect the Corporate Image?



92% of consumers form an opinion about a company's image through their interaction with the Contact Center (*Benchmark Research*)



62% would stop using a company's goods or services if they had a bad experience (*Benchmark Research*)



# Contact Center Evolution



## > Automatic Call Distribution (ACD)

- Route to first available agent

## > Skills Based Routing

- Route inbound, outbound, email, chat to first available agent with skills available to handle the contact

## > Virtual Contact Center

- Extend Reach
- Agents distributed across Enterprise network
- Just In Time Staffing
- Lower Operations Costs

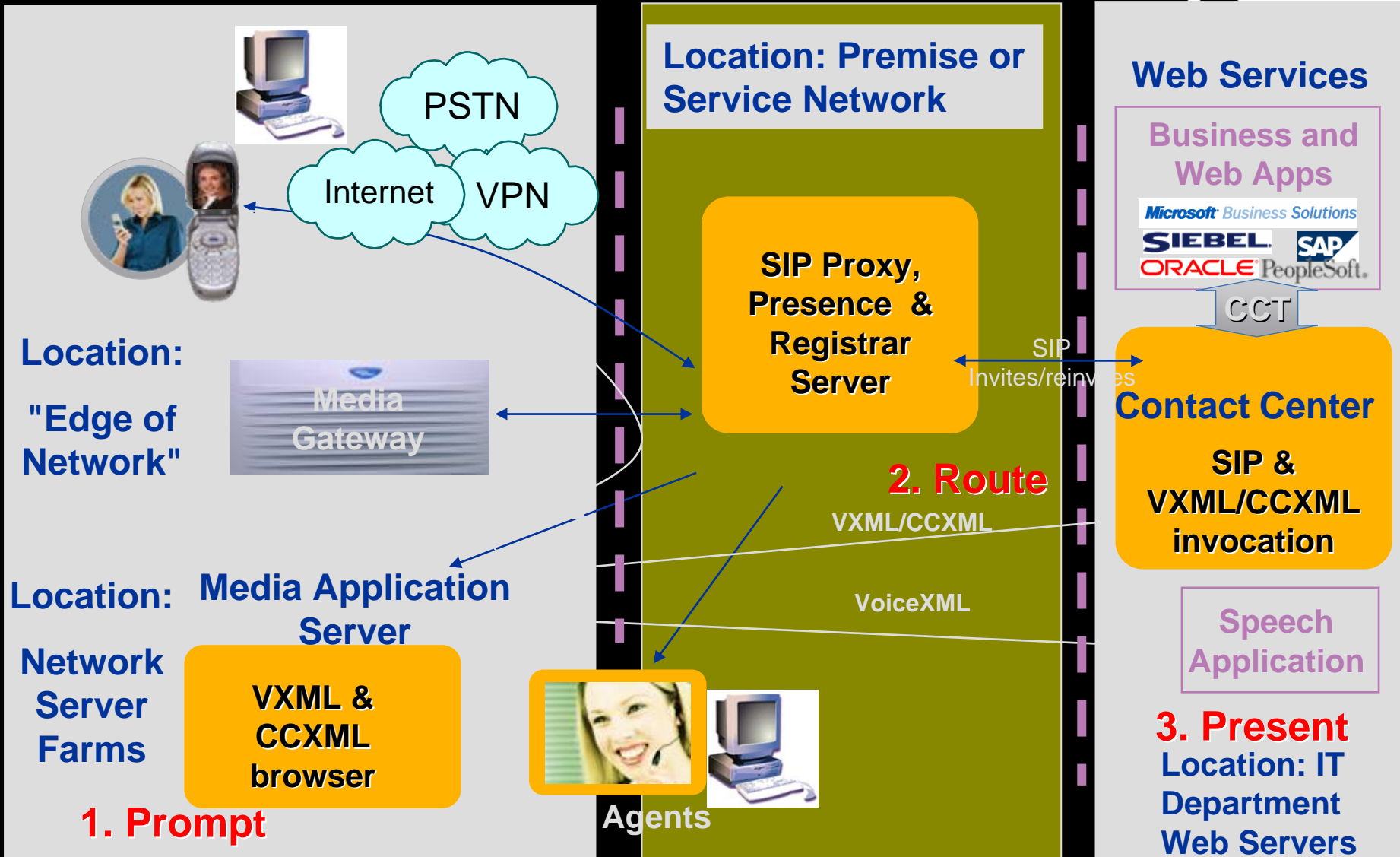


# Next-Generation Contact Center SIP in the Contact Center



- > ACD is Un-tethered
  - No more ties to the PBX or physical devices
  - Route to logical address
    - Flexible routing & device independence
  
- > Every Employee is a Customer Contact Asset
  - Presence Enabled Routing – Expert Anywhere
  - Improve First Response Call Resolution
  - Eliminate costly Network Level Routing solutions
  
- > Multi-Modal Communication between Agent & Customer
  - Video, Instant Message (IM) and Collaboration capability
  - Enhance the Customer Experience
  
- > Drive New Business Processes
  - Improve Productivity
  - Increase Effectiveness

# Next-Generation Contact Center Solution Architecture



# Next-Generation Contact Center

## Other Considerations



### > Self-Service

- Multi Tier Architecture: Media Servers & Web Servers
- Continued evolution to SOA (VXML, CCXML)
- Evolve from Speech to Multimodal Applications

### > Recording & Monitoring

- No Proprietary Hardware Required
  - Easier & Less Costly to Deploy
- IP streams simplifies media capture (Voice, Video, IM) across multi-sites
- Single Pool of Agents for Quality Monitoring

### > CTI

- Leverage the IP transport to deliver CTI Call Control & Data
- Drive toward Standardization

### > Network QOS

- Must insure QOS and engineer based on bandwidth requirements

# SIP Contact Center Case Study



## The Benefits:

- > Timely and secure first time call resolution with one multi mode transaction
- > Agent can collaborate with experts to complete the transaction or to provide a soft hand off to the branch
- > Achieve competitive edge through superior service and more productive employees.
- > Reach out to new member including youth market with lower cost base.

# Vantis Kiosk - Subject Screen



**vantis**  
CREDIT UNION

*Vantis Web Kiosk*

VANTIS PRODUCTS & SERVICES | MEMBERSHIP ADVANTAGES | LENDING SERVICES | DEPOSITS | ONLINE

SITE MAP | CONTACT US

FINANCIAL SERVICES | JOIN US | ABOUT VANTIS | INVESTMENT | LOANS | CAREERS | SEARCH

**Investments**

To help you enrich your family's financial future, your credit union provides a full range of term deposits, retirement income options, access to brand name mutual funds and the expertise of a full service brokerage firm. Talk to us today about how a comprehensive action plan can help you identify and achieve your financial goals.

For clear, calculated answers to your simple investment questions, check out our [LEP \(Life Events Planner\)](#).

Mutual funds are offered through Credential Asset Management Inc. and mutual funds and other securities are offered through Credential Securities Inc. Credential Securities Inc. is a Member-CIPF.

**vantis**  
CREDIT UNION  
**Help Center**

We have a live video help support.

How Can we help you ?

**1**

- I have problem with navigation
- I have a question about mortgages
- I have a question about investment

GO

**2**

- I know my representative contact and I would like to speak with him

GO

Exit

# Vantis Kiosk - Rep List Screen



[SITE MAP](#)   
[CONTACT US](#) 

[FINANCIAL SERVICES](#) [JOIN US](#) [ABOUT VANTIS](#) [INVESTMENT](#) [LOANS](#) [CAREERS](#)  [SEARCH](#)

## Join Vantis

[Credit Union Advantage More Advantages](#) [Democratic Ownership](#)  
[One on One Services](#) [Community Development](#)  
[Innovative Services](#) [Dedication](#)  
[Financial Services](#) [Co-operation](#)  
[Professional Standards](#) [Safe Deposits](#)

CU@WORK (pronounced "see you" at work)

Ask about our workplace marketing "cu@work" initiative.

For more information, please contact:  
**Member Service Center**  
204.452.8144

Membership means you'll have a voice in a strong, innovative and community-minded financial service provider linked to a national financial system that holds billions in assets. Our commitment is to deliver professional, person-to-person service to every member. We promise nothing less.

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### Credit Union Advantage

Credit unions are part of a strong national financial system that holds billions in assets. Yet Credit unions have local interests at heart and put personal service first.

Credit unions have been serving Canadians since 1900. Steady growth through the century has put Credit unions among the ranks of the nation's premier financial institutions. About 9.8 million Canadians - over one-third of the population - belong to one of the country's more than 2000 Credit unions or caisses populaires.

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### More Advantages

The country's Credit unions have an advantage over their competitors. Although Credit unions are autonomous, member-owned financial institutions, they are also an integrated part of a national network. Not as branches of a head office, but as the local level or first tier of a three-tier system.

At the second tier, provincial Credit union Central's serve as trade associations for the local Credit unions in their respective provinces. Centrals provide financial services and administrative support. Credit Union Central of Canada is the third tier. Canada Central is the national financial organization and trade association serving the national Credit union system.

Also at the national level, Credit Union Insurance Services(CUIS) operated jointly by CUMIS and The Co-operators and Co-operative Trust Company of Canada provide credit union members



## Help Center

Click on your representative button to establish a video call with him. If your representative is offline you could make a call and leave him a voice mail or bla bla bla etc.

### Member Service Representative

**Online**

Jane Doe 

John Doe 

Don Doe 

**Offline**

Marc Doe 

Fred Doe 

 [Exit](#)

# Vantis Kiosk - Video Call Screen



The screenshot displays the Vantis Web Kiosk interface. At the top left is the Vantis Credit Union logo. The main header area contains the text "Vantis Web Kiosk" and a navigation menu with buttons for "VANTIS PRODUCTS & SERVICES", "MEMBERSHIP ADVANTAGES", "LENDING SERVICES", "DEPOSITS", and "ONLINE". Below this is a secondary navigation bar with "SITE MAP" and "CONTACT US" links. The main content area features a search bar and a menu with "FINANCIAL SERVICES", "JOIN US", "ABOUT VANTIS", "INVESTMENT", "LOANS", and "CAREERS". The "INVESTMENT" section is active, showing a list of services: "CREDENTIAL SECURITIES", "TERM DEPOSITS", "ETHICAL FUNDS", "LRIF & LIF", and "RRSP". The "Investments" section includes a paragraph about financial services and a link to a "LEP (Life Events Planner)". Below this is a section for "LIFE EVENTS PLANNER" with "INTERACTIVE FINANCIAL CALCULATORS". At the bottom left is an "INVESTMENT GLOSSARY" link with an open book icon. On the right side, a video call window shows a woman, Jane Doe, on a phone. Below the video is a "Contact Info" section with a small Vantis logo. At the bottom right are "Hang Up" and "Exit" buttons.

# Business Transformation



- > Gain the freedom and flexibility for employees to work anywhere
- > Eliminate walls and geographical boundaries
- > Simplify management to reduce costs
- > Converge business infrastructure to gain agility and lower total cost of ownership
- > Remain responsive to business, customer and market changes to maintain a competitive advantage