

# BEST PRACTICES FOR CONTACT CENTER ROUTING

Many organizations rely on traditional queue-based routing approaches. That means your contact center routing is likely full of untapped value and opportunity. With the application of routing strategy best practices, even a few percentage points of optimization on key metrics like transfers, first contact resolution, average handle time and net promoter score can translate into dramatic contributions to the bottom line.

## What's Wrong with Queue-Based Routing?

Many aspects of your current engagement technology and routing strategies may not be keeping up with the times. Even when technology is refreshed, organizations often replicate their legacy ACD queuing and reporting approaches. This approach using queue-based routing commonly creates operational efficiency and customer experience challenges such as:

- **Siloed Channels, Locations, and Departments** - Lack of a single, universal queue for all channels and media types creates a fragmented customer experience and makes it impossible to manage SLAs and prioritize the most valuable customer interactions across channels. This leads to poor agent utilization as agents' work can't be effectively blended.
- **Queue-Based Routing is Static and Limited** - There's typically a hard link between people and queues, resulting in limited agility to personalize service, prioritize for value, reduce customer effort and optimize resource utilization.
- **Queue-Based Reporting is Siloed and Complex** - Implementing multi-channel in queue-based environments is very difficult as they are predominantly voice-centric. Siloed channel reporting means you can't link customer interactions together to understand and optimize the omnichannel journey. Additionally, reporting needs drive a proliferation of queues which adds complexity.
- **Daily Manual Load Balancing** - With queue-based routing, you're likely firefighting, re-skilling, and manually moving agents from queue to queue to save service levels. And then you have to re-skill them all back at the end of the day.

## Move Beyond Queues to a Data-Driven, Customer-Centric Approach for Great Customer Experiences

You now have the opportunity to break free from the limitations of old technology and approaches by transitioning from a siloed,

multi-channel contact center to an omnichannel customer engagement center where you let the platform do all the hard work.

The goal of routing is prioritizing and matching the right work to the right resource at the right time to optimize engagement and help both customers and organizations reach their goals. With queue-based routing, reporting is centered around queues and agents typically log into queues to process work items. Queue-based routing creates isolated silos that make it hard to service, manage, and report on workload across channels. It's also hard to blend or load balance agents across queues and channels.

In contrast, agent-based routing has many advantages. Agents log into a universal queue where work is routed to agents based on skills, presence, SLAs and other business rules to cost-effectively deliver the best experience for each customer. The routing can be flexibly configured to leverage additional context such as opportunity value, customer segmentation, customer profile and journey history to get the best available agent versus the first available agent. All work across the front and back office goes through a single universal queue, so work is automatically load balanced across agents and you can effectively report on key performance indicators and business outcomes.

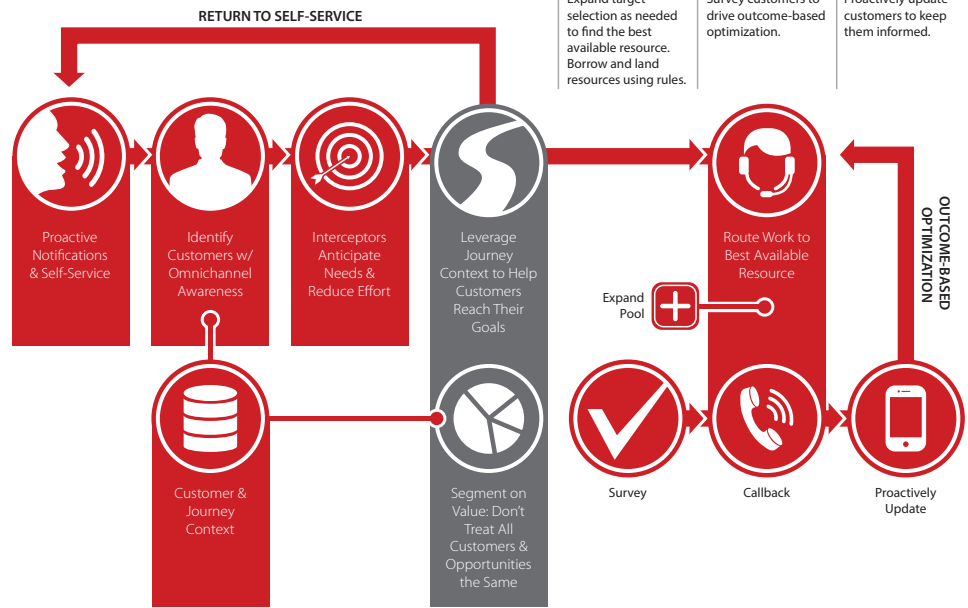
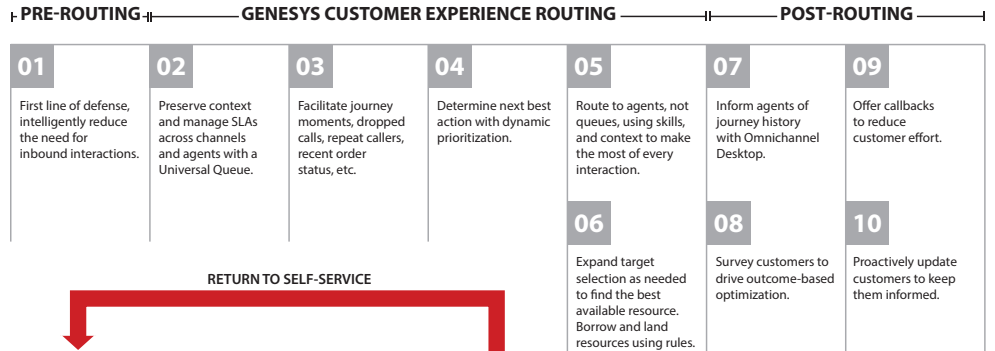
## Genesys CX Routing

Genesys Customer Experience (CX) Routing is unique in its ability to orchestrate the customer experience with insight into customer activity across all channels. By tying together each customer's journey in real time, CX Routing can drive an engagement decision across any channel and share the context of that journey with the resource handling the work to seamlessly continue the conversation. Genesys offers a broad range of customer engagement capabilities extending beyond basic queue routing to more advanced engagement strategies leveraging customer and journey context to personalize the experience and reduce effort while optimizing for specific business and customer outcomes. In a nutshell, Genesys CX Routing efficiently matches each customer in the moment of need to the right resource at the right time while ensuring SLAs are met across all channels.

- ✓ Improve first contact resolution by 20%
- ✓ Reduce call transfer rate by 30%
- ✓ Reduce average handle time by 44 seconds
- ✓ Improve customer satisfaction by 10%
- ✓ Improve agent utilization 10%
- ✓ Reduce intraday reporting effort by 50%

## ROUTING BEST PRACTICES

Here's a summary view of best practice tips for contact center routing. Start by designing your routing from the customer's perspective versus an internal business unit perspective and then optimize the routing strategies for specific target outcomes in terms of CX, operational efficiency and sales.



**11** Reporting and Analytics: Collect data across channels for cradle-to-grave reporting and analytics to optimize target business outcomes.



**12** Workforce Optimization: Efficiently forecast and schedule resources across skills and channels.



### About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

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