Improve contact management service levels
and lower capital and operating expenses



Ask your carrier about

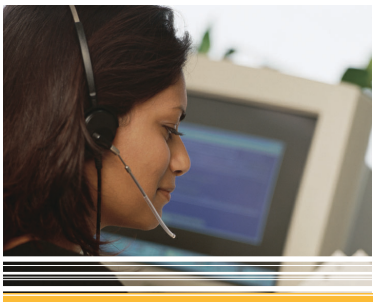
Managed Contact Center Services that give you the Lucent Advantage™

With Managed Contact Center Services, enterprises can:

- Reduce contact center costs up to 50 percent
- Operate more flexibly and responsively
- Improve contact center management and efficiency
- Enable new technologies quickly and affordably
- Migrate seamlessly to a VoIP contact center

Lucent Technologies
Bell Labs Innovations

Managed Contact Center Services



Carrier-hosted Managed Contact Center Services enable enterprises to complete calls and monitor and manage contact center activity without costly equipment on their premises.

Because the functionality is delivered from the carrier's network, Managed Contact Center Services support virtual call centers with remote and work-at-home agents. A complete set of features is provided for inbound calls, outbound campaigns, and Web interactions for efficiency and quality customer service.

The success of any enterprise is fueled by the quality of its interactions with customers. Optimizing those interactions helps win and retain customers. Conventional call center systems may not be the answer. Inefficient, disparate hardware platforms and systems, multiple enterprise applications, and customer demand for 24x7 service availability increase call center costs and place customer service at risk.

The high costs of integrating and maintaining call center technology, duplicated across multiple sites, place a heavy burden on Information Technology (IT) managers. A diverse mix of technologies, including Automatic Call Distributor (ACD), Private Branch Exchanges (PBX), Interactive Voice Response (IVR), Computer-Telephony Integration (CTI), e-mail, Web servers, outbound dialers, and Workforce Management (WFM) needs to be duplicated and maintained at multiple sites. Adds, moves, and upgrades each require expert resources across these sites, by managers under intense pressure to act quickly. Plus there is the ongoing expense of T1 trunking between centers.

If your enterprise is ready to upgrade to a more flexible and cost-effective solution, Managed Contact Center Services can help improve the quality of your customer relationships. With Managed Contact Center Services, enterprise agents are connected directly to the carrier's network, providing a universal and global reach while reducing complexity and cutting expenses. A centralized platform can be maintained and administered from one location, providing all-in-one contact center technology and helping reduce the need for dedicated staff and administration.

Reduce call center costs up to 50 percent

Managed Contact Center Services lower contact center costs by 30 to 50 percent because they eliminate large capital outlays, networking costs and the expense of specialized, dedicated IT staff and maintenance costs. They also mitigate the risk of buying technology that could soon be outdated or outgrown. By shifting the expense of purchasing premises-based contact center systems to a subscription service that offers Lucent's state-of-the-art Contact center technology, enterprises gain the peace of mind that customer service will not be limited by infrastructure decisions. Managed Contact Center Services support analog, Integrated Services Digital Network (ISDN), cellular and IP Centrex phones and standard PC desktops, further minimizing investment in new or proprietary equipment. With a Managed Contact Center solution, enterprises are free to apply more IT staff and resources to their core business, reducing costs and helping increase profitability.

Operate more flexibly and responsibly

Managed Contact Center Services built with Lucent's ClientCare® Contact Center solution provide enterprise call center managers with a universal view of all operations through centralized administration for all contact centers. Enterprises can operate more flexibly and responsively than ever before. Managers can set up and configure virtual call centers and add new media access points almost instantaneously as business needs change. New campaigns can be implemented more quickly and without regard to platform technology for faster time to market. Carrier network-to-agent skills-based call routing embedded in the ClientCare® solution helps increase customer satisfaction through shorter wait times and higher quality service.

Improve contact center management and efficiency

The reporting and management tools supported by a Managed Contact Center Service allow enterprise supervisors to track

activity by agent status, average time to answer, and average number of calls in queue using real-time displays. Managers can set and change call distribution options, add and delete agents and supervisors, assign skills, manage queues and announcements, and access real-time and historical reports. A user-friendly agent interface, Softphone software, and agent desktop display optimize agent productivity and enhance quality of customer service. Lucent's ClientCare® solution can be integrated with Internet messaging through standard interfaces that allow agents to simultaneously handle voice calls and Web inquiries.

Enable new technologies quickly and affordably

A Lucent-built Managed Contact Center Service reduces IT complexity and in-house technology ownership limitations, making it easy to migrate to expanded services without investing additional capital. For example, enterprises can adopt IP Centrex services phone-by-phone, or center-by-center, to begin to capitalize on the benefits of voice over Internet protocol (VoIP), including cost savings, disaster recovery for business continuity, and global market and customer reach. Because the system continues to support analog and ISDN phones, there's no need for a universal changeover and a big drain on procurement budgets. Similarly, an Internet suite for Web-enablement to increase customer access to the corporation and enhance customer service can be added at any time without the need for proprietary equipment.

Migrate seamlessly to a VoIP Contact Center

For several years, the traditional, telephone-based call center has been evolving to a multi-channel customer contact center. The final stage in that transformation may lie in the merger of voice telephony with Internet technology. Adding Lucent's carrier-managed, feature-rich ClientCare® Contact Center services to an IP Centrex solution enables enterprises to achieve true virtualization with global location independence, agent portability with no restrictions imposed by network topology, and the ability to centrally administer all locations.

Benefit from premier, robust technology

Lucent Technologies is a leader in providing network equipment and services to telecommunications carriers globally. ClientCare® Contact Center includes state-of-the-art interface equipment and software. It runs on an integrated platform using standard ISDN signaling between the enterprise location and the carrier's network. High availability and future enhancements are facilitated through Lucent's modular hardware design, which features appropriate redundancy, conventional processors and a distributed architecture. Lucent's contact center software that is provided as part of the Managed Contact Center Service provides the latest in call center functionality, for multiple locations, allowing enterprises to administer their call center operations from a centralized location. With a Lucent-built Managed Contact Center Service, enterprises can have efficiency, flexibility, scalability and economy.



Get the Lucent Advantage™

Managed Contact Center Services built with the Lucent ClientCare® Contact Center solution are efficient, flexible, and scalable, and help ensure the highest possible levels of reliability. Talk to your carrier today about Managed Contact Center Services that deliver the Lucent Advantage™: the ability to improve contact management service levels and lower capital and operating costs.

To learn more about Managed Contact Care Services, please contact your carrier. Be sure to ask for services that leverage the Lucent Advantage™.

To learn more about Lucent Technologies, visit our web site at http://www.lucent.com.

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