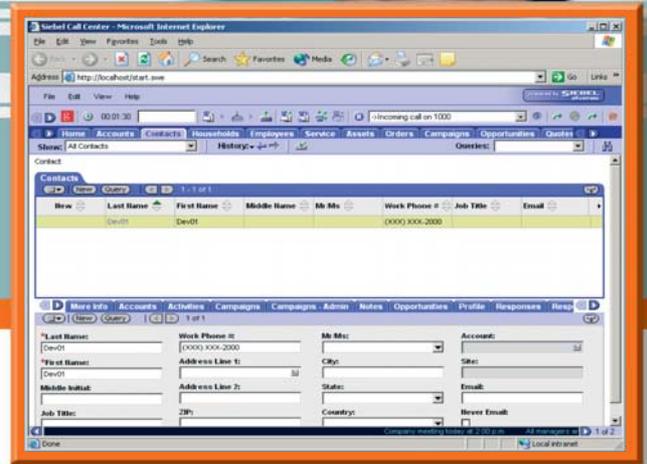




## Alcatel **OmniTouch** Contact Center STANDARD EDITION G-CTI



Genesys Computer Telephony Integration or G-CTI - based on the multi-awarded Genesys technology - is a powerful application developed to integrate voice and data at the agents desktop in an Alcatel **OmniPCX Enterprise** based Contact Center. G-CTI improves response time by reducing the amount of agent time spent researching and resolving customer inquiries. This increased agent efficiency is a result of the simultaneous delivery of customer information along with the phone call.

### What are the benefits of G-CTI for my company?

G-CTI combines the stored intelligence of computer information systems with real-time call controls of the **OmniPCX Enterprise**. It allows call control to move from the traditional telephone set to the PC screen, mouse and keyboard.

This integration offers user flexibility resulting in more efficient call functions and status information. It also enables the telephone to become a logical extension of desktop applications and functions, contributing to intelligent, personalized call and voice message management.

CTI provides a customer data screen-pop to the agent or CRM desktop. The screen-pop includes personalized customer information to improve customer service and gain efficiency by eliminating the need for repetitive questions - and ultimately reducing telecommunication costs in the Contact Center.

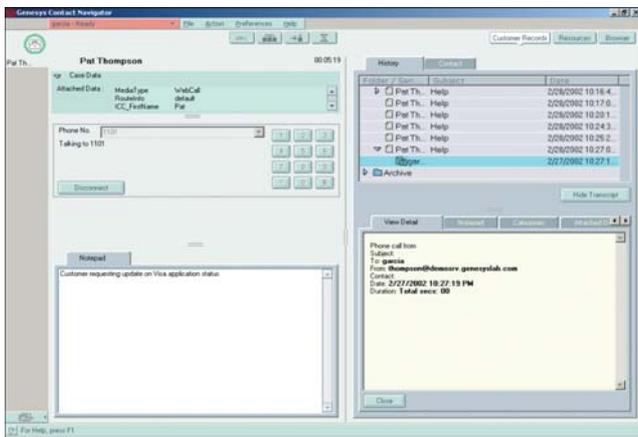
- **Increase Customer Satisfaction:** Eliminate repetitive information and reduce wait times
- **Increase Agent's Efficiency:** All customer information available at-a-glance
- **Reduce Operation Costs:** No extra-calls and shortened call duration results in a faster ROI
- **Integrate with CRM Applications:** An interface to IT applications to retrieve information

**Call Distribution**

G-CTI complements the OmniTouch CCdistribution module.

CCd manages call flow handling with its matrix-based distribution, distributes calls to agents or Groups of agents, and manages queues, idle times, and priorities.

Additionally, CCd provides supervisors and contact center managers with reporting and monitoring capabilities.



**Screen Pop**

In addition to basic customer information, an agent can benefit from an automatic screen pop displayed on their computer with the caller's historical information.

Because CTI enables application interfacing, the information stored in the company databases can be displayed and updated in real-time, such as previous interactions with status and/or purchased products.

**VoIP Capabilities**

The VoIP Plug-in enables voice communication with the **OmniPCX Enterprise** directly from the Agent Desktop application in a full IP mode, without the need for an additional telephone set. The VoIP Plug-in allows full telephony operation from the Agent's PC.

In addition, an SDK is available to allow integrators the ability to combine CRM integration with **OmniPCX Enterprise** IP telephony from the Agent's PC Desktop.

**CTI Server**

G-CTI allows immediate caller identification with voice and data delivery synchronization, avoiding the need for an agent to request basic information such as name, address, status and customer profile.

The time saved because of the availability of this information can be easily measured. CTI is one of the more popular applications used for ROI measurement.

Equally important, CTI prevents the need for return calls due to lack of information satisfying the customers desire for "first call resolution".

**Integration with CRM**

Off-the-shelf connectors referred to as Gplus Adapters are available for OmniTouch G-CTI, including: Microsoft CRM, Siebel, SAP and PeopleSoft.

To complete the solution, the open architecture and if required support from professional services enable the possibility of customized interfaces

