



GENESYS®
AN ALCATEL-LUCENT COMPANY

A Business Solution Paper



Genesys intelligent Workload Distribution:
Enabling service delivery optimisation across the enterprise



iWD in Action:

A Leading German Insurer

This leading German insurance company employed 1,500 First Line generalists and 3,500 Second Line experts, and back office employees were split into dedicated silos handling approximately 4.5 million calls and 15.3 million tasks per year. With such a large workforce, a balance was needed to improve productivity without disrupting “business as usual” or abruptly changing the overall organisational model. The CEO of the company was challenged to find a way to streamline business processes and virtualise the organisation, whilst at the same time defending cost leadership.

Using the Genesys intelligent Workload Distribution solution to capture tasks via WebSphere MQ from their host, the CEO expects loads to be harmonised across the organisational silos, leading to a 20 per cent productivity increase across all FTEs. The Genesys distribution model also provides flexibility to assign tasks based on skill levels, task complexity, and SLAs in a dynamic and active “push/pull” distribution mechanism.

In many organisations, customer service delivery is no longer the exclusive domain of the contact centre, but extends beyond it into other organisational units of the business — such as branch offices, remote or home agents, mobile field employees, and especially to experts in the back office.

Whilst over the past few years the contact centre itself has seen sweeping improvements in the areas of agent productivity and operational costs, the customer-related activities in the business units located outside of the contact centre haven’t kept pace with this quantum leap.

As many as four-to-six different organisational units may be responsible for managing a multitude of customer service tasks — spanning work items, faxes, and service requests — which are stored across multiple enterprise systems. Often the volume of these tasks exceeds that of calls and, as a result, there can be more work than available people, which can lead to sub-optimal staff utilisation.

In today’s competitive marketplace, it is critical that companies have the ability to manage and optimise resources by determining common employee skills and prioritising workloads, and to efficiently manage customer interactions and tasks across the entire enterprise, in order to ensure that they’re providing the very best customer experience.

A Real-time Advantage

Genesys intelligent Workload Distribution (iWD) works in concert with existing enterprise software applications such as ERP, BPM, and CRM, as well as homegrown legacy systems, to create a single, global task list, which is sorted based on business value. Only with a global task list can the enterprise ensure the right resources, regardless of location, are proactively receiving the most critical or highest value tasks, regardless of media-type or system, at the right time and right location. Efficiently managing customer requests requires an understanding of the business context of the request. For example, the associated business process, product requested, or value of the customer making the request are important criteria for calculating and routing to the right resource based on business value.

Solution Highlights

The advantages of Genesys intelligent Workload Distribution are that it:

- > Ensures the efficient delivery of consistent customer service across all communications channels by optimising the routing of work items across an integrated pool of resources — front office, back office, home, remote, branch, offshore, or outsourced
- > Reduces operational costs with the effective utilisation of all enterprise-wide resources, whilst optimally matching the task, priority, and person
- > Avoids over- and understaffing by harmonising the workload throughout the workforce, thus preventing load peaks and troughs
- > Provides superior customer service — and increases the speed and quality of business processes — by providing visibility and control into all interactions, SLAs, work items, and resources across the organisation

Key capabilities of iWD are:

- > Dynamic distribution of workload
- > Virtualisation options for the organisation
- > Business value-based prioritisation and distribution of work
- > Full transparency on resources and workload in real time and historic

The benefits of Genesys iWD are that it:

- > Manages and optimises resources by determining common employee skills and prioritising workloads
- > Increases operational control and efficiency across the enterprise
- > Enables the centralised distribution of tasks to provide a single view on all distributed work, leading to greater employee efficiency and better business insights

Genesys intelligent Workload Distribution Complements Existing Process and Workflow Infrastructures

Typically, workflow and business process management systems statically route work items or tasks to queues from which agents and workers “pull” work, often selecting the specific tasks they prefer to deal with.

Genesys iWD enhances routing by additionally utilising real-time knowledge of the task, individual skill sets, and availability and utilisation of the workforce, thereby enabling the dynamic and active distribution of tasks to harmonise load peaks across the organisation. As such, it acts to complement existing process infrastructures, plus allows the blending of tasks with voice calls.

Genesys iWD also provides additional transparency on customer service level agreements (SLAs), independent of transport media. With the added visibility, iWD provides insights into optimisation and the ability to provide excellent customer service.

iWD in Action:

A Leading British Telco

This company was struggling with unmet order fulfillment and fault resolution SLAs, coupled with excessive backlogs of 800,000 escalations, including a further 20,000 daily. Every time a delivery date slipped they had to pay out huge fines for missing the SLA. The company urgently needed to improve customer service levels, reduce the backlog, and avoid such slippages.

The company had an existing workflow system from which employees “pulled” work items and allocated the job to an engineer to complete the task. Genesys integrated the iWD solution with this existing platform to enable the “push” style of work item distribution, and to monitor the adherence to SLAs. This enabled the company to finally be able to appropriately manage and distribute tasks, and to ensure the prevention of any further missed installation dates or occurrence of fines. Ultimately, overall service levels improved, as did the end service delivered to customers.

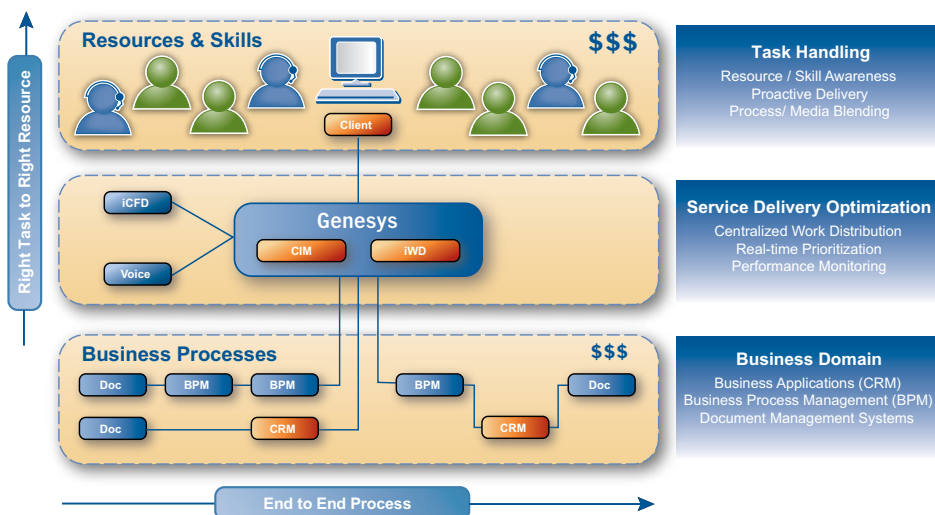
iWD in Action:

A Top Spanish Telco

This company had a dedicated group of 250 mainly outsourced agents working with shops/dealers in the field, and the group was further split into smaller teams by process type (complaints, new contracts, and so on). All tasks were manually distributed to the agents with no transparency as to quantity or quality of work. Agents were able to selectively choose tasks in a “pull” mechanism, which consequently left many tasks unfulfilled and uncompleted, and SLAs slipped.

With the choice of the Genesys intelligent Workload Distribution solution, however, the company was able to achieve transparency across all processes, teams, and outsourcers. For example, a “push” mechanism was implemented which automatically ensured that tasks were delivered to the best available agent/expert within specified SLAs, whilst the solution also provided full transparency on SLAs, resource utilisation, and performance. As a result, efficiency subsequently improved by circa 20 per cent for all its agents.

Genesys iWD vs. BPM



Intelligent workload distribution of the right tasks, at the right time to the right resource



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Conclusion

In these volatile economic times, companies across all industries are striving to ensure that they're able to offer the very best customer service. Organisations today are realising that it is a competitive advantage to have the ability to optimise resources and manage customer interactions seamlessly and efficiently across the entire enterprise in order to provide a better customer experience.

Many are now choosing to manage their complex customer interaction touch points and tasks via a single business application solution that has the ability to dynamically map the overall workload to the available resources and capabilities — and the most savvy and successful are choosing Genesys intelligent Workload Distribution.

iWD in Action:

A Leading Nordic Provider of IT-driven Outsourcing Solutions

This outsourcing organisation manages the processing of forms and faxes for a number of clients in sectors such as finance, telecommunications, and government. Currently, there is a different workflow tool for each client, each with different methodologies for SLAs and rules. Within this structure there are three different business units for which work items need to be prioritised and blended. Currently the handling of e-mail, white mail, and forms is done by employees logging into a file system and pulling the task they want to take care of.

The company is now integrating the Genesys intelligent Workload Distribution solution, utilising a simple Web Service approach, in order to provide real-time routing and a “push” mechanism. The expected benefits will be an increase in agent productivity and better transparency of agent work activity, including such metrics as average handling time. In addition, because the company is measured, compensated, or penalised based on the efficiency of their processing work, they fully expect Genesys iWD to help them to reduce penalty costs and increase revenues, as well as to win further clients.

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information: visit us on the Web: www.genesyslab.com, or call **+1 888 GENESYS** or **1-650-466-1100**.

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