



> **BUSINESS MADE SIMPLE**

Transforming the Customer Experience

Thomas Neary
Director Multimedia Applications Brand Management

tneary@nortel.com



The world of customer contact REALLY is changing



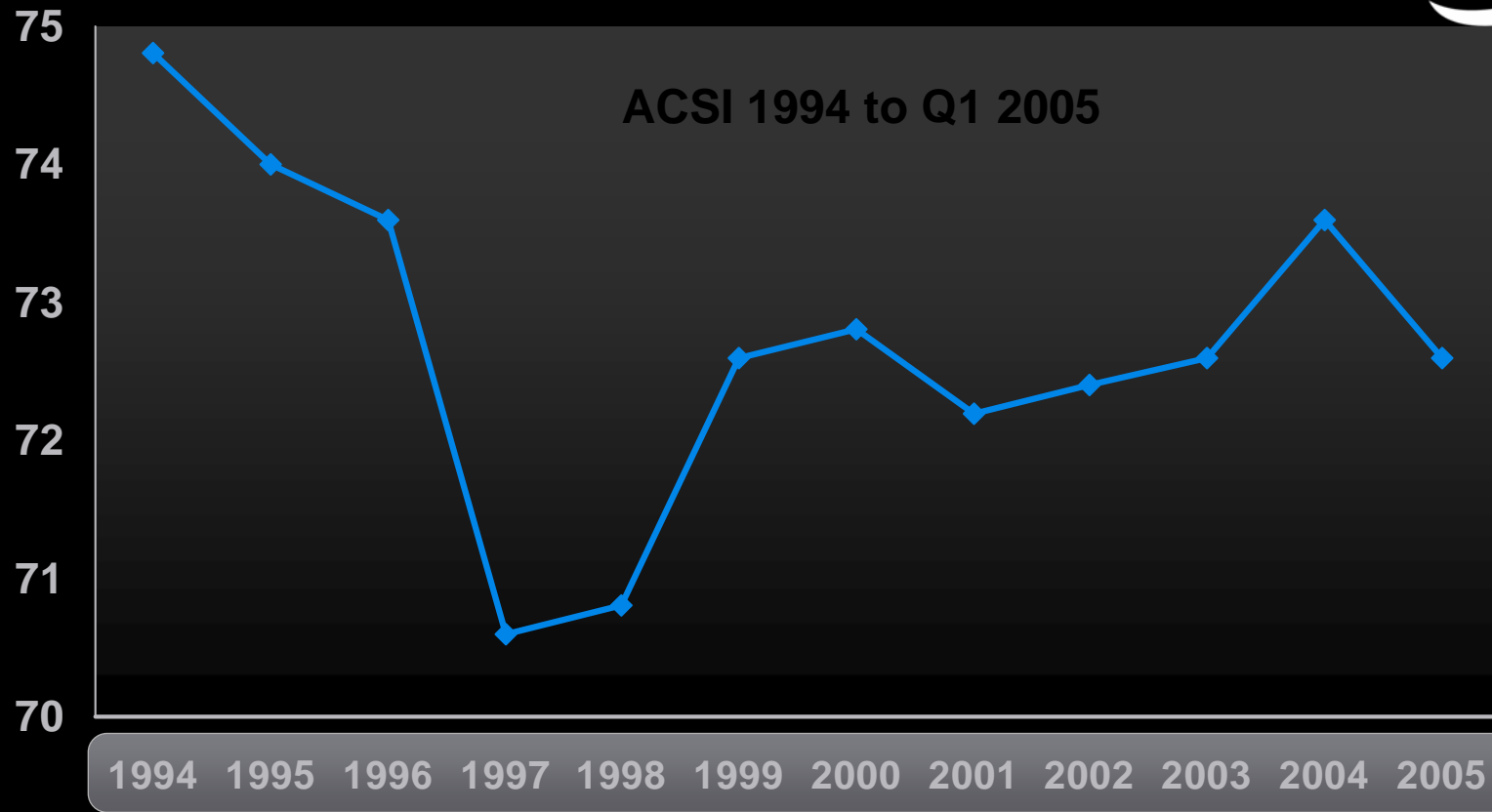
Customers are
Everywhere

Agents are Anywhere



Contact Channels abound

Customer Satisfaction – Building the Relationship



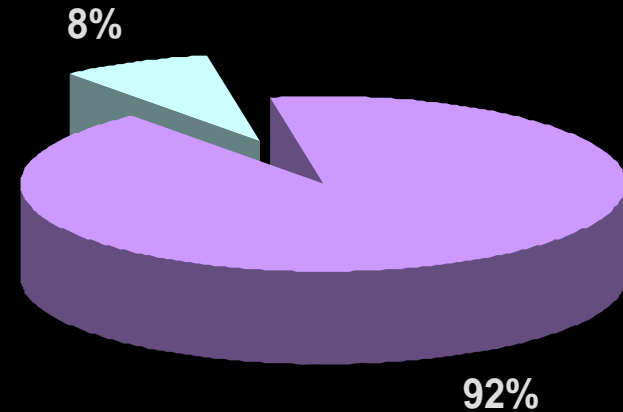
- > Interactions refer to the behaviors of customers when they are engaging with companies, relationships refer to how customers come to view those companies cognitively and emotionally over time

"J. Rayport"

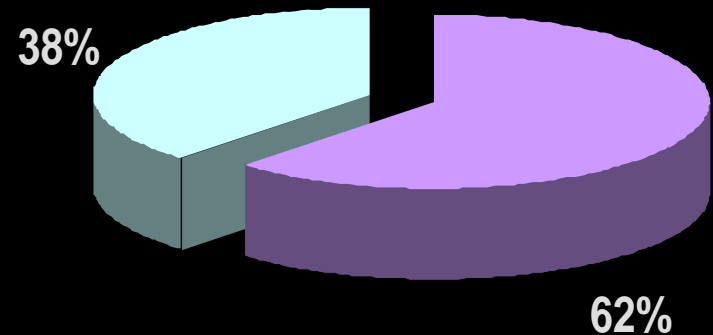
Does the Contact Center Affect the Corporate Image?



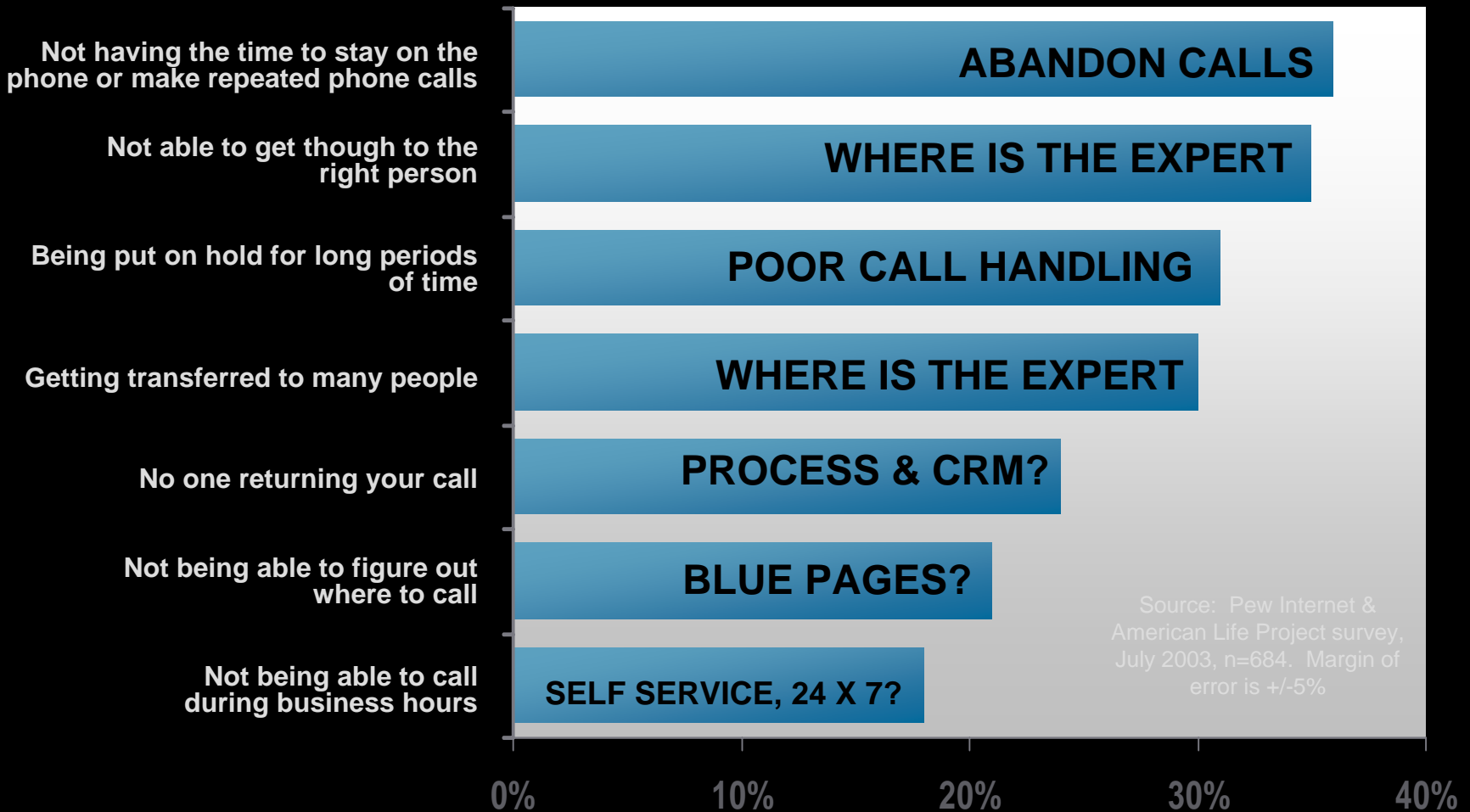
92% of consumers form an opinion about a company's image through their interaction with the Contact Center (*Benchmark Research*)



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



Problems Encountered by Customers



It is All About the Experience



Contact Center Evolution



> Automatic Call Distribution (ACD)

- Route to first available agent

> Skills Based Routing

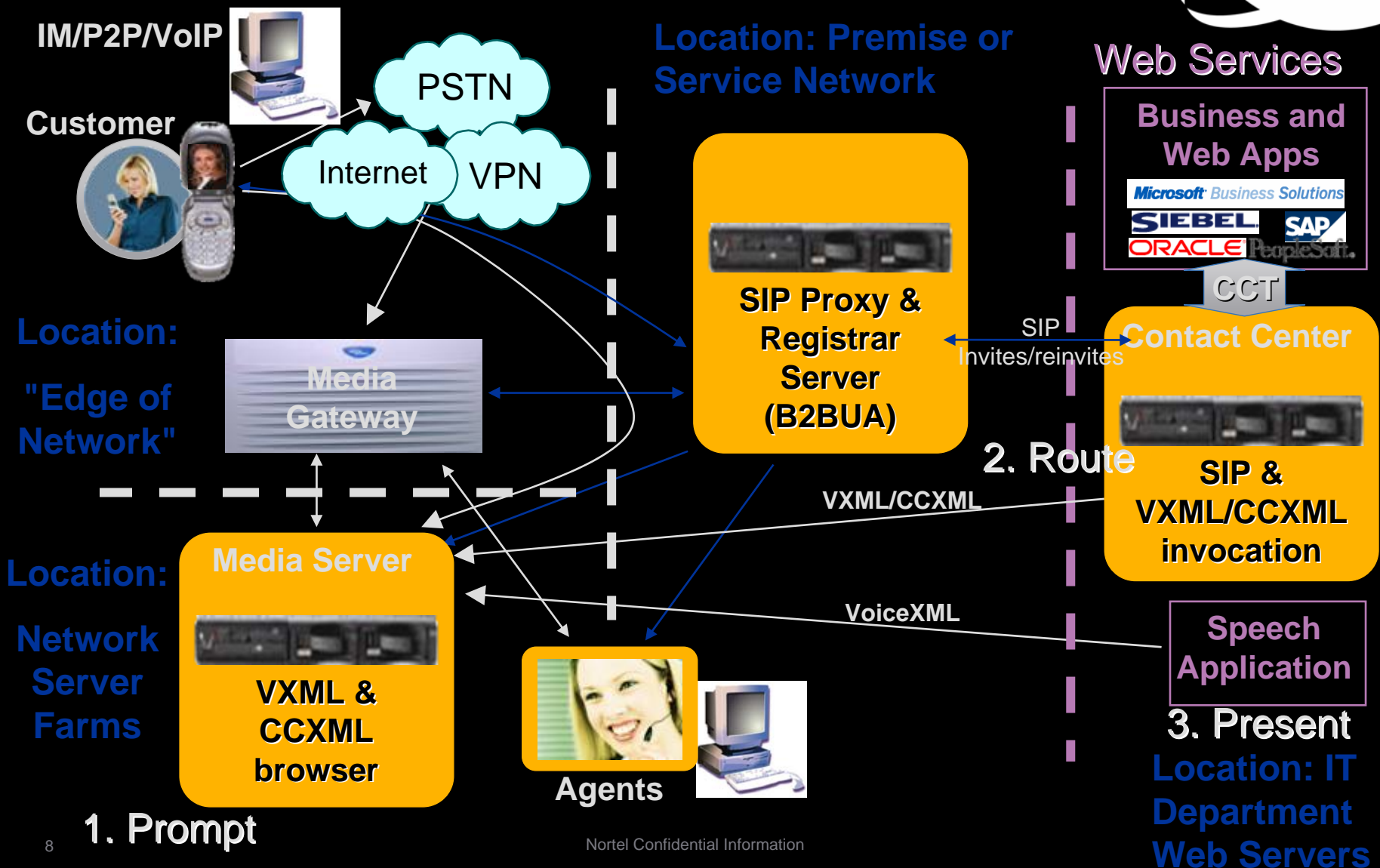
- Route to inbound, outbound, email, chat to first available agent with skills available to handle the contact

> Virtual Contact Center

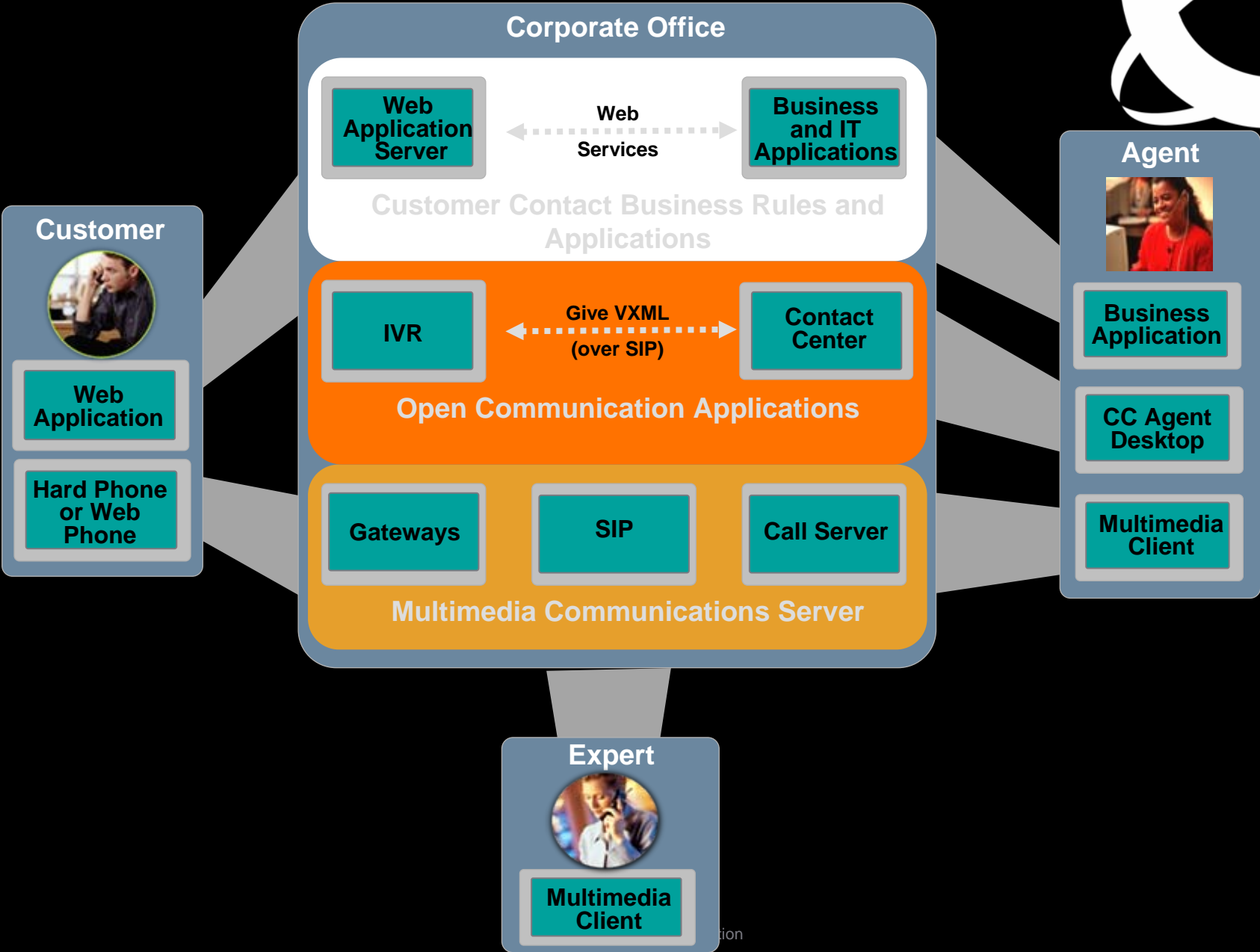
- Extend Reach
- Agents distributed across Enterprise network
- Just In Time Staffing
- Lower Operations Costs



Next Generation Contact Center Solution Architecture



Expert Anywhere Architecture



Expert Anywhere Case Study



Customer Challenges:

- > **Goal: Extend existing branches to engage with customers in new and unique way – while offering enhanced service (with lower cost base).**

Solution:

- > **Expert Anywhere via SIP-based multimedia providing adaptable technology platform and offering a unique competitive advantage**
- > **Initial implementation includes Video kiosks at ATMs to offer new services and enhance customer relationships**

Expert Anywhere



Banking Kiosk

VPN Gateway

Contact Center

MCS 5100

Back Office

MCS 5100

- Member's Web portal integrated with customized MCS5100 Client.
- Real-time Voice, Video & Web collab

- **CC 6.0** routes SIP video call and screen pop to CC Agent Desktop.
- **Media Application Server 4.0** used for multimedia treatments.
- Agent Uses **MCS 5100** to check presence of Expert and conferences the Expert in to advise the customer

- Expert (e.g. Loan Officer) with **MCS 5100 Soft Client** receives the call
- Experts provides advice and completes the transaction – first time resolution.

- Credit Union Member is very satisfied with service provided.

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.

Bridging the Gap Between Agent and Expert

Not for Confidential Information



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