Genesys iWD
intelligent Workload Distribution
In today’s competitive marketplace, it is critical that companies have the ability to manage and optimize resources by determining common agent skills and prioritizing workloads, as well as to efficiently manage customer interactions and tasks across the entire enterprise, in order to provide the very best customer experience.

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. Built on the powerful and proven Genesys Customer Interaction Management (CIM) platform, Genesys iWD provides out-of-the-box functionality designed specifically for the business user that integrates resources, contact center capabilities, and internal business processes, and delivers business benefits quickly for a compelling return on investment.

Efficiently managing customer requests requires an understanding of the business context of the request. For example, the associated business process, product requested, or value of the customer making the request are important criteria for calculating and routing to the right resource based on business value.

With Genesys iWD, enterprises can effectively manage all customer service resources and business processes across the enterprise, going beyond the walls of the formal contact center and into other areas of the business like branch offices, remote or home agents, and experts in the back-office. Genesys iWD improves service delivery efficiency, increases the effectiveness of the workforce, and ensures those tasks completed provide the most value to the organization — enabling a shorter time-to-market, lower project risk, and increased level of functionality when compared to custom development.

**Business Orientation**

At the heart of Genesys iWD is a set of features and functions, designed for business users, to more effectively manage tasks in the organization and provide the business agility required in today’s competitive marketplace.

**Business Context Configuration**

Genesys iWD offers a flexible configuration based on organizational context, such as departments and business processes, against which tasks are managed and reported on. Adding new departments or business processes is a simple matter of configuration by a business user.

**Functionality**

In concert with Genesys CIM, Genesys iWD spans three main areas: capturing tasks, calculating task values, and distributing tasks to resources in the front and back-office, or to external outsourcers.
Service Level Agreement-based Rules
The Genesys iWD SLA rules ensure tasks are completed according to the SLA defined by business users. SLA rules quickly order the list of tasks from most important to least important, based on business value. Because information related to a task can change, iWD automatically re-assesses tasks throughout their lifecycle, ensuring the most important are at the top of the global task list.

Task Management
Operations Managers and Team Leads with appropriate security permissions can: view tasks captured, view task history, hold, resume, cancel, and modify task attributes.

Business Insights
Genesys iWD offers a comprehensive set of task-based statistics providing insight into business performance and comparisons against key performance indicators configured in iWD by business users. Business insights are available both in current day and historically.

Designed for business analysts, iWD provides real-time, task-oriented statistics together with voice interactions in Genesys CC-Pulse.

Historical & Analytical Reporting
Genesys iWD also provides a comprehensive set of task-related data schemas enabling summaries and aggregates required in support of business strategies. When connected to existing enterprise data marts, including Genesys Info Mart, analysts gain access to comprehensive views of the entire customer experience.
Benefits:

**WORKFORCE OPTIMIZATION** – Proactive distribution of tasks increases resource utilization and improves service delivery without adding additional resources.

**SLA FOCUS** – Delivery of service based on service level agreements defined by the business, ensuring continued customer satisfaction.

**BUSINESS AGILITY** – Adjust and fine-tune service delivery, whether of a new promotion or a competitive situation, immediately.

**BUSINESS INSIGHTS** – Current day and historical data for continuous business improvement while ensuring compliance with internal service delivery targets and KPI’s.

**FROM CONCEPT TO PRODUCTION** – Shorter implementation time, increased functionality, and lower risk than custom development.

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**Multi-tenancy**

Designed from the ground up as a multi-tenant application, Genesys iWD provides the enterprise with the flexibility required to segregate different lines of business. Tenants can be logically and physically separated from one another to match security needs.

**Task Capture**

iWD supports task capture from workflow, document management, and CRM systems using out-of-the-box capture adapters like Web service interface, XML, and IBM MQSeries adapters. Adapters are bi-directional, ensuring that changes in the source system are immediately updated in Genesys iWD.

**Business Rules-Driven**

iWD provides a business user-driven interface with linear and decision table-based rule interfaces.

**To Learn More**

To learn more about Genesys iWD, visit us online at [www.genesyslab.com/iwd](http://www.genesyslab.com/iwd).

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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, or call +1 888 GENESYS or 1-650-466-1100.

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