

Alcatel-Lucent calls upon businesses to expand smartphone apps development for customer engagement strategies

Genesys Mobile Customer Engagement Strategy evolves companies from transactional, self-service only apps to the mobile customer conversations

Melbourne, Australia, August 24, 2011 Alcatel-Lucent (Euronext Paris and NYSE: ALU) is calling upon companies to take advantage of today's powerful, multi-channel smart phones by creating a new model for mobile customer engagement. With today's mobile approach mostly limited to self-service and limited transactions, Alcatel-Lucent is prescribing a strategy that brings conversations to mobile customer service applications by intelligently linking contact center agents and customer care resources from across the enterprise, including those in the back office and branch locations.

While many companies already offer their customers mobile service apps consider the thousands available for banking, retail and travel these are often poorly integrated within a company's existing customer service strategy and contact centre technology platform. As a result, today's mobile customers suffer from a disconnected experience that often delivers frustrating hold times or no way to contact an agent or resource for additional support. This disconnected approach also fails to unleash the power of today's smart phones in transforming customer engagement with proactive contact, personalised applications and location-based services.

During the G-Force Melbourne 2011 customer event, Alcatel-Lucent outlined its Genesys Mobile Customer Engagement strategy, which focuses on helping companies move from transactional applications to mobile conversations and recommends the following best practices:

Contact

• Provide seamless and secure click-to-call capabilities with context from smart phone applications with immediate agent support or

scheduled call backs.

Connect

Me deliver mobile customers to best resource from contact centre to back office departments and branch locations, across any channel voice, SMS, chat.

Know

Me provide personalised mobile experience based current service tasks and proactive contact with targeted offers and location-based services.

Today's

consumers rely on their smart phones and tablets to be their windows to the world. Businesses need to be creative in offering apps that integrate into all areas of the enterprise, from sales and marketing to customer care, said Tom Burns, President, Alcatel-Lucent Enterprise. Our mobile solutions featured in the G8 suite are bringing our core cross-channel routing and application openness together with the power of our Genesys Conversation Manager to provide the context and presence information needed to deliver the next generation mobile experience.

At G-Force

Melbourne, Genesys is bringing together the solutions companies need to deliver the next generation mobile customer experience. The Genesys G8 suite will be on display, including:

- Conversation Manager bring agent conversation to an iPhone

- Integrated Mobile Customer Care Apps mobile customer service applications

- UC Connect linking mobile customers to back office and mobile experts

About

Alcatel-Lucent (Euronext Paris and NYSE: ALU)

The long-trusted partner of service providers, enterprises, strategic industries and governments around the world, Alcatel-Lucent is a leader in mobile, fixed, IP and Optics technologies, and a pioneer in applications and services. Alcatel-Lucent includes Bell Labs, one of the world's foremost centres of research and innovation in communications technology.

With operations in more than 130 countries and one of the most experienced global services organisations in the industry, Alcatel-Lucent is a local partner with global reach.

The Company achieved revenues of Euro 16 billion in 2010 and is incorporated in France and headquartered in Paris.

For more information, visit Alcatel-Lucent on: <http://www.alcatel-lucent.com>, read the latest posts on the Alcatel-Lucent blog <http://www.alcatel-lucent.com/blog> and follow the Company on Twitter: http://twitter.com/Alcatel_Lucent.

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