Genesys UC Connect for Microsoft OCS
Genesys UC Connect for Microsoft OCS improves customer service quality and the productivity of agents and experts by integrating with Microsoft OCS. Combining Genesys intelligent interaction management and routing with Microsoft OCS expands the labor pool beyond the contact center to workers throughout the enterprise.

Due largely to the inherent restrictions of legacy technology, remote customer communication has been conducted almost solely through agents located at specific physical contact centers. This has led to a variety of challenges, such as:

1. How do you train contact center agents (who average a 20% to 50% annual turnover rate) to accumulate and articulate the knowledge of an entire organization?
2. How can you staff your customer service operation to handle unexpected increases in customer calls/contact volume while keeping labor costs down?

You can meet these challenges by integrating experts from the enterprise into the customer service operation to greatly increase available resources without additional labor and training costs.

Further, by having the capability to unlock a larger pool of customer-trained resources within branch offices, for instance, you can start staffing the contact center for median levels of traffic and use the additional pool to handle the peaks and spikes.

The Genesys UC Connect solution integrates with Microsoft OCS to achieve this expansion of customer service resources by using the presence of the Microsoft OCS client on back office and branch office desktops across the enterprise as a source of availability for contact center interactions.

Reducing Total Cost of Ownership
Intelligent routing of calls to a broader range of agents or employees helps to achieve better first-call resolution rates, which leads to higher customer loyalty and allows revenue objectives to be met. The Microsoft OCS client becomes the portal by which your entire organization can collaborate to efficiently serve customers.

There are three key ways that Genesys UC Connect can help improve your customer service:

1) Front and Back Office Integration
Training agents to be experts is time consuming and expensive. But by including back office resources in the customer service operation, you can reduce costs, dramatically shorten call times, and increase first contact resolution – because customers won’t be left on hold by agents who take up valuable time while pouring over material in the knowledge base.

2) Support of Branch Offices and Retail Outlets
Many businesses have trained customer service employees at locations where they can interact face-to-face with customers. The peak busy periods for these employees is different than those within the contact center. By linking UC to your customer service operation, a very dynamic and widely dispersed customer care force becomes available to the remote customer service operation.

For example, at banks and insurance companies, branch employees represent a highly skilled pool of resources who are trained to interface directly with customers. With Genesys UC Connect, branch office workers who are logged in to the Microsoft OCS client become available on-demand, or become overflow agents who are ready to handle incoming interactions when contact center traffic spikes. In both cases, calls can be overflowed from the standard contact queue directly to branch office workers based on their Microsoft OCS presence.
3) Empowering Field Sales

The intelligent handling of accounts and leads can have an immediate impact on the bottom line of any business. By linking lead generation in contact centers to sales resources outside the contact center, you can use specific product or service knowledge, or transfer customer contacts seamlessly to those in the field.

Unified Communications and the Contact Center: The Promise and the Problem

Genesys UC Connect allows knowledge workers from diverse back office departments to be melded directly into the contact center workflow on a part-time basis without formally becoming customer service agents. This allows for a direct connection between the customer and the enterprise UC user, providing live customer service even when traffic spikes cause contact center resources to be overwhelmed.

Genesys UC Connect incorporates a variety of best practices to reduce excessive interruptions across the enterprise. Leveraging Genesys routing ensures resources are used uniformly and consistently.

Using Process to Protect your Most Valuable Resources

Genesys UC Connect “subscribes” to presence provided by Microsoft OCS to determine the availability or location of experts, and back office and branch office workers. Rather than displaying available enterprise resources to contact center agents by name, Genesys software abstracts these resources’ identities into skill sets. This prevents agents from becoming dependent on particular experts. Genesys routing can then forward inquiries, along with pertinent “attached data/call context,” to available experts based on business rules. The use of routing logic ensures that inclusion of highly paid information workers into the customer service operation is both effective and sustainable.

Genesys UC Connect also integrates with an interaction preview and auction mechanism that sends an interaction preview to all resources in a skill pool that are currently “Available” given their Microsoft OCS presence, and renders this preview within the Microsoft OCS client. The voice or IM interaction itself is forwarded only when a worker clicks “Accept.” This ensures workers are available in real time, without requiring manual updates to their Microsoft OCS presence each time they step away from the computer or are busy working on important tasks.

Figure 1: Interaction Previews show relevant customer and interaction details directly within the UC Client

Features

- Expands the available pool of potential agents to make your customer service operation more dynamic.
- Works with almost any infrastructure; separates infrastructure objectives from customer service objectives.
- Uses Genesys reporting to track back office resource usage.
- Leverages expertise in the enterprise to provide domain level expertise to customers.
- Links the customer service strategy to UC clients.

Benefits

- Saves on agent staffing in the contact center by utilizing resources outside the contact center to handle unexpected increases in customer demand.
- Optimizes your customer service operation today without requiring you to replace infrastructure.
- Better handles traffic increases for faster issue resolution and improved customer satisfaction.
- Saves agent training costs and helps to ensure excellent customer service.
- Enables the use of the whole enterprise in the customer service operation — which improves cost savings by eliminating the need to staff contact center agents to handle possible spikes in customer contact volume.
Another way Genesys UC Connect can help enterprise workers is to limit the workload on any individual expert or to build a rotating schedule for routing interactions among an expert pool. Such steps can guard against enterprise workers setting their display status as “Busy” or “Away” to avoid interruptions, which would negate the value of presence altogether.

**Giving Knowledge Workers the Capabilities to Get the Job Done**

Using the expertise of back and branch office workers can greatly improve customer service operations. Genesys UC Connect not only provides a way for agents to consult with experts, but incorporates enough functionality into the Microsoft OCS client to allow users to field, service, and track interactions from end to end. Once back and branch office workers have the capability to fully service a difficult customer issue, Genesys UC Connect enables and supports their ability to transfer the customer — and any remaining activities that don’t require the expert — back to the contact center, allowing workers to execute more standard tasks. Users can select the contact center queue best suited to the customer’s next task by choosing from a list that shows the approximate wait time for each queue. This gives the expert and customer enough information to decide on the best course of action for the customer — accept the transfer, schedule a call back, or call back later — which provides them with an exceptional level of service, even though they have left the contact center.

Finally, Genesys UC Connect provides standard Genesys reporting on all interactions, even those that leave the contact center entirely and are fielded solely by Microsoft OCS users. Reporting, case tracking, and the ability to forward calls back into the contact center mean that back and branch office workers can accept full transfers from agents, rather than requiring an agent to stay on the line. This level of functionality also allows interactions to be forwarded to Microsoft OCS users outside the contact center directly from the Interactive Voice Response (IVR), rather than from agents alone. Through this integration, Genesys UC Connect is the only solution that uses your Microsoft OCS investment to dynamically expand your customer service resource pool to respond to unanticipated or seasonal traffic spikes, without having to hire additional personnel or outsourcers.

**The Bottom Line**

Genesys UC Connect enables contact centers to leverage universal employee access — the ability to extend the resource pool to encompass any agent or expert — to enable branch employees, back office employees, and expert agents, regardless of their location, to efficiently manage their time and resources. The result is that they gain greater control of their ability to assist with customer service, and improve first-call resolution rates.