

Alcatel-Lucent The Shift Plan

October 2013



“We are taking comprehensive action to position Alcatel-Lucent at the heart of the digital ecosystem. The Shift Plan is fundamentally an industrial plan that also addresses the Group’s operational and financial challenges by putting in place a strong and fully accountable leadership team with clear goals and the appropriate levers in and to deliver on these goals and on our commitments to all stakeholders.”

Michel Combes
CHIEF EXECUTIVE OFFICER
June 19, 2013

ALCATEL-LUCENT

At a glance

1000+
Customers
(network operator)

500K+
Customers
(enterprise)

1M+
Networks

-1.8%
2012 adjusted
operating margin

€ 14 Bn
2012 revenues

72,000
Employees

7
Nobel
Prizes

**TR100
MOST INNOVATIVE
COMPANIES**
2011
2012
2013

16.1%
2012 R&D/Sales

2,900+
patents in 2012

250+
Universities
collaborating

30,000+
Active patents

**DJSI 2012 & 2013
Industry Group
Leader for
Technology**



400G IP



CloudBand™



Motive
customer
experience



lightRadio™



400G
photonic



XRS Core
router



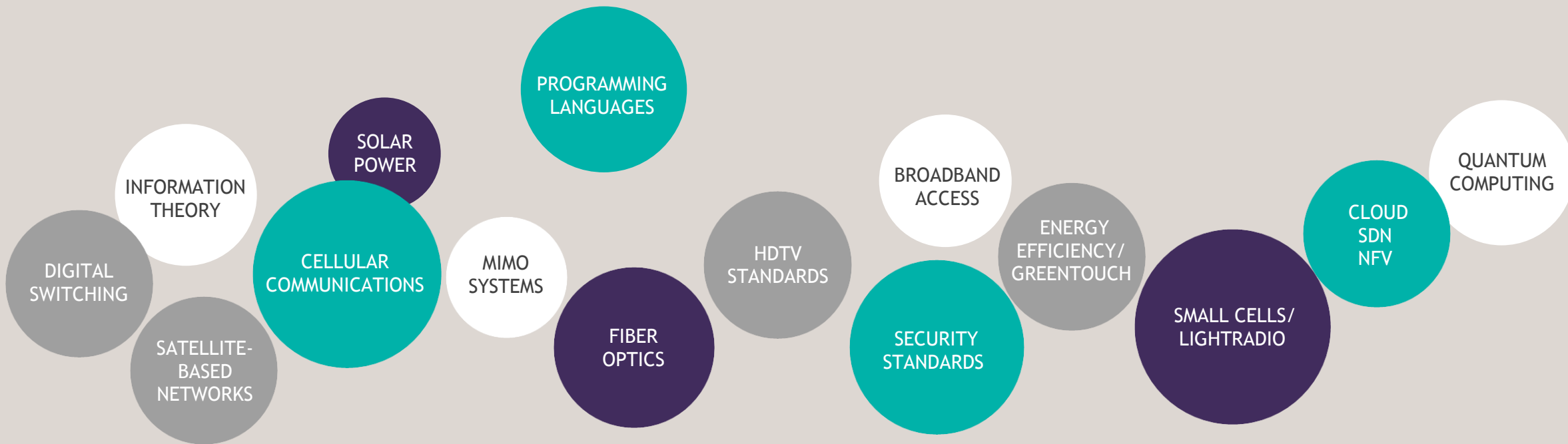
VDSL2
vectoring



Network DVR
Emmy Award

BELL LABS

Foundation for our innovations



LEADERSHIP

15,000+
Patent Applications

4
Japan Prize
Winners

DEPTH AND BREADTH OF EXPERTISE

250+
Universities
collaborating

7
Nobel Prizes

12
Nobel Prize
Laureates

IMPACT

4
Turing Prize
Winners

30,000+
Active patents

ALCATEL LUCENT In Romania



- Alcatel-Lucent Romania a strategic global hub;
- Operations since 1992;
- 1600+ highly skilled employees, of which 800+ in R&D and 500 in Service Assurance
- Hosting one of the 21 Alcatel-Lucent Universities worldwide
- Hosting the EMEA HR Shared Services Centre
- One of the three LTE R&D locations

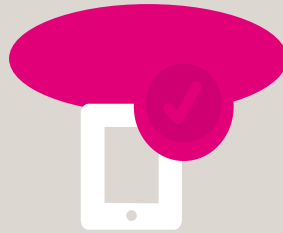
Mobilize the customer experience to...



LOWER COSTS to operate with a more harmonized solution that works with your network.

50%

IMPROVEMENT IN CALL AVOIDANCE



INCREASE CUSTOMER SATISFACTION by helping them avoid the help desk.

88%

OF PEOPLE USING SELF-HELP DID NOT CALL THE HELPDESK WITHIN 28 DAYS



INCREASE REVENUE with targeted offers that make sense to your customers.

2x HIGHER

CONVERSION RATES FOR BEHAVIORAL TARGETED MARKETING VS. RUN OF NETWORK ADVERTISING

84%

OF CUSTOMERS WOULD RECOMMEND SERVICE PROVIDERS THAT PROACTIVELY RESOLVE ISSUES

CUSTOMER EXPERIENCE AT THE CORE OF BUSINESS SUCCESS

“THE DECLINE IN CHURN OVER THE NEXT FEW YEARS WILL BE THE KEY METRIC AS TO WHETHER WE’RE SUCCEEDING.”

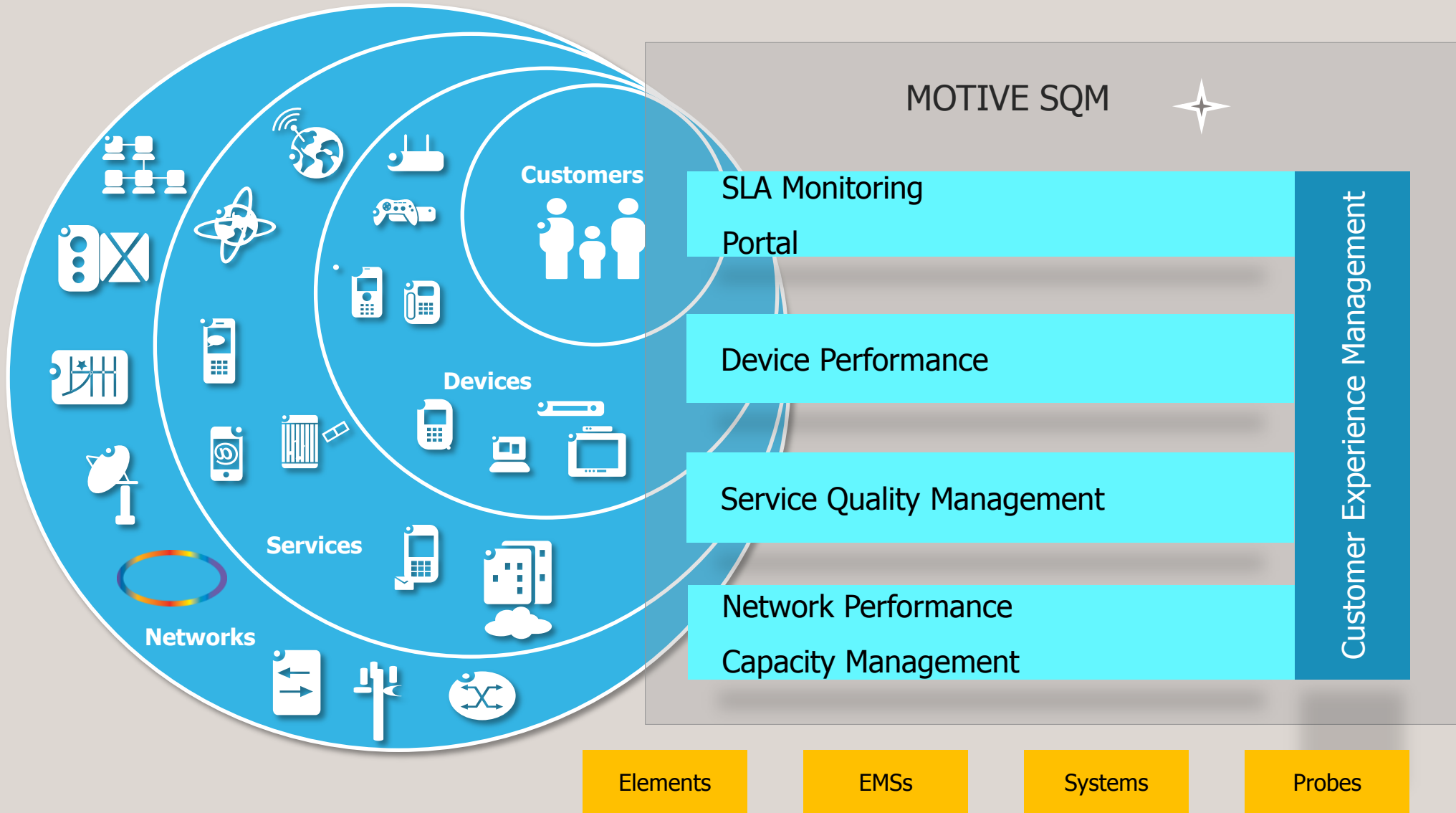
DISSATISFIED CUSTOMERS ARE TEN TIMES MORE LIKELY TO CHURN IN THE NEXT TWELVE MONTHS THAN SATISFIED ONES

SERVICE SUPPLIERS’ TOP OBJECTIVES

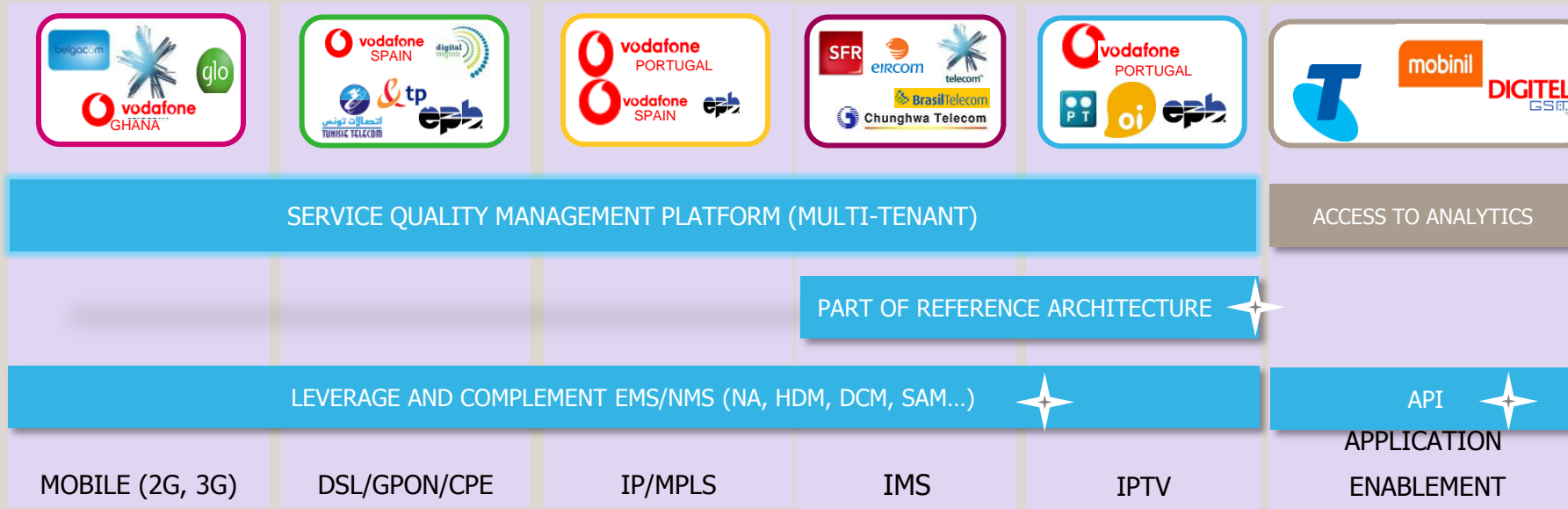
- Reduce churn and improve 88%
- Reduce customer complaints and queries 76%
- Improve speed to resolve customer problems 73%

BUT ONLY 34% OF SERVICE PROVIDERS HAD THE TECHNOLOGY TO SUPPORT THESE GOALS

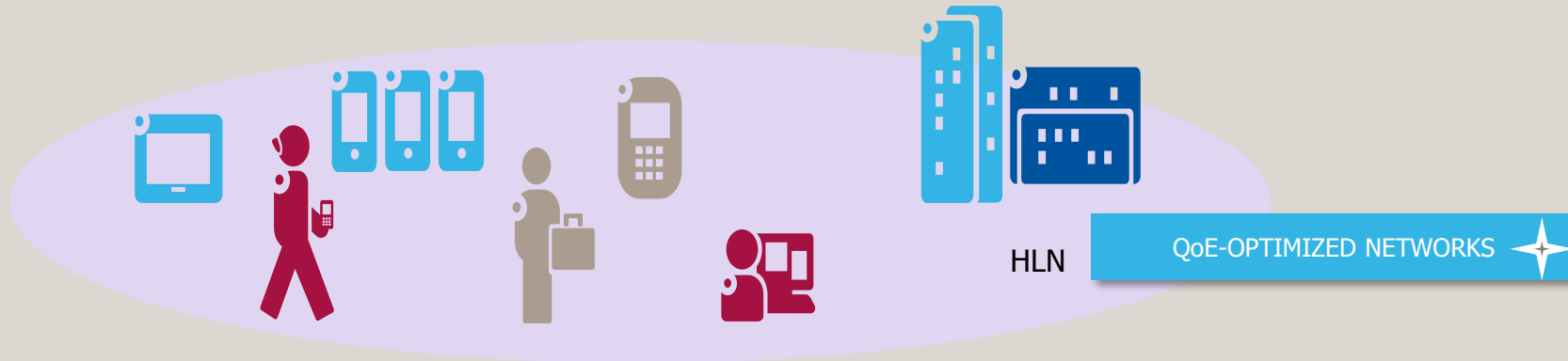
ALCATEL-LUCENT MOTIVE SERVICE QUALITY MANAGEMENT



ALCATEL-LUCENT MOTIVE SERVICE QUALITY MANAGEMENT



SUPPORT OF +100 NETWORK EQUIPMENT



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