

# CUSTOMISATION SERVICES VALUE PROPOSITION

DECEMBER 2022

# CUSTOMISATION SERVICES SUPPORT ALONG DIGITAL TRANSFORMATION

Digital transformation can help you optimise new technologies, as well as increase efficiency and profitability.

Customisation services ease your digital transformation: we can develop the specific application you need or coach your team to develop it

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Transformation Journey



Optimisation & Adoption



Industries & Customisation

# TRANSFORMATION JOURNEY



We develop the application you need or coach your team to develop it

Move from ideas to reality with agility and confidence



## Consulting Services

Define the best strategy, design the solutions and the plan for success



## Implementation Services

Implement the plan, validate and integrate the latest technologies



# OPTIMISATION & ADOPTION



We ensure full integration to maximise return value on your installed base

Synergy and proximity to maximise solutions usage and Customer value



## Optimisation Services

Optimise Return on Investment (ROI) focusing on security, performance, operational efficiency and evolution



## Adoption Services

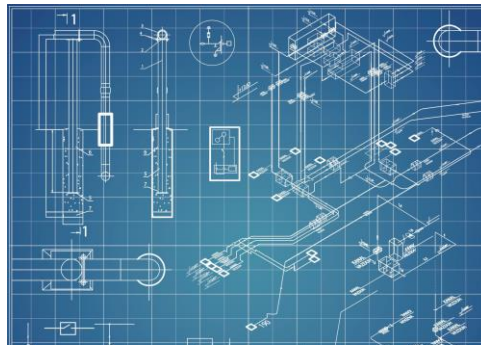
Align technology with business needs and shorten ramp time

# INDUSTRIES & CUSTOMISATION



We provide unique solutions for your specific needs

Enhance user experience leveraging pre-defined and customized uses cases and industry blueprints



## Industry Blueprints

Industry use cases provide generic value-added services plus last mile customisation



## Specific Developments

Define use cases and co-develop solutions and applications

# SPECIFIC DEVELOPMENTS TO MEET YOUR NEEDS

*Based on your business needs, we study and design the most suitable and efficient technical solution to optimise return on investment. Our team will develop, test, deploy and ensure the support and maintenance of this specific solution.*



# SPECIFIC DEVELOPMENTS

- ALE experts study, plan and design the architecture, maintenance, roll-out and business impact with the most suitable and efficient technical solution to optimize your return on investment.
- Our global team of developers, technical experts and GUI/IHM designers, will design, develop, test, deploy and ensure the support and maintenance (SAS) of this specific solution.
- ALE developers use agile methodology, known as Scrum, to put the customer at the heart of the process with regular sprint deliveries and reviews. It keeps you fully informed as we work together to develop and adapt a solution to evolving needs before it is integrated into their system.

Tailored solutions for open platforms, databases, and other unique or customer-specific environments.





# CLICK TO CONNECT

The company digitalization takes different forms. One of the most visible forms is the company's website. Change your web site from a passive showcase to interactive communication media by adding the Click To Connect, voice, video, sharing function.

The solution provides a **Click To Connect** service. Concretely, the solution provides an **URL to integrate** into your website which allows a surfer to connect to service chat voice and video **without download** of any apps.

- TECHNOLOGY AGNOSTICITY
- CLOUD BASED SOLUTION

Help online your web client by chat, voice, video and screen share

Use bot and AI for a 24/7 service





# CLICK TO CALENDAR

Digital appointment by ALE platform greatly simplifies appointment booking service in the customer portal, granting you easy usage of the web interface to get appointment. The Digital appointment platform coupled with Rainbow and Click to Connect connect you by phone or by chat to your customer, escalate to voice or video on a click, share screen and document.

- TECHNOLOGY AGNOSTICITY
- CLOUD BASED SOLUTION

Give visibility about your calendar

Coupled with Rainbow to connect your customer



# SENTIMENT ANALYSIS BY ALE / UNSAID

ALE through this Sentiment Analysis solution capable to measure a true customer satisfaction and providing key indicators, help to better understand customers behaviors, to improve so on your marketing strategy and take actions to increase the overall client satisfaction.

We provide a SaaS solution to enrich the ALE Call Center environment to analyze any communications records, understanding and interpreting the voice discussions and to measure.

The artificial intelligence engine uses information from text mining to provide metrics in graph and dashboard form. The information obtained helps to detect irritants and negative emotions that are useful as part of a process of improving the customer experience.

The ALE and Unsaid voice sentiment analysis solution helps SMB & MLE to accurately and authentically understand how customers feel and the reasons for satisfaction or dissatisfaction



# SELF CARE PORTAL

User management made easy

The ALE SelfCare Portal provides a delegated administrator with the ability to easily manage users through a secure web interface.

No certification or advanced PBX skills are required for a local administrator. End users can also easily set up their telephony settings through the intuitive web interface.

The SelfCare Portal is ideal for local administrators to provide daily user management.





# COACHING TO ASSIST YOU DURING YOUR INITIAL DEVELOPMENTS

*We will work hand-in-hand with your developers to mitigate risks on your first in-house development. You benefit from a know-how transfer which will optimise your solution performance and raise your team's skill level.*



# API DEVELOPMENT COACHING

Decade of specific development experience, transferable to customers to develop innovative solutions following best practices and for faster ramp-up:

## PATH TO AUTONOMY

- Lead developers up to autonomy and get quick results
- API coaching for allowing developers to build their applications easier and faster

## SECURE PROJECTS

- Confirm the feasibility of a use case for development based on SDK and API
- Remote support to secure the first step of the development

## KNOWLEDGE TRANSFERT

- Developers acquire best practice of API usage
- Technical guidance & knowledge transfer for connection to the platform and how to use APIs.

Enables developers to create new apps and integrate communications into existing core business apps to provide new services and processes



# BENEFITS FOR CUSTOMERS

## COMPETITIVE EDGE



- Differentiate from the competition with unique solutions adapted to your business or industry needs
- Openness to change and evolution
- High added-value with end-to-end services

## OPTIMUM PERFORMANCE



- Ensure your enterprise always has the right solution adapted to meet your requirements
- Full integration allows you to maximise your installed base value

## VENDOR SUPPORT



- Our team will develop, test, deploy, and ensure support and maintenance for a specific solution
- Benefit from a knowledge transfer which will optimise your solution performance and raise your team's skill level.

## AGILE DEVELOPMENT



- An innovative, agile methodology allows us to create the necessary features required for your business
- Involved in the project from the start
- Immediately benefit from the features identified as most valuable
- Shorten and accelerate the software development lifecycle



# HOW TO ORDER?

On  
Quote

## Customisation Services on Quote

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*These services are  
subject to a quotation as  
there are depending on  
the projects' scope.*

### DETAILED STEPS

1. Alcatel-Lucent Enterprise recommends that before requesting this service from Customisation Services, the qualification of End User needs be performed by a pre-sales advisor from the Business Partner, local or central Alcatel-Lucent Enterprise team.
2. Fill in the form on the ALE Business Portal to manage and follow-up your requests, online and from end-to-end!
3. We strongly recommend to fill in all of the form's fields to speed up the processing of your request and thus limiting additional exchanges of requests for more information.
4. When all information is received, the Services Proposal Management will then provide a Service offer with technical and financial proposal that will be attached to the initial request form and that will need to be signed for validation.

## KNOW MORE

- ▶ Customer can get further details on the [Public Site](#) in the “Products & Solutions”/Services” section:
  - ▶ [Customisation Services](#)

# C O N T A C T   U S



## WEBSITE

[www.al-enterprise.com](http://www.al-enterprise.com)

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