

# Deliver the Definitive Customer Experience to Increase Profitability

**Effective businesses today must earn their customers' trust. They must learn from every interaction and use this knowledge to deliver the definitive customer experience, which drives customer loyalty. This keeps customers coming back again and again - creating a lasting competitive advantage.**

Nortel Networks Customer Contact and Self-Service Solutions help your business deliver a superb customer experience because you can provide innovative services that are tailored to individual customer needs. We offer solutions that help your business focus on building stronger customer relationships that ultimately increase loyalty and improve profitability.

Our solution versatility allows you to start as modestly as a single contact center or as ambitiously as a global, multimedia implementation with thousands of representatives. Either way, you are assured that each investment you make in Nortel Networks products or services will integrate seamlessly today and in the future.

## Nortel Networks Customer Contact and Self-Service Solutions include:

- Symposium Call Center Server assures callers are delivered to the best available service rep with the right skills the first time and provides comprehensive management tools.
- Symposium Express Call Center simplifies management of smaller contact centers while assuring callers are delivered to the best available service rep the first time.
- Nortel Networks Self-Service applications (MPS 100, MPS 500 or MPS 1000) offer a wide range of self-service options using touchtone or speech.
- Symposium Web Center Portal is used to integrate e-mail and Web self-service options with live customer assistance using the telephone, e-mail, Web forms, chat and/or Web collaboration.
- Symposium CTI suite is used to maintain the complete context of the customer interaction as it moves between self-service and service rep assistance. Symposium CTI capabilities are used, therefore, to deliver specific information to the service reps desktops, to interact with CRM and other business applications and to customize interaction routing and handling.
- Nortel Networks Professional Services plan and implement a solution based upon individual business requirements.

## Take Advantage of our Expertise

Nortel Networks is the world's largest global provider of high performance converged networks with the quality, reliability, scalability and security to serve as a new foundation for global communications including customer contact and self-service.

Nortel Networks has been a *leader* in the customer care business, both agent-assisted and self-service, for 30 years. Nortel Networks customer contact solutions currently support more than 35,000 contact centers, 3 million contact center agents, and 60 millions calls per day in over 100 countries worldwide. More than 5,000 customers are automating interactions using Nortel Networks self-service and speech applications. This is reflected in 2002 where Nortel Networks held the number one call center market share for agent shipments in the United States. Nortel Networks is also number one in global IVR and speech applications shipments for 2001.

Nortel Networks multimedia contact center solutions work in an IP as well as a circuit-switched environment. This gives you the choice to leverage IP in your contact center when it makes sense for your business. Easily add speech enabled self-service when you like, or integrate your contact center with leading edge CRM applications to provide definitive customer service.

These solutions also position your business to transform itself into a proactive entity - one that anticipates customer needs and satisfies them with time-sensitive, valued information, wherever they are - a new model of engagement with customers we call One Network. A World of Choice. This visionary approach includes everything you are doing today in contact centers and self-service and more. You can evolve your business by enhancing your existing solutions to optimize your investment while receiving revolutionary benefits to your business.

Nortel Networks versatile, comprehensive Customer Contact and Self-Service Solutions provide an extraordinary foundation for your success. Our innovation puts you ahead of the crowd and our support assures you stay there. You can keep your mind off technology and focus where it's most important - your customers.

Find out today how your company can gain a competitive advantage using these solutions. Contact your local Nortel Networks office or visit our website at [www.nortelnetworks.com](http://www.nortelnetworks.com)

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