Genesys® BT

Working together

BT Onsite Contact Genesys

Powerful, productive, profitable customer interaction

Your customer's call

More than ever, your customer is king. Tech savvy and resourceful, he or she can interact with you via multiple communication touch points. Whether through webchat, Twitter, SMS, forms, emails, mobile and more, they expect your response to be instant and satisfying. So which technology is right for your contact centre, your back-office efficiency, your customer loyalty and your bottom line?

Whether you are a small or large contact centre, BT Onsite Contact Genesys gives you all-in-one customer service, from a complex bespoke deployment to a solution straight out of the box.

The right information at the right time for improved customer satisfaction

Using software that powers the world's most advanced contact centres, yet packaged within a template suited to your business, Onsite Contact Genesys hands you full control over your customer interactions, leading to a consistently satisfying customer experience and high first contact resolution rate.

The reliable, simplified infrastructure features SIP-based intelligent routing, which connects all customer communications and people throughout your enterprise, regardless of the channel on which they arrive.

With minimal set-up of about a month, your customer service teams get advanced tools to capture, process and analyse all customer interactions.

Through a simple user interface, you integrate voice, chat, email, social, mobile and other services, with real-time and historical reporting to give actionable insights into your contact centre operations.

BT delivers an out of the box solution, giving you the choice to add functionality as you see fit. A fully bespoke solution from BT and Genesys is also available to serve the most complex needs of the largest contact centre.

Onsite Contact Genesys capabilities

Digital Customer Service – Provides one consistent face to the customer, one set of tools to manage interactions across all channels.

Virtual Customer Service – Reduce customer effort, provide consistent and efficient customer service, and lower cost of ownership.

Dynamic Lead Management – Assess your leads based on specific attributes ensuring the right lead is assigned to the right resource, at the right time; dramatically improving conversion rates.

Enterprise Workload Management – Provides accurate forecasting and scheduling of your processes, work-streams and resources, allowing you to deliver a great customer experience as efficiently as possible.

Additional features	
High Availability	Technology that delivers maximum uptime during peak periods, ensuring customer dissatisfaction and frustration is kept to a minimum.
Genesys Web Customer Service	Unites the various threads of online communication, forming a single, coherent conversation and a rewarding customer experience.
Analytics	Allows you to analyse your flow of inbound and outbound interactions, and take measures to make your customer service processes more efficient and effective.
Workforce Management	Brings together business-centric information from different contact centre sources to pinpoint problems and identify remedial action whilst effectively managing resources with advanced scheduling capabilities.
Social Engagement	Ability to monitor your customer's social media input on the channels they choose, and to respond with the same speed and transparency to encourage engagement and loyalty.
Mobile Engagement	Connects your mobile customers to 'live' customer service through your own branded, contextual app. And it allows mobile channels to be integrated into your existing cross-channel customer service operations.
Genesys Voice Platform	Advanced voice recognition and self-service options open up your business to more customers, no matter what time of day.
Conversation Manager	Consolidates multi-channel customer interactions into a seamless, customer conversation to ensure a consistently satisfying customer experience.
Outbound	Adds value by sorting and prioritising leads, and directing them to the agent with the skills or experience to take them forward.

Genesys One

As part of Onsite Contact Genesys, we can deliver Genesys One as a packaged solution

Genesys One saves money by increasing your productivity through better workload management and connecting your valued customers to your most capable advisors. By capturing and processing interactions from all channels – and improving staff accountability – you eradicate costly disputes and complaints. You can expect more income from more effective telemarketing, and fewer premises costs through the flexibility of agent availability.

Once implemented, Genesys One is scalable, open and ready to adapt with you as your business changes. It's not tied to any specific telephony hardware, and you can easily add web and social channels, high availability, workforce engagement and outbound interactions as needed.

Why BT and Genesys?

- From being Genesys's first UK customer in 1994, BT is today one of its largest strategic partners through an ability to successfully manage global, multi-site contact centre requirements, allowing companies to focus on customer service rather than IT.

- BT currently uses a Genesys platform to manage Europe's largest hosted contact centre.

- BT's customer service operations – Retail, Global Services, Openreach and Wholesale – are all based on the Genesys Contact Centre Platform, totalling over 22,000 contact centre seats.

- Organised by BT into a Genesys Centre of Excellence, over 400 trained Genesys design, professional services and technical support experts are available to bring you the best BT/Genesys resources at all times.

BT

Offices worldwide