Analytics Optimized Routing

Working Smarter to Maximize Conversions, Retention and Profits

Contact centers have applied first-available agent, skills-based routing and customer designations in an attempt to improve the matching of agents to clients. While these approaches may improve call handling efficiency, they don't consider the long-term profitability of the outcomes.

IBM and Genesys, in collaboration with Assurant Solutions, now provide **Analytics Optimized Routing**— an innovative approach that leverages sophisticated applied analytics and patented and patent-pending call routing processes to successfully match customers and agents for a more productive conversation and outcome.

TAP THE VALUE OF YOUR SYSTEMS TO

match the **right** agent

to the **right** customer

for the **right** results

PROVEN PERFORMANCE

29% increase in conversion

43% increase in saved fees

25% decrease in agent attrition

There is a wealth of information stored about customers and agents to aid in the matching process but, until now, no one has been able to model this data in a way that produces matches that get the right customer to the right agent every time.

In its six years in production, Analytics Optimized Routing has helped Fortune 100 organizations achieve results including:

- ☑ Increasing customer loyalty, revenue and revenue persistency

- ☑ Decreasing agent and customer churn

- ☑ Increasing operational efficiencies

IBM

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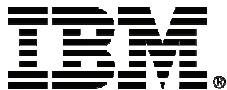
The game has changed...
What are you doing to win?

Measure on actual performance, versus attributed skills.
Traditionally skills were often the best available basis to project ability to achieve a desired outcome, but now you can assess past performance and leverage that information to ensure effective, profitable interactions.

Focus on the profitability of outcomes, not only efficiency of call handling and conversion rates.
Blindly focusing on goals like answering 80% of calls within 20 seconds is costly in VIP customer attrition and lost sales opportunities. AOR can provide the intelligence to balance wait times against customer lifetime value and consider the value of better matching over next in queue.

Find the best "in-time" match, not the best immediately available.
Match your customers to the most optimal agent, not the best one currently available—even if the customer has to wait a little bit longer. AOR predicts availability of best agent matches and considers the customer's tolerance to wait that time against the expected value of the improved match.

Analytics Optimized Routing taps previously unexplored caller and agent attributes to match incoming callers to the most optimal agent by:

- **Using patented real time and historical analytics** with a focus on customers and agents to identify agents with the highest affinity (rapport potential) for specific customers.

- **Leveraging patented call routing processes and sophisticated predicted availability algorithms** to deliver a caller to the right agent, even if that agent is currently engaged with another contact—all in real time.

- **Enhancing call center metrics** such as Average Handling Time, Customer Satisfaction and Service Level Adherence with a focus on revenue and revenue persistency.

For more information on how Analytics Optimized Routing can help turn your contact center into a profit center, contact:
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