GENESYS®
AN ALCATEL-LUCENT COMPANY

The Genesys intelligent Customer Front Door™

Rolling out the Red Carpet for Increased Customer Satisfaction

When customers call, who is greeting them on the phone? It's your customer front door — the automated phone system that answers, interacts with, and serves your customers — and it must deliver an excellent experience to your customers and prospects or you risk losing the brand value you've been building.

Companies need to become more personalized in their overall treatment of consumers by integrating customer data and developing processes that recognize the value and history of each customer.

Genesys 2009 Global Consumer Survey

Making Callers Feel Welcome

An inviting, interesting storefront compels customers to come inside. Once inside, the entire store layout, the merchandise, the atmosphere, the energy — all set the stage for a positive, brand-reinforcing customer experience.

This very same fulfillment of the brand promise needs to occur when customers call the company's contact center. After all, when they are greeted on the phone, customers in effect enter the "front door" of the company, and are guided into a deeper experience with them.

With a well-designed, intelligent Customer Front Door (iCFD) in place, companies have the opportunity to make their initial brand experience as vibrant, meaningful, and interactive as the best storefront. Organizations can offer unique, relevant, and personalized services based on the caller's intent, instead of forcing the caller to navigate rigid, complex call menus and options. This type of personalized service mimics the brand experience delivered in person and improves satisfaction and loyalty — creating the opportunity for higher lifetime customer value.

Driving Customer Satisfaction at a Crucial Touch Point

As companies make customer satisfaction and loyalty the center of their business strategy, delivering exceptional customer service becomes essential. There's a wealth of studies documenting the positive effects of improving customer satisfaction and loyalty — such as above average stock performance, organic growth, and long-term profitability — as well as the pitfalls when efforts fall short.

For example, a recent study by Benchmark Portal reported that 86% would do business with a company in the future based on a good caller experience while, alternatively, research commissioned in 2009 by Genesys found that the cost of delivering a poor customer service experience is quite staggering. Enterprises in 16 key countries surveyed lose an estimated USD$338.5 billion each year due to defections and abandoned purchases as a direct result of a poor experience, and nearly 70% of consumers said they had ended a relationship due to poor customer service alone.

Don't Slam the Front Door in the Customer's Face

When customers call the contact center, they're often confronted with poorly-designed automated phone systems. In a Genesys-sponsored global consumer survey, callers to contact centers expressed dissatisfaction at having to hold for long periods of time, deal with automated phone systems with too many or incorrect options, and repeat information they've already provided.

These legacy systems were originally designed and deployed with the sole intention of reducing contact center costs by deflecting calls away from customer service agents. The result of these cost containment models is that customers often hang up out of sheer frustration, which exacts a high price on customer satisfaction and loyalty.

To move the needle towards improved customer satisfaction, companies need to deliver customer service that is friendly, intuitive, and on the customer's terms. This transformation — or, front door remodel, if you will — requires a solution that pulls together data and systems in a proactive, personalized way to improve the customer experience.

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Through coordinated use of resources combined with business intelligence, organizations can create new, unique, and personalized services that are driven by the context of the interaction. In fact, offering a proactive response that anticipates the caller's needs and delivers customer-oriented service is the core principle behind the Genesys iCFD.

Genesys iCFD with Conversation Manager helps coordinate and manage how iCFD optimizes the customer interaction. Genesys iCFD greets the customer, gathers the intent of the caller, pulls together all relevant information, and then leverages business rules to promote the best response for each caller. Conversation Manager balances the equation of providing a rich customer experience along with an appropriate value-based and cost-effective dynamic treatment driven by business rules. Advanced applications — such as call backs, notifications and alerts, surveys, and others — allow companies to personalize the experience even further.

The key value of the Genesys iCFD solution is in bringing customer context to each interaction. Business intelligence is employed to leverage customer information and caller responses to determine the optimal, proactive response and action to best serve the customer's needs, whether that means providing self-service or routing the call directly to the best available agent.

iCFD Phone Example

iCFD: "Welcome to Best Airline. I see your flight is scheduled to depart within two hours. Would you like to check in?"

Caller: "Yes, I would."

iCFD: "Would you like to use the same profile you created online for an aisle seat with a vegetarian meal?"

Caller: "Yes"

iCFD: "I am confirming that you are checked in for flight #1234 and your seat reservation is 24C. As a platinum plus frequent flier, I can offer you a special upgrade price for an available first class seat. Would you like to upgrade to seat 2C in first class for $99?"

Caller: "Yes"

iCFD: "Should I use the Visa credit card we have on file for this transaction?"

Caller: "Yes"

iCFD: "You are confirmed for the flight, seat 2C in first class. I will send a text message with the flight information to your cell phone. Is there anything else I can help you with today?"

Caller: "No. That's it."

iCFD: "Thank you for choosing Best Airline. Have a nice flight."

Anticipating the Caller's Needs

With the Genesys iCFD, companies deliver a highly satisfying brand experience by "recognizing" the customer, referring to previous interactions, and proactively guiding the caller to the most appropriate resolution based on those interactions and other information known about the customer. With this, contact centers can anticipate customers' needs, provide a faster, more effective, and more meaningful experience. The Genesys iCFD assesses customer history and other customer information to create a unique interaction, with a contextual view of why the caller is making contact. The system uses the information to proactively offer the most relevant services (e.g. it offers bill payment when overdue, cross-sells after recent purchase, etc.) in anticipation of the individual caller's needs.

Opening the Door to a Long-Term Relationship

With the Genesys iCFD, customers are welcomed and assisted with unique, proactive services based on the caller's intent instead of having to navigate a rigid, standardized, complex call tree. The result? Relevant, personalized service improves satisfaction and loyalty — creating the opportunity for a long-term relationship and higher lifetime customer value.

The Genesys iCFD also drives tangible benefits within the contact center, increasing efficiency and productivity as callers are routed correctly the first time and calls are shorter because contextual information has already been made available. Contact center managers gain better insight into performance with end-to-end reporting.

In today's highly competitive business environment, companies must seize every opportunity to deliver an excellent brand experience. By connecting all the dots around the automated phone system, the Genesys intelligent Customer Front Door creates a truly dynamic contact center that anticipates and delivers on customer needs in a way that drives brand value and long-term loyalty.

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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