



Invomo and Genesys partner to offer fast, easy deployment of industry leading contact centre solutions to SMEs

Agreement reinforces Invomo's position as a key Genesys telecoms partner in the UK

London, UK, 18th February 2008: Invomo Ltd and Genesys Telecommunications Laboratories, an Alcatel-Lucent company (Euronext Paris and NYSE: ALU), today announced a partnership that will enable the two companies to meet the growing need for contact centre solutions among small and medium enterprises in the UK.

The partnership combines a pay-as-you-go, hosted contact centre platform, developed by Invomo utilising its expertise in VXML, and Genesys' software to manage customer interactions over the phone, web and in e-mail. Invomo will tailor packaged applications to each client's specific needs, whether they wish to improve their customer service through automated services such as order taking, information requests and payment processing, or simply reduce the cost of call handling.

The minimal set-up cost and transactional pricing model of this hosted service means that SMEs with as few as ten agents will be able to take advantage of Genesys' technology and business expertise in their customer service operations for the first time – tapping a hitherto under-served section of the contact centre market.

“Invomo and Genesys see a clear opportunity for delivering an affordable service to the SME market: 77% of the UK's contact centres have less than 100 agents,” commented Greg Thomas, Sales and Marketing Director at Invomo.

He continued: "Together, we can offer flexibility and a very short time to market, combined with the quality of development, delivery and backup you would expect of a much larger deployment -but without the need for huge capital expenditure."

Offering superior customer service is a crucial factor in fostering customer loyalty and companies of all sizes need technology solutions that distinguish them from their competition.

"In this increasingly competitive business environment, small and mid-sized businesses (SMBs) are seeking advanced contact center technologies to differentiate themselves through superior customer service. Together, Invomo and Genesys will provide easy-to-manage, cost-controlled contact center solutions to the SMB market that can stop customer frustration, drive contact center efficiency, and accelerate business innovation to greatly improve quality of service," added Mark Turner, Managing Director, Genesys UK.

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Notes to Editors

About Invomo

Invomo offers innovative, customer-focused fixed and mobile telecom services which are built around marketing numbers; sophisticated call handling and routing; hosted and self service business to business and business to consumer applications. The company also provides management of telecoms equipment and infrastructure services to maximise the efficiency of customers' systems wherever it's needed.

Brand and sector-leading companies (*such as Auto Trader, Scottish TV, RNIB, Insure & Go, O2 and MGT*) are benefiting from Invomo's portfolio of services, where improved customer interaction and efficiencies are boosting revenues.

Invomo translates advanced technologies into value for customers through the provision of interactive voice and mobile services that reduce cost, improve revenues and enhanced end customer experience.

About Genesys Telecommunications Laboratories, Inc.

Genesys, an Alcatel-Lucent company, is the only company that focuses 100 per cent on software to manage customer interactions over the phone, web and in e-mail. The Genesys software suite dynamically connects customers with the right resources – self-service or assisted-service – to fulfil customer requests, optimise customer care goals and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organisation, from the contact centre to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation. For more information, go to www.genesyslab.com or visit the industry blog at www.betterinteractions.com

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) provides solutions that enable service providers, enterprises and governments worldwide, to deliver voice, data and video communication services to end-users. As a leader in fixed, mobile and converged broadband networking, IP technologies, applications, and services, Alcatel-Lucent offers the end-to-end solutions that enable compelling communications services for people at home, at work and on the move. With operations in more than 130 countries, Alcatel-Lucent is a local partner with global reach. The company has the most experienced global services team in the industry, and one of the largest research, technology and innovation organisations in the telecommunications industry. Alcatel-Lucent achieved adjusted proforma revenues of Euro 18.3 billion in 2006 and is incorporated in France, with executive offices located in Paris. [All figures exclude impact of activities transferred to Thales]. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>

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