



THE BROADENING OF CONTACT CENTERS HORIZONS

GENESYS ONE

Why Contact Centers are the Life Blood of Companies?

Too often, companies don't see their contact center as a business asset. This problem is compounded for companies who are not on the Fortune 500, who cannot afford large dedicated technical resources for the contact center, and who do not have multi-year customer service strategies in place. Unfortunately, this means that most companies are not recognizing the absolute value of a contact center. As technology has evolved, contact centers have become valuable assets that drive business performance through their impact on your customers. Contact centers can also:

- Increase your business efficiency by integrating with your back office and order management systems
- Increase your competitive edge and drive new business by extending your reach through new channels
- Provide visibility into both your business processes and your overall customer experience through metrics

Savvy executives recognize that effectively utilizing their contact center technology and human resources can mean the difference between being a market leader and just being one of the pack. In this paper, we'll look at how investing in the right contact center solution can help transform your enterprise and enhance your business outlook.

Your Contact Center and You

In today's dynamic market, contact center modernization often means investing in an advanced telephony infrastructure that supports organizational efficiency while ignoring the investments that enable the contact center to increase profitability.

The business drivers for contact center replacement typically fall into the following categories:

- Address the limitations of an existing ACD
 - > Kludgy or inadequate reporting, expensive and difficult integrations, and inability to scale are common issues among older, dated contact center solutions
- Expand business
 - > Contact centers must be able to evolve with consumers as technology makes new communications channels (text, Twitter, social media) a requirement
- Leapfrog ahead of the competition
 - > Businesses that are capable of monitoring and providing customer service consistently across all media have the best understanding of how to improve their business performance

Building a business case for contact center replacement can be challenging, especially for companies with limited resources, but it can be done.

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Mapping the Contact Center of the Future

So you're ready for a new contact center solution. What are the characteristics and capabilities that will give the best bang for the buck? To start with, keep it simple. World-class contact centers do not pay homage to a programmer's ability to create complex tools and interfaces. Instead, they are designed to be easy to use, with intuitive tools and controls. They should not require special expertise to operate or arcane knowledge to deploy, operate, and maintain. This is not to say that the ideal solution doesn't take advantage of the latest technology, but the complexity should remain on the inside and never show in the external interfaces.

Likewise, the ideal solution shouldn't require expensive training to use. CSRs, supervisors, and contact center administrators should be able to realize effectiveness and efficiency out-of-the-box. Great contact center solutions allow you to do more with less; less IT time to deploy and monitor, less agent time to answer and resolve customer requests, and less administrator frustration as they try to adjust resources to meet operational demand.

Built-in Best Practices

The term best practices can often be "squishy". Who says what practices are best? How do you know? Your ideal contact center should be designed based on the best practices of a vendor that has firsthand experience with deploying and operating some of the highest-rated contact centers in the world. A handful of these vendors are currently deployed by many Fortune 500 players. But, don't look to just the vendor collateral for confirmation that they know what they are doing. Ask your consultant. Look at their references. Getting started with a packaged solution that includes preconfigured tools and resources that are modeled based on real-world success can save you a lot of time and missteps.

Here are some of the things you should expect from an ideal contact center built on best practices:

Out-of-the-Box Optimized Call Flows

Generically, call flows determine what your customers experience during the process of being directed to an agent. They define menu prompts, announcements, and even the music a caller hears while waiting in queue. The contact center must come with predesigned call flows that include options for caller treatment and data collection with the best customer experience in mind. The balance between IVR interaction and the time it takes to deliver a call to an agent should minimize customer frustration and maximize agent utilization.

Dynamic Operational Controls

No great contact center is static. Whether you need to support new products and promotions by making day-to-day adjustments of announcements and optimized routing for key business lines, or to simply expand routing targets due to seasonal fluctuations, the ideal contact center includes easy-to-use operational controls to support your needs.

Integrated Desktop

You should expect the contact center to include an agent workstation that is designed to work with the call flow to provide screen pops of relevant caller information. The desktop should also support simple integration with your existing CRM solution.

The bottom line is that an ideal solution built on best practice principles should allow you to quickly provide the best experience for your customers and the highest satisfaction levels for your CSRs.

Keeping on Track with Reporting

Although they address somewhat different needs, effective real-time and historical reporting tools are integral to providing the best customer experience. Great reporting solutions not only include the ability to track the top KPIs (key performance indicators) — such as Service Levels, Abandon Calls, and Speed of Answer — they are designed to be easily distributed, both inside the contact center to accurately measure agent and departmental performance and across the greater enterprise to ensure that the contact center activity is aligned with business goals.

Out-of-the-box reports that are easy to understand and include automated delivery options must be table stakes with any contact center solution. Smaller enterprises have the need for the same enhanced reporting tools as larger enterprises do.

Is All-in-One an Option?

The ideal contact center solution should be designed with the unique requirements of the enterprise in mind, based on its size, level of IT complexity, and ongoing maintenance capacity. It should include all of the tools needed to support efficient and effective customer service. From the customer-facing IVR (with options for self-service) to the agent workstation (or desktop), it is delivered and installed as a composite solution. It must include the ability to collect, store, and report on the metrics needed to monitor customer experience and agent activity both in real time and historically. This concept of an “All-in-one” contact center has been around for a while, but few vendors do it well. Done right, all-in-one contact centers can minimize your risk and lower cost by removing the need to integrate multiple third-party solutions — having only one vendor to call means less churn and potential downtime.

Additionally, great all-in-one solutions allow you to add new contact channels when you need them. Because great all-in-one solutions come from companies who understand that having mediocre customer support across multiple channels is worse than not supporting a channel at all, these solutions let you start with only the technology you need today and master it. The right all-in-one will allow you to add the next channel, when you’re ready and at a low cost.

Minimizing Risk, Get there Easy and Fast

Evolution is a long process and you don’t necessarily have the time and resources to wait for evolution to happen. Great contact center solutions are revolutionary. Getting from install to operations is fast and simple. Once up and running, you’re delivering advanced customer service with your core channel. Then, as you grow, you should be able to quickly deploy new channels and functionality when it makes sense or when your business need demands it. User interfaces that support operators, administrators, agents and supervisors are easy to use, accessible and don’t require weeks of training to endue user expertise.

Pre-packaged templates, installation wizards and access to a 24x7 support organization will minimize risk and ensure that you are successful from day one and throughout the life of the solution.

The Genesys One Contact Center Advantage

Redefining All-in-One

Genesys has created an easy to use, all-in-one contact center solution that focuses on lower TCO and rapid deployment for premises-based contact centers for mid-sized enterprises. All of the solution deliverables, including pre-defined call flows, agent and supervisor tools, and reports for both real-time and historical operational support, have been developed based on best practices gained through our worldwide experience in delivering superior business results. The Genesys One solution can be deployed and operational within 30 days from the start of the implementation.

As with every Genesys solution, personalization can be added to tailor the implementation to meet your unique requirements and deliver best-in-class contact center services in a way that fully supports your enterprise business goals and processes. Per Genesys recommendation, personalization should be performed as a subsequent phase once you have gained experience on the core Genesys One platform.

Bundled with Genesys One is a specifically tailored training suite. The standard Genesys One package also includes the 24x7 Genesys Care support package.

With its small footprint (a single server for up to 300 agents) and automated operational tool set, Genesys One is an ideal solution for mid-sized contact centers.

Leveraging the Acclaimed Genesys SIP Voice Suite

Genesys One includes the industry-leading Genesys SIP-based voice solution to provide full ACD capabilities without the need for a PBX or any additional hardware. In addition to the immediate benefit of reducing the contact center costs related to maintaining a PBX, this also enables virtualization. Virtualization can greatly improve your agent utilization and reduce idle times, by letting you view all your agents across multiple sites — including remote, home, and outsourced agents — as a single, centrally managed pool of agents.

Genesys One with SIP allows you to leave your PBX/ACD behind. It is highly available (up to 99.999% and doesn't require any additional hardware beyond the Genesys One server itself. With Genesys One and SIP, you can even extend the reach of your contact center to include remote locations and work-from-home agents.

World-class Routing Made Simple

Typically, contact center administrators must grow expertise in-house or contract with third-party vendors to design and build routing applications. Even the most basic call handling routines can require costly development and additional cost each time a modification (to change a target, announcement, or threshold, for example) is required. Genesys One includes routing applications that business users can adjust themselves. These call flows are proven effective and are driven by parameters, configured in the web-based Interface, which are exposed to the business user. It's simple to make changes to what customers experience when they call the contact center. Parameter values are reflected in real time and changes don't require specialized development or technical knowledge. The only additional cost is when professionally recorded announcements are desired.

So, when you need to make impactful changes to your call center operations such as enhancing customer experience during heavy call volumes or based on agent availability, Genesys One allows you to adjust call routing behaviour. Real-time adjustments are supported to: redirect calls to alternate destinations — whether new agent targets or even voicemail — and change announcements, thresholds, and triggers. Genesys One simplifies your ability to optimize resources and dynamically adjust to your business needs, in real time and without advanced technical skills.

Advanced Insights and Reporting

Of course, beyond the actual routing of calls, you need to monitor routing and agent activity – both in real time and historically— to determine if callers are being routed efficiently and if agents are handling calls successfully.

Genesys One includes out-of-the-box and customizable reporting options.

- Real-time insights and notifications that alert contact center or IT managers when there are issues that need immediate attention. Supervisors are able to view what is happening in both the call flow and across agents, in real time. Agent views are included as well.
- Historical performance and trending reports that allow administrators to determine calling trends so they can make useful predictions about future behavior. Reports are presented in a clear and understandable format

All of the Genesys One reports are based on best practices and designed to report on KPIs that reveal business conditions, customer experience, and IT operations state.

One Month Deployment and Delivery

Here's how Genesys One deployment and delivery works.

Week 1 — Analysis

Starting from scratch, or using your existing contact center processes as a model, Genesys will come to your establishment, review the Genesys One features and processes, and gather the information needed to adapt the Genesys One tools and call flow options to fit your business.

Week 2 — Deployment

Genesys is onsite to deploy, configure, and test the solution on your hardware.

Week 3 — Testing and Training

Genesys walks you through all of the Genesys One operations including managing call flow controls, monitoring queues and agents, desktop operations, and historical reporting.

Week 4 — Go Live!

You're up and running with Genesys onsite for your first five days of operations. Genesys One is designed based on industry-proven standards and includes intuitive, easy-to-use tools and controls, but as with any new technology, there is a breaking-in period. We're there to ensure your administrators, supervisors, and agents are getting the most out of their new state-of-the-art tools.

Find out more about Genesys and BT

Contact your BT Account Manager to learn more about Genesys products and BT, or call us in Dublin on Freephone 1800 924 924.



Offices worldwide

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