Genesys 8: To the Future, and Beyond!

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Save the world from bad customer service.
Right Experience, Right Channel, Right Time
The Genesys Core Difference

Open
- Standards
- Operating System
- Databases
- Switches
- SDK / API’s
- Web services

Scalable
- Multiple nodes
- Distributed
- Virtualized
- Data center
- 100% Software

Flexible
- SIP
- TDM
- Hybrid
- Hosted/SaaS
- Desktop Adapters
What’s New, What’s Cool in 2012

Channels
- Mobile Engagement
- Web Engagement

Conversation
- Conversation Manager
- Genesys Rules System

Genesys Administrator Extensions
Genesys SIP Contact Center

Platform

People
- iWD w/ Business Rules
- UC Connect for Lync

Insights
- Insights for Social Media
- Advisor for Tablets
Genesys 8 Suite: Platform

Insights

Channels
- Interaction Workspace
- Genesys Voice Portal (GVP)

Conversation
- Hosted Provider Edition
- Genesys SIP CC

People
- Universal SDK’s
- Genesys SIP Server
- Gplus Adapters
- Administrator Extensions

Platform
- Genesys CIM
Genesys Administrator Extension

✓ Pre-Defined Template Support
✓ Conditional Variables
✓ Automated Business User Interface Creation
✓ Granular Role Based Parameter Control for Business User
✓ Integrated Audio Resource Management

Simplify and Speed Deployment
Role Based Parameter Control
Reduce Backlog & TCO
Genesys SIP Contact Center

**Simplify CC Infrastructure**
- No CC-PBX or ACD required!
- 100% software
- IT friendly solution leverages existing communications investments

**Optimize Resources**
- Virtualize CC operation
- Intelligent routing
- Improve 1st call resolution
- Unified mgmt & reporting

**Transform at Your Pace**
- A solution for every CC
- No Rip and Replace!
- Open & standards-based
- Future protection
Virtualization Case Study

Today

Local Customer

Auto-Attendant Only

Branch Office

Pharmacists
Pharmacy Tech, Admins, and Nurses

Genesys
SIP and UC Connect

Local Customer

- Flexible routing across regions
- Maintain local feel
- Optimize workforce – enable WAH
- Add reporting and QM where there was none
- SIP Server and UC Connect

Tomorrow

Lync Support

Branch Office
Looking Ahead: Platform

- IP Telephony Functions
- Simplified Installation, Configuration, Migration & Customization
- Emphasis on Lowering TCO
- Simplified Administration & Operations Capabilities
Channels and Conversation

- **Channels**: Conversation Manager, Genesys Rules System, Context Services

**INSIGHTS**

**CONVERSATION**

**PEOPLE**

**PLATFORM**
Two major gaps in the enterprise’s ability to maximize customer *interactions* across all channels.
Conversation Manager: Genesys Rules System

For the Developer:
- Role Based Control of Rules
- Separate Business Logic and Data from Channel
- Change Once, Apply Everywhere

For the Business Manager:
- Channel Independent Control of Customer Experience
- Control Customer Treatments & Changes
- Dynamically Adjust Traffic Flow

Rapid Response to Changing Business Conditions
Deliver Consistent Cross Channel Customer Experiences
Create Conversations That Matter
G8 Suite: Channels

**Channels**
- Web Customer Service
- Proactive Notification
- Inbound Voice
- Mobile Engagement
- Social Engagement

**Insights**

**Conversation**
- Outbound Voice
- iCFD

**People**

**Platform**
Genesys Mobile Engagement

Genesys links mobility to customer service

• Offer single-touch escalation to service from a mobile app
• Sustain accurate context between channels
• Know preferences and history to personalize the experience

Enabling companies to differentiate their brand
Web Engagement

Track relevant customer activity on your web site

Take action with customer in real time or at a later date

Use business rules to trigger action
- Activity
- Value
- Products
Looking Ahead: Channels

- RSS support and Klout integration for Social Engagement
- Genesys Knowledge
- Mobile Services for Knowledge Worker
- Mobile apps integration for Customer Service across the enterprise
- Mobile Chat and SIP endpoints
Genesys 8 Suite: People

- Genesys WFM
- Training Manager
- Skills Assessor
- Genesys WFO
- UC Connect
- iWD
intelligent Workload Distribution (iWD)

- Manage Workload
- Manage Workforce
- Manage Performance

Increased utilization of workforce and better SLA adherence

Proactive management of knowledge in the organization

Continuous improvements with informed insights
Genesys Workforce Optimization

Genesys WFO Suite

Genesys Workforce Management
Genesys Quality Management
Genesys Customer Surveys
Genesys Skills Assessor
Genesys Training Manager

Employee Performance across the Customer Service Chain

Phone  SMS  Business Processes  Work Task  Email  Web Chat/IM  Social Media
Looking Ahead: People

- Speech Analytics
- Mobile agent, supervisor, administration, operations and knowledge worker applications
- Extended and adapted WFO algorithms into the enterprise
Genesys 8 Suite: Insights
Advisor: A Real-Time Management Solution

Brings data together
Real-time visibility across multiple operations & channels, Personalized by user
Enterprise-wide visibility of complex operations

Provides useful answers
Business context, Root-cause analysis, Correlation with WFM plans
Faster awareness of operational deviation

Take action
Re-skill agents, Record actions, Take your answers with you
Understand and correct problems in real-time

Contact Center Advisor-Mobile Edition
Looking Ahead: Insights

- Web based, real time, thin client reporting tool
- Interactive dashboards
- Common metadata layer
- Conversation Reports
- All answers anywhere
- Path and trend analytics
- Immersive visualization
**Today**
- Mobile Engagement
- PBX Less CC
- UI consolidation
- Rules
- Multi Media IWS
- System requirements

**Tomorrow**
- Web Engagement
- Knowledge
- Supervisor Workspace
- UI evolution GAX
- SIP PBX enhancements
- Mobile across channels

**Beyond**
- Speech analytics
- Predictive analytics
- Phase 1 common data model
- WFO app integration
- Mobile Consumer CRM: XRM

9.0 2014
8.5 2013
8.1 2011-12
Genesys Performance Management Vision
Genesys Mobile Vision

Mobile CC Operations
• Contact Center Advisor - Mobile Edition
• Available today
• Run your business on the run

Genesys Mobile Engagement - Available Now!
• Bridge the gap from a mobile app to CC
• Highly personalized experiences

Mobile Enabled Business Processes and Knowledge Worker
• Customer and the enterprise in sync
• A “Conversation Agent” for the customer to track process status
Genesys 8: To The Future and Beyond

Customer Experience

Employee Performance

Knowledge | Behaviour | Staffing

create the new conversation
Follow ME @lizobiker & follow G-Force and Genesys on Twitter at #GForceAmer and @Genesyslab for the latest news and updates!

Join the Genesys G-Force Network on LinkedIn to connect with colleagues, employees and Genesys professionals.

Customer feedback surveys will be sent to you online later...
The Genesys Core: Role-based Interfaces

Genesys Administrator
Centralized administration, management, development environment across suite

Simplify Administration, Reduce deployment time and TCO

Genesys Composer
Design end-to-end customer experience across all channels

Increase IT productivity and improve cross channel customer experience

Interaction Workspace
Easy to use; intuitive for efficiency; dynamic for agent engagement

Enhanced agent productivity and satisfaction delivers superior customer satisfaction

Now with:
• Agent Supervisor
• Active Recording
• Social Media Support

VOICE • OUTBOUND • WEB CHAT • EMAIL • iWD • SOCIAL MEDIA • SMS • IM • SIP EP
Genesys 8: Putting the Customer Conversation at the Core of Your Business
Use business rules to take action

- Activity
- Value
- Products

Trigger action based on simple or sophisticated rules

**Genesys Rules Authoring**

<table>
<thead>
<tr>
<th>ID</th>
<th>Name</th>
<th>Customer segment</th>
<th>Products purchased</th>
<th>Route to agent group</th>
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</thead>
<tbody>
<tr>
<td>DTR-126</td>
<td>CrossSell</td>
<td>Gold</td>
<td>TV</td>
<td>All_Premium_Agents</td>
</tr>
<tr>
<td>DTR-125</td>
<td>CrossSell_TV</td>
<td>Gold</td>
<td>Broadband</td>
<td>All_Premium_Agents</td>
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<tr>
<td>DTR-125</td>
<td>CrossSellVoice</td>
<td>Gold</td>
<td>TV (purchased)</td>
<td>BackOfficeSales</td>
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<tr>
<td>DTR-130</td>
<td></td>
<td>(segment)</td>
<td></td>
<td>(agentGroup)</td>
</tr>
</tbody>
</table>
Providing unique Genesys Hosted Solutions to serve a variety of customer needs, sizes, and industries
The Genesys Core Difference

Centralized
- Administration
- X-Channel Development
- Intelligent Routing
- Skill Profiles
- Interaction Priority Tuning
- Performance Mgt

Role Based Control
- Role Based Interfaces:
  - Administrator
  - Composer
  - Interaction Workspace
  - Genesys Rules System
- "The Right Tools for the Job"
- Audio Resource Mgt
- Operational Parameters

Conversation Management
- Separate business logic from data & channels
- Business Rules
- Context
- Foundation for the future

Inbound Phone | Text | Mobile App | Work item | IVR | Chat | Email | Social Media | Outbound | Web | Proactive Contact
Genesys Core
Key Capabilities to Increase Employee Performance

Knowledge | Behaviour | Staffing
5 Building Blocks for a Simple, Fast and Great Customer Experience
The Genesys Core

Core: The central, innermost, or most essential part of anything
-dictionary.com

Genesys Core: Any key component, product or capability that works across the entire G8 suite
Age of the Customer

- **Manufacturing**
  1900-1960

- **Distribution**
  1960-1990

- **Information**
  1990-2010

- **Customer**
  2010-???
Focus
Pay Attention
Look Ahead
29% Of consumers say they had a poor or very poor customer experience in 2011

Source: Forrester Customer Experience Index, 2011 & 2010