

Make business communications a key asset of your digital transformation

ALE | Where Everything Connects

Technological breakthroughs are enabling access to business data, from a smartphone or computer, for employees who are increasingly mobile. Based on this increase in mobility, 85% of companies¹ believe that it is necessary to drastically improve information flow within the organization to better serve customers. Thousands of companies rely on ALE to connect their teams and business applications to provide superior customer service. ALE offers a non-disruptive transformation for business communications.

With ALE businesses can:

- Strengthen loyalty and provide a better customer experience with improved call management for inquiries.
- Benefit from an enhanced phone system to connect co-workers and provide collaboration wherever they are, and whatever their business applications.
- Ensure that employees benefit from service continuity and compliance, in the face of changing regulatory and technological requirements.

ALE offers a unique non-disruptive approach² based on a hybrid cloud model. In this model, the existing communication system, which is at the core of customer relationship, can be connected to the cloud and enhanced with innovative cloud services that can be consumed on demand.

What is digital transformation?

Digital transformation uses technology to improve the customer experience, increase information flow between co-workers, and accelerate decision-making.

The ALE advantage

Our phones provide excellent audio quality and are ergonomically designed to add elegance and highlight your offices.

Successful digital transformation: where to start? Improve customer inquiry call management

ALE helps improve your customers' experience from the reception desk to your teams' desktop.

Choose a fast and efficient connection with an automated attendant. Boost your brand with a professional and personalized greeting. Route calls to the right people more easily. Finally, optimize your costs: the ALE automated attendant is a centralized multi-site solution that can be easily configured by your team, using a simple graphical interface.

Integrate your customer relationship more closely into your quality policy with the systematic, or on-demand communication recording. You will have the metrics and elements for coaching employees as part of continuous improvement.

Your employees can handle calls confidently with the easy-to-read desktop phones that provide HD quality sound. In addition, we make desk sharing simple: employees in an open-plan office can choose a desk; identify themselves on the self-service phone; and gain access to all their contacts.



¹ Wainhouse Research for ALE, 2018
² Frost & Sullivan Award, 2017

Meet mobility and collaboration needs

Adapt your work environment to address today's telecommuting, mobile and distributed team needs. Connecting your communication system to the cloud lets your employees:

- Use communication and collaboration services to work as a team. For example, they can easily make a 'one-click' call with their phone, while at the same time sharing a screen, to accelerate comprehension and decision-making on a topic.
- Establish instant video conferences, from the web or from a smartphone, and set up virtual teams with customers, suppliers and colleagues, to work on a project.
- Identify a colleague, who is neither in a meeting nor on the phone, and is available to quickly answer their questions.
- Share files: The cloud makes it possible to access files such as contracts and quotes, from anywhere and from any device. Employees on the move have access to everything they need for customer appointments.
- Make calls from a business phone, computer or smartphone depending on where they are.



The ALE advantage

Alcatel-Lucent Rainbow™ collaboration services are available on an à-la-carte basis from the cloud, with no time commitment and they include a free subscription and 'one-click' calling. Rainbow does not require you to change phones or how you manage customer interactions.

The ALE advantage

Maintain how teams communicate and manage customer calls. Upgrading the communications system to address compliance will not impact call management.

Ensure service continuity as well as regulatory and technological compliance

Updating your communications system will:

- Strengthen your defense against cyber attacks and protect your sensitive communications and data such as credit card numbers, patented information with native communication encryption.
- Improve data security while complying with European regulations: General Data Protection Regulation (GDPR).
- Optimize your costs. Connecting your system to SIP access providers lets you add licenses simply. As you anticipate the termination of the PSTN you can centralize your phone systems and renegotiate subscriptions.
- Prepare you for your digital transformation. Your communication system is ready to connect to the cloud. It's an opportunity to integrate Rainbow into your business or customer relationship applications.

Contact your Alcatel-Lucent Enterprise reseller to explore how ALE solutions can address your needs. And visit our website: <https://www.al-enterprise.com/en/products/platforms/rainbow>