



# Alcatel-Lucent Enterprise OpenTouch Suite for SMB for Insurance Offices

Serve clients  
better and  
increase  
efficiency

The **Alcatel-Lucent Enterprise OpenTouch® Suite for SMB** for Insurance Offices enables you to better serve your clients and collaborate with your colleagues using an efficient, feature-rich communication system. The **OpenTouch Suite for SMB** provides seamless, flexible services to quickly address clients' needs and help ensure their satisfaction.

## TRENDS IN THE INSURANCE INDUSTRY

Faced with continued economic uncertainty and low interest rates, insurance firms are focusing on cost reduction and new avenues for profitability in an increasingly mobile, customer-driven marketplace (2013 Trends to Watch: Insurance, Ovum, October 2012).

## CHALLENGES FOR INSURANCE OFFICES

Clients are looking for low-cost insurance solutions that suit their particular needs, and they are increasingly investigating their options online. When clients call your office, staff must work hard to deliver superior service and ensure satisfaction. The communication system must provide end-to-end call management, with a professional welcome and efficient call routing to the relevant department. The system must handle call overflow when you are busy serving a client. If you leave your office, you must be able to forward calls to voice mail and check voice mail remotely while maintaining privacy. To increase productivity, the system needs to provide tools for collaborative communications with your colleagues as well as integration with insurance office operations.

## ALCATEL-LUCENT ENTERPRISE OPENTOUCH SUITE FOR SMB TO THE RESCUE

The Alcatel-Lucent Enterprise OpenTouch Suite for SMB for Insurance Offices tailors the communication system to your unique needs, whether it is a small insurance agency branch or a central office, by providing:

- + Feature-rich applications that improve client service and call handling
- + Flexible communication server and network infrastructure with powerful embedded features
- + A range of wireline phones for professional IP or digital telephony

### BETTER CLIENT SERVICE AND INCREASED STAFF PRODUCTIVITY

- + Professional welcome and efficient Smart Call Routing (SCR)
- + Advanced business telephony services and rich collaborative conversation features for improved efficiency and staff productivity
- + Powerful tools for federating contact lists and presence information

### END-TO-END CALL MANAGEMENT AND FEATURE-RICH PHONES

- + SCR with Automated Attendant (AA), providing an automatic answer and efficient, direct forwarding to the right company destination
- + End-to-end call management, call-waiting queue and dispatch with Automatic Call Distribution (ACD) to Call Center Office agents
- + For larger insurance offices, the Alcatel-Lucent Enterprise PIMphony™ application for optimized PC telephony
- + Professional wireline phones with integrated management and energy-efficiency features

### REDUCED COSTS

- + A combination receptionist and answering service without a salary
- + Complete, scalable solution that is easy to install, maintain and expand
- + Single infrastructure for voice/data services, with a simple management interface and low power consumption

## OPENTOUCH SUITE FOR SMB: A COMPLETE SOLUTION

The Alcatel-Lucent Enterprise OpenTouch Suite for SMB provides a complete communication solution for insurance offices of all sizes.

- + Alcatel-Lucent Enterprise OmniPCX® Office Rich Communication Edition (RCE), a flexible communication server for SMB
- + Alcatel-Lucent Enterprise OmniSwitch® 6450 Light Stackable LAN Switch, tested and validated end-to-end for optimized voice and data interworking
- + Alcatel-Lucent Enterprise 8068 Premium DeskPhone with integrated IP/telephony features
- + Alcatel-Lucent Enterprise 8012 DeskPhone with SIP-based features and integrated management
- + Alcatel-Lucent Enterprise My IC Social Networks, a Microsoft® Outlook® plug-in with federated user identity and presence information
- + Alcatel-Lucent Enterprise PIMphony application, providing your Personal Communication Manager



8068 Premium DeskPhone



8012 DeskPhone

Our company is a leading provider of enterprise communications solutions and services, from the office to the cloud, marketed under the Alcatel-Lucent Enterprise brand. Building on our established heritage of innovation and entrepreneurial spirit, we operate globally with 2700+ employees in 100+ countries worldwide, with headquarters near Paris, France.

With communications, networking and cloud solutions for business of all sizes, our team of technology experts, service professionals, and 2900+ partners serves more than 830,000 customers worldwide, tailoring and adapting our solutions and services to local requirements. This provides tangible business outcomes through personalized connected experiences for customers and end users.