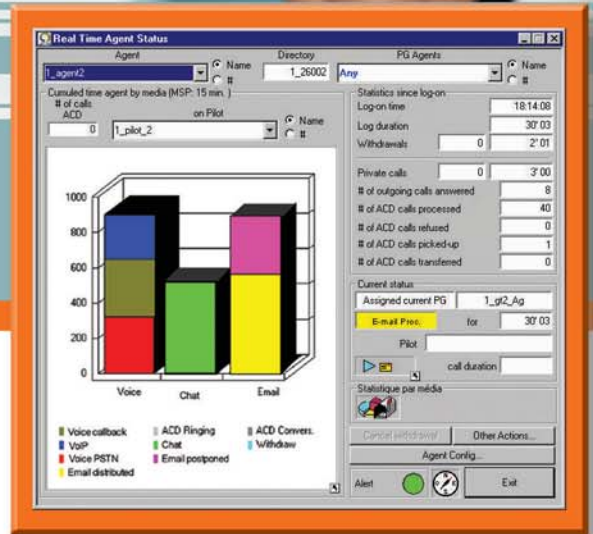




## Alcatel **OmniTouch** Contact Center STANDARD EDITION CCemail



Today, email messaging is a fast and inexpensive means of communication, which is perfect for getting feedbacks from customers and offers value-added services. Also, a Contact Center is ideally suited to cope with the "email load" as it is an organized and reliable infrastructure combining manpower and technology. Alcatel Contact Center email for the Alcatel OmniTouch suite is the email management system that automates electronic messaging between organizations and customers.

Email management systems are designed to get the right answer to the right customers, using the right kind and the right amount of resources, and balancing investment with quality of service.

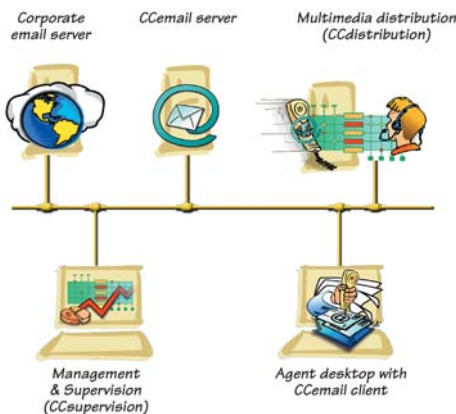
CCemail, part of the Alcatel OmniTouch family is an email management system that collects, classifies and routes incoming emails using the task allocation and universal queuing capabilities of CCdistribution.

### Customer benefits

- CCemail increases customer satisfaction by providing a more responsive service while adding a new communication media.
- CCemail for the Alcatel OmniTouch Contact Center increases call center productivity by:
  - Automating answers to the most FAQs,
  - Enhancing the productivity of agent and supervisors.

### Key selling points

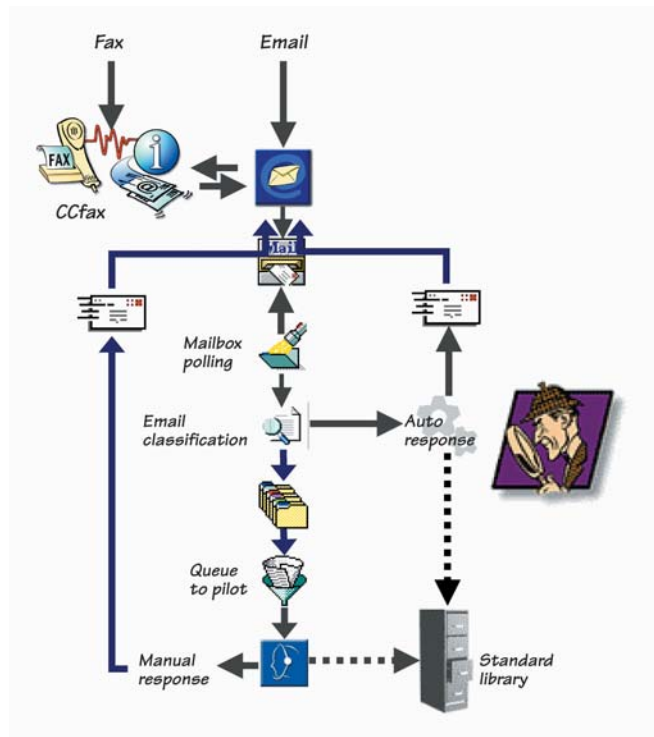
- A **packaged** solution for automated email distribution.
- **Email distribution** through the CCdistribution universal queuing paradigm to provide a true media blending.
- **Centralized management** within CCsupervision:
  - Contact Center centralized, configuration, for all modules,
  - Real time supervision for emails and other media type,
  - Consolidated historical reporting for emails and other media.
- Optional CCfax module, an additional feature allowing faxes to be automatically distributed using CCemail.



CCemail is a Genesys powered application designed specifically for the Alcatel OmniTouch suite, which turns a call center into a true multimedia Contact Center and allows optimization of corporate resources.

While capitalizing on the outstanding Genesys technology, it is seamlessly integrated with the Alcatel OmniPCX Enterprise, CCdistribution and CCsupervision modules. CCemail offers the following outstanding features:

- **Call blending:** based on the CCdistribution matrix and universal queuing mechanisms.
  - **POP3-compliant multi-mailbox polling:** CCemail polls corporate mailboxes and stores received emails with attachments into a database.
  - **Automatic acknowledgement:** Cemail can automatically send back acknowledgements to mail originators.
  - **Email classification:** CCemail determines what to do with received mails according to pre-set rules and builds an «email profile» for use by the Advanced Contact Routing function of CCdistribution for proper distribution to the best suited agent.
- Classification is performed, based on destination addresses and on keywords placed in the subject and/or body of the email.
- **Spam filtering and automatic redirection:** reroutes the mail directly to a specific address, in order to eliminate advertising or malicious mail and thus avoid system overload.
  - **Automated answers to Frequently Asked Questions (FAQ):** generates automatic responses based on the email content analysis performed during classification
  - **Suggested answers:** a set of predefined mail responses are available to simplify and accelerate the agent's work.



- **Quality review:** the capability to tag answered emails for supervisory checks.
- **Supervision and administration:** directly provided by the CCsupervision to offer a unique management interface.
- **Agent Desktop Application:** in order to optimize agent's productivity inside the Contact Center, CCemail is based on a dedicated email client application, integrated in the Agent's Universal Desktop, allowing to process all media from the same application. The agent can then perform one of the following main actions (not exclusive):
  - Access customer interaction history, and view details of a specific interaction (content of a previous email, etc),
  - Transfer the message to another service, another agent, or an external email address, with a brief comment if needed,
  - Reply, using integrated text editing tool, including spell checker,
  - Suspend the message processing for research purposes, or to get ready to process another type of interaction (voice call, etc),
  - Select one or more suggested answers from the standard response library to include in the response,
  - Access customer's contact record (name, phone number, etc).

