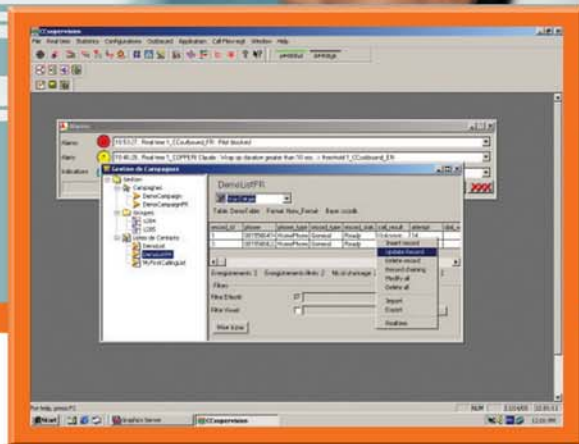




Alcatel **OmniTouch** Contact Center STANDARD EDITION CCoutbound



Today's modern contact centers have evolved from basic inbound cost centers to profit centers in a call blending environment. Companies have quickly recognized the value of contact centers as a mean to create value by generating leads and actual sales from a centralized location. Alcatel CCoutbound is both a dialer and campaign manager from the Alcatel **OmniTouch** suite and is all you need to build a full-featured telemarketing center.

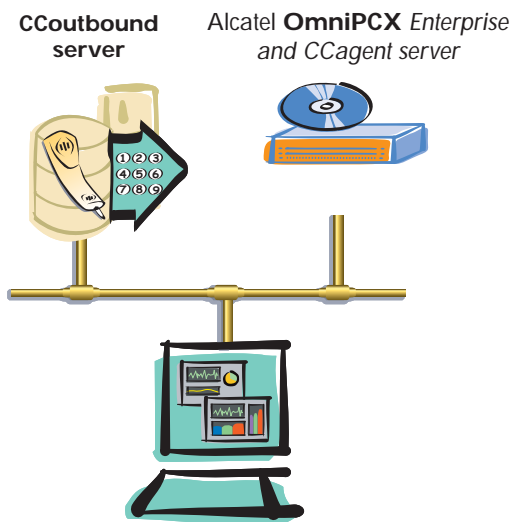
Inbound & outbound telemarketing encompass a wide scope of applications and applies to any kind of business: finance, insurance, telesales, service bureaus, etc. Such profit centers require a specialized CTI infrastructure to operate efficiently. The Alcatel CCoutbound module is the answer.

Value proposition

- Alcatel CCoutbound is a sophisticated telemarketing add-on for creating, managing, and running telemarketing campaigns
- Provides an additional way to strengthen customer relationships and increase sales through improved information flow for cross-selling

Key selling points

- Advanced software / hardware architecture including voice activity detection
- Competitive feature functionality
- Best inbound / outbound call blending solution with CCdistribution
- Simplified installation and configuration
- Unified management with Alcatel CCsupervision
- Integrated desktop agent with CCagent
- Consistent ACD / application reporting
- Best of class ACD with winning outbound solution
- Scripting tool to facilitate conversation
- Wizard based to facilitate installation



Agent Workstation (CCagent client with integrated Ccoutbound features)

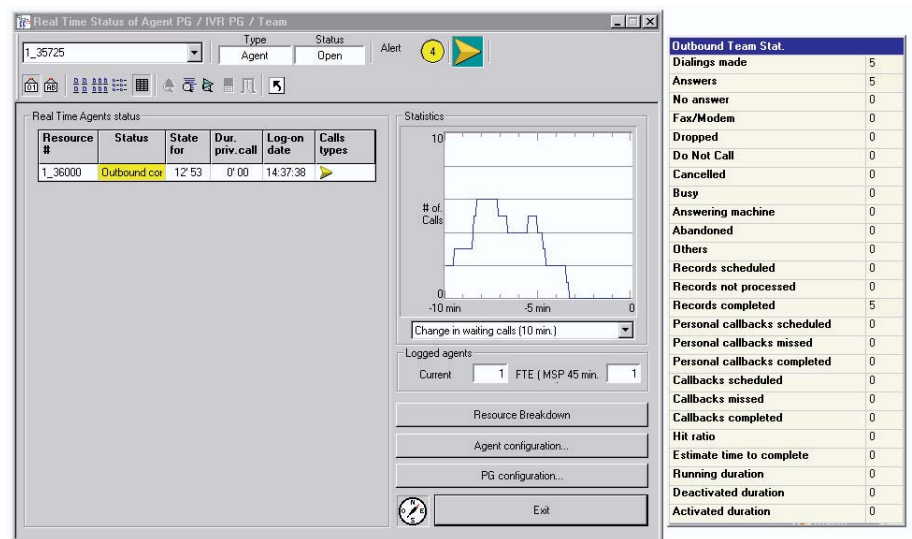
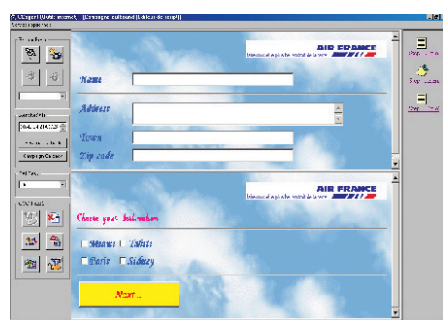
Exhaustive dialing modes to meet all business requirements

- **Preview mode:** Using the Alcatel CCountbound interface, the agent previews customer information and initiates the outbound call. Once completed, the agent updates the database.
- **Progressive mode:** The Alcatel CCountbound server actively dials outbound calls, engages call progress detection for all calls, and transfers successfully connected calls to available agents.
- **Predictive mode:** In this mode, a predictive algorithm is engaged. The Alcatel CCountbound server monitors agent activity, collects statistics, and predicts future call traffic. Predictive dialing provides the highest efficient use of telemarketing agents.

CCountbound advanced scripting tool

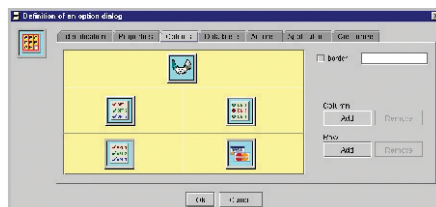
CCountbound is a very powerful and flexible solution to schedule automated outbound campaigns efficiently. However, there is still a need to optimize the organization of each call session between your Call Center Agents and each contact that is reached. Each call is a challenge: if handled professionally, it may lead to an order, when any mistake may keep away a prospect for a long time.

This is why, CCountbound Agent Scripting function is a key complement to CAgent for efficient handling of every call when running a CCountbound Campaign.



CCountbound Agent Scripting helps structuring call sessions, when such delicate dialog is needed. In addition thanks to flexible integration with the business process, it allows to optimize available resources, with fast response times and high quality service.

However, scripts may be complex, costly, and quite long to build and therefore creating efficient scripts is a challenge.



The Agent Scripting solution is based on two separate tools:

- A graphical Script Design application, transparently integrated within CCountbound supervision
- A browser-based thin client desktop application, integrated with CAgent, and from which html script pages are presented to an agent for every call.

Thanks to CCountbound Agent Scripting advanced design, powerful and flexible scripts can now be built without any programming expertise, making it possible to react within hours to any customer new campaign requirements.

A powerful scripting scenario means improved business thanks to up selling/cross-selling for instance, but it also means time saving for Contact Center most valuable resources: agents, and above all, it implies satisfied customers.