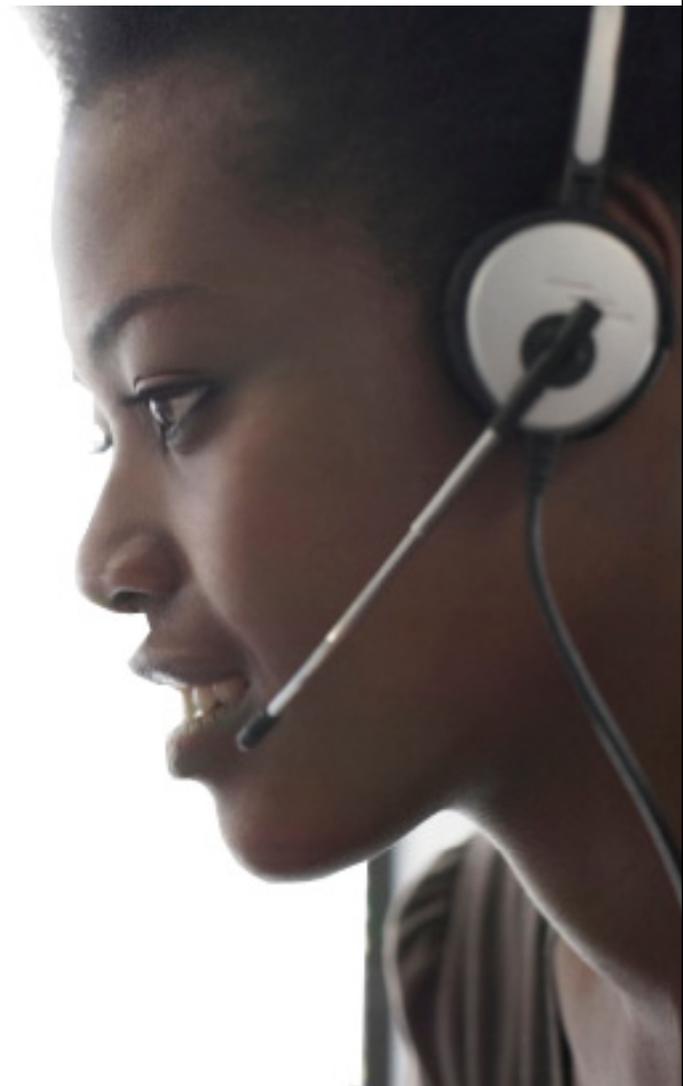
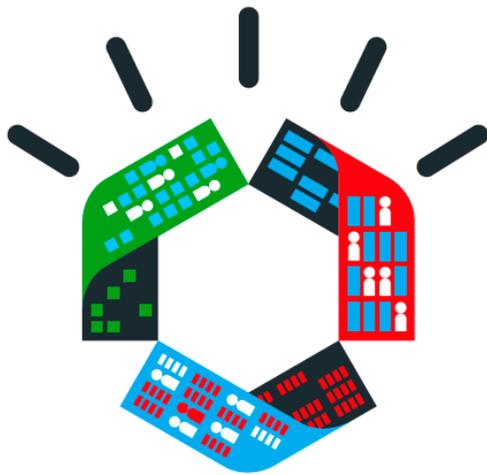


The Smarter Customer Experience

Reducing costs while improving profits



"We knew what we wanted to do from a capability standpoint, but we didn't know how to get there. That's where the team of IBM and Genesys proved invaluable." — Vodafone Global



GENESYS[®]
AN ALCATEL-LUCENT COMPANY

Creating the Smarter Customer Experience

IBM and Genesys have delivered solutions for over 300 customers, and we have customer contact down to a science. IBM's Contact Center Optimization Methodology elevates contact center service by eliminating silos, improving productivity and prioritizing tasks across the enterprise. In fact, IBM was named the number one provider in a recent IDC Customer Needs and Strategies Report, dominating all categories (transformation, integration, innovation and cost optimization) in all eight market segments ranked.¹ To solve the key challenges facing the industry today IBM and Genesys have created a series of contact centre solutions that will realise a new generation of business value.

Analytics Optimised Routing:

Matchmaking for call centers

Today's call centres are under increasing pressure to retain customers, grow revenue and lower attrition. Technologies like Skills Based Routing (SBR) evolved to help classify and route callers to agents, with marketing or risk systems adding in "next best activities". Unfortunately, these are no longer delivering on the demands of organisations to be more agile, more profitable and more differentiated. The next wave of change is required.

In today's information rich and interconnected world Analytics Optimised Routing introduces new strategies for customer service.

- Skills are no longer the driving factor when matching agents to customers, we need to dig a lot deeper into the vast data stores available to us. Now it's about analysing past performance across multiple dimensions and leveraging that information to ensure effective, profitable interactions.
- Gone are the days of the 80/20 rule as it pertains to service level performance. Today, it's about focusing on revenue and revenue persistency, and focusing resources accordingly (i.e. prioritising those customers who are most important to your business).
- It's about being proactive, not reactive, in your efforts to make the most out of each initiative. Predictive analytics will ensure the best agent is found for each customer, not the next one currently available, even if the customer has to wait a little bit longer (and analytics will even verify your customer's tolerance to wait that little longer).
- It's about working smarter—not harder. Leveraging sophisticated analytics that respond to trends by creating new insights that dynamically determine the optimal customer-agent assignment in real time, instead of relying on predefined rules based strategies.

AOR matches each inbound caller or outbound contact to the optimal agent or specialist in real time with patented affinity models that take skills-based routing to a new level. AOR analyses service worker skills, past performance and personality profiles to customers in the queue, matching customers to agents with highest probability of a desired outcome. This increases customer satisfaction and employee morale, increasing revenue through higher sales conversion rates. Tapping previously unexplored caller and agent attributes with advanced decision sciences can increase operational efficiency/revenue as much as 30% and reduce CSR attrition by over 5%. AOR even improves outcomes for unknown callers.

AOR draws on the power of analytics to make the contact centre a more strategic organisational asset by:

- Removing blindspots from the business by quickly picking up on changing market trends and adapting competitive service offerings
- Generating new insights to what makes your organisation successful, by examining the detailed relationship you have with your customers
- The ability to achieve the trifecta of profitable growth, customer satisfaction and agent retention through one integrated solution, creating focus and reducing the overlaps of multiple programs

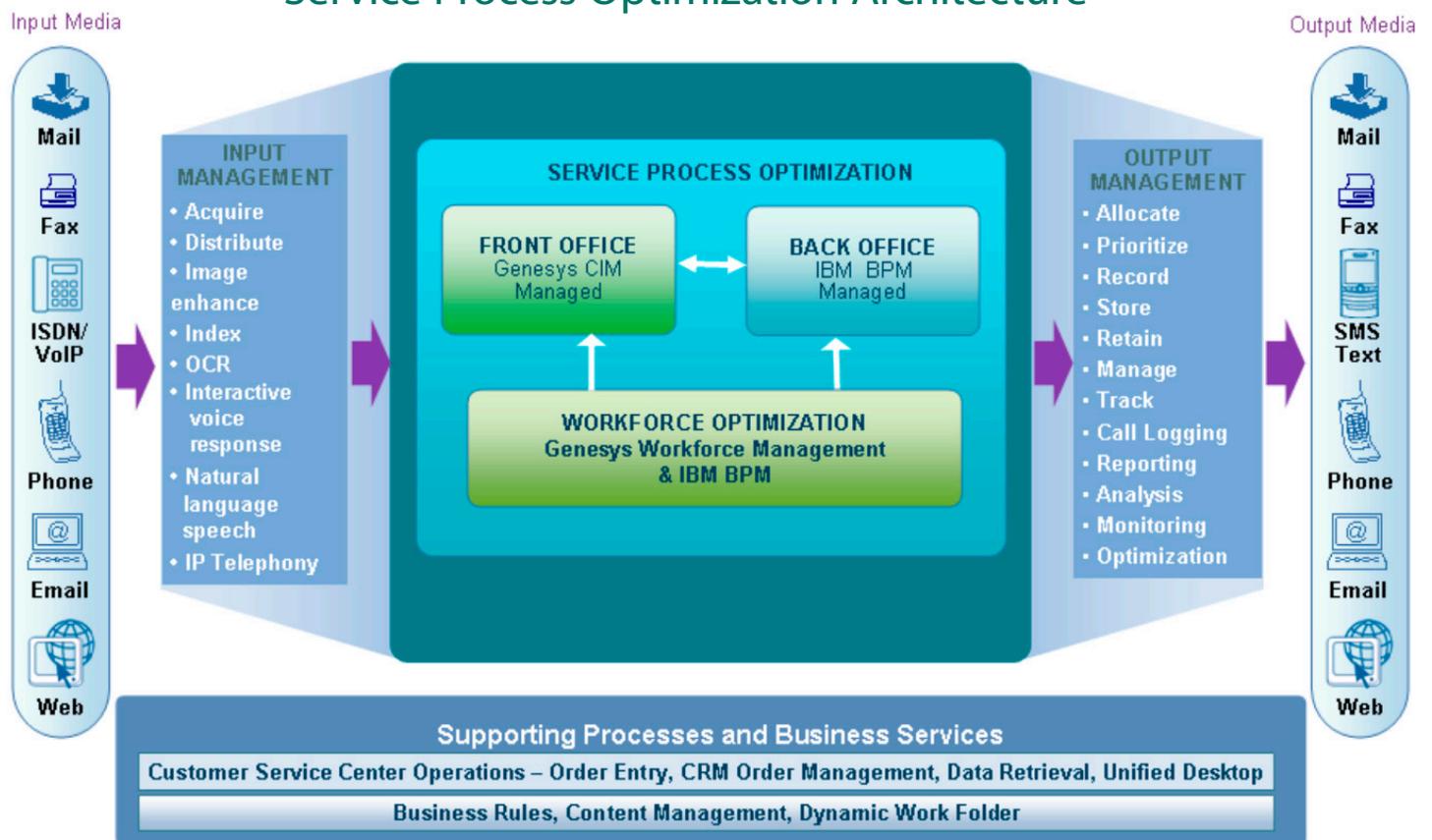
On average, AOR customers have achieved:

- 36% higher sales within the first 90 days
- 42% higher program revenue in the first year
- 34% lower agent attrition

Service Process Optimisation

Experts and studies agree that positive customer experience drives loyalty, which impacts sales and profitability. Research on financial services, insurance, and telecom companies found that 73% of resources involved in customer service delivery fall outside the traditional role of the contact center. Genesys and IBM bridge front-office and back-office operations to extend customer service innovation beyond the contact center and optimize resources across locations. IBM's Business Process Manager (BPM) handles the processes and content management, while Genesys intelligent Workload Distribution (iWD) creates a single global task list, sorted by business value. iWD ensures the right resources proactively receive the highest value tasks, whether those tasks are forms, faxes, e-mail messages, or received from another channel. This aligns resources to value, helping to manage service level objectives, ensure compliance, and provide end-to-end visibility, efficiency, and consistency across the customer service chain.

Service Process Optimization Architecture



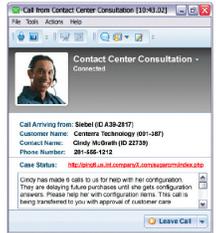
“We look at IBM and Genesys as our strategic partners. They gave us the complete end-to-end solution, the best-of-breed technology solution. And they are also the market leaders in banking.” — Bank Leumi

Real-time Enterprise Integration

Genesys UC Connect seamlessly integrates IBM® Sametime® into the contact center workflow with complete reporting on interactions. Integrating Genesys interaction management and routing with IBM Sametime unified communications (UC) can improve customer service quality, as well as the productivity of agents and experts. Genesys UC Connect enables you to leverage your IBM Sametime investment to increase first-call resolution and reduce costs by providing agents immediate access to experts across the enterprise. The solution can also route calls to staff in the back office and branches during volume peaks to reduce hold times while minimizing costs.

Benefits:

- Improved service and reduce hold times
- Minimize labor and training costs
- Maximize productivity and manage interruption



Integrated Desktop

Today, no matter what task your employees are performing, it typically requires a combination of functionality that is provided by a number of applications found on the desktop. By integrating these applications into one view, the information that your employees need to perform their tasks can be optimised, which in turn will accelerate your business processes. IBM Lotus® Expeditor is a desktop integration framework that can help optimise processes to help businesses cut seconds or even minutes off customer care processes. It uses Genesys to pop the customer data to create a view of the relevant information for the customer and their call reason.

Benefits:

- Up to 70% time reduction for business processes
- Improve employee responsiveness and productivity
- Improve employee knowledge and confidence
- Increase flexibility and asset reuse



About IBM

IBM is a leading global provider of customer service solutions dedicated to every client's success by creating business value and solving business problems. IBM voice (speech), middleware and technology platforms help increase customer satisfaction, agent productivity, operational efficiency and revenues. In addition, IBM Global Services and unique Contact Center Optimization Methodology reduces risk and time to benefit. For more information, go to: ibm.com.

About Genesys

Genesys, an Alcatel-Lucent company, is the only company that focuses 100 percent on software to manage customer interactions over the phone, Web and in 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 customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency and accelerate business innovation. For more information, go to: genesyslab.com.

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