



NORTEL

北电带您走进客户体验2.0

胡锦涛

顾问工程师 中国北方区企业网市场部

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BUSINESS MADE SIMPLE





“From a **technology** perspective, the contact center is **dead already**. The contact center as we know it (that is, agents centralized in a building and tied to Agent turrets) evolved from technology and management process limitations.”

“The **enterprise itself** will be the new contact center”

Key Issues for Enterprise Contact Centers, 2007

Gartner



“A customer experience is the sum **total** of all conscious interactions a customer has with a supplier”

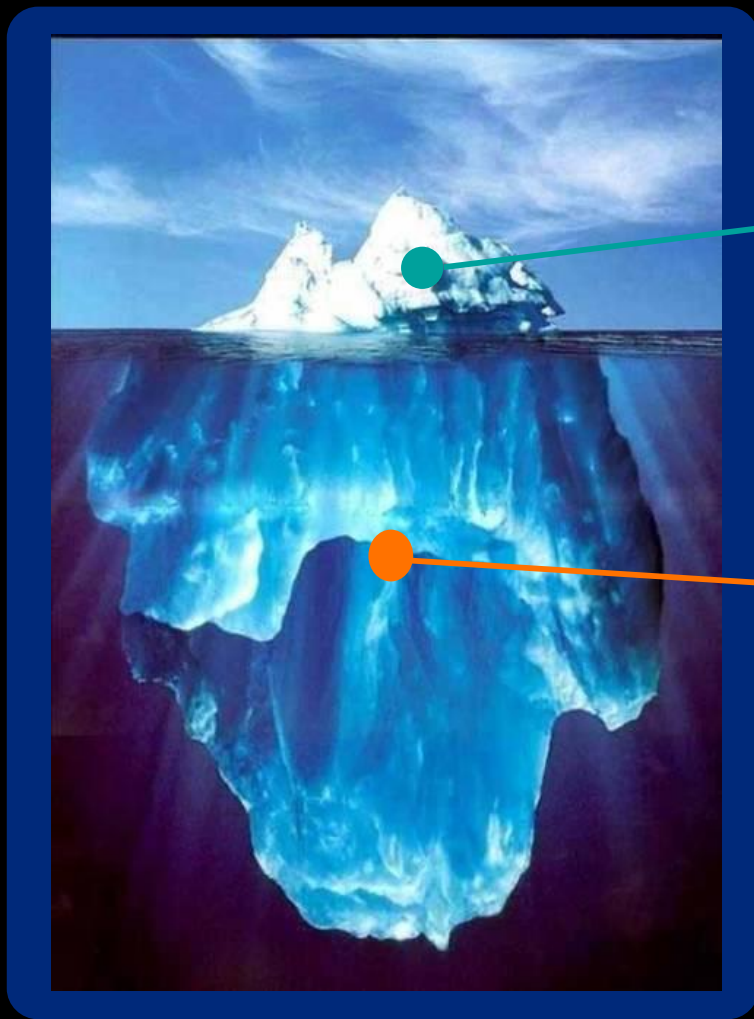
“During the past five years, a new role has emerged--the vice president (**VP**) of **customer experience**. More than 100 of the **Fortune 500** now have a VP”

Key Issues for Customer Experience Management, 2009

Gartner

什么是客户体验2.0?

KPI != 客户体验指数



客户体验1.0的关注:

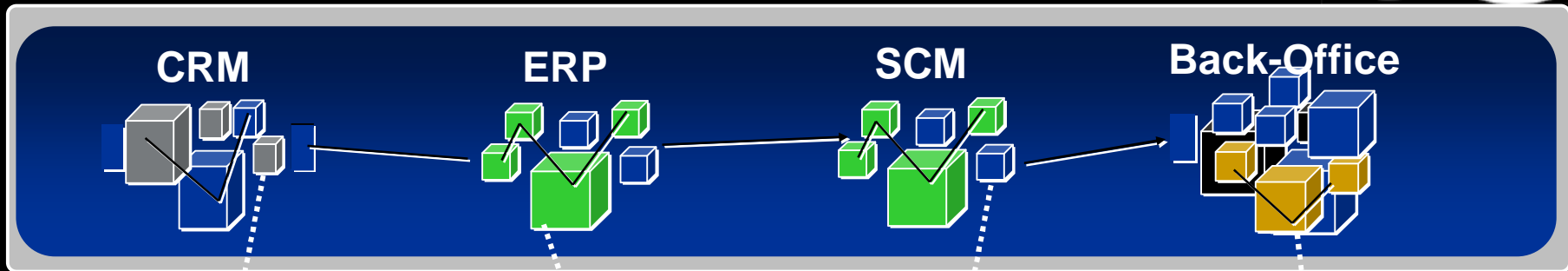
- 平均等待时间
- 平均转接次数
- 平均处理时长
- 呼叫丢弃率
-

客户体验2.0需要从市场、广告、销售、服务的角度去评估:

- 基于SOA的敏捷应用集成
- 全方位的自助服务
- 不断改进的一次呼叫解决率
- 统一的终端体验

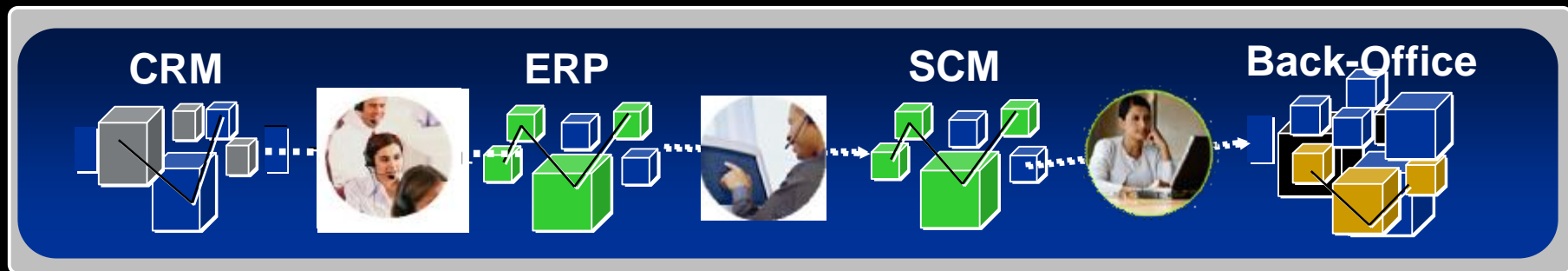


联络中心将成为商业应用中心



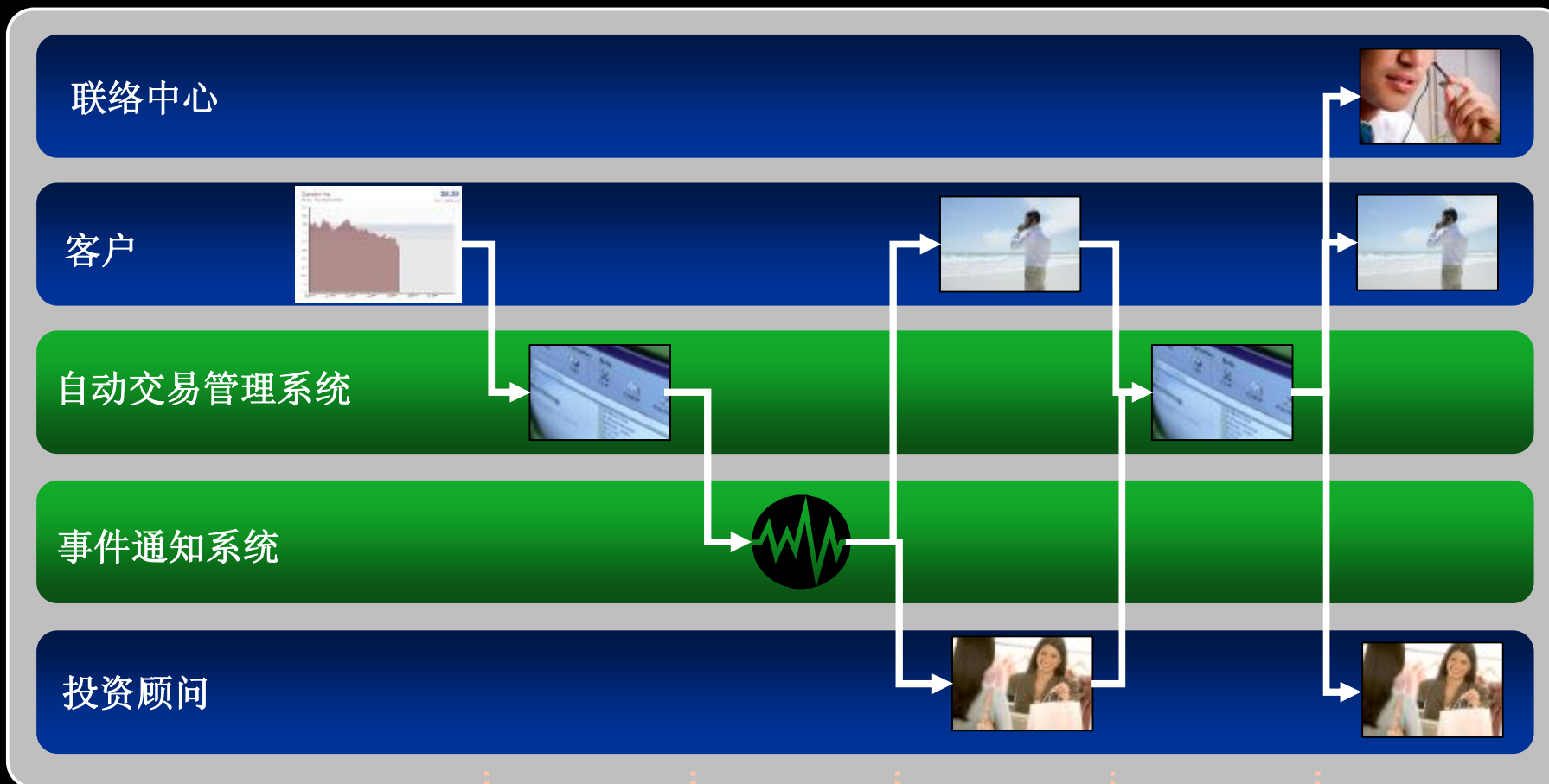
今天

明天



敏捷的应用集成，提升客户体验

应用案例：与证券应用集成的客户服务



1. 正常的交易活动，设置交易提醒阈值

2. 自动交易系统监控客户的投资产品

3. 达到客户设置的阈值，自动呼叫客户投资顾问

4. 客户和投资顾问建立通话

5. 讨论交易细节

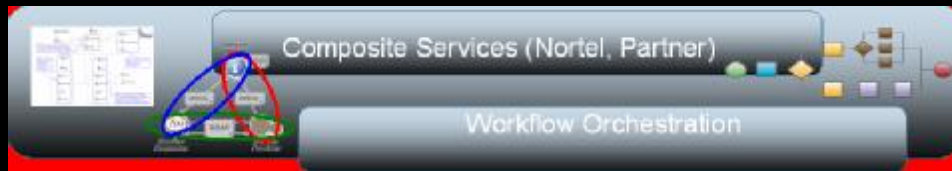
6. 如果需要，呼叫中心坐席可以加入到该通话

北电解决方案助您实现敏捷的应用集成

北电联络中心全方位支持SOA



Communication-Enabled Business Processes



Communication-Enabled Applications



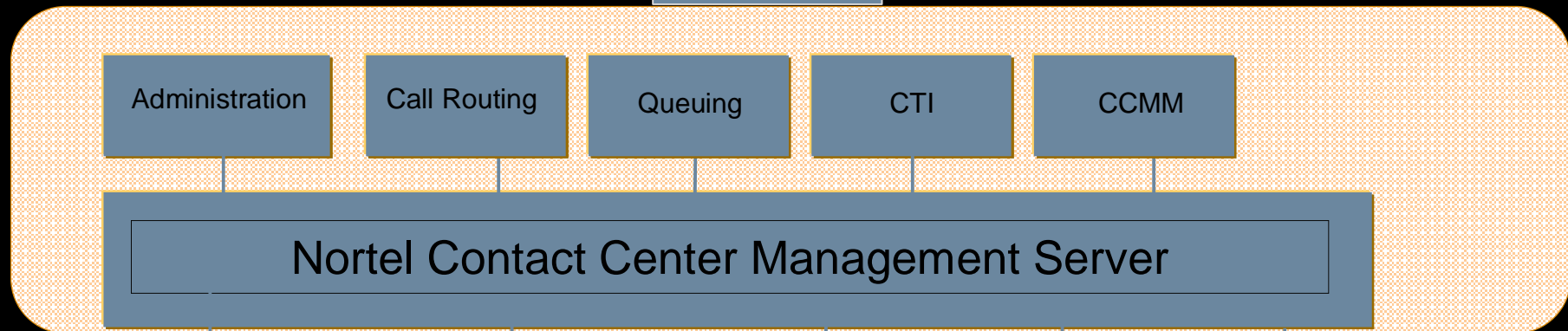
ERP

CRM

Etc



Web-Service Based Interfaces



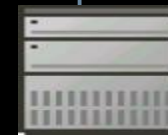
CS1000



CS2x00



Nortel SIP
Based CC

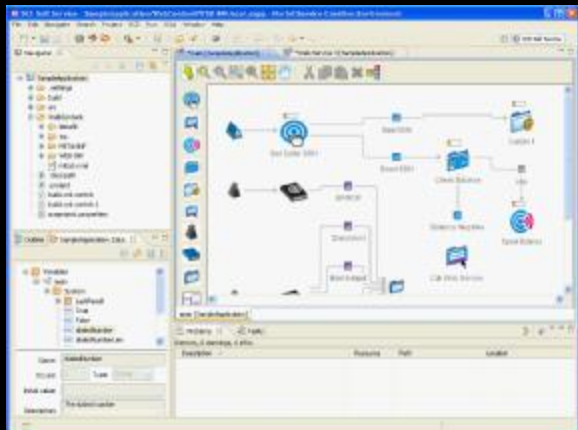
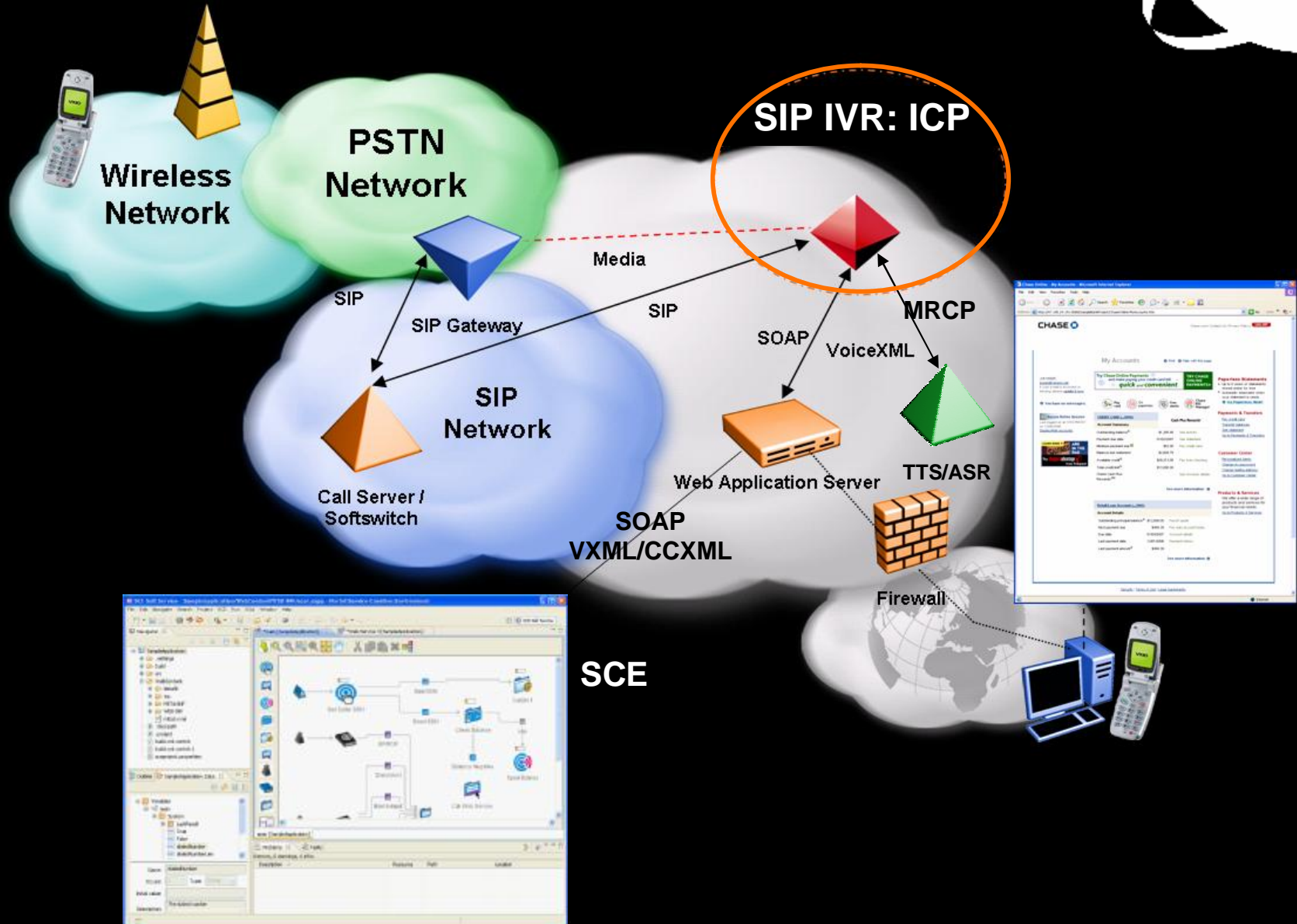


3rd Party SIP
Call Server



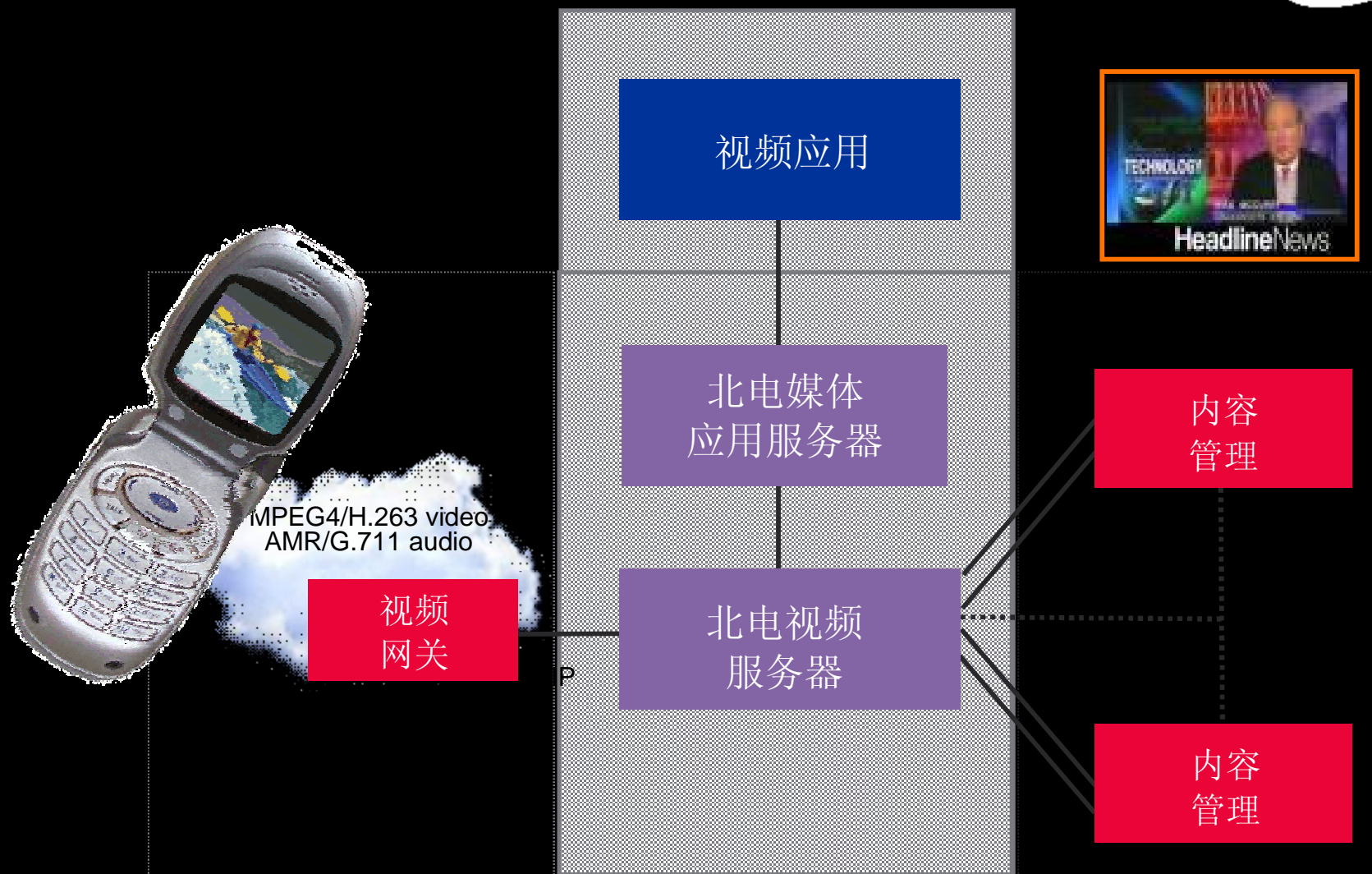
Microsoft
OCS

北电ICP，将SOA应用到联络中心



SCE

自助视频服务扩展了传统的自助语音





Web2.0成为自助服务的重要补充



你不能置身其外!



- > 坐席和客户所在的网络社区可以无缝协同
- > 设备无关
- > 全方位接触和响应用户

Web.alive营造面对面的客户体验



> 虚拟世界

- 虚拟世界面对面的客户体验
- 3D的web通信集成

> 即时建立的 Groups/Forums/Blogs

- 专家和客户可以建立On-Demand的在线讨论组/论坛和Blogs
- 充分应用RSS技术和3D语音通信技术

> IPTV集成

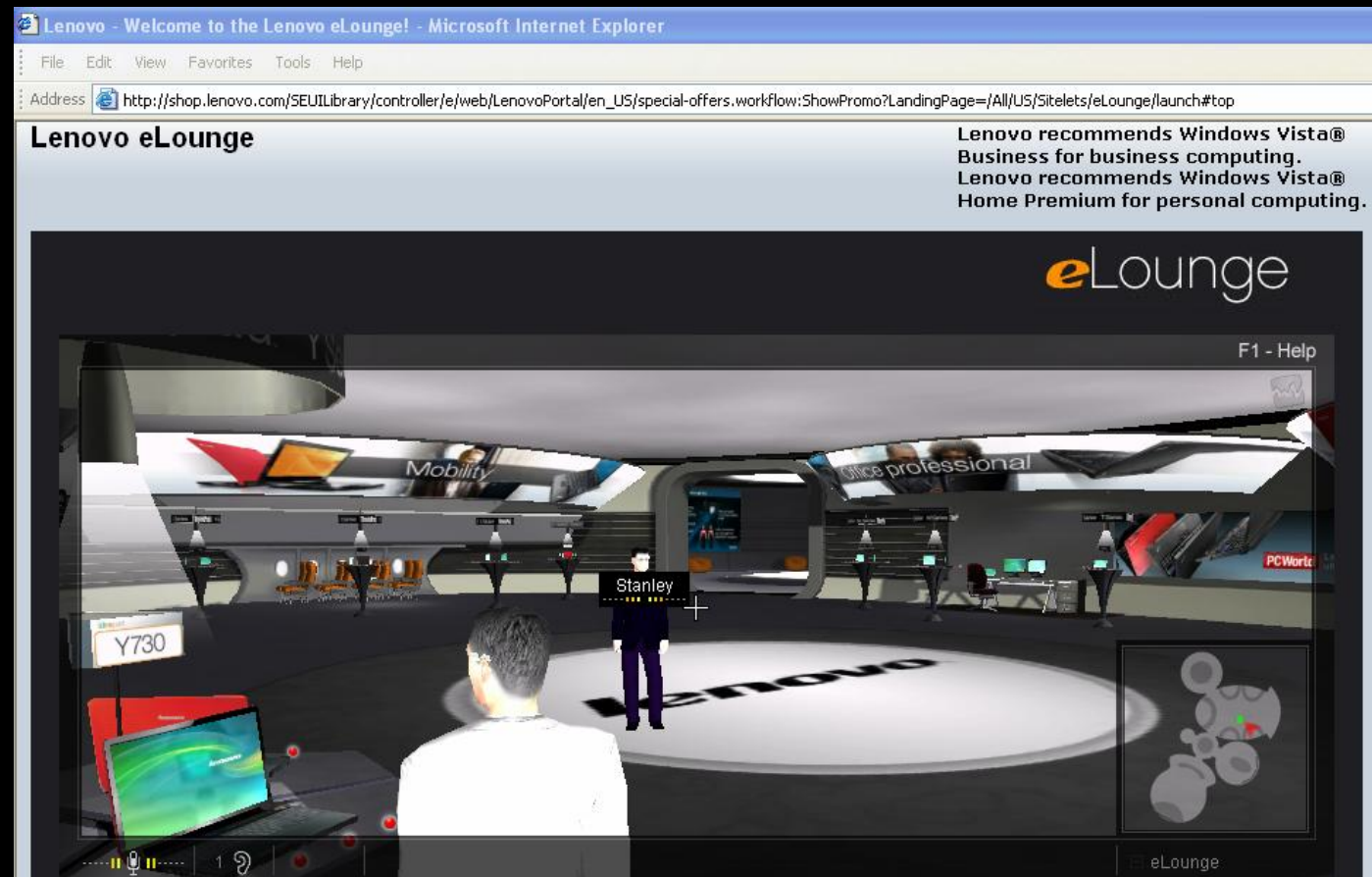
- 可用IPTV为客户提供高体验服务，实现点击呼叫和聊天等功能



Web.alive 营造面对面的客户体验

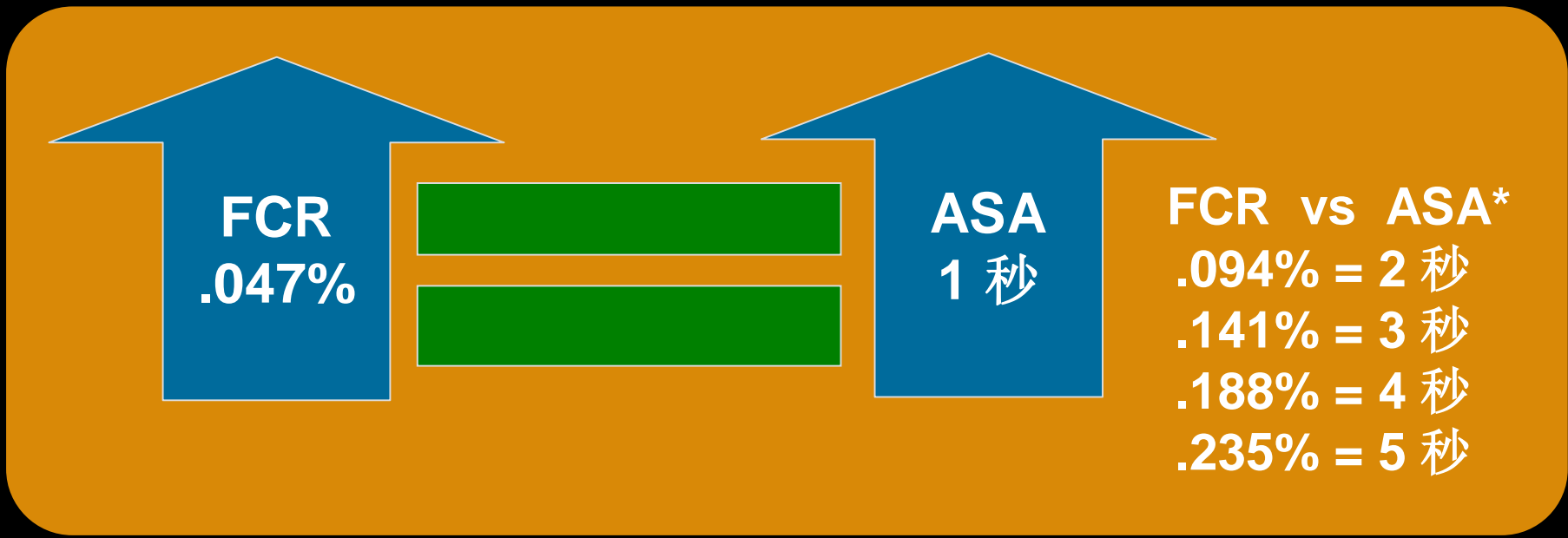
北电 Web.alive 提升 Lenovo 电子商城的在线服务

http://shop.lenovo.com/SEUILibrary/controller/e/web/LenovoPortal/en_US/special-offers.workflow:ShowPromo?LandingPage=/All/US/Sitelets/eLounge/launch#top



客户期待不断改进的一次呼叫解决率

提升FCR可显著降低联络中心的人员成本



FCR: First Contact Resolution, 一次呼叫解决率

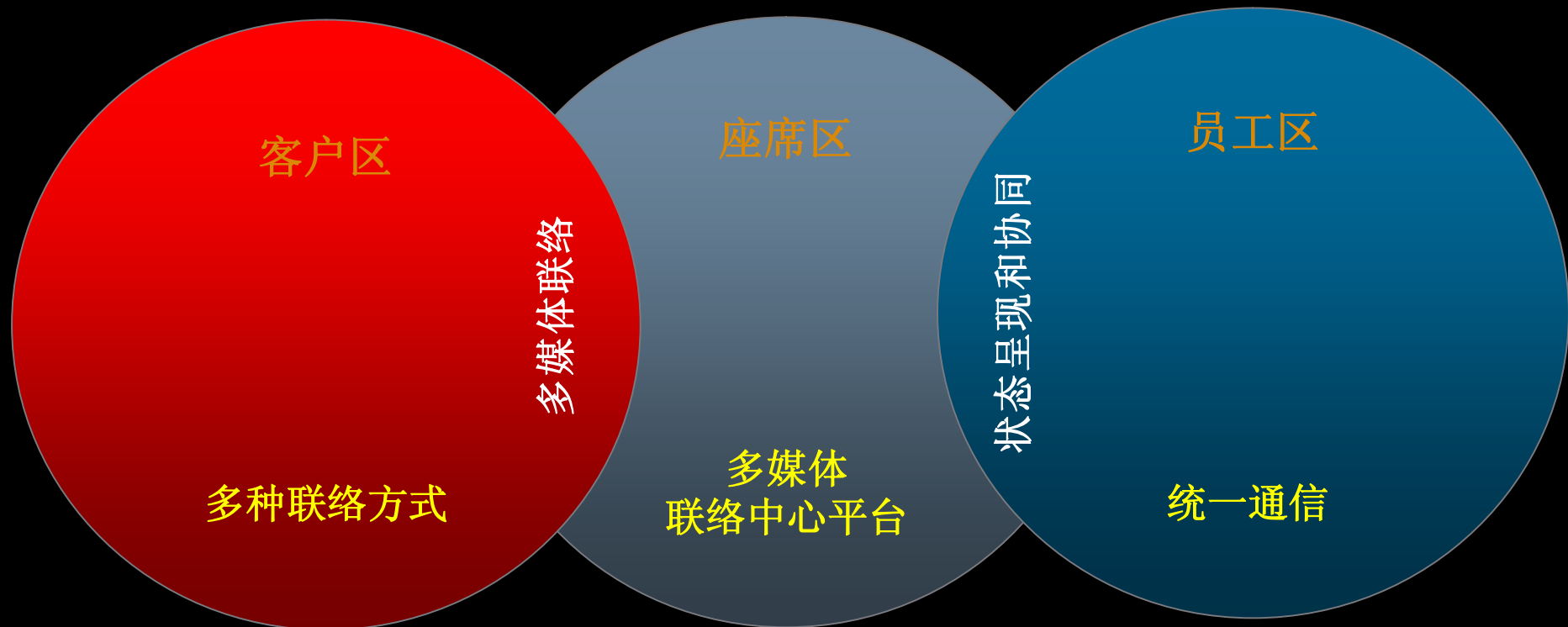
ASA: Average Speed of Answer, 平均应答等待时间

* 基于 Gartner 调查数据的对比

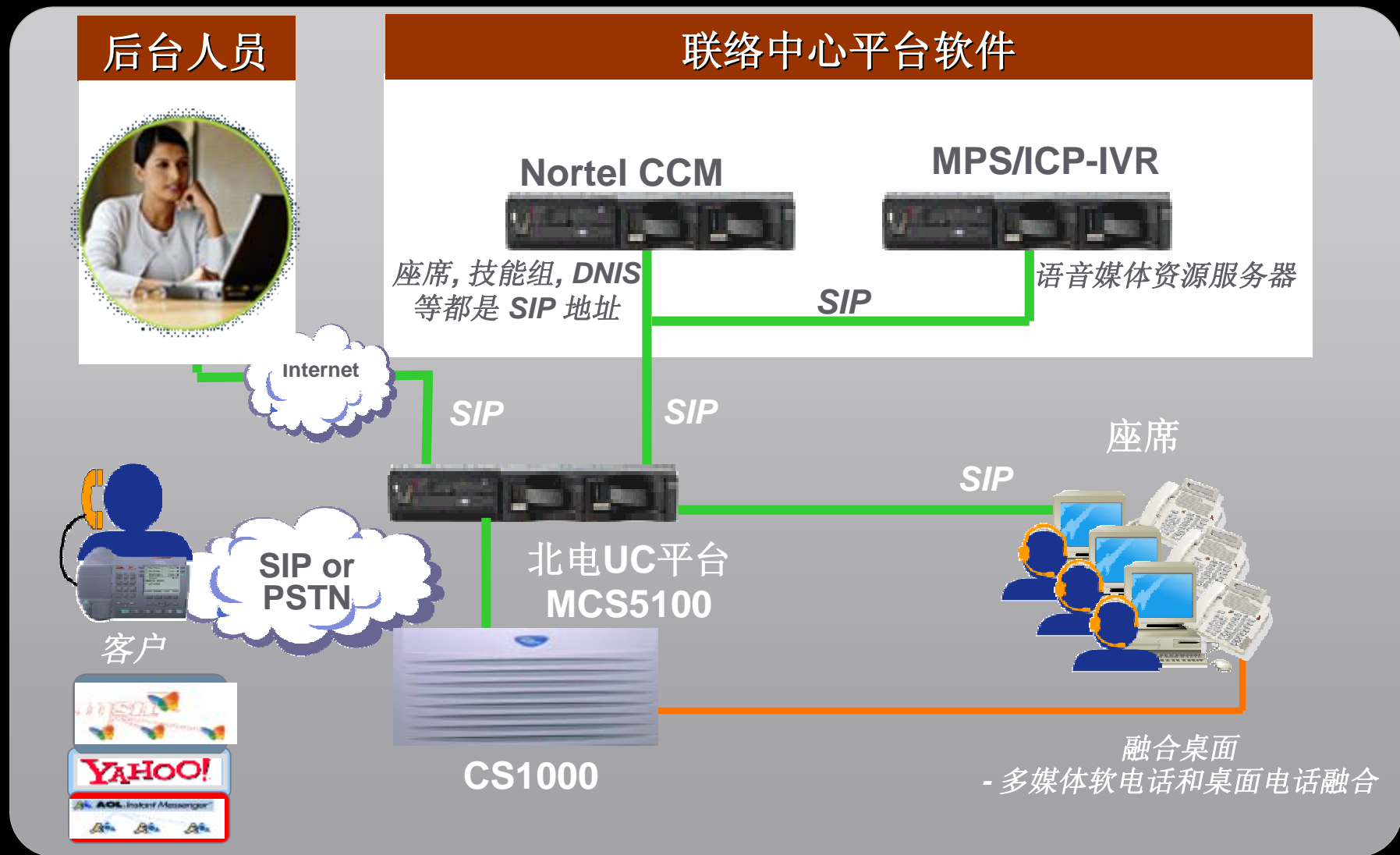
统一通信可以大大改善一次呼叫解决率



北电联络中心与北电UC有效融合，提升客户体验。



北电UC联络中心架构



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Nortel HSA 1300 ntex35 baab / 1-meg hsa modem

Purchase Information



Our Price: **\$99.99**
Condition: Refurbished
Status: **In Stock**
Quantity:

[Click for full size image](#)

Shipping Estimates

Please enter ZIP code / select Country, and press for shipping estimates

ZIP: United States

The N...
provid...
and 32...
Web s...
and w...
Nortel

- Send an Instant Message
- Call
- Start a Video Call
- Send an E-Mail Message
- Schedule a Meeting
- Send a File...
- Properties
- View Contact Card
- Copy
- Tag for Status Change All
- Change Level of Access
- Add to Contact List
- Move Contact To:
- Remove from Group Delete
- Remove from Contact List Shift+Delete

IM Nortel - Conversation

Invite

Enda Dooley

IM Nortel

Enda Dooley [13:56]:
My Nortel modem doesn't work can you help me?

IM Nortel [13:56]:
Welcome to the contact centre - IM Contact:792 has been queued to agent.

Last message received on 14/01/2008 at 13:56.

A

😊



Type	Local	Remote
Email	Active	Confer...

Activity Code
[Dropdown]

- Customer Details
- Customer Search
- Contact Search
- Schedule Callback
- Customer Email
- UC Presence**
- User Settings
- Help

Padraic Walsh
Busy On A Contact

Show: All Available Busy Do Not Disturb

Name	Availability	Address
Line Managers		
Ryan Joe	Available	rj@ccmmlab.dev
Network Support		
Peter Flannery	Busy	pflan@ccmmlab.dev
Hardware Support		
Mickey Joe	Available	mi@ccmmlab.dev

[Context Menu for Mickey Joe]
Send an Instant Message
Call

IM Conversation

Name	Availability	Address
Padraic Walsh	Busy On A Contact	padraiwa@ccmmla...
IM Nortel	Available	IM_Nortel@ccmml...

IM Nortel [14:09]
My Nortel modem doesn't work can you help me?
Padraic Walsh [14:09]
Can you describe the trouble you are having?
IM Nortel [14:10]
It doesn't work - my modem is a Nortel HSA 1300 ntex35 baab / 1-meg hsa modem
Padraic Walsh [14:10]
What operating system are you using?
IM Nortel [14:10]
Windows 98

[Text Input Field]

[Send] [Close]

[Attach Message]



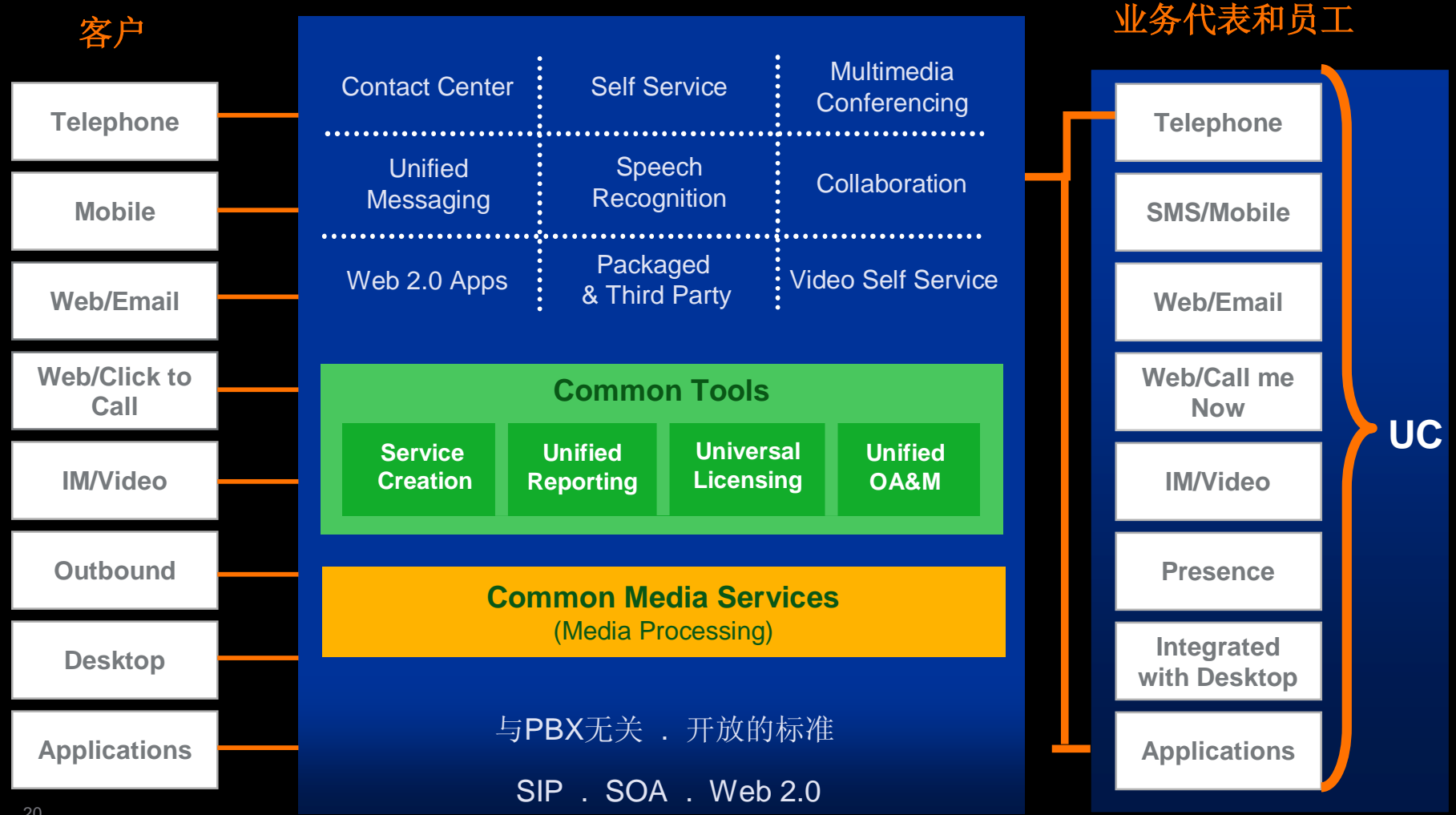
不同的客户需要统一的终端体验



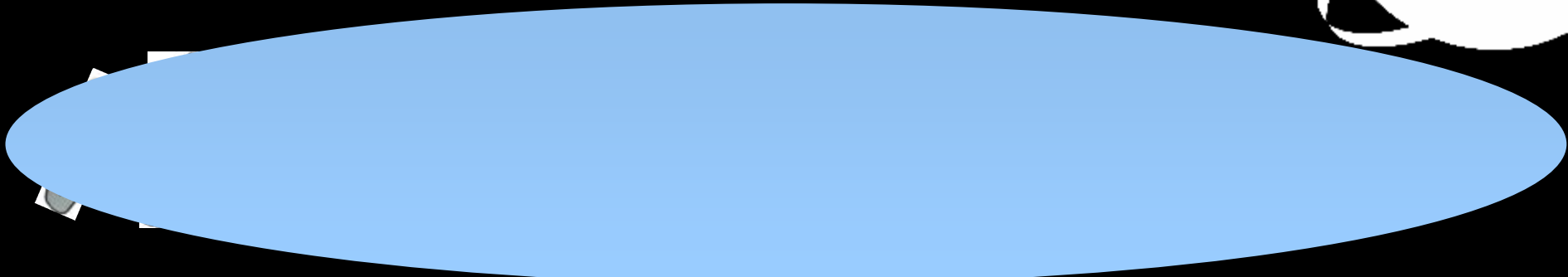


北电联络中心支持丰富的媒体

北电多媒体应用框架



北电带您走进客户体验2.0



OPEN
FOR
BUSINESS

CLOSED
FOR
BUSINESS

基于SOA的
敏捷应用集成

全方位的
自助服务

不断改进的
一次联络解决率

统一的
终端体验

NORTEL 联络中心



- 自助视频服务
- Web2.0网络社区
- 3D的虚拟世界
- On-Demand讨论组/论坛和Blogs

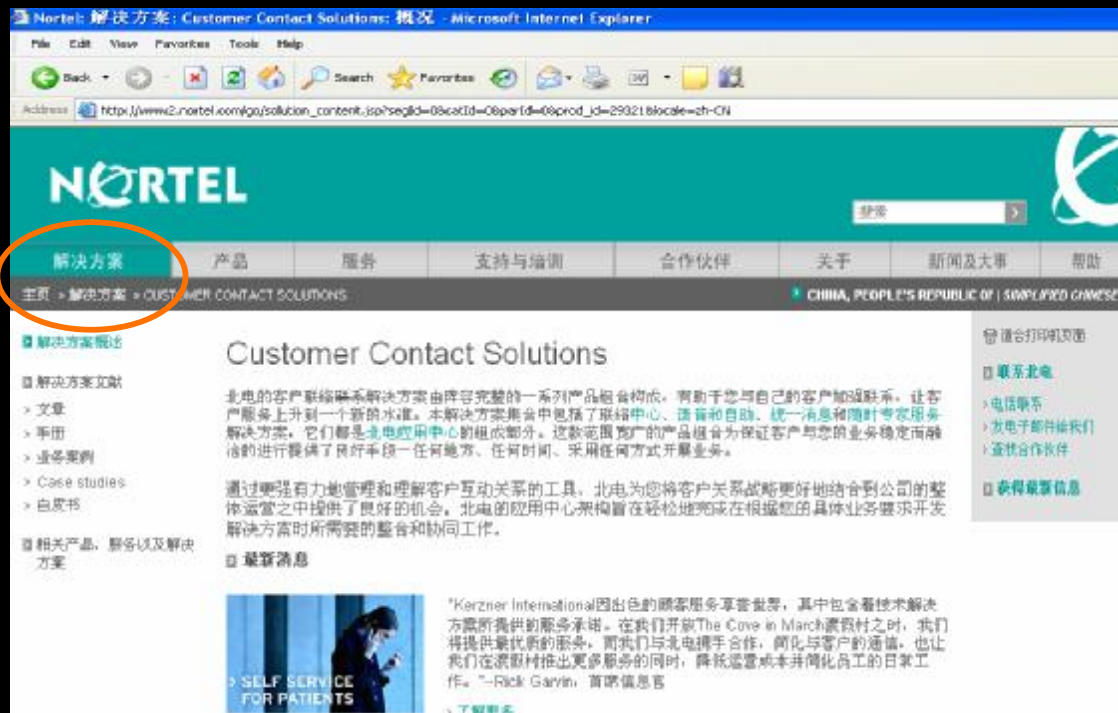
- UC集成的联络中心
- 集成的座席应用
- 与微软 OCS底层集成

- 语音
- Web呼叫/协同
- Email
- SMS
- 外拨（预测/预览/渐进）
- IM/视频

更多信息，请参考...

Email: jinfenghu@nortel.com

网站: <http://www.nortel.com.cn>





Thank you!