



## Genesys Solutions for Unemployment Insurance Contact Centers

**Are unemployment insurance applicants overwhelming your contact center? Genesys can help manage spikes in demand in ways that alleviate the call traffic burden and improve operational efficiency.**

Since the start of the recession, the U.S. economy has shed millions of jobs, leaving unemployment insurance contact centers overwhelmed by surges in jobless claims. Overloaded systems are frequently crashing and constituents are frustrated by excessive wait times — if they can make contact at all.

In response, some already budget-strapped state governments are adding additional contact centers and staff and expanding call center hours to handle the above normal call volume, but still find that they struggle just to keep up with the ever increasing number of calls.

Agencies that modernize their unemployment insurance contact centers by choosing and implementing Genesys solutions can efficiently process increased claims while simultaneously delivering an excellent constituent experience.



## Alleviate the Call Traffic Burden

- Make Users Feel More at Ease with Self-Service
- Expand Channel Options
- Don't Leave Constituents on Hold

### Alleviate the Call Traffic Burden

Opportunities for self-service abound in unemployment insurance contact centers. Constituents can leverage solutions such as Interactive Voice Response (IVR) and online self-service to process and streamline citizen interactions including:

- > Filing a new, or opening an existing, unemployment claim
- > Filing claim certification
- > Inquiring about the status of an unemployment claim or benefits
- > Changing personal contact information
- > Enrolling in Electronic Funds Transfer payments

The benefits of self-service are tremendous. Constituents can interact with an unemployment agency at their convenience, not just during weekday contact center service hours. Self-service enhances constituent service and also helps to reduce calls to expensive call center agents, who can then dedicate their time to handling more complex inquiries rather than responding to routine calls that can be easily automated. However, self-service adoption by constituents has been disappointing, and contact centers simply haven't seen the relief they were expecting.

To increase acceptance of self-service options, unemployment insurance contact centers need to do more than simply automate tasks; contact centers also need to examine both the fundamental usability of their self-service solutions, as well as the interaction expectations from cross-generational users.

### Make Users Feel More at Ease with Self-Service

When people are out of work, they want to make sure that they receive their benefits as quickly as possible. This can sometimes result in feelings of apprehension about using an IVR or online self-service application, as they assume that talking directly to a person will produce better results.

Unemployment insurance contact centers can help ease constituent concerns about self-service by always offering the option to be connected to a live agent. For example, click-to-chat and click-to-call can encourage constituents to use online self-service by offering assistance as needed.

Furthermore, the contact center needs to make sure that the transition from self-service to assisted service is as seamless as possible by not making constituents repeat information they've already provided in the self-service session.

### Expand Channel Options

Contact centers with sophisticated technology can also integrate the management of all constituent interactions — including self-service, e-mail, and telephone — so that requests via any channel are efficiently routed to agents, guaranteeing the same consistent service regardless of how constituents have chosen to communicate. Imagine how delighted younger constituents will be when they can finally communicate with an agency via e-mail or text messaging.

With cross-channel integration, agents have complete visibility into all previous interactions across channels. In addition, screen pops on agent desktops with information about constituents, such as their benefit status and previous interactions, can also cut call durations, which is critical during peak call times.

## Don't Leave Constituents on Hold

Despite the best of efforts to encourage self-service, some constituents will always demand interaction with a live agent. During times of peak volume, virtual hold solutions allow constituents to receive a callback at a convenient time rather than wait on hold.

This technique helps avoid call center overload, reduces toll costs, complies with state regulations on call response times, and improves constituent satisfaction levels — without adding costs for additional personnel to accommodate heavy call volume.

## Increase Operational Efficiency

Unemployment insurance contact centers are in the unenviable position of having to respond to significant increases in demand for unemployment services at a time when budgets are under pressure from falling tax revenues. To “do more with less,” old best practices are no longer the new best practices. Agency contact centers will need to re-examine more efficient and effective use of all their human and technical resources, as well as create smoother internal work flow to meet the challenges of today's new economic realities.

## Make the Most of Your Valued Workforce

Workforce management can help you manage highly variable demands, eliminate costly workforce redundancies, and reduce high turnover — all while providing increased levels of constituent service.

## Create a Virtual Pool of Resources

During times of high call volume, a Virtual Contact Center can allow geographically dispersed contact center agents to operate as a single, winning team. Regardless of where the agents are located — in the back office, in local service or career offices, at home, or at an outsourcing partner — the unemployment insurance contact center can call upon available agents as needed to ensure appropriate response levels and provide access to the required expertise.

## Be Proactive

Proactively notifying constituents of certification or when their checks have been mailed can help reduce unwanted call volume and improve constituent service. Proactive contact can also help avoid missed interviews to discuss claims and benefits by sending automated appointment reminders to constituents along with the necessary information they will need to complete the call.

## Link Departments to Improve Service

When your contact center needs to communicate with back offices to resolve constituent issues or to complete processes such as eligibility verification for initial claims and unemployment extensions, Genesys can route and track work items beyond the contact center according to established business rules.

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**GENESYS**  
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## Genesys is the Solution to your Contact Center Challenges

To ensure that your unemployment insurance contact center delivers the very best constituent experience as efficiently as possible, Genesys solutions address all constituent service dimensions, including:

- > **Interactions:** Unifying the dialog with constituents across channels in a way that guarantees consistent, convenient, personalized, and competent service.
- > **Resources:** Leveraging resources both inside the contact center and across the organization to optimize the constituent experience.
- > **Infrastructure:** Transforming the infrastructure to support constituent interactions in the contact center.
- > **Processes:** Optimizing constituent service processes to ensure that constituents' increasingly high service expectations are met in a cost-effective manner.
- > **Insights:** Gaining visibility into business performance.

By using Genesys solutions to optimize their constituent experience dimensions, government agencies can facilitate:

- > Cross-channel conversations
- > Enterprise resource optimization
- > Enterprise application enablement
- > Service delivery optimization, and
- > Operational performance management.

Genesys is the established market leader in delivering comprehensive and technically innovative contact center solutions to more than 4,000 companies and governments in 80 countries, including 20 state governments in the United States.

### Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

**For more information:** visit us on the Web: [www.genesyslab.com](http://www.genesyslab.com), or call **+1 888 GENESYS** or **1-650-466-1100**.

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