

# Enabling Home agents and other remote workers through advanced technology

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**GENESYS**<sup>®</sup>  
AN ALCATEL-LUCENT COMPANY

# The customer experience matters...

**Traditional Marketing Effectiveness Is Declining**  
**Reduced direct customer contact and influence**  
**Individual consumer satisfaction matters more**

**And so more than ever...**

**The contact center is **central** to your business**

**78%**



**say contact center agents have a significant influence on their opinion of a company**

**82%**



**would do business with a company based on a great call center experience**

**44%**

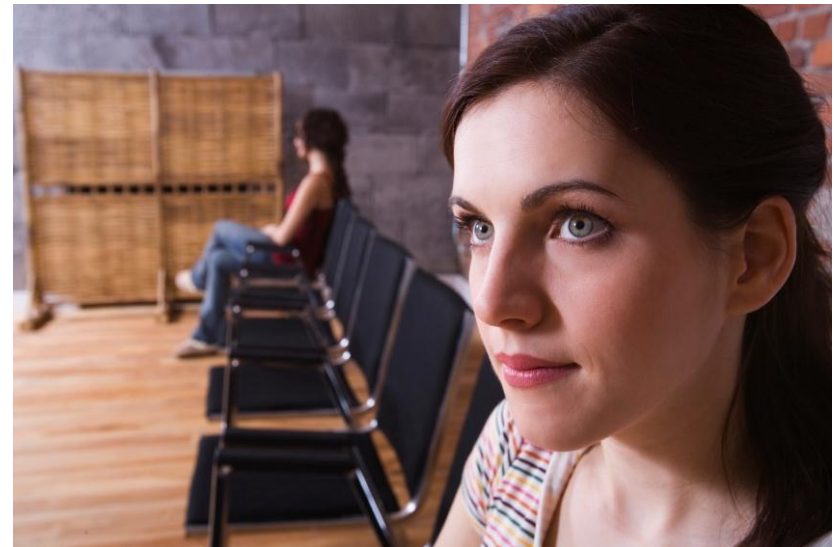


**of defecting customers cite a poor contact center experience as the sole reason**

# But Today . . . Customers Are Left Waiting

## Customers are waiting

- To be treated consistently regardless of how they contact you
- To be known and get personalized customer service
- For products and services that will enhance their lives
- To resolve their issues and get on with their busy schedules

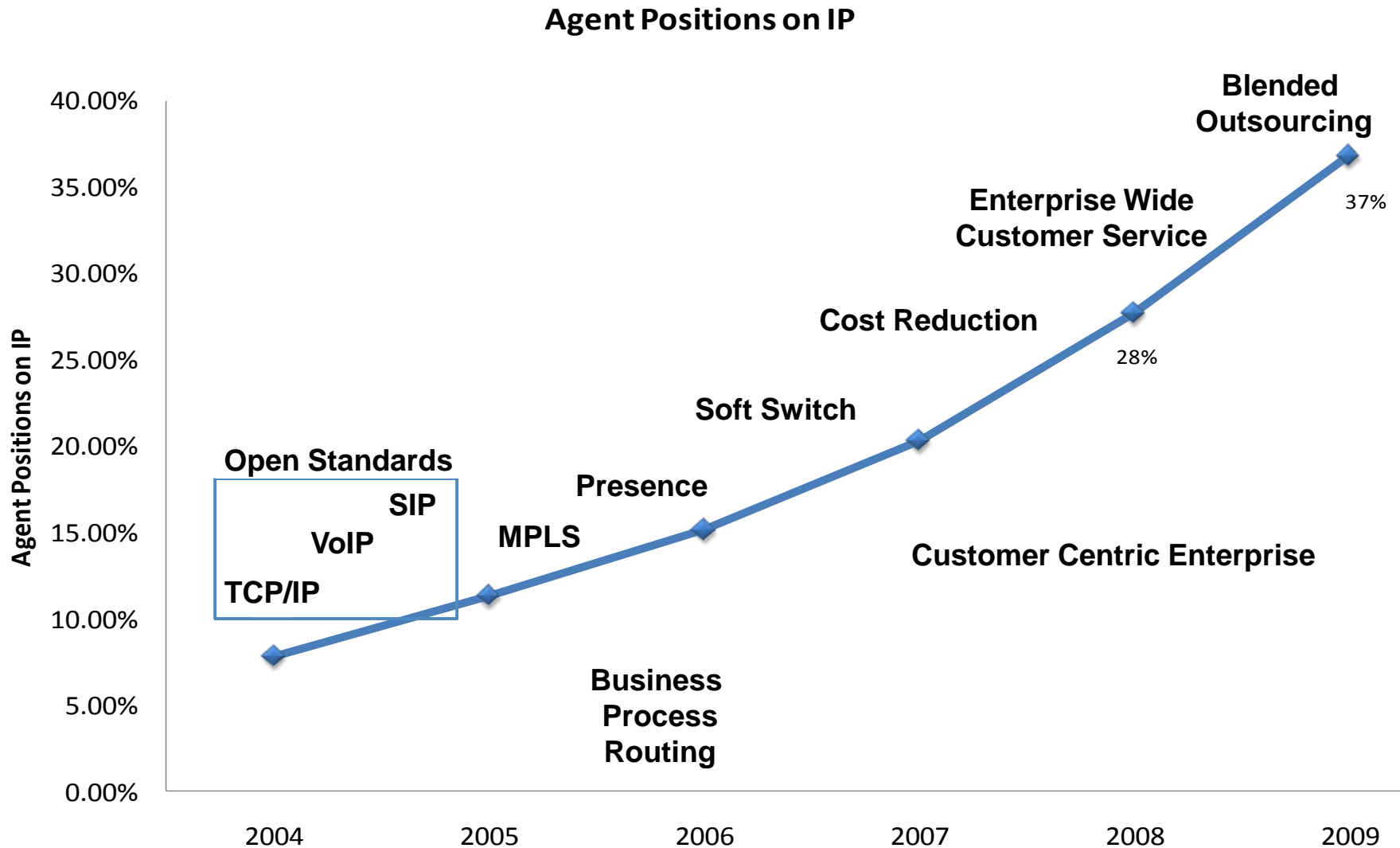


# Traditional Telephony has Chained Up the Customer Service Operation

- Proprietary Vendor Lockin
- Lack of interoperability
- Premise-based Infrastructure
- Disparate Networks
- Chained to brick and mortar locations



# Multiple Forces Driving Change



# SIP OPENS NEW POSSIBILITIES

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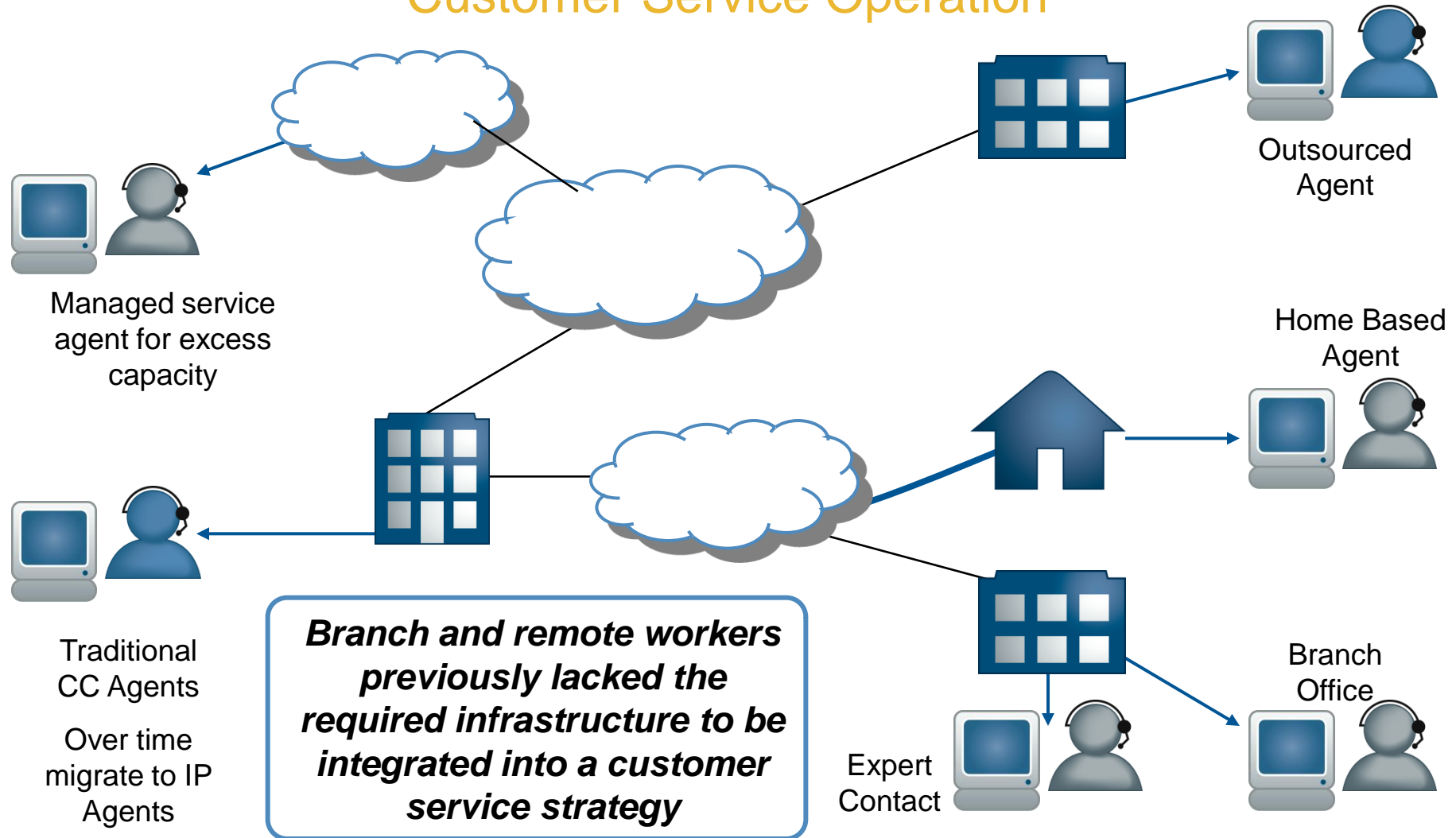
- Go.Beyond the contact center
- Consolidate contact center infrastructure
- Enable the Customer Centric Organization

# Going beyond the Contact Center



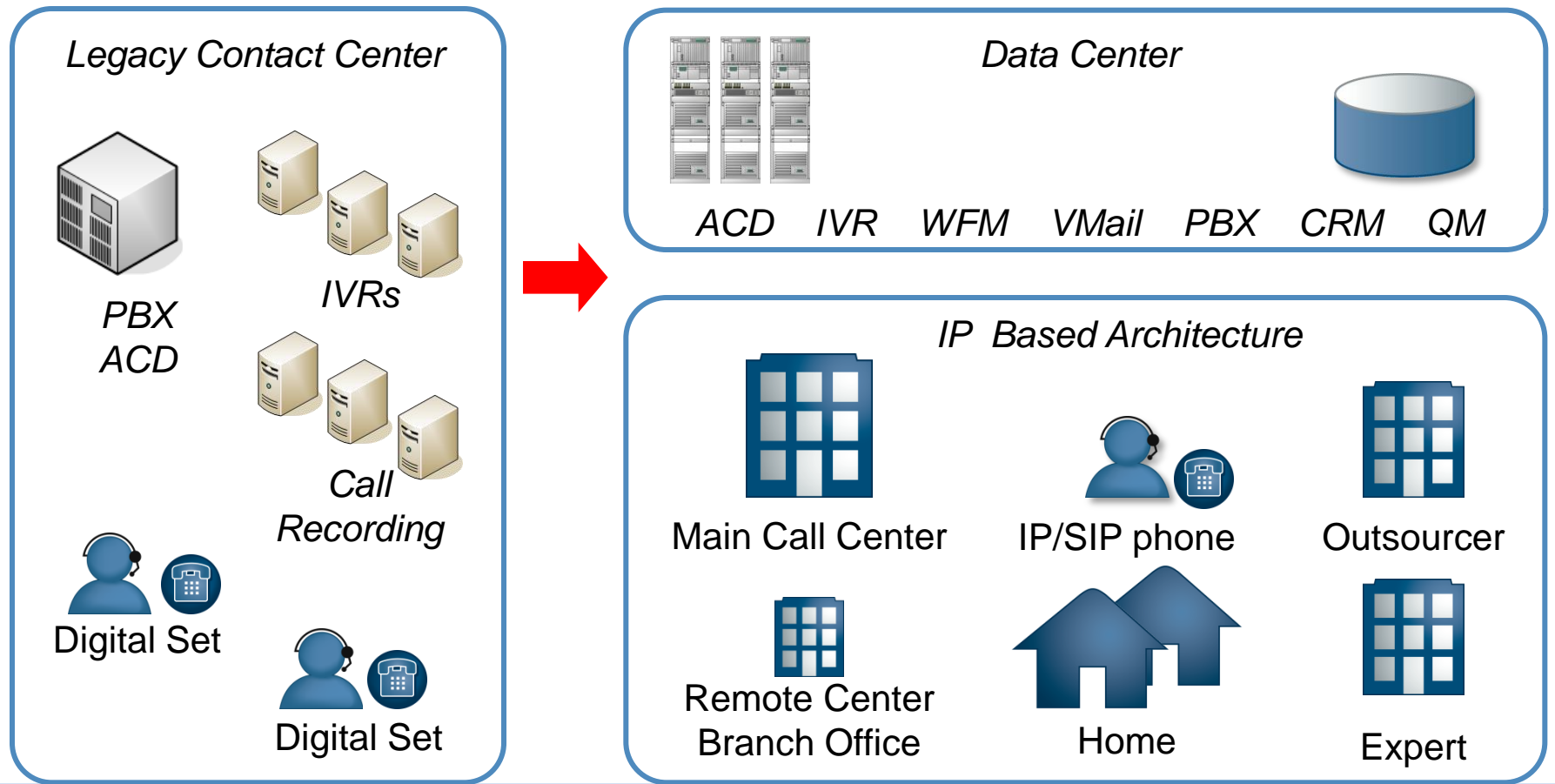
# Go.Beyond the Contact Center

## IP Brings New Resources into the Customer Service Operation



# Next Generation Customer Service Architecture

Location specific systems are removed to data center – reduced complexity at agent location



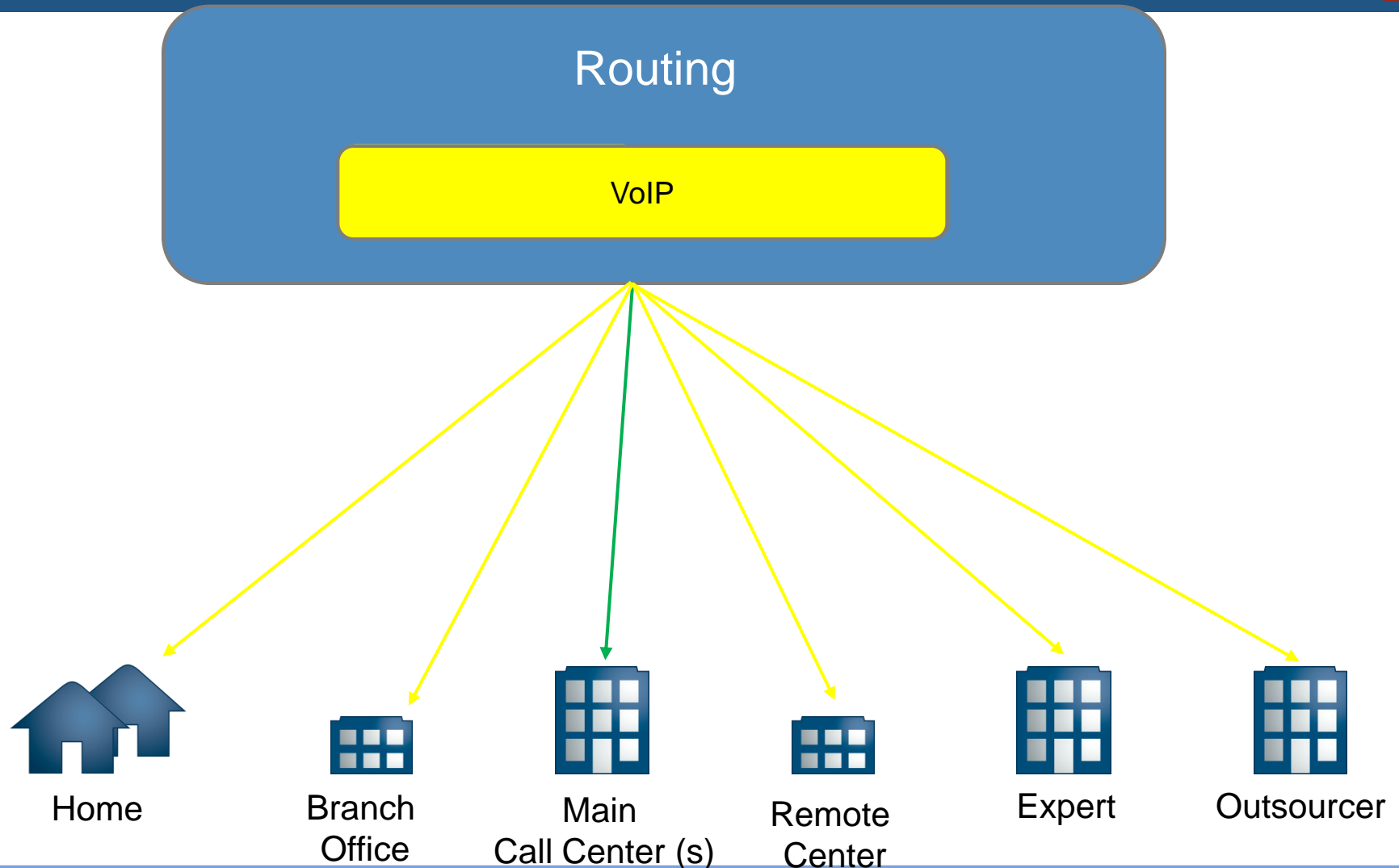
# Different but Converging paths

- Common goals for infrastructure
  - Separation of applications and infrastructure
  - Virtualized contact center
- Customer service - unique for each enterprise



*Ideally end users won't know that  
the customer service operation is  
being transformed*

# The IP Road Leads to a Customer Centric Organization



# Consistent High Quality Customer Interactions

- The first step is enabling contact – the second is intelligent contact
  - Unfortunately, you can't gain the benefits of the first step without taking the second step at the same time
- Genesys products allow you to intelligently route contacts across the enterprise
  - Provides a great customer experience
  - Protects valuable resources and restricts their usage to those areas where only they can provide value
  - Multi-Channel Routing
  - Intelligent Customer Front Door
  - Business Process Routing

# FINANCIAL BENEFIT

# Massive Cost Savings

IBM

sky

west

West Interactive

## *Benefits*

- *10-15% average reduction in cost per call*
- *Reduce AHT by 10% to 15%*
- *9% Increase in efficiency*



# Customer Service Starts ... in the Contact Center

*It's a partnership for success .  
... excellent customer service  
beyond the contact center*



# Final Thoughts

## Genesys IP

- Is Different
- Can transform Your Customer Service
- Enables Real Customer Service Applications

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