



## Hot Sheet

### Top Ten Reasons: Make the move to Contact Center 6.0

#### Top Ten Reasons

1. Best-in-class reporting and management tools.
2. Higher performance and improved capacity.
3. Optimize customer responsiveness with planned or individual campaigns.
4. Maximize quality throughout your service organization.
5. Provide optimum cost benefits with flexible licensing.
6. Installation and upgrade — it doesn't get any easier!
7. Assured business continuity.
8. Power-up your contact center with custom integrations.
9. Orchestrate your work load with a powerful new Agent Desktop.
10. Meet your customers on their own terms with multimedia.

#### The rest of the story

**1. Best-in-class reporting and management tools.** With over 120 “canned reports” and a Report Wizard, the real-time and historical information facilitates quick identification and diagnoses of service issues. Enhanced, browser-based management facilitates prompt and relevant modifications from anywhere on the Internet.

**2. Higher performance and improved capacity** are the keystones of the new Contact Center 6.0 application. Each Contact Center location, known as a nodal application, supports 3,300 agents, 66,000 calls per hour, and 1,000 skill sets (100 per agent). A complete network can include 30 of these nodes for 100,000 agents network-wide. And the network retains its high level of performance as more skill sets are added.

**3. Optimize customer responsiveness with planned or individual campaigns.** Powerful inbound and outbound calling capabilities are fully blended into Contact Center 6.0, including the complete integration of reporting and management. A new Campaign Management tool creates, monitors and manages for specific program initiatives. Responses can be executed as planned campaigns or follow-up initiatives. Outbound capability may include a tailed response to individual customer inquiries.



**4. Maximize quality throughout your service organization.** Contact Recording and Quality Management now complement the Agent Observe function. All, random or selected customer contacts can be recorded and reviewed against quality standards to assure a best-in-class service organization. Contact recording captures more than just voice; it captures emails and other exchanges for a complete review of your customer interactions.

**5. Provide optimum cost benefits with flexible licensing.** With the new License Manager capability, the licenses you buy are not associated with a physical connection or location. You are able to use licenses where and when you need them. This feature allows you to follow the sun with license usage or simply move them to cover peaks in customer activity. Disaster recovery plans can also benefit from access to the unused licenses created by catastrophe or simple localized problems.

**6. Installation and upgrade — it doesn't get any easier!** Now it's easier than ever to install your Nortel Contact Center 6.0 application. The product and all the configured licenses and options come on a single DVD. One installation process at each configured server is all it takes. No more multi-step installations — one for each purchased option.

**7. Assured business continuity is at the top of everyone's check list.** There are two aspects to the question of "How can I make my contact center ever-present?" First, look at the capability to stabilize the server platforms themselves. Nortel has certified Stratus Fault Tolerant Servers as an option. Next, look at geographically diverse redundancy. By creating an active stand-by server in a separate location, you can recover quickly from service-affecting events.

**8. Power-up your contact center with custom integrations.** Nortel's Communication Control Toolkit (CCT) is a powerful new middleware and development environment for CTI applications. With the CCT, enterprises can quickly integrate the power of corporate data systems into agent

desktop applications. Optional CRM connectors provide instant integration to popular customer service applications.

**9. Orchestrate your work load with a powerful new Agent Desktop.** Now you can quickly work through a complex mix of inbound and outbound multimedia contacts with one desktop application. Its intuitive design orchestrates the efforts of your agents into a highly-productive contact center. Created with Smart Client Technology from Microsoft, the Agent Desktop is a breeze to install and maintain.

**10. Meet your customers on their own terms with multimedia.** Your customer community is changing. The Gen-Y generation, ages 12 to 29 and 71 million strong, effect 200 billion dollars in spending annually in North America. The first generation born with the Internet, they use iPods, BlackBerries, email, IM, cell phones with cameras, and Web Chat. They don't just accept change; they expect it. To stand out, you must embrace their requirements for a multimedia dialogue with your organization.

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Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at [www.nortel.com](http://www.nortel.com).

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