Genesys intelligent Workload Distribution (iWD) Evaluation by Workflow Patterns Initiative

Executive Summary

In today’s competitive marketplace, it is critical that companies provide the best customer experience by effectively and efficiently managing customer interactions and tasks across the entire enterprise.

Genesys intelligent Workload Distribution (iWD) solves this challenge with a business application for dynamically prioritizing the distribution of work tasks to the people best suited to handle them. This solution provides out-of-the-box functionality designed specifically for the business user. Genesys iWD integrates resources, contact center capabilities, and internal business processes, and delivers business benefits quickly for a compelling return on investment.

Genesys 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 that 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 — across media-types, system, and channels — at the right time and right location.
Comparing iWD against process-aware workflow patterns

Recently, the Workflow Patterns Initiative (www.workflowpatterns.com), a joint effort by researchers from Eindhoven University of Technology in the Netherlands, and Queensland University of Technology in Australia, completed an evaluation of Genesys iWD. The Initiative, founded in 1999, compared iWD against 43 workflow patterns it has developed to help characterize process-aware systems.

The aim of the Initiative is to provide a conceptual basis for process technology. In particular, the research conducted by the Initiative provides a thorough examination of the various perspectives that need to be supported by a process-aware information system and its client tools. The results can be used for examining the suitability of a particular system for a particular project, and assessing the relative strengths and weaknesses of certain business requirements.

Allowing urgent tasks to be initiated immediately for quick resolution

In its study, the Initiative found that Genesys iWD fully supported more than 80 percent of the workflow patterns, including several that no other, previously evaluated systems, supported. In addition, four patterns were partially supported by iWD. The Initiative found several iWD major characteristics to be “extremely interesting,” including the capability to push work items to any resource, allowing urgent tasks to be initiated immediately and resolved as soon as possible.

The majority of iWD customers leverage this core capability to not only increase service level adherence by reducing human latency, but also to achieve workforce efficiency gains of up to 24 percent. The ‘push’ mode can be used to virtually eliminate the cherry picking of tasks associated with traditional ‘pull’ mode work flows, which allow resources to selectively choose their next work item.

Helping companies increase productivity by 20 percent

Telefónica Spain, the leading telecommunications operator in the Spanish and Portuguese-speaking world, was experiencing rapid growth and, with it, growing concerns about the consistent delivery of customer care. Telefónica’s interactions with its 22 million customers often involve fax, e-mail, and especially phone. These interactions were manually distributed to about 250 outsourced agents with no transparency as to quantity or quality of work. Agents were able to selectively choose tasks in this ‘pull’ environment, which left many tasks unfulfilled and SLAs unmet.

The firm implemented the Genesys iWD solution following a two-month evaluation process. With iWD, Telefónica is able to achieve transparency across all processes, teams, and outsourcers. A ‘push’ mechanism was implemented to automatically deliver tasks to the best available agent or other resource within specified SLAs. Routing strategies and priorities are defined by the business manager, and the firm can manage and track each interaction between the end customer, its sales channel, and the resource involved.

In this way, iWD has enabled Telefónica to simplify, streamline, and optimize the back-office workload, and thereby increase resource productivity by 20 percent, reduce operating costs, and provide an ROI in less than six months. The company is expanding the use of Genesys iWD to support additional agents at Telefónica contact centers involved in selling the firm’s products and services.
Customizing workload distribution to meet the specific needs of any business

The study by the Workflow Patterns Initiative points out that Genesys iWD supports workflow patterns that allow distribution of work items based on specific resource skills or capabilities. This particular workflow pattern is known as Capability-Based Distribution. In addition, the study notes that iWD allows work to be routed to resources based on past performance (History-Based Distribution), whereby similar tasks can be routed to the fastest resource, accelerating issue resolution and enhancing customer satisfaction.

This last workflow pattern is closely associated with another capability that the Initiative found to be unique to iWD — Piled Execution Mode. This iWD feature is an extension of the ‘push’ mode and allows similar work items to be immediately pushed to a particular resource that has experience with this type of customer interaction. The report notes that this approach can speed up repetitive work as resources benefit from exposure to the same type of work items — a feature not provided by any other system evaluated.

The Workflow Patterns Initiative found Genesys iWD to be a highly flexible, customizable solution that enables the integration of multiple sources of customer communication including Web, fax, e-mail, SMS, social media, chat, and phone — and related information from enterprise systems such as CRM, ERP, and BPM. The study points out that the other systems they evaluated rely on pre-defined policies to assign work items; however, Genesys iWD allows customization of “every aspect of the workload distribution, thus tailoring precisely the tool to the demands of the specific organization.”