A Partner Solution for Cross Industry

**Achieving Superior Customer Service through Genesys Business
Process Routing and IBM Business Process Management**

IBM **Information Management** **software**

Genesys
Business Process Routing

Partner Solution

■ **Target Industry**
Cross Industry

■ **Business Applications**
Customer Service
Contact Center Support

■ **Products**
IBM FileNet Business Process
Manager
IBM FileNet Content Manager
IBM FileNet eForms
IBM FileNet Forms Manager
IBM FileNet Image Manager
IBM InfoSphere Content Collector
IBM InfoSphere Enterprise Records

GENESYS®

Business Challenge

For competitive advantage, superior customer service isn't an option these days, it's an imperative. Today, global outsourcing is forcing companies to be more efficient and make better information available for customer service operators. Siloed information leads to perceived poor customer service and inefficiency in operations, which in turn leads to frustrated customers.

Organizations need to integrate customer information and streamline service delivery to ensure customers have "rewarding" repeat interactions with the company and perceive the company as offering "one face to the customer." Additionally, companies must gather more and better information on their customers to support efforts to improve revenue streams by delivering tailor-made products that best meet customer needs.

While improving the quality of customer service interactions, companies must also hold the line on costs. To achieve an optimum balance of service quality and cost containment many companies have subscribed to a strategy of operating with a hierarchy of service levels, with higher value customers receiving higher levels of service

and responsiveness. To execute this strategy, companies need to have the right infrastructure in place to effectively profile and prioritize customers, deliver appropriate levels of customer service, and track metrics to ensure continuous improvement.

Solution

The Genesys and IBM integrated solution captures and manages customer transactions from start to finish, and stores relevant information for compliance and audit purposes. Customer transactions are profiled, prioritized and routed so that high priority customers obtain the best possible service, and the most appropriate resources are leveraged whenever a customer interacts with the provider.

Once a customer interaction is initiated through Genesys, the system automatically populates an IBM FileNet eForm with relevant data, which in turn triggers a workflow. The workflow tracks the entire process and makes information available to personnel regarding the policy, the end customer and the current status of the transaction.

All relevant information is made available to the agent on call instantly.

No matter how the contact is made – via phone, e-mail, chat, IM, fax, Web, or postal mail – the agent has all the pertinent data instantly available on the desktop to enable them to more aptly assist the customer while reducing cycle time.

The solution also routes interactions and work to the best qualified and most appropriate resources available, delivering the right content within the appropriate context in real-time to that resource.

Additionally, the Genesys and IBM solution provides decision makers with access to real-time trending information and metrics such as call processing times, Quality of Service, call queue length, etc.

All data and activities are centrally captured and stored to facilitate compliance, audit and business analysis efforts.

Value Proposition

The Genesys and IBM solution has helped many organizations:

- Realize higher customer service personnel efficiency/optimum resource utilization.

- Achieve integration of content across multiple channels: phone, Web, chat, IM, e-mail, fax, postal mail, etc., eliminating issues with inaccessible siloed information.

- Increase visibility and tracking of the entire customer interaction process, enabling organizations to achieve compliance and assess how effectively call center and customer facing interactions are being handled.

- Improve prioritization of customer interactions, enabling organizations to treat customers differently based on profitability potential, to ensure optimal customer service resource allocation.

- Improve customer profiling for more tailored solutions and packages to better meet customer needs, leading to improved sales, increased revenues and improved customer retention.

Company Description

Genesys, a subsidiary of Alcatel-Lucent, is an IBM strategic partner with 1,400 employees and more than 4,000 customers. Industry analyst firm Gartner has named Genesys to the Leader quadrant for Contact Center Solutions.

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