Get ready to overcome the diverse challenges of running a modern contact center with Nortel Networks Symposium Call Center Server. This industry-leading solution helps you respond quickly and effectively to callers’ constantly changing priorities by delivering superior call management capabilities and utilizing the latest in communications technologies. It provides the solid foundation you need to help build profitable, long-term customer relationships.

In a world where every customer seems to have endless choice and every competitor has global reach, your company’s customer experience must engage customers and keep them coming back again and again. Customer loyalty is the Competitive Advantage in business today. Every customer need must be fully embraced. Communication must be seamless across all channels. Systems must be stable and reliable. Loyalty must be built one interaction at a time, and profitability must be achieved through Return on Relationship.

Symposium Call Center Server delivers the solution your business needs to build customer loyalty and meet expectations in today’s highly competitive marketplace, setting a solid foundation for an extraordinary customer experience.

**Key Benefits**

- Builds profitable customer relationships by helping you personalize service with superior flexibility.
- Quickly routes calls to the agents best equipped to answer them, helping to increase customer loyalty.
- Improves agents’ effectiveness and productivity—helping to make them happier in their jobs.
- Gives managers the decision-making tools they need, from up-to-the-second real-time displays to comprehensive reporting capabilities.
- Speeds up answering, lengthens hours of service, and connects agents and customers across wide geographical areas by extending your contact center using advanced networking and Voice-over-IP (VoIP).
- Grows and adapts to your company’s evolving needs, employing open architecture, flexible design and built-in scalability to protect your investment.

**Callers Get the Right Help, Right Away**

With its advanced skill-based routing and customizable call handling features, Symposium Call Center Server ensures that your customer calls are promptly answered by the agents best equipped to handle them. Long hold times and endlessly transferred calls become problems of the past. And your contact center’s dramatically improved service can pay tangible dividends in the form of increased customer satisfaction and loyalty.

How does Symposium Call Center Server deliver this remarkable new standard of customer service? One half of the equation is the system’s powerful skill-based routing capability. Managers can define agent skillsets so that customer calls are speedily routed to the most appropriate support person. A software company, for example, can have calls directed according to agents’ expertise in particular programs. Or a travel company might route calls to agents who specialize in different geographic regions. Skills can be defined by any contact center activity, from product, service or skill categories to loyalty indicators such as bronze, silver or gold.
As agents gain more knowledge and experience handling calls, you can assign one of 48 priorities in Symposium Call Center Server to reflect the agent’s proficiency level. The flexibility of Symphony Call Center Server also enables you to use backup skillsets if the desired agents are not available, giving you outstanding call coverage and customer satisfaction.

The other half of the equation, as your team works to match callers with appropriate agents quickly and seamlessly, is Symphony Call Center Server’s highly flexible scripting capability. Managers can easily create customized scripts that consider all the key factors in a call treatment scenario: who callers are, why they are calling and the dynamic conditions of the contact center, including the number of calls in queue, the average service level of the center or of a particular skillset, etc. Your custom script will then determine how each unique case should be treated—i.e., what skillset(s) a call should be routed to, what priority it should have, what messages a caller should hear, and so on.

Inbound calls can be routed to the appropriate agents using a variety of information, including a caller’s own number (calling line identification, or CLID), or the number called (dialed number identification service, or DNIS), or by monitoring touchtone responses to voice menus or an interactive voice response (IVR) system. Symphony Call Center Server ensures that the call is always answered promptly, whether by an agent or automated service. Using the system’s multiple call treatment capabilities, you can offer varying service hours, voice menu decision options, timely announcements and other treatments designed to cover all contact center situations.

While calls are in queue, you can play prerecorded messages relevant to your customer’s needs and current contact center conditions. These could include audio ads highlighting current promotions, information about your company or updates on how busy the contact center is, including expected wait time. A greeting might notify help desk callers that staff are aware of a current problem and provide resolution details. Other options include music and self-service voice menus that invite callers to direct themselves to appropriate services or departments.

The superior performance and features of Symposium Call Center Server streamline the entire interaction process. By meeting and surpassing expectations, you create more satisfied customers—which can mean increased profitability and improved business growth.

Agents Are More Productive and Happier in Their Jobs

Symposium Call Center Server helps agents become productive and increases job satisfaction in a number of ways. First and foremost, agents are acknowledged as individuals with unique abilities, which leads to greater recognition within the team and boosts overall morale. Because agents only receive calls that match their skillsets, they find that most transactions with customers are effective and to the point. Moreover, with the optional Agent Desktop Displays offered by Symposium Call Center Web Client, agents can continuously monitor their own performance, seeing exactly how they are doing and where they could do better.

If the system is equipped with Symposium Agent Greeting software, an agent can record and play a standard greeting (or varied greetings for different types of calls) to begin each customer interaction sparing your agents of tedious repetition.

Symposium Call Center Server is also an ideal platform for computer-telephony integration (CTI). Symposium Agent software can automatically retrieve information from your organization’s databases, assembling a customer history or populating fields in a form, then delivering a simultaneous screen pop of pertinent information to the answering agent’s workstation. Using CTI, Symposium Call Center Server also integrates with other contact center applications—whether self-service or comprehensive customer relationship management (CRM)—to help agents provide more personalized service, avoid redundant questions, work more quickly to process orders or requests and generally deliver a higher standard of caller care. By using their time as productively as possible, agents are happier in their jobs, which can in turn reduce staff turnover.
Managers Have Current, Accurate Information at Their Fingertips

The comprehensive management and reporting tools of Symposium Call Center Server help you run your contact center more effectively and efficiently than ever. Managers and supervisors can accurately track contact center performance and the level of support provided by an individual as well as a group of agents. The system’s real-time and historical reporting makes it easy to adjust staffing levels in peak periods and to forecast business needs and human resources requirements over the long term.

Symposium Call Center Server delivers up-to-the-second information to supervisor PCs, as well as to wallboards and other applications. Real-time data can be presented in whatever format works best—graphical, tabular or a combination of the two—to help your managers react immediately to changing circumstances. They have the information they need to adjust skillsets and staffing levels, or reroute calls to deploy other networked resources—all with the goal of maintaining the highest levels of customer service.

Your contact center team can access this complete set of management tools either through desktop clients with a Microsoft Windows interface or via a widely used Web browser, Microsoft Internet Explorer. Using the browser-based Symposium Call Center Web Client, your contact center can become even more efficient. The “thin” client solution is faster and easier to implement and maintain, because the client software is housed centrally on a single server, eliminating the need to install, patch and upgrade individual desktop clients. This yields significant savings in time, effort and money. Moreover, your managers can take advantage of Symposium Call Center Server’s superb management tools from almost anywhere to help make better business decisions and respond more quickly.

Equally important alongside these real-time capabilities are Symposium Call Center Server’s comprehensive historical reports, which allow managers to analyze trends and performance levels over varying periods of time. The system offers an extensive range of standard report formats that you can fine-tune to be as broad or as specific as required. You can, for example, obtain complete data on a single call, fully documenting the customer’s experience in one interaction. Or you can get current data on the performance of the contact center as a whole, gaining the intelligence you need to make crucial business decisions.

You can also create custom management reports—using SQL (Structured Query Language) report writers such as Crystal Reports or Excel—to assess agent performance, identify trends and understand the utilization of contact center resources. The intelligence these reports provide helps you control operating costs, generate additional revenues and, most important, enhance service to callers. Using industry-standard report writers and open database connectivity, your valuable contact center information can be merged with other corporate data for a complete view of customer relationships. Custom reports can be published in any form, including via the Web for easy access.

Extend Your Reach Quickly and Cost-Effectively

Symposium Call Center Server enables your organization to seamlessly network call centers in multiple locations, providing enormous flexibility as customer calls are sent to the site best able to handle them. If one contact center is too busy, or closed down because of an emergency, calls can be automatically forwarded to another site. Or to extend the hours of an operation, calls can be routed to appropriate agents at contact centers in different time zones.

Your company can also easily extend its reach using Nortel Networks IP Contact Center solutions which leverage VoIP to distribute calls to agents in remote areas, branch offices and even home-based offices. VoIP solutions from Nortel Networks deliver a reliable, cost-effective way to quickly expand contact center operations and reach geographically dispersed agents.
Invest in Technology that Grows and Adapts as You Do

Symposium Call Center Server grows and adapts as your business evolves. The system can integrate with Nortel Networks Meridian 1®, Succession Communication Server for Enterprise 1000, Meridian SL-100® or DMS® Centrex. The scalable platform’s open architecture, with a server component that runs on the Windows 2000 operating system, is compliant with widely accepted industry standards, allowing third-party and custom applications to take advantage of its powerful features and extensive call information.

Symposium Call Center Server also integrates with a variety of other Symposium solutions to put powerful new capabilities at your fingertips. By implementing Symposium Web Center Portal, for example, you have the flexibility to turn your traditional call center into a multimedia customer contact center. You can simultaneously manage telephone calls, e-mail, Web interactions and faxes with a single solution. E-mail can be routed and monitored with the same effectiveness as telephone calls, reducing response time and agent workloads. The system can also automate e-mail responses, filtering incoming messages to determine the most appropriate replies and then sending these automatically or presenting suggestions for agent review.

With Symposium Web Center Portal, there are many possible ways for agents to interact with customers visiting your company’s website. A customer who has a query can click a Web-page button requesting an agent to call back by telephone, either immediately or at a scheduled later time. A website visitor can also “chat” online with an appropriately skilled agent, exchanging text messages in real time. The agent can direct the caller to self-service areas of the site, inviting further inquiries once the customer has had a chance to browse. Or customer and agent can collaborate through simultaneous voice and Web browser connections; if a customer is interested in, say, a particular type of cell phone, the agent can take the opportunity to “push” a Web page showing that model in different colors—and the customer in turn can push selected pages from his or her self-service browsing.

Symposium Web Center Portal adds a new dimension to collaborations between agents and customers—and sets a new standard in effective, round-the-clock service. This innovative, multimedia solution includes all the real-time and historical reporting tools you’ll need to monitor contact center activity, boost productivity and maximize customer satisfaction. And its modular configuration means you can keep on adding functionality as your Web-based business grows and your customers demand increasingly sophisticated levels of service.

...analyze trends and performance levels over varying periods of time
Our Professional Services Team Is Ready To Help

For assistance in implementing Symposium Call Center Server—and creating custom features to fit your company’s unique needs—you can call on our highly skilled Professional Services team. Around the globe, we can complement your in-house experts with Nortel Networks experts who have the in-depth technical knowledge and practical experience to turn your broad strategies into specific implementations.

We are ready to assist you with every facet of customization, planning and project management. Our business consulting services include needs analysis; assessment of current processes and technologies; identification of management goals; step-by-step implementation plans; and calculation of your investment payback. We can also help with application development and system integration, as well as managing implementation through various milestones, including quality control, final testing and administrative training.

Whatever the scope of your requirement—telephone or on-site assistance; a traditional maintenance program; a customized test plan; or comprehensive system design and integration services—our Professional Services team has the resources to provide a complete, highly customized solution.

Nortel Networks Customer Contact and Voice Portal Solutions

Symposium Call Center Server is one of the extensive Customer Contact and Voice Portal Solutions that Nortel Networks has designed to help your business increase customer loyalty and improve profitability. These innovative solutions reflect a broader-based, fully integrated approach aimed at helping customers do business—anywhere, anyway and anytime.

Having established more than 30,000 contact centers worldwide, Nortel Networks has the business and technological expertise within our Customer Contact and Voice Portal Solutions team to create a scalable, flexible and resilient solution that will grow and change with your organization. By offering a complete portfolio, we can help you achieve your business objectives quickly and effectively. We can also help you better integrate contact center strategies into your company’s overall operations by giving you the tools to manage and understand customer relationships more effectively, and to maximize your return on those relationships. And backed by our Customer Contact and Voice Portal Solutions team’s global reputation for quality and reliability, we offer a single, responsive point of contact for all of your sales and service needs.

About Us

Nortel Networks Customer Contact and Voice Portal Solutions reflect the deep and wide-ranging experience gained during many decades as a global leader in business communications, multimedia contact centers, VoIP, wireless, and high-performance Internet solutions. You can count on Nortel Networks solutions to deliver superior service across all touch points in your business, helping you set new benchmarks for productive and rewarding customer relationships. For more information in the United States and Canada, please call 1 800 4NORTEL. In other countries, contact the sales office nearest you, or visit us on the Web at www.nortelnetworks.com.

For more information on Customer Contact and Voice Portal Solutions, contact your local reseller or sales representative, call 1 800 4NORTEL, or visit our website at www.nortelnetworks.com. For more information on our Professional Services, please call 1 800 4NORTEL (Express Routing Code: 1146) or e-mail rpqadmin@nortelnetworks.com.

...multimedia capabilities
For more information on Customer Contact and Voice Portal Solutions, contact your local reseller or sales representative, call 1 800 4 NORTEL (1 800 466 7835).

Regional Offices
In the USA
Telephone: 1 800 4NORTEL
In Canada
Telephone: 1 800 466 7835
In Asia/Pacific
Telephone: 852 2100 2888
In the Caribbean and Latin America
Telephone: 1 954 851 8000
In Europe, Middle East and Africa:
Telephone: +00 800 8008 9009**
44(0) 20 8920 4618
**Number accessible from most European countries

*Nortel Networks, the Nortel Networks logo, the Globemark, Meridian 1, SL-100, DMS and Symposium are trademarks of Nortel Networks. All other trademarks are the property of their respective owners. Information in this document is subject to change without notice. Nortel Networks assumes no responsibility for any errors or omissions that may appear in this document. Nortel Networks reserves the right to make changes, without notice, in equipment design as engineering or manufacturing methods may warrant. Product capabilities and availability dates described in this document pertain solely to Nortel Networks marketing activities in the United States and Canada.

©2002 Nortel Networks. All Rights Reserved. Published by Nortel Networks. Printed in the USA.

http://www.nortelnetworks.com