



Product Brief

Norstar PRELUDE and CINPHONY ACD

**Cutting-edge
call center capabilities
for any size business.**

The minute a telephone call to your business is put on hold, you're in trouble. Why? Because industry statistics show that 88 percent of business callers will hang up if put on hold. And their next call may be to your competition.

At the same time, 85 percent of those business callers will remain on hold if they're reassured by music or recorded announcements. And 34 percent of them will ask about a new product or service advertised in the recorded announcements.

Whether you're a small scheduling center for a busy medical practice or a manufacturer's 50-agent customer service department, Norstar PRELUDE and CINPHONY Automatic Call Distribution (ACD) offers big-business call center capabilities at a small-business price.

**NORTEL
NETWORKS™**

How the world shares ideas.



Fully Integrated and Cost-Effective

With PRELUDE and CINPHONY ACD, both small formal and informal call centers can smoothly handle their call loads, capture every call, and offer unsurpassed customer service. The end result? An opportunity for greater efficiency, increased revenues, decreased costs, and happier customers. MINUET, PRELUDE, and CINPHONY provide Norstar call center solutions to organize and manage call distribution for as few as two agents to as many as 80 agents, 80 groups, and 120 lines. Best of all, as your business grows, Norstar call centers will grow with you, migrating via software changes to power your business needs.

Both PRELUDE and CINPHONY offer LAN-based reporting and tight hardware and software integration with all Norstar applications. These powerful ACD solutions offer faster and more precise call processing, which can boost agent productivity and morale, improve customer service, and increase revenue potential.

What's more, PRELUDE and CINPHONY ACD have never been more cost-effective to own. That's because they can now run on the same Norstar Applications Module (NAM) with other Norstar applications like Norstar Voice Mail and Norstar IVR. This allows you to leverage your investment in Norstar hardware by combining applications on the same platform.

Advanced Call Routing and Handling Means Unsurpassed Customer Service

With PRELUDE and CINPHONY ACD, you get more advanced call routing options than ever before. Flexible routing

options let you send callers to the agent with the most experience or automatically route VIP callers to special agents or departments. Or you can send callers to the agent who's been idle the longest—it's your choice.

Automatically route based on Dialed Number Identification Service/Direct Inward Dialing (DNIS/DID) information or Automatic Number Identification/Calling Line ID (ANI/CLID) information.

PRELUDE and CINPHONY ACD systems also provide callers the opportunity to take advantage of "self-service" routing options. Automated Attendant and Caller Directed Routing allow calls to be routed based on digits entered by the caller.

Automated Attendant allows callers to enter a single digit number to route their call to the appropriate group. With Caller Directed Routing, callers can enter multiple digit numbers (up to 16 digits), such as a credit card or product ID number, to route a call to the appropriate ACD group.

Through the QTime Announcement feature, PRELUDE and CINPHONY ACDs are also capable of providing the caller important information regarding how long they may wait before being answered by an available agent.

As your call handling needs get more specific, remember that CINPHONY can route calls to any of 80 different groups. That means better customer service and more efficient use of your agent resources.

In addition to routing calls from Dialed Number Identification Service/Direct Inward Dialing (DNIS/DID) information, Automatic Number Identification/Calling Line ID (ANI/CLID) information, and Automated Attendant, now PRELUDE and CINPHONY ACD can route calls via Caller Directed Routing. With Caller Directed Routing, you can route calls based on the digits the caller enters. It allows the caller to enter an identifiable number such as a credit card or product ID number, and this input is used to route the call to the

appropriate ACD group. As your call handling needs get more specific, remember that CINPHONY can route calls to any of 80 different ACD groups. That means better customer service and more efficient use of your agent resources.

PRELUDE and CINPHONY's built-in recorded announcements give callers in queue a chance to hear about your products and services—prompting them to ask for additional information just as your agent answers. Exceptional for retail, catalog sales, and manufacturing, PRELUDE and CINPHONY's recorded announcements reinforce your merchandising—and follow up that reinforcement with an immediate opportunity to purchase!

With these advanced call-handling capabilities, you can answer more calls with the same number of staff, help reduce abandoned calls, cut long-ringing and hold time, and improve customer service.

Supervisory Tools Let You Know What's Happening

As a call center grows, its requirements for supervisory capabilities also increase. CINPHONY's built-in supervisory features include silent monitoring of agent calls, an agent help key that lets agents reach a supervisor instantly, and a real-time status display that lets supervisors know what's happening every second. With PRELUDE and CINPHONY's call categorization, agents can enter a category code classifying the type of call being handled. Supervisors can then see how many calls of a particular type are coming in. The system also sends an alarm if pre-determined call thresholds—such as caller wait times—have been exceeded.

Companies that need to record certain calls for agent training purposes appreciate CINPHONY's agent record call feature. The agent simply presses a button to record the call, and the supervisor can play it back immediately.

LAN-Based Access Offers Insight into Your Business

PRELUDE and CINPHONY ACD include INFOCUS, a powerful information management tool that gives you real-time access to the wealth of information your call center processes every second. Using a standard Internet browser, your executives, supervisors, and agents can access call information anytime via a LAN-based server—right from their PCs. It's as simple as entering an address on the Internet.

INFOCUS offers users real-time statistics both graphically and numerically, color-coded for easy recognition. With point-and-click ease, they can view and print reports, even remotely administer and configure the system in real-time or make changes and schedule them to activate at a later date or time.

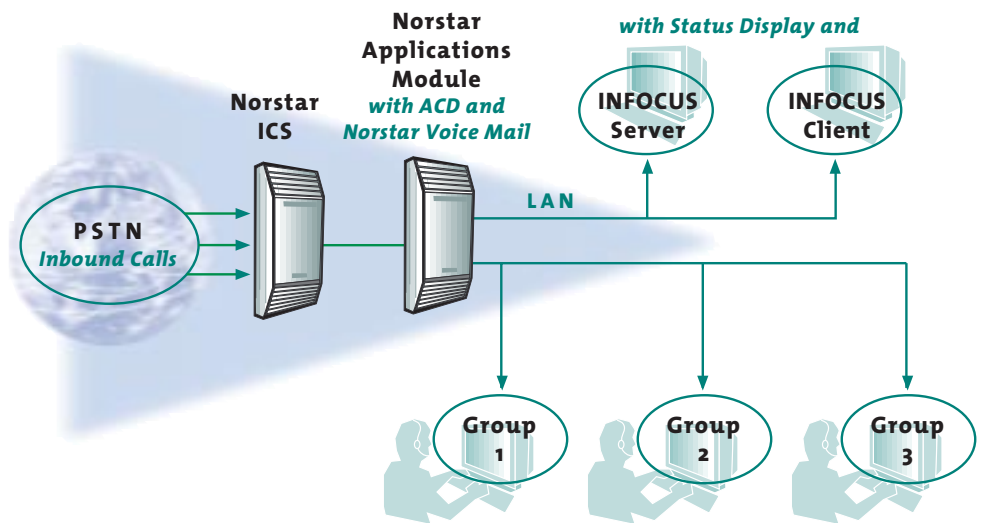
PRELUDE and CINPHONY offer 16 comprehensive management reports, including an ACD Call Profile Summary that encapsulates all calls (including abandoned, disconnected, and transferred calls) by group for a specified time period; and the Line Profile Summary, which provides a review of ACD system line usage. If you don't have a LAN, you can use INFOCUS simply by setting up a direct connection.

Each ACD system includes one copy of INFOCUS software for a single user, and additional copies can be added to support unlimited users.

Tight Integration Creates Strong Call Center Capabilities

Both PRELUDE and CINPHONY ACD work seamlessly with Norstar Voice Mail and Norstar Interactive Voice Response

Your PRELUDE or CINPHONY ACD Call Center



(IVR). Callers can use Norstar Voice Mail's voice menus to reach information mailboxes, fax-on-demand services or leave a voice mail message. And with Norstar Voice Mail's desktop messaging option, agents can access their e-mail and voice mail messages and view and print faxes—all right from their desktop computer. This enables agents to be more productive and more responsive to customer requests.

With Norstar IVR, you can customize your applications so that more callers have the option of waiting in queue or placing their order via automated service 24 hours a day, 7 days a week. This is a real time-saver for busy pharmacies, whose customers can leave requests for prescription refills and pick them up the next day. And universities can use IVR to register students for classes in minutes—simply by pressing numbers on their telephone keypads.

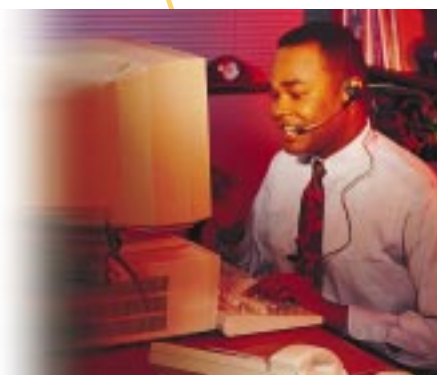
In addition, both packages can be integrated with Norstar computer-telephony integration and Calling Line Identification (CLID) services to deliver incoming caller information. This minimizes the amount of information agents need to get from callers, dramatically reducing the length of the call. And with ISDN BRI connectivity, the

CLID information is delivered immediately, cutting at least 5 seconds off of every call.

Your agents and supervisors can also take calls on the move with the Norstar M7410 workspace mobility telephone. With the M7410, agents can move about the office, yet receive calls and information on the handset's display—just as if they were at their desk. Ideal for retail and warehousing environments, the M7410 lets agents take calls while moving about the store or checking inventory.

Powerful Technology Helps You Capture Every Call

In today's competitive market, you don't want to miss a call. It's critical to capture every caller—and every sale. Your Norstar system can supercharge your business with PRELUDE or CINPHONY ACD. And these powerful ACD packages can boost agent productivity, improve customer service, cut operating costs, and allow you to increase revenues. Let us show you how. Contact your authorized Nortel Networks distributor or call 1-800-4 NORTEL. And visit our website at www.nortelnetworks.com/norstar.



Norstar Call Center Solutions

As your business grows, your ACD grows with you.

MINUET

Very Small Call center

- Up to 10 active agents, 2 groups, 15 lines
- Entry level ACD with focus on routing capabilities
- Administered via Norstar telephone display
- Packaged with Norstar Voice Mail

PRELUDE

Enhanced Call Center

- Up to 15 agents, 3 groups, 30 lines
- Enhanced routing and reporting
- Real time group and system status displays
- 14 system-wide management reports accessible via LAN
- Runs on Norstar Applications Module (co-resident with other applications or dedicated)

CINPHONY

Sophisticated Call Center

- Level II—up to 80 agents, 80 groups, and 120 lines
- Level I—up to 30 agents, 6 groups, 80 lines
- Intelligent routing and supervisory functions
- Real time group and system status displays
- 16 management reports accessible via LAN
- Runs on Norstar Applications Module (co-resident with other applications or dedicated)

Power up your Norstar system with PRELUDE or CINPHONY ACD

Small businesses, branch offices, and departments are discovering that nothing revolutionizes your call handling capabilities like PRELUDE or CINPHONY ACD.

Imagine virtually no busy signals and no missed, delayed, or abandoned calls. Phones are answered automatically and routed to the person who can best help the caller. If necessary, the caller holds in queue, listening to high-quality voice announcements about your newest products and services until an agent is available.

And you can monitor inbound call statistics minute-by-minute in real time to make sure your call handling is at peak efficiency.

Your PRELUDE or CINPHONY ACD Call Center

Features

- ACD co-resident with Norstar Voice Mail or other Norstar applications on the Norstar Applications Module.
- Fully integrated with IVR, CTI, Desktop Messaging
- Access to real-time statistics and Management Reports via LAN or remote PC
- Wallboard support
- Agent record call
- Agent help
- Data export
- DID and DNIS routing
- Caller Directed Routing

- Emergency routing
- Mobile agents with M7410
- And many more

Groups are agents qualified to take a specific type of call. An agent may be assigned to more than one group.

Real-time Status Displays and Management Reports provide this information:

- ACD Call Summary
- ACD Call Profile Summary
- Agent Profiles Individually or by Group
- Abandoned Call or Busy Line
- Call Categorization
- Monthly Summary
- System Configuration

For more information, contact your Nortel Networks representative, or call 1-800-4 NORTEL or 1-506-674-5470 from anywhere in North America.

In the United States:

Nortel Networks
220 Athens Way, Suite 200
Nashville, Tennessee 37228
USA

In Canada:

Nortel Networks
8200 Dixie Road,
Suite 100
Brampton, Ontario L6T 5P6
Canada

<http://www.nortelnetworks.com/norstar>

*Nortel, Nortel Networks, the Nortel Networks corporate logo, the globemark design, How The World Shares Ideas, Meridian, Norstar, and Unified Networks are trademarks of Nortel Networks. All other trademarks are the property of their owners.

Copyright (C) 1999 Nortel Networks Corporation. All rights reserved. Information in this document is subject to change without notice. Nortel Networks Corporation assumes no responsibility for any errors that may appear in this document.

990547/08-99

NORTEL
NETWORKS™

How the world shares ideas.