



NEWS RELEASE

## **British Petroleum Selects NextiraOne and Genesys To Modernise Its Contact Centre in Poland**

*NextiraOne implements Genesys Express 3.0 for BP's Polish contact centre*

Thursday, 1<sup>st</sup> July 2004, NextiraOne and Genesys Telecommunications Laboratories, a subsidiary of Alcatel today announced that they have implemented a state of the art contact centre for British Petroleum (BP) Poland.

The 15 agent solution, based on Genesys Express 3.0 contact centre software and implemented by NextiraOne, allows BP Poland to manage voice and email interactions more effectively, optimise agent efficiency and streamline communication with customers.

The new solution also seamlessly integrates with BP Poland's own customer database, supporting its loyalty programme and improving levels of customer satisfaction.

"Good customer service is essential to BP Poland's business. The NextiraOne and Genesys solution enables us to integrate our customer loyalty programme and contact centre operations, so we are now able to provide even better, more personalised service to our customers", said Gabriel Pajdosz, IT Operations Manager of BP Poland.

BP Poland is using Genesys Express 3.0, a packaged software solution designed specifically for mid-sized contact centres. Genesys Express delivers computer telephony integration (CTI), sophisticated voice call routing and voice processing, an agent desktop application and a full set of real-time and historical reports.

“BP Poland saw the importance of close contact with its customers and therefore needed to radically modernise its contact centre to improve customer service. We recommended Genesys Express as a low cost way to deploy advanced customer service and enhance the quality of customer communication, while ensuring that calls are routed efficiently. This is a perfect example of how we have applied our high level of Genesys Express knowledge to more than 170 000 deployed agents in Europe.” said Marek Kobielski , Vice President NextiraOne Central Europe.

Genesys Express is an ideal solution for vertical industries that in the past would rarely have used sophisticated contact center solutions – such as travel & leisure, local government, services/car rental, healthcare, manufacturing or helpdesks. “Such businesses, with growing customer demands, need the ability to effectively manage voice and email interactions. Genesys Express has made this possible by replicating “best of breed” technologies while being highly cost effective” stated Mariusz Cyganek, Genesys Country Manager.

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#### **About NextiraOne**

Headquartered in Paris and Houston, NextiraOne is a leading global provider of integrated enterprise network solutions and services that enable effective, reliable business communications. We cover everything from planning and design to the implementation, support and management of voice, data and converged communications networks. We provide best-in-class technologies from leading partners including Alcatel, Cisco Systems, Genesys and Nortel Networks. And we offer consultation and solutions development ranging from contact centre applications to network infrastructure outsourcing. Discover more at [www.nextiraone.com](http://www.nextiraone.com). NextiraOne is owned by Platinum Equity ([www.platinumequity.com](http://www.platinumequity.com)), a global acquisition firm specializing in the strategic operation of mission-critical services and solutions businesses according to a unique M&A<sup>SM</sup> model of value creation.

#### **About Genesys**

Genesys Telecommunications Laboratories, Inc., a subsidiary of Alcatel (NYSE: ALA, Paris: CGEP.PA), is 100% focused on software for call centers. Genesys recognizes that better interactions drive better business and build company reputations. Customer service solutions from Genesys deliver on this promise for Global 2000 enterprises, government organizations and telecommunications service providers across 80 countries, directing more than 100 million customer interactions every day. Sophisticated routing and reporting across voice, e-mail and Web channels ensure that customers are quickly connected to the best available resource – the first time. Genesys offers solutions for customer service, help desks, order desks, collections, outbound telesales and service, and workforce management. Visit [www.genesyslab.com](http://www.genesyslab.com) for more information.

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