



Overview

- **Introduce GeoTel**
- **Product/Technology Overview**
- **Q&A**

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Who Is GeoTel?

- **Mission**
- **Market**
- **Customers**
- **What do we do?**
- **Where are we going?**

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GeoTel Mission

**To Be the Leading Provider of
Customer-Interaction Software
Solutions for Mission-Critical
Call-Center Applications**

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GeoTel Market

- **Call centers**
- **Single and multiple sites**
- **Contact centers**

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GeoTel Customers

Advantis
Aetna
Airtel
America Online
American Airlines
American Express
Credit Cards
American Express Travel
British Telecom
Call Interactive
Capital One
Carlson Wagonlit
Citicorp
Compaq Computer
Continental Airlines
Damark International
Delta Air Lines

Deluxe Check
Fidelity Investments Institutional
Fidelity Investments Retail
First USA
First Union
Gateway 2000
GM Acceptance Corp.
GTE
Hewlett-Packard
Household Credit Services
IBM
Internal Revenue Service
J.C. Penney Credit Services
J.C. Penney Life Insurance
Lands' End
Matrixx Marketing
MCI

Optus Communications
Oriental Trading
Pacific Gas & Electric
PrimeCo
Private Healthcare Systems
Progressive Insurance
Prudential Insurance
Spiegel
Sprint
Sprint CSB
Sprint PCS
Sprint Telemedia
State Farm Insurance
Toshiba
United Parcel Service
US Airways

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What GeoTel Does (Business)

- **Solves the three basic problems of customer service**
- **Saves call centers \$\$**

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Improved Customer Service

- **Customers no longer have extended waits to speak to a human**
- **Customers no longer rerouted about the business**
- **Customers no longer required to restate identifying information**

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Reduced Operating Costs

- **Cost of 800 service reduced**
- **More efficient use of resources (human and capital)**
- **Win!—Win!**

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What GeoTel Does (Technical)

- **Creates a virtual call center**
 - Normalizes heterogeneous environment**
 - Distributed fault tolerance**
 - Network-to-desktop CTI**
(Computer-Telephony Integration)
 - Centralized command and control**

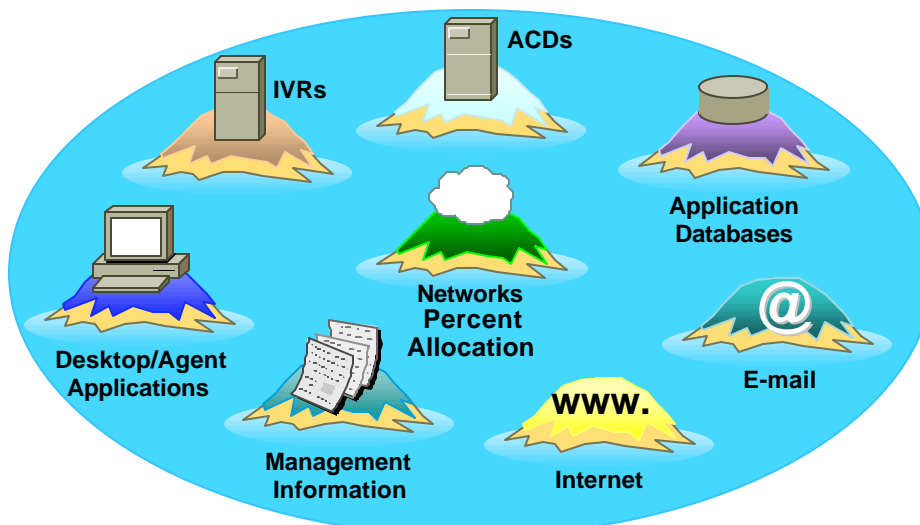
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Call Center Applications Are Islands of Technology



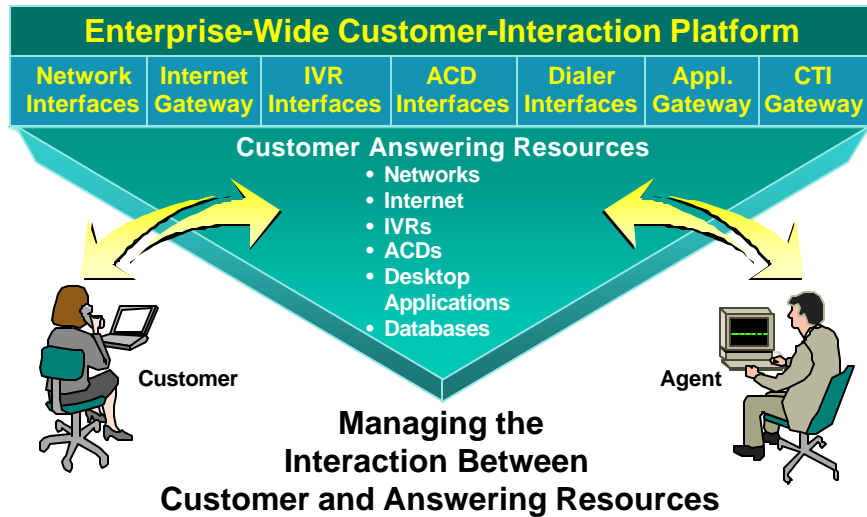
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GeoTel's Integrated Solution



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GeoTel Typical Customer Profiles

	A	B	C	D	E
Industry	Travel	Investment Services	Investment Services	Insurance	Retail
Carriers	AT&T	AT&T	AT&T, MCI	MCI	Sprint
ACDs	Lucent, Nortel	Aspect	Lucent, Nortel	Lucent	Lucent
IVRs	Periphonics	Direct Talk	Network, Intervoice	Conversant	Conversant
CTI	Yes	Yes	Yes	Yes	No
Sites	26	4	7	5	3
Agents	4,000	1,200	2,400	2,200	700
Calls	60,000/day	80,000/day	100,000/day	100,000/day	26,000/day

Representative Results

Improvements in Customer Service

- ASA decreased from 28 sec. to 8 sec.
- Handle time decreased from 190 sec. to 160 sec.
- Calls handled by IVR increased by 10%
- Abandoned calls reduced by 30%
- Service levels increased by 4%

Call Center Cost Savings

- 15% increase in agent Productivity
- 50% reduction in T-1 utilization
- 11% savings in manpower resources
- Carrier costs reduced by 20%
- ROI in three to nine months

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Where Are We going?

- **Movement is to a customer contact center**
- **Multiple channels (Voice, fax, Web, e-mail, chat, and video)**
- **Remote and non-ACD agents**
- **IP voice**

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Product Overview

- **ACD-bound agents**
- **Enterprise structure**
- **Normalization**
- **Distributed fault tolerance**
- **Non ACD-bound agents**

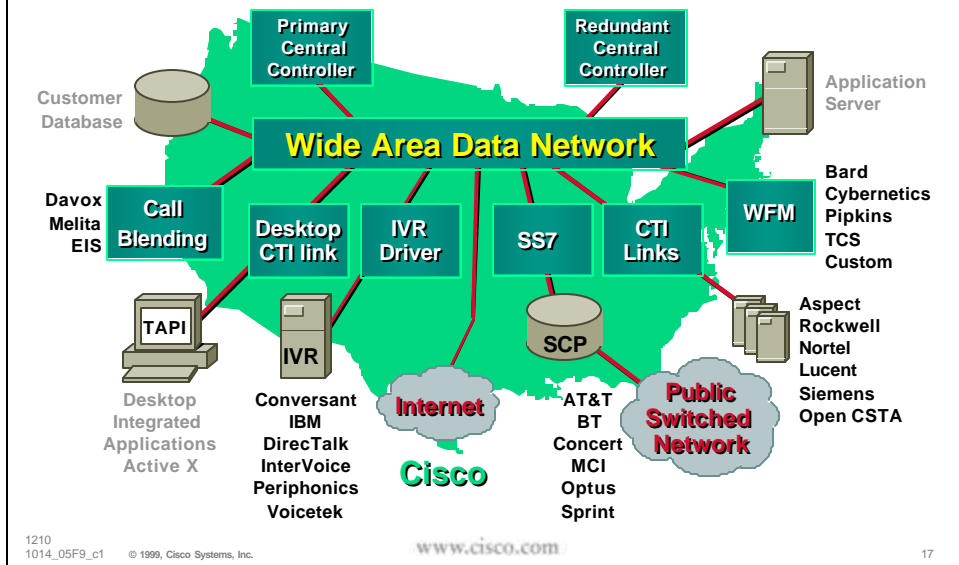
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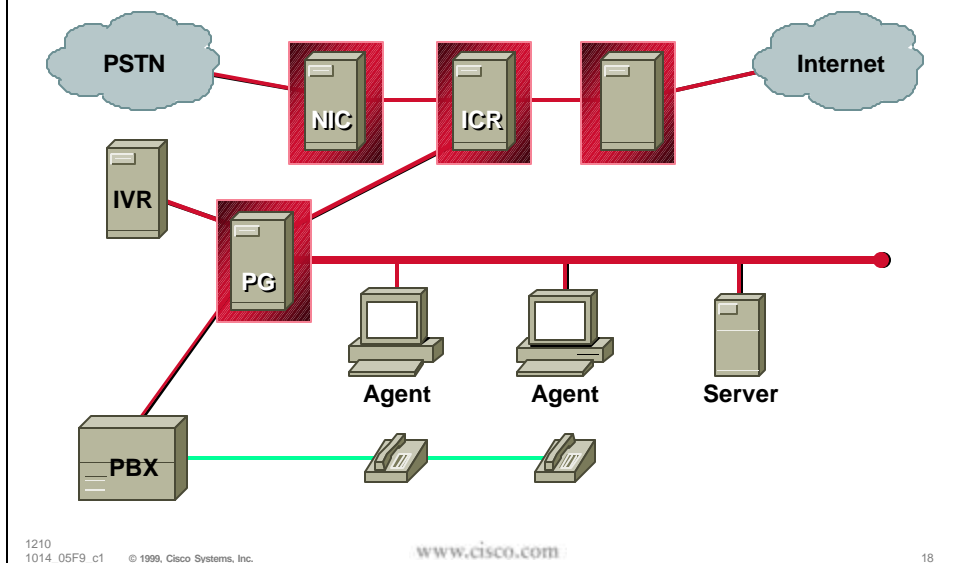
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Enterprise-Wide Intelligent Call Treatment



Single Site ICR/CTI View



Network-to-Desktop CTI Challenges

- Real-time view of entire enterprise
- Must be very fast!
- Distributed fault tolerance
- Distributed processing
- Normalize heterogeneous environment

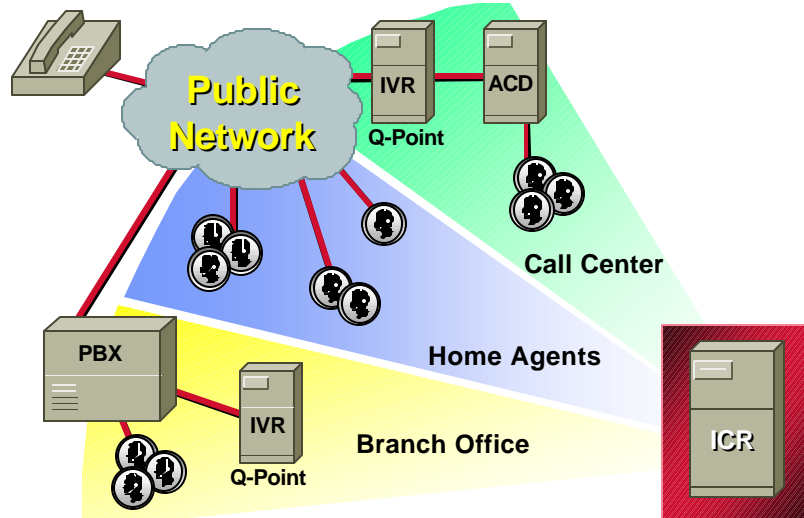
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GeoTel—Enterprise Agent



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GeoTel—Enterprise Agent

- **Key attributes of an ACD**

Network interface

**Call treatment processing and
agent selection and queuing**

Reporting

CTI links

Port switching matrix

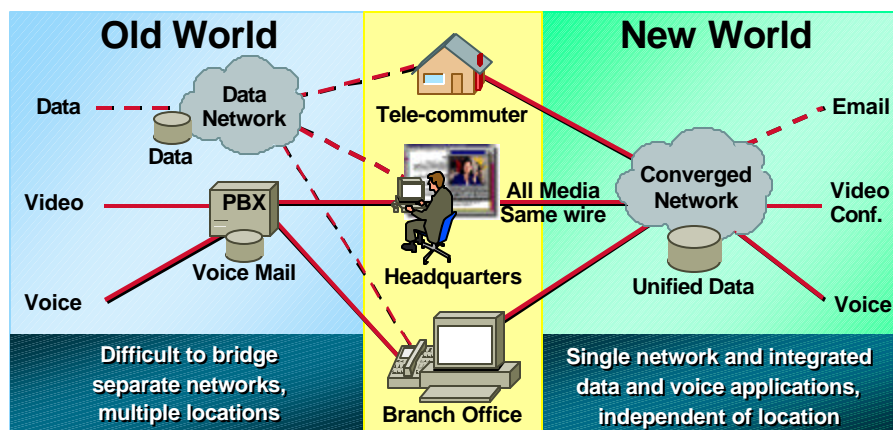
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Virtual Call Center Opportunity



- **Key driver for integration of data, voice, and video**
- **Development of new applications based on IP Voice**

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GeoTel Customer Benefits

- Mission-critical platform for integrating multi-vendor, multi-carrier applications
- Intelligent call distribution
- Enterprise CTI
- Customer-profile routing
- Skill-based/resource-based routing
- Consolidated, enterprise-wide reporting
- Increased customer responsiveness
- High value, quick return on investment

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**Please Complete Your
Evaluation Form**

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