



Contact Center Software

Genesys Info Mart provides customer interaction analytical capabilities for contact centers to discover valuable insight for strategic action.

Highlights

- > An enterprise-wide view of customer interactions, configurations, and agent data, along with application-level attached data in a single data repository
- > Complete interaction details in a flexible and ready-to-analyze multi-dimensional star schema format
- > Navigate through interaction details and perform ad hoc and complex queries
- > Ability to perform multi-dimensional, drill-down, and trend analysis
- > Support for standards-based Business Intelligence tools and reporting software
- > Ability to integrate with external data stores through pre-defined data hooks
- > Multi-tenant support and published data mart schema

Overview

Contact centers generate huge volumes of customer interaction data – data that can be mined to gain insight into contact center operations. Genesys Info Mart provides the ability to strategically mine this data to enable contact centers to operate more efficiently and effectively. Info Mart data can be utilized to create reports, feed analytical applications, or create executive dashboards. In addition to providing strategic information from the contact center, Info Mart data can also be integrated with other enterprise applications such as CRM, Human Resources, or Financials as well as existing enterprise data warehouses or other data repositories.

Complete Insight into Customer Interactions

With Info Mart, business analysts, contact center managers, and executives can gain valuable insight into customer interactions. Analyzing historical interaction

“Contact centers generate huge volume of customer interaction data but what is missing is the ability to strategically “mine” the data with analytic capabilities. Combining transactional call center data with the power of analysis allows companies to strategically address their business objectives using their contact centers and ultimately improve both their top and bottom lines.”

Zach Kaiman, Datamonitor

Contact Center Software > **Genesys Info Mart**

Features	> Benefits
Ready-to-analyze interaction data	> Ability to discover issues and refine business processes and routing strategies
Support for creating ad hoc and complex queries	> Business-user friendly and no significant IT involvement required
Unified repository of data from multiple data sources	> Avoid custom implementations and expensive on-going maintenance
Ability to create operational and business metrics	> Analyze contact center and agent performance from various dimensions
Repeat caller analysis	> Improve first call resolutions and minimize agent costs due to repeat callers
Service level objective analysis	> Find ineffective business processes to rectify issues and meet service level objectives
Agent skill-match analysis	> Measure effectiveness of routing strategies and refine if necessary
Configuration history tracking	> Measure the impact of configuration changes on operational and business metrics
Hooks to external data stores	> End-to-end view of customer data to measure loyalty and customer churn

data provides the ability to discover issues and then take the appropriate business action based on intelligence. Info Mart can optimize contact center operations, improve the effectiveness of business processes and increase the return on investment (ROI) and strategic effectiveness of the contact center.

Info Mart collects interaction details from various Genesys products and then transforms the data into a ready-to-analyze format for end users. This data can then be accessed and further analyzed by preferred off-the-shelf reporting and analytical tools via industry standard interfaces, thereby leveraging existing decision support tools and investments. By providing data from every step of the interaction and the application specific attached data, Info Mart facilitates creating interaction lifecycle reports to provide complete visibility into customer interactions.

Gleaning Contact Center Intelligence

Today’s contact centers are no longer mere cost centers, but strategic customer interaction management centers. As a result, it is not enough to get operational statistics, such as average handling time and average wait time that are traditionally utilized by contact center supervisors. In order to leverage customer interactions to maximize business opportunities with customers, contact center executives need complete visibility and insight into minute details of customer interactions. Having access to call detail records of interactions is certainly the first step. However, in order to effectively utilize interaction data in the shortest amount of time, there is a need for actionable intelligence instead of just data.

Answers from Contact Center Interactions

Contact center managers frequently encounter questions such as what happened, why it happened, what will happen and what just happened in a contact center from business analysts and executives. Often intelligence is not intuitively obvious. But with Info Mart, contact centers can now glean and see new intelligence through a data discovery process.

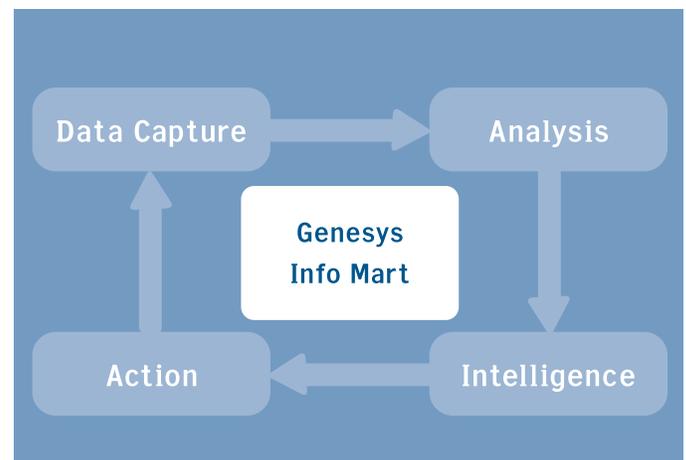
For example:

- Which customers are calling repeatedly and why they are calling?
- Are service objectives being met? If not, which application or business process is causing the problem?
- Which customers are not satisfied and why?
- Are customers helped by agents who have requisite skills?
- Why is an interaction strategy is not yielding results?
- Which customers do I include in campaigns, cross-sell and/or up-sell opportunities?
- What needs to be improved in agent training?
- How do I increase the profitability from each customer segment?

In order to answer these questions, contact centers need to adopt business intelligence and analytics techniques. Based on the enterprise needs, the analytics process can be very sophisticated with an overarching aim of generating intelligence to continue

to refine business processes, interaction strategies and agent training to ensure optimal contact center performance.

Info Mart and the Customer Interaction Analytics Process



The Customer Interaction Analytics Process

Data Capture

Availability of high-quality data from various data sources within the contact center is a fundamental need to make the most out of analytics process. Lack of comprehensive, timely, and high-quality data will result in potentially incorrect and sub-optimal insight from analytics process. Using such intelligence will not deliver the promise of analytics. Capturing the data with the lowest level of detail will ensure answers to business analysts' changing questions. For the contact

center, this means details about every phase or step of the interaction.

Analysis

Once the data is available in an industry standard format in a data mart/data warehouse, various analysis techniques can be utilized to gain insight into the interaction data. A few examples of such analyses include repeat caller analysis, service level objective analysis, customer segmentation analysis, and customer profitability analysis.

Intelligence

As a result of analyses performed on the captured data, contact centers can create actionable intelligence, which helps contact centers to discover hidden issues and opportunities. An example of such intelligence could be that a specific customer segment is a target for cross-sell opportunities or frequently calling customers need to get helped by specially trained agents.

Action

Armed with the intelligence gathered, contact center managers and analysts can act on refining their business processes, interaction strategies and agent training to ensure effectiveness of the contact center. Based on the actions taken, enterprises will increase the

customer profitability, optimize the business processes, and increase the return on investment (ROI) on their contact center investments.

Comprehensive, Open, Flexible Intelligence

Genesys Info Mart plays a critical role in facilitating the data capture, analyzing the interaction data, creating actionable intelligence and enabling the action to be taken to refine customer interaction strategies and business processes.

Genesys Info Mart is designed from ground-up to meet the needs of contact center executives and business users to have access to the critical interaction detail data in a ready-to-analyze format. With Info Mart, business analysts and contact center managers can perform complex analyses on interactions and answer business questions without substantial IT costs in creating and maintaining reports. By utilizing the actionable intelligence created by analyzing the Info Mart data, executives can take strategic business decisions that help contact centers play an effective role in maximizing the customer value to the enterprise and to optimize the ROI on Genesys suite deployment within the contact center.

Genesys Info Mart provides all interaction and agent details and other associated information such as the customer involved in the interaction, the service being requested, the way the customer was treated and how

the contact center handled the customer interaction. Genesys Info Mart collects interaction data from various Genesys data sources, cleans the data to ensure that there are no discrepancies and overlapping data, and finally loads into an industry-standard star schema database. Genesys Info Mart can be used for a variety of applications including customized reports, ad hoc query and analysis, executive dash boards, analytical applications and integration with enterprise data warehouses.

Since Info Mart provides high quality interaction data right out-of-the-box, enterprise costs in deploying and maintaining Info Mart are much lower than creating and maintaining a custom solution that provides functionality similar to Info Mart. To create and maintain Info Mart-like functionality is an expensive and time-intensive proposition due to high professional services costs.

Genesys Info Mart Components and Architecture

Info Mart includes Extract, Transformation and Load (ETL) capabilities, and a data store/model for powerful contact center data analysis.

Genesys Info Mart Server

Info Mart Server manages collection, processing and loading of interaction details, configuration history, agent details and application level attached data into

Info Mart Database. Info Mart Server utilizes a state of the art Extract, Transform and Load technology that provides a seamless extraction of data from several data sources within Genesys deployment in a contact center, cleaning of data to make sure that there is no redundant information and finally loads into Info Mart Database on a periodic basis.

Genesys Info Mart Database

The Info Mart Database is a data store that contains all interaction details. And industry-standard star schema format is utilized in designing the Info Mart Database. Any commercially available off-the-shelf Business Intelligence and reporting tools can be used to work with Genesys Info Mart Database to create reports, analytical applications and dash board.

Deploying Genesys Info Mart in Your Contact Center

Genesys Info Mart 7.0 currently supports voice interactions and works with existing installations of Genesys Call Concentrator. Based on your needs, you may chose to deploy an analytical solution, which would include additional software such as Online Analytical Processing (OLAP), Business Intelligence (BI) tools, and analytical applications. You can use Genesys Info Mart in conjunction with other components of an analytical solution and create either static or on-demand custom reports; ad hoc query and navigation interfaces; dashboards; and analytical

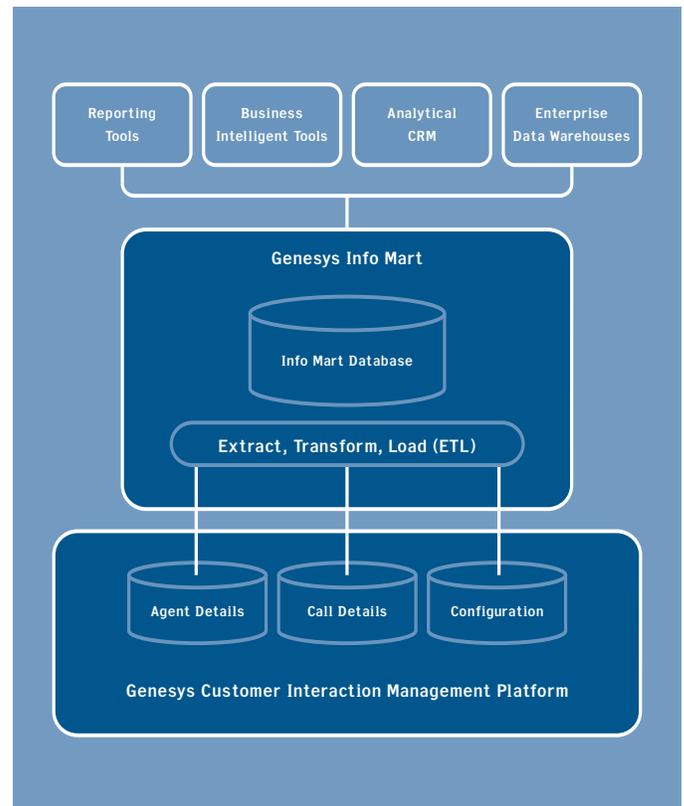
applications such as balanced score cards and agent performance applications. The Genesys Info Mart can also be used to feed interaction data to corporate data warehouses in conjunction with CRM, HR and other data sources.

Genesys Info Mart for Call Concentrator Customers

Info Mart is a natural evolution for Genesys Call Concentrator customers. While Call Concentrator focuses on providing call detail records (CDRs), Info Mart further extends the access to data by collecting not only complete interaction details, but also other critical information such as configuration data, and agent data. Info Mart then makes the data available in an industry standard star schema format. Genesys Info Mart is the unified data repository for all Genesys suite applications. Hence, an investment in Info Mart for Call Concentrator customers is a crucial step in reaping the complete benefits of Genesys commitment to provide access to comprehensive data in a ready-to-analyze format to enterprises.

Benefits to Call Concentrator customers:

- Continue to utilize the reports created from Call Concentrator
- Focus on creating new reports and deploy analytical applications based on Info Mart
- Expand access to interaction data for business analysts and other relevant audience without incurring significant IT expenditure



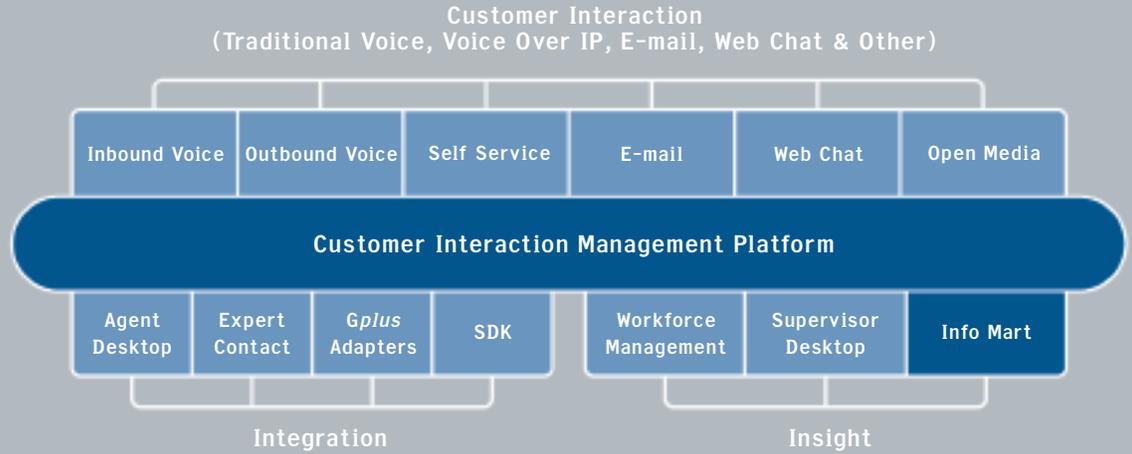
Genesys Info Mart Architecture

With Info Mart You Can:

- | | |
|--|--|
| Create cradle to grave reports | <ul style="list-style-type: none"> > Report on each interaction phases including self service (IVR), waiting for an agent, agent interaction, and after interaction business process > Identify issues with agents, customers and business processes > Perform periodic audits to maintain desired objectives, Support for creating ad hoc and complex queries |
| Create balanced score card | <ul style="list-style-type: none"> > Monitor Key Performance Indicators (KPIs) > Measure agent performance, supervisor/manager goals > Display KPIs on a dash board |
| Improve inbound campaign response | <ul style="list-style-type: none"> > Measure campaign effectiveness > Modify target customers for campaigns > Fine tune customer segmentation |
| Improve agent effectiveness | <ul style="list-style-type: none"> > Measure agent performance > Reward agents, train agents > Retain agents |
| Increase customer profitability | <ul style="list-style-type: none"> > Link interaction data with CRM and other application data > Measure customer profitability > Identify cross-sell/up-sell opportunities |
| Improve customer satisfaction | <ul style="list-style-type: none"> > Measure customer satisfaction > Modify strategies and/or train agents to improve satisfaction |

Genesys 7 Product Suite

The broadest suite of products—with powerful voice self service, assisted service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities



Systems Supported

Server OS Support

Windows
HP UX
Solaris
AIX

Databases

Oracle

Options

High Availability

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