

## Real-time enterprise collaboration for customer service



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### Highlights

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- **Improve customer service and loyalty with higher first-call resolution through immediate expert assistance and more resources for peak times**
- **Seamless integration into contact center workflow and complete reporting on interactions—even those routed to outside resources**
- **Maximize productivity with a variety of best practices to guard experts against excessive interruptions**
- **Intelligent routing goes beyond presence using dynamic location awareness and a unique interaction preview auction**
- **Communicating with knowledge workers through IBM Sametime reduces training and conforms with desktop standardization**

### Genesys UC Connect and IBM Lotus Sametime

Genesys UC Connect improves customer service quality and the productivity of agents and experts by facilitating the integration of Genesys with IBM® Lotus® Sametime® unified communications (UC). Combining Genesys intelligent interaction management and routing with IBM Sametime UC expands the labor pool beyond the contact center to IBM Sametime-provisioned workers throughout the entire enterprise.

Due largely to the inherent restrictions of legacy technology, remote customer communication has been conducted almost solely through agents located at specific physical contact centers.

This has led to a variety of challenges, such as:

1. *How do you train contact center agents (who average a 20–50 percent annual turnover rate) to accumulate and articulate the knowledge of an entire organization?*
2. *How can you staff your customer service operation to handle unexpected increases in customer calls/contact volume while keeping labor costs down?*

You can meet these challenges by integrating experts from the enterprise into the customer service operation to greatly increase available resources without additional labor and training costs.

Further, by having the capability to unlock a larger pool of customer-trained resources within branch offices, for instance, you can start staffing the contact center for median levels of traffic and use the additional pool to handle the peaks and spikes.

The Genesys UC Connect solution integrates with IBM Sametime to achieve this expansion of customer service resources by using the ubiquitous presence of the IBM Sametime UC client on back office and branch office desktops across the enterprise.

## Reducing total cost of ownership

Intelligent routing of calls to a broader range of agents or employees helps to achieve better first-call resolution rates, which leads to higher customer loyalty and allows revenue objectives to be met. The IBM Sametime unified communications desktop becomes the portal by which your entire organization can collaborate to efficiently serve customers.

There are three key ways that Genesys UC Connect and IBM Sametime can help improve your customer service:

1. **Front and back office integration**—*Training agents to be experts is time-consuming and expensive. But by including back office resources in the customer service operation, you can reduce costs, dramatically shorten call times, and increase first contact resolution because customers won't be left on hold by agents who take up valuable time while pouring over material in the knowledge base.*
2. **Support of branch offices and retail outlets**—*Many businesses have trained customer service employees at locations where they can interact face-to-face with customers. The peak busy periods for these employees is different than those within the contact center. By linking UC to your customer service operation, a very dynamic and widely dispersed customer care force becomes available to the remote customer service operation.*

3. **Empowering field sales**—*The intelligent handling of accounts and leads can have an immediate impact on the bottom line of any business. By linking lead generation in contact centers to sales resources outside the contact center, you can use specific product or service knowledge, or transfer customer contacts seamlessly to those in the field.*

## Unified communications and the contact center—the promise and the problem

Genesys UC Connect integrates with IBM Sametime to allow knowledge workers from diverse back office departments to be melded directly into the contact center workflow on a part-time basis without formally becoming customer service agents. This allows for a direct connection between the customer and the enterprise UC user, providing live customer service even when traffic spikes cause contact center resources to be overwhelmed.

Today agents may use IBM Sametime to view when experts are available on their agent desktop, and click to initiate a voice or IM session. However, this method can unintentionally cause excessive interruptions for the enterprise UC user, leading to frustration and lost productivity. Genesys UC Connect incorporates a variety of best practices to guard against this danger.

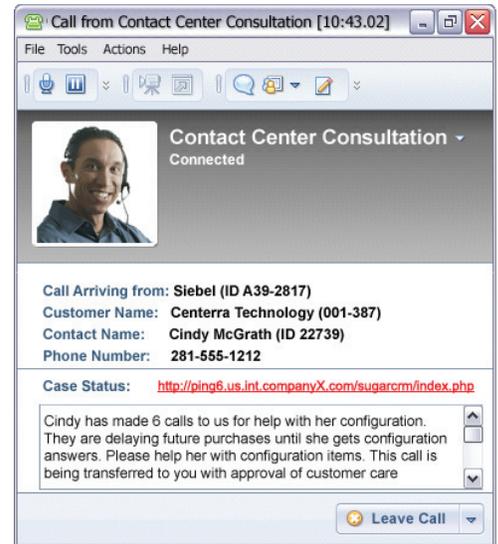


Figure 1: Interaction previews show relevant customer and interaction details directly within the IBM Sametime UC client.

## Using process to protect your most valuable resources

Genesys UC Connect “subscribes” to presence provided by IBM Sametime to determine the availability or location of experts and back office and branch office workers. Rather than displaying available enterprise resources to contact center agents by name, Genesys software abstracts these resources’ identities into skill sets. This prevents agents from becoming dependent on particular experts. Genesys routing can then forward inquiries, along with pertinent “attached data/call context,” to available experts based on business rules that include the dynamically updated location of the expert. The use of routing logic ensures that inclusion of highly paid information workers into the customer service operation is both effective and sustainable.

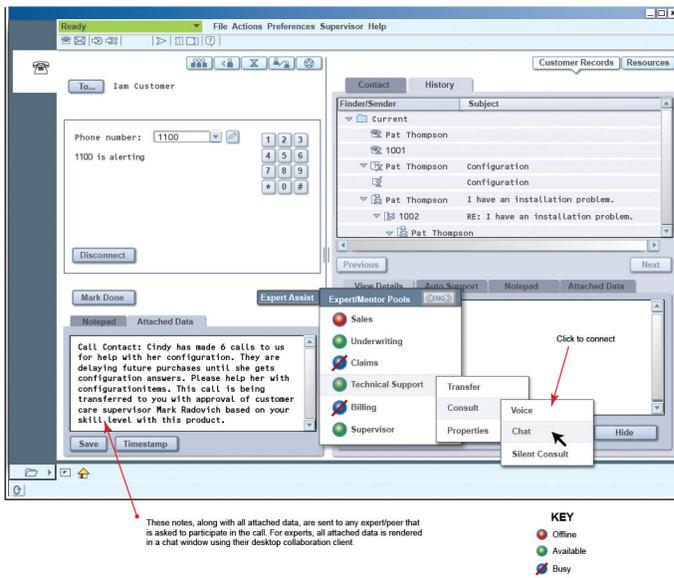


Figure 2: Agents see groups of expert skill sets rather than individual names.

Genesys UC Connect also integrates with an interaction preview and auction mechanism. It sends an interaction preview to all resources in a skill pool that are currently “Available” given their IBM Sametime presence, and renders this preview within the IBM Sametime client. The interaction is forwarded only when a worker clicks “Accept.” This ensures workers are available in real time, without requiring manual updates to their IBM Sametime presence each time they step away from the computer or are busy working on important tasks.

Another way Genesys UC Connect can help enterprise workers is to limit the workload on any individual expert or to build a rotating schedule for routing interactions among an expert pool. Such steps can guard against enterprise workers setting their display status as “Busy” or “Away” to avoid interruptions, negating the value of presence altogether.

### Giving knowledge workers the capabilities to get the job done

Using the expertise of back and branch office workers can greatly improve customer service operations. Genesys UC Connect not only provides a way for agents to consult with experts, but incorporates enough functionality into the IBM Sametime client to allow users to field, service and track interactions from end to end.

Once back and branch office workers have the capability to fully service a difficult customer issue, Genesys UC Connect enables and supports their ability to transfer the customer—and any remaining activities that don’t require the expert—back to the contact center. This allows workers to execute more standard tasks. Users can select the contact center queue best suited to the customer’s next task by choosing from a list that shows the approximate wait time for each queue.

This gives the expert and customer enough information to decide on the best course of action for the customer—accept the transfer, schedule a call back, or call back later—which provides them with an exceptional level of service, even though they have left the contact center.

Finally, Genesys UC Connect provides standard Genesys reporting on all interactions, even those that leave the contact center entirely and are fielded solely by IBM Sametime users. Reporting, case tracking and the ability to forward calls back into the contact center mean that back and branch office workers can accept full transfers from agents, rather than requiring an agent to stay on the line. This level of functionality also allows interactions to be forwarded to IBM Sametime users outside the contact center directly from the interactive voice response (IVR), rather than from agents alone. Through this integration, Genesys UC Connect is the only solution that uses your IBM Sametime investment to dynamically expand your customer service resource pool to respond to unanticipated or seasonal traffic spikes without having to hire additional personnel or outsourcers.

### **The bottom line**

Genesys UC Connect, integrated with IBM Sametime, enables contact centers to use universal employee access—the ability to extend the resource pool to encompass any agent or expert—to enable branch employees, back office employees and expert agents, regardless of their location, to efficiently manage their time and resources. The result is greater control of their ability to assist with customer service and improve first-call resolution rates.

### **Genesys worldwide**

Genesys, an Alcatel-Lucent company, is the only company that focuses 100 percent on software to manage customer interactions over the phone, Web and e-mail. The Genesys software suite dynamically connects customers with the right resources, self-service or assisted-service, to fulfill customer requests, optimize customer care goals and efficiently use resources. Genesys software directs more than 100 million interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can use their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps organizations stop customer frustration, drive efficiency and accelerate business innovation.

For more information, visit us on the Web at [www.genesyslab.com](http://www.genesyslab.com), or call 1-888-GENESYS or 1-650-466-1100.

### **For more information**

To learn more about IBM unified communications and collaboration, please contact your IBM representative or visit:

[ibm.com/software/lotus/category/uc2/](http://ibm.com/software/lotus/category/uc2/)

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