



Contact Center Software

Proactively and efficiently contact customers with seamless integration to heterogeneous contact center environments.

Highlights

- Increase revenue of telemarketing campaigns: Reaching the right customers based on customer intelligence
- Increase customer satisfaction by proactively addressing customer needs
- Leverage real-time data to increase the hit ratio of campaigns
- Maximize agent productivity and reduce cost of outbound campaigns
- Benefit from an open, scalable solution that accommodates growth and expansion within the contact center
- Optimize agent resources by playing IVR announcement to a live person or when an answering machine is detected
- Execute a campaign in a virtual contact center environment without duplicating costly hardware at each of the remote sites

Overview

Genesys Outbound Voice allows contact centers to provide additional levels of customer service by creating, modifying, running and reporting on outbound service campaigns using comprehensive software dialer technology. Outbound Voice gathers customer data from host systems or corporate databases, and then places outbound calls and connects callers to agents.

Agent resources can be expensive and automating mundane tasks provides a high return on investment. Outbound Voice improves efficiency by automating dialing and call progress detection. This way an agent is only required in the most critical part of the call – when a customer is connected.

Outbound Voice also intelligently leverages existing customer data to ensure that campaigns are contacting the right customers. For example, a customer who requested details through Web chat about a product can



“Contact centers are showing their preference towards installing a unified solution that can seamlessly integrate all the customer interaction channels into one single platform from a single vendor... the market for standalone outbound dialing solutions will gradually decline.”

Frost & Sullivan, World Outbound Dialing Markets, February 2004

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Features	> Benefits
Integrated real-time and historical reporting	> Comprehensive statistics provide the supervisor with summary data for a selected campaign by statistic group, such as Time, Calls, Current State, and Revenue
Predictive dialing	> Calls are dialed automatically, anticipating an agent will be available by the time a customer answers. This dialing mode is best for high volume outbound dialing centers
Call Blending	> Allows overflowing inbound calls to outbound agents during peak and route outbound calls to inbound agents.
Multi-site	> Offers a flexible and distributed architecture where one campaign can run per site or can be executed centrally and running across multiple locations
Preview dialing mode	> Agents dial the customer. Preview mode gives agents more control, allowing them to dial when they are ready. This dialing mode is more suitable for lower volume outbound dialing centers

be put into sales campaigns for that product and be contacted with a follow-up outbound call. Outbound Voice used for proactive contact also helps build loyalty with existing customers. For example, airlines alerting "gold" passengers of schedule changes.

Genesys Outbound Voice can be incorporated into a wide range of applications, providing a strong migration path for contact centers to integrate new technologies as their business needs demand.

Outbound Voice – Components

Genesys Outbound Voice is a set of software modules for outbound dialing through direct integration with PBXs using computer telephony integration links. Outbound Voice core components include:

Outbound Contact Server

The Outbound Contact Server is the dialing engine of Outbound Voice that monitors agent group activities and queue traffic and determines the speed at which outbound calls are placed for campaigns running in progressive or predictive mode. It also manages campaigns in preview mode.

Outbound Contact Manager

The Outbound Contact Manager is the campaign management and list management user interface. It allows supervisors to browse campaigns, campaign agent groups, lists of contact information, and start and stop campaigns and campaign sequences.

Integration with Business Processes

Genesys Outbound Voice takes advantage of the Genesys Customer Interaction Management Platform which provides a single point of configuration and management, a single state model for blending inbound and outbound calls as well as unified reporting across all interactions.



“With Genesys Outbound Voice Solution (Outbound Voice), we managed to increase productivity by more than 75% and increase collections revenue by more than 65%. I believe the software had paid itself off within 2 full months of operation.”

Helen Duckworth, Call Center Manager, Government Agency, New Zealand

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One major trend in outbound contact centers is to contact the right customers based on customer intelligence versus increasing the volume of customers called. Genesys' ability to keep track of every interaction and to utilize data in all corporate databases lets this trend be realized in the center. In addition, seamless integration with key CRM vendors (Siebel, SAP and PeopleSoft) or other applications makes for even more personalized and efficient outbound campaigns with Genesys. Genesys Outbound Voice can utilize customer insight from these applications to better target the right customers for success.

Agents are typically the primary cost in a contact center and therefore should be leveraged only when it is mandatory. Genesys Outbound Voice can be integrated to 3rd-party telephony equipment such as intelligent announcers or fax servers, to handle the outbound calls. Genesys Outbound Voice allows playing a custom IVR announcement to a live person or when an answering machine is detected. If the call result is a fax machine, the call can be transferred to a fax server to send a fax message. By using Genesys Outbound Voice, agent resources are freed up for other tasks.

Increasing Contact Center Efficiency with Blending

With point solutions (versus an integrated suite), challenges arise when the agent's activities cut across non-integrated solutions. Genesys Outbound customers are able to take advantage of resource optimization possible with blended agents. For example, when inbound call volume is unacceptably high and service levels aren't being met; outbound agents can be

temporarily routed inbound calls until the Service Levels improve. Once thresholds are defined in Genesys Interaction Routing Designer, inbound calls will automatically be routed to the blended agents. Using Genesys Universal Queue technology, Genesys has a single state model that can be used for both inbound and outbound calls to determine how to prioritize calls in a blended environment.

Productivity and Infrastructure Options to Power Outbound Campaigns

Genesys CPD Server

Genesys CPD Server is an optional dialing server that is requested when the existing PBX does not offer built-in call progress detection functionality. This component is required when progressive or predictive dialing modes are in use. Genesys CPD Server listens to the progress of the call—for example, ringing, busy signal, no answer—and then transfers the call to an agent when a live customer is detected. Genesys CPD Server uses Intel Dialogic boards to perform call progress detection.

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.



Outbound Voice has been tested and confirmed by independent testing organization CT Labs (Reg. No. 12527) to meet selected criteria of the US Federal Trade Commission's (FTC) Telemarketing Sales Rule amendments.



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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.

