Genesys Helps Korea Expressway Drive Customer Service Improvements

Korea Expressway constructs and manages high-speed toll roads. The company needed a better way to handle inquiries from the public, and therefore turned to Genesys and local business partner E-novation Information Technology for a new contact center solution that delivers reliable call handling, improved call routing, and sophisticated management reporting.

AT A GLANCE
Korea Expressway Corporation
www.ex.co.kr

Industry: Public Sector
Managed Road Network: 4,000 kilometers (2,485 miles)
Number of Agents: 40 currently at one location
Korea Expressway Corporation (KEC) is a public sector body that constructs and manages high-speed toll roads throughout South Korea. This network of roads, currently around 4,000 kilometers (2,485 miles) long, has been a key factor in the country’s economic development over the past forty years. KEC plans to extend the road network it manages to 6,160 kilometers (3,828 miles) by 2020, ensuring the public has access to an expressway in under thirty minutes from any part of the country.

KEC needed to be able to deal efficiently and quickly with inquiries from drivers about tolls, traffic conditions, and the state of its roads. It had been using software from a Korean supplier to handle incoming calls in its contact center, but the system was extremely unreliable. “We were experiencing frequent system crashes, with operators unable to take incoming calls during busy periods because the CTI system wouldn’t connect, while calls were also frequently disconnected for no clear reason,” explains Mr. Ji-Sung Ahn, IT Manager of KEC. “We tried to add a new server in an attempt to resolve these capacity issues and in anticipation of a planned increase in the number of agents in the contact center, but we couldn’t get the new environment to work correctly either.” The situation was leaving both callers and KEC’s agents frustrated.

Ji-Sung explains that both troubleshooting and technical support were made harder by the fact that the system didn’t have a management console. “Even when the system did work correctly, it didn’t provide us with easy access to the statistics needed by managers in the contact center, forcing us to create reports manually using Microsoft® Excel.”

KEC therefore began the search for a new contact center solution. “As well as looking for a system that would be more stable and would support increasing numbers of agents, we wanted to introduce better routing that would allow us to direct calls more effectively in real time, allowing us to improve the speed with which we handle customer queries,” Ji-Sung explains. “We were also looking for better reporting to allow us to analyze current contact center operations and target areas for improvement.”

**New Genesys Solution Prompts Service Improvements**

KEC evaluated offerings from several local suppliers before choosing Genesys. “While there were some concerns about moving away from a Korean supplier, none of the solutions from local suppliers could address the issues we had with our existing system,” says Ji-Sung.

“In contrast, the solution provided by Genesys and local business partner E-novation Information Technology not only met all our current needs, but already had the features in place to allow us to quickly implement changes we have planned for the future,” he explains. “Getting the new solution in place in the contact center took around three months, with E-novation heading up the build and deployment, and the implementation went very smoothly.”
“Genesys delivers stability, scalability, and versatility, and provides the tools needed to create significant improvements to contact center operations, backed by excellent delivery from a local business partner.”

MR. JI-SUNG AHN, IT MANAGER OF KOREA EXPRESSWAY CORPORATION

Improving Inbound Call Routing, Reporting, and Monitoring

Since introducing Genesys, KEC has seen a number of benefits. For example, they’ve experienced greatly improved inbound call handling and dynamic routing, which has allowed KEC to improve call response rates. This is because the interactive voice response (IVR) solution from Genesys identifies why callers are contacting KEC, and routes them to the next available agent with the appropriate skills to help them. As a result, the number of calls answered has increased from 70 percent to 97 percent and queries are resolved more quickly. What’s more, overall agent productivity in the contact center has also increased by 20 percent, in part because the system is simply more stable. Agents no longer find themselves unable to take calls as a result of system crashes at busy periods.

Genesys also supports outbound calling, enables calls to be recorded, and provides contact center managers with sophisticated reporting capabilities.

Says Ji-Sung, “We were particularly impressed by the range and accuracy of the real-time and historical reporting that comes as standard with Genesys, the simplicity with which new reports can be created and additional data reported on, and the ability to integrate Genesys easily with other systems.”

In addition, KEC managers and supervisors have been able to use the real-time monitoring and historical statistics provided by Genesys to identify ways in which they can improve the operation of the contact center, such as agent rosters to match predicted call workloads. They can also track estimated wait times and call times and quickly take the appropriate actions. This ensures that service levels are maintained at busy times and also allows KEC to make the most of the agent hours it has available.

The Road Ahead

Looking to the future, the Genesys solutions provide a sound platform for KEC to develop its contact center operations over the next few years. For example, the company is considering plans to relocate the contact center and expand the number of agents it employs, as well as use off-site routing so that agents can work from local offices or from home while still taking calls from the same centralized Genesys call queue as their colleagues in the main contact center.

KEC is also looking to introduce multi-channel support, such as Web chat, with agents handling a mix of voice and Web chat interactions. “Genesys makes it straightforward to make those kinds of changes,” says Ji-Sung.

He concludes that he would have no hesitation in recommending Genesys and E-novation to others: “Genesys delivers stability, scalability, and versatility, and provides the tools needed to create significant improvements to contact center operations, backed by excellent delivery from a local business partner.”

SOLUTIONS

- Genesys CIM Platform
- HA-CIM Platform
- Genesys Inbound Voice
- Genesys Outbound Voice
- HA-Voice
- Genesys Info Mart
- GETS
- Call Progress Detection Port
- Advanced Integration Connector
- Recording Connector
- Wallboard Connector
- Genesys intelligent Workload Distribution
- IVR Connector

BENEFITS

- Excellent system robustness and reliability ensures that no calls are dropped, even during spikes
- Improved call handling and dynamic call routing has had dramatic results – the number of calls answered has increased from 70 to 97 percent
- Sophisticated real-time and historical reporting and monitoring ensures accurate data for better service level management
- Agent productivity has increased by 20 percent
"The solution provided by Genesys and local business partner E-novation Information Technology not only met all our current needs, but already had the features in place to allow us to quickly implement changes we have planned for the future. Getting the new solution in place in the contact center took around three months, with E-novation heading up the build and deployment, and the implementation went very smoothly."

MR. JI-SUNG AHN,
IT MANAGER OF KOREA EXPRESSWAY

BUSINESS PARTNER
E-novation Information Technology is a Genesys Premier Partner offering Systems Integration and Value Added Reseller services and capabilities in the Republic of Korea.

www.enovationit.com