

## *IBM Lotus Sametime Unified Telephony demo script*

Let's face it: the office phone alone is no longer enough to keep business running.

Employees need to connect with colleagues and customers on the spot—whether they're in the office or on the road. They need e-mail, instant messaging, voice over IP and more to track down experts, make decisions and keep up with the day-to-day demands of the business. And they need all of these tools in one place.

IBM Lotus Sametime Unified Telephony software can help.

How? Let's see how one company is using the software to support faster response times, better decision making and greater productivity.

Like all organizations, Open Financial Network prides itself on its excellent customer service. And the company depends on employees like Sam—a first-level customer care specialist—to deliver it. Let's find out how he does it.

It's 9:15 a.m., and the bank's contact center needs Sam to handle a customer inquiry. The system automatically detects his location and routes the call to his home office. On the line is Ted, a customer who is juggling maxed-out credit cards and a variable rate mortgage ... and needs help managing his debt.

Sam remembers that the mortgage and credit card departments are working together on a new product that may meet Ted's financial needs.

Using Lotus Sametime, Sam locates experts on the new product: Kelly in credit cards and Gail in mortgages. He sees that Kelly is offline and currently busy on a call ... but Gail from mortgages is available.

Sam doesn't have to waste time looking up Gail's number. He simply selects Gail's name in his contact list and clicks "call." Gail chooses to accept it using her softphone—on her computer—so she can keep her office phone open for another call she's expecting.

As they talk, Sam notices that Kelly is now available. He invites her to the call. Kelly accepts ... and confirms that the new product is available.

But does Ted meet the requirements? To find out, Sam shares his screen with Gail and Kelly, so they can view Ted's profile in the bank's customer relationship management application. Gail has a question for Ted, so Sam uses the click-to-conference feature to bring Ted into their conversation. With Ted's answer, Gail determines that he qualifies.

In a matter of minutes, Sam had found a concrete solution to Ted's problem. The results? More revenue for Open Financial Network ... and another satisfied customer.

IBM Lotus Sametime Unified Telephony software helped Open Financial Network simplify communication for employees and improve productivity ... allowing them to shorten cycle times, respond quickly to requests for

information, and make faster, smarter decisions. Plus, employees can easily access their unified telephony features through the desktop applications they're accustomed to using every day.

And it doesn't overwhelm the IT department. Sure, they're delivering all these features to hundreds of users across multiple, multivendor telephony systems. Sounds complex.

But IBM Lotus Sametime Unified Telephony makes it easy. The solution allows IT to integrate communication networks and build on existing investments in telephony and voice over IP ... and deliver concrete business value without ripping and replacing their existing systems.

Lotus Sametime Unified Telephony helps Open Financial Network deliver superior customer service, giving it a competitive edge. It could do the same for your business.