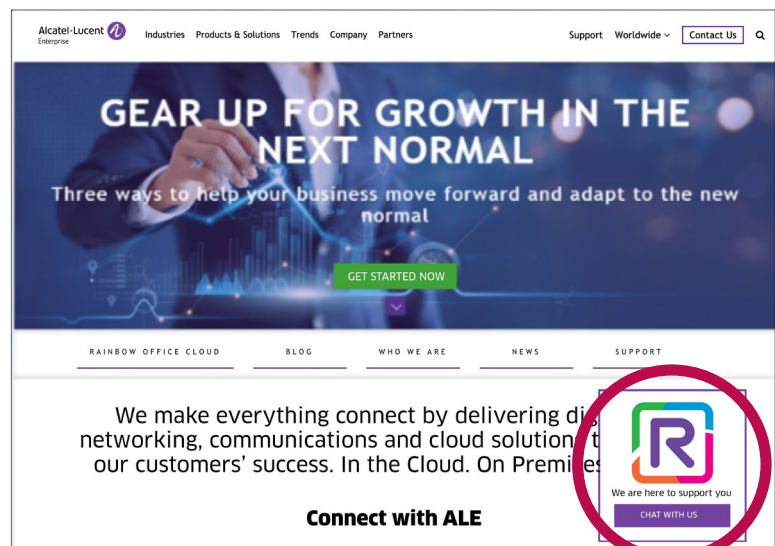# Rainbow Click-to-Connect by Alcatel-Lucent Enterprise

Transform your website into a communications medium

A company's digitalisation can take a number of different forms. One of the most visible forms is the website. For example you can easily change your website from a passive showcase to an interactive communications medium by adding chat, voice, video, or sharing functions.

The Rainbow™ Click-to-Connect by Alcatel-Lucent Enterprise solution delivers a **Click-to-Chat** (C2Ch) service. The solution provides a **URL that can be integrated** into the client's website and allows a surfer to connect to the C2Ch service **without having to download** an app.

The C2Ch service agent or robot selection is based on skill, language, or service. Once the communication has begun, the agent can offer voice, video, or sharing, to the user. The user can attach files or photos to the interaction. The agent can add other agents, supervisors, or robots to the chat communication in a conference mode.

Customer benefits

- **Proactively engage** your customer's website visit
- **Increase service** and **sales** from your website
- **Save end-customer time** by enabling them to select available people with the right skills within your organisation
- **Increase interactio**n as multiple chats can be managed in parallel
- **Pure cloud** solution, based on **Rainbow** cloud infrastructure; no server; superior communications quality
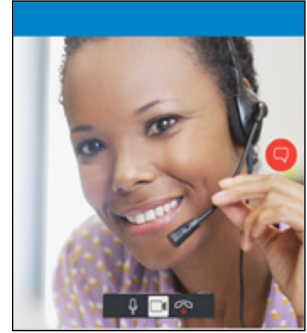
Key features

- Friendly, **simple integration** into your web portal with a URL
- **Direct access** to a service, or collect customer information using a template
- Match your customers' needs (via information collected) to your organisations skills
- Switch to **voice**, **video**, or **screen sharing** with your **customer**
- **Easily configure** the group using the Rainbow interface
- **Include** representatives for **seasonal activity**
- Get **statistics** using the Rainbow interface
- **Transfer an interaction** to another agent
- **Record the interaction** to your CRM using the Communications Platform as a Service (CPaaS) Application Programming Interface (API)
- **Integrate** with SalesForce.com to create leads
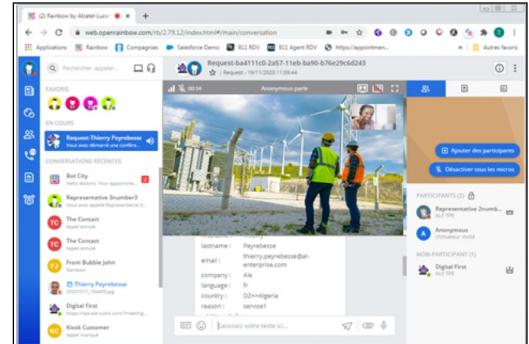
Key features	Benefits
Click-to-chat URL	Simple integration into a website by adding a URL from your company, redirected to our service.
No apps to download	Your client does not have to download an app to contact your organisation; the web link uses the webRTC browser capability (Chrome, Firefox, Safari, Opera, Edge).
User selection	Selection of the user to process the chat is based on group or skill.
User availability	User is identified as busy when on the phone, based on their calendar, or if they are already participating in one or more distributed chats.
User interface	User interface is the standard Rainbow Unified Communications as a Service (UCaaS) interface.
Media chat, voice, video	Communication starts with a chat and can be escalated to voice and video. You can share your screen with your customer.
High-quality voice and video	Rainbow world-wide cloud technology provides a continental bridge to deliver high-quality communications.
Multiple user options to process interactions	The Rainbow bubble technology allows agents to add Rainbow users on the fly, or for bots to process the interaction.
Users process interaction	Users, either inside or outside of your company can process interactions.
Bot user	The interaction with the web user can be either with a person or by an artificially intelligent bot. The bot can be generated through a simple web administration GUI.
Web interface	Offers visual and intuitive call management.
Statistics	Interaction tickets are provided in csv format, using Rainbow.
High-availability	Our cloud data centre is monitored and offers high-availability service.
No data footprint in cloud	At the end of the interaction all the data are cleared.

Key options

- APIs
- Bot generator for graphical interface
  - ¬ Create Bot with a graphical interface
  - ¬ Use adaptive card to present information graphically
  - ¬ Connect AI for natural language with Google
- Click-to-calendar to book appointment when no user is available
- Administration module
  - ¬ Web management tool
  - ¬ Manage the solution, group, messages, or layout
- Communication tickets
  - ¬ Daily communication tickets are provided to generate statistics
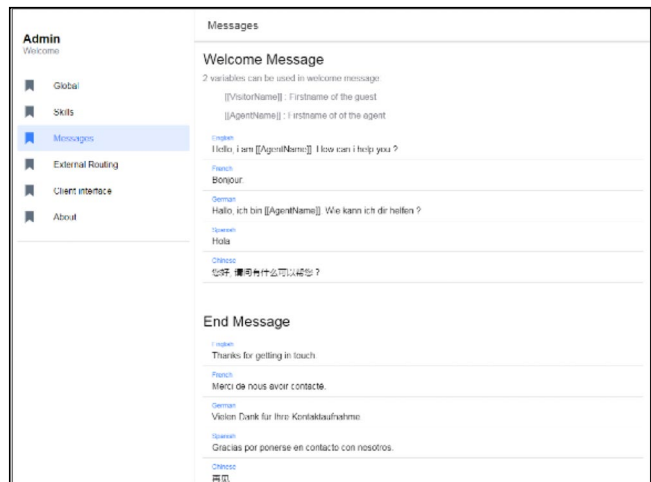
Administration interface

Advanced features

External router API

- Select a user from an external application
- Route the interaction to a calculated destination

Complete API available

- Create link
- Create a link for an agent interaction for example: an SMS link for a video conversation

Technical specifications

Architecture

- Pure cloud solution

Supported systems

- WebRTC browser, Edge, Safari, Opera, Chrome, Firefox
- Rainbow technology on PC, mobile, Android®, and Apple®

High-availability and resiliency

- Cloud technology based on Kubernet and Dockers
- Operated by Alcatel-Lucent Enterprise

Capacity

- Unlimited agent number
- Unlimited number of groups
- Agent can belong to several groups

Services and support

- Customisation to adapt the solution to specific customer use cases
- Customisation options (Bot, CRM connector, specific process adaptation)

Pricing and ordering

- Pricing is based on number of agents connected to the solution
- Agents require a Rainbow Enterprise licence for voice, video, and screen sharing
- Setup price
- Alcatel-Lucent Professional Services can quote a price for the solution customisation and options

Contact us

For more information about this solution, please contact: professional.services@al-enterprise.com

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