



Contact Center Software

Genesys Inbound Voice segments customers, monitors agent availability, knows agent skill set and delivers the customer to the right agent the first time, regardless of location.

Highlights

- Improves first call resolution by routing to the right agent with the right information; routes calls based on real-time statistics, customer data or customer-defined business rules
- Provides ability to segment customers and provide personalized service experience
- Provides load balancing of customer contacts across multiple contact center sites - within a region or around the world - creating an efficient and unified virtual contact center
- Maximizes agent productivity via efficient call routing to most appropriate agents
- Enables voice-assisted self-servicing through integration with Genesys Voice Platform or other leading IVR vendors
- Differentiates customer service via Voice Callback Option

Overview

Genesys Inbound Voice manages all incoming calls (traditional circuit-switched as well as Voice over IP environments) and delivers the caller to the right agent with the right information the first time, regardless of location and across any contact center infrastructure. Inbound Voice also includes a Voice Callback Option that allows the call center to offer customer-friendly callbacks at the time of the customer's choosing and eliminates frustration with long hold times.

Contact Centers choosing Genesys Inbound Voice experience a flexible and comprehensive inbound call routing environment that allows the routing of voice interactions based on real-time statistics, and customer-stored data or customer-defined business rules. Customer data and interaction history and determined business priorities are used to make real-time call center routing decisions, delivering each voice interaction along with relevant information to the right available



“The new Genesys customer contact solution provided immediate return on investment by increasing agent efficiency through instantaneous customer screen pops and point-and-click dialing.”

David Van Volkenburg, Manager of IT applications, PepsiAmericas

Contact Center Software > **Genesys Inbound Voice**

| Features | > Benefits |
|---------------------------------------|--|
| Screen Pop | > Populates agent screen with customer attached data at the same time the call is transferred for time saving and optimal customer servicing |
| Data-Driven Routing | > Uses customer information to intelligently route calls and attaches data to assist the agent in knowing who the customer is and why they are calling |
| Agent Profile/Skills Based Routing | > Matches customers needs with the right resource for optimal customer service and resource utilization: enables the most efficient use of resources for complex skills-based routing to segment customers and service accordingly |
| Last Agent/Relationship-Based Routing | > Provides greater level of personalization by ability to route to last agent that assisted them |
| Workforce Routing | > Scheduling from workforce management can be taken into consideration before making routing decisions, improving schedule adherence |

agent to effectively meet customers’ needs or engage them in new sales opportunities.

Genesys Inbound Voice intelligently routes interactions arriving at the contact center to the best qualified, currently available agent to handle the customer, regardless of agent location. This precision routing enables contact centers to route by business objective while maximizing existing technology and people resources. Contact centers are able to segment and prioritize customer interactions according to criteria such as business value, desired service level, required resources, current contact center traffic conditions or other specific needs as determined by the center.

What Do Customers Want?

Customers want quick access and choice – choice about how and when they make contact, and how long they wait. They want businesses to know who they are and know their value as a customer. Don’t make them repeat information or go over account history again.

They want accurate, consistent information. They don’t want to be transferred around. They want to know what to expect and hope for follow up.

The reality is all too often contact centers still have longer than expected wait times with limited sufficient options for self-service or a more convenient call back. Companies don’t know the value of who’s calling. Caller needs can’t be matched to right, available resources and customers are often misrouted to the wrong department or an agent that doesn’t have the skills or information to close out their request. There is no way to segment customers and differentiate or personalize service. And then there are the transfers, and having to repeat account information already input into an IVR system or worse yet, a previous agent.

Genesys Inbound Voice - running on the Genesys Customer Interaction Management Platform - routes voice (still the heart of most contact center interactions) and stops customer frustration by quickly getting callers to the right agents. Inbound Voice reduces transfers and



“The investments have paid for themselves already after 18 months - as a result of the savings in call handling times and the resulting potential personnel savings.”

Harald Damovsky, Telecoms Systems Manager, T-Mobile

Contact Center Software > **Genesys Inbound Voice**

| Features | > Benefits |
|---|--|
| Business Priority Routing | <ul style="list-style-type: none"> > Automatically balances overall service objectives; reduces complex strategy development; balances overstaffed and understaffed queues that share agents > Avoids penalizing customers who have collaboration or transfer needs with longer wait times > Reduces over servicing one customer segment at risk of under servicing others and greatly improves the chance that all interactions are handled within their assigned service levels objectives |
| Virtual Contact Center | <ul style="list-style-type: none"> > All agent resources regardless of physical location are considered one virtual contact center, ensuring customer needs are matched with the best available resource > Enhances customer service, optimizes agent resource, reduces administrative expenses and increases workforce flexibility |
| Integrated Strategy Management and Monitoring | <ul style="list-style-type: none"> > Facilitates management of production strategies where managers can view real-time interaction distribution along the branches of a strategy to verify whether the strategy is routing interactions as expected |

eliminates the need to repeat customer account information while also providing personalized service.

Call Routing By Business Objective with Business Priority Routing

Balancing current customer interaction volume with the right number and type of agents is a common contact center challenge. Contact centers often operate with too many interactions in queue and too few available agents. And agents also often have multiple skills and are members of multiple virtual queues. For example, agents can handle technical support issues as well as sales calls, and the contact center has a virtual queue for tech support and one for sales. Customers are waiting in each queue, and an agent who can handle both becomes available. “Who gets routed to this available agent?”

Business Priority Routing for voice calls can take several selection criteria into consideration when making a routing decision, based on a number of

priority tuning factors. These factors can be used in combination such as highest assigned priority, age of interaction, what-if wait time. Business Priority Routing means customers who need to transfer to another agent to finalize their business aren’t penalized with additional wait times; contact centers can have the best possible chance meeting service level objectives for all interactions without complex strategy writing or adding resources; and uneven and overstaffed agent queues can be balanced for more efficient operations.

Call Routing Across the Virtual Contact Center and From the Carrier Network

Companies can route calls across multiple, geographically dispersed sites. Contact center sites and all available agent resources are considered one virtual contact center, ensuring customer needs are matched with the best available resource, reducing administrative expenses and increasing workforce flexibility.



“Genesys ... is core to the whole 1-800-FLOWERS.COM environment. Sitting in the center for a business that takes in excess of 200,000 calls a day, you can well understand how important this has become.”

Ira Sheinwald, VP Infrastructure Services, 1-800-FLOWERS.COM

Contact Center Software > **Genesys Inbound Voice**

| Features | > Benefits |
|---|---|
| Real-time and historical reporting on agent, business and voice interaction life cycle statistics and predefined customizable reports | <ul style="list-style-type: none"> > Easy to use, customizable reports > Gives view into effectiveness of resources in handling interactions and activities |
| Reporting enhancements for life-cycle email, chat, custom media interactions and Business Priority Routing | <ul style="list-style-type: none"> > Gives central view into real-time and non-real time interaction lifecycle history for all communications > Provides business-level reporting for comparison of planned vs. actual for interaction handling and servicing according to segmentation |
| Dynamic configuration | <ul style="list-style-type: none"> > Enables real-time reaction to changing contact center traffic or resource conditions |
| Centralized management, configuration and administration | <ul style="list-style-type: none"> > Simplifies management, configuration and administration Reduces deployment complexity and time to market |
| Open, software based | <ul style="list-style-type: none"> > Provides independence, choice and legacy investment protection |

Flexible, Real-Time Customized Call Routing Strategies

Contact center managers can build and customize individual routing strategies through an easy-to-use, point-and-click graphical interface and can continuously update routing strategies based on customer data, service level objectives, call center resources and other business factors.

This flexibility ensures the routing strategy stays aligned with a company’s business objectives, even as they change over time. The contact center can also react immediately to center and traffic conditions by loading new strategies during real-time contact center operations.

Real-time Monitoring & Reporting of Operations

Managers have a view into the current status of their agents and queues across a single or multi-site

contact center. This real-time monitoring feature provides the ability to monitor statistics such as the number of interactions in queue, average wait times, service level adherence, and current activity for agents and groups of agents. In addition, a flexible reporting interface gives managers a view of categories of statistics most important to them.

Historical Reporting For Business Analysis

Comprehensive information analysis with intelligent, business-oriented historical reporting tracks all necessary data related to contact center activity and records this information to a database, providing a cradle-to-grave, historical record for each customer interaction. This reporting capability of voice interactions provides a powerful user interface allowing contact center managers to build custom reports from different data sources. Managers can analyze the effectiveness of their resources by creating reports to display information such as the “number of calls received

concerning product x” or “revenue generated by agent group a,” mapping planned strategy to what actually occurred for analyzing overall effectiveness.

Genesys Network Voice

Genesys also offers network routing with Genesys Network Voice, providing companies with a routing strategy that significantly reduces telephony trunking costs while increasing agent productivity. Companies can balance total call volume across multiple sites, while eliminating long queues and improving responsiveness for customers, treating multiple contact center sites and all available agent resources as one virtual contact center.

Genesys Voice Callback

Genesys Voice Callback helps contact centers manage periods of high inbound call volume. Voice Callback provides callers with the option to receive a

callback when wait times are long instead of waiting on hold for an agent. Customers can request a callback as soon as possible (holding their place in queue) or at a specific time convenient for them. This capability increases customer satisfaction, reduces telecom costs and improves agent productivity.

Genesys Agent Scripting

Genesys Agent Scripting provides screen flow and text to the agent desktop to guide agents through each interaction. Scripting reduces training needs, ensures consistency with each interaction and guides the agent to successfully address the customer needs or close the deal. Genesys Agent Scripting supports both inbound and outbound interactions.

Genesys Real-Time Customer Interaction Suite

The broadest suite of products—with powerful voice self-service, assisted-service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities.

