



GENESYS[®]
AN ALCATEL-LUCENT COMPANY



Genesys Quality Management: Equip Your Organization to Achieve a Quality Customer Service

As companies attempt to refine their customer service programs to contend with growing complexity, increasing competition, and the rising expectations of customers, being able to assess and improve the quality of that service is critical. With Genesys Quality Management organizations can be sure they're equipped to track all the elements of successful customer service.

Whether that means recording calls with customers, monitoring those calls in real time, capturing agent screens during customer interactions, scoring agent performance or comparing and reporting of agent/group performance scores, Genesys Quality Management gives you all the tools you'll need to meet your customer service objectives.

Opportunity: Effectively Manage Your Customer Service

With the right Quality Management solution in place, organizations can realize improved contact center performance by proactively evaluating the performance of customer service agents. Genesys Quality Management takes this even further, enabling companies to assess, analyze, improve and optimize their agent resources. Given that 78% of customers say that competent customer service is the single biggest factor contributing to a positive customer experience, it's clear that improved customer service translates to more business opportunities.

With Genesys Quality Management, contact centers of all sizes can:

- Accurately assess your agents with a combination of measurement criteria based on your standards and visibility to team or enterprise-wide behavior;
- Analyze those assessments with the help of rich reporting on agent strengths and weaknesses;
- Improve agent performance by using call and screen histories to tailor future e-learning and training efforts.



Functionality/Benefits: Quality Management That Gives Companies the Analytical Tools They Need

Genesys Quality Management delivers a comprehensive set of components that together provide a wide range of customer service benefits. By enabling contact center managers and supervisors to more effectively analyze the performance of their agents, Genesys Quality Management gives organizations the tools they need to improve and achieve their objectives:

- An IP recording solution provides powerful search capabilities, flexible playback and recording options, encryption and audit trails for beefed up data security, and support for compliance recording to help you meet PCI DSS, HIPAA, SOX and SEC regulatory requirements;
- Screen capture lets organizations evaluate agent performance by enabling synchronized playback with the related call for a full view of the interaction, which can then be leveraged for future e-learning and agent coaching efforts;
- Agent evaluation provides for consistent evaluations of agents based on the strengths and weaknesses of their service abilities, interaction tendencies, and communication skills, and then turns those evaluations into reports and graphs that graphically illustrate agent and team progress or regression;
- Live monitoring lets supervisors and contact center managers listen to agent interactions as they're occurring and notate for later handling when warranted, and robust access controls ensure that supervisors can only listen to calls involving agents on their teams, while contact center managers can access all agent calls.

Conclusion: Genesys Quality Management Paves the Path to a Quality Customer Service

Genesys Quality Management ensures that companies not only have a clear picture of their agents' performance, but that they're continuously improving it. With Genesys Quality Management at your disposal, your customer service decision makers will know exactly how their agents are performing, and how best to address any weaknesses. Ultimately, agent performance will improve, and in turn, so will customer satisfaction.

Genesys Worldwide

Genesys is the leading provider of software to manage customer interactions over the phone, Web, and mobile devices. The Genesys software suite manages customer conversations across multiple channels and resources — self-service, assisted-service, and proactive outreach — 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 dynamically engage with their customers. As a result, Genesys stops customer frustration, drives efficiency, and accelerates business innovation. For more information, go to www.genesyslab.com.

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