Take Control of Your future
a Practical Guide to your ACD to Omnichannel Migration

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Once upon a time...
...in the peaceful world of ACDs
Did you see it coming?
“Take a chance! All life is a chance. The man who goes farthest is generally the one who is willing to do and date”

Dale Carnegie
What Customer Service Business is asking you

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<td>From Siloed channels to one single Human Touch Digital Conversation</td>
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What your company is asking you to deliver

- Big Data & Business Analytics
- Cloud infrastructure consolidation and virtualization
- IT Spending

State of the CIO, January 2016; IDC LOB sentiment Survey

7th place in IT budget spending 2016
Customer Services: where Business and IT meet

1. Application Modernization
   - Applications

2. Business transformation
   - ACD

3. Delivery model shift
   - Premise

4. Enterprise Transformation
   - Telephony

Enterprise Collaboration

New Platform

Customer Engagement

Business Solutions
Application Modernization
My in-house application is hard to maintain. I need to refresh it. This is used by customer service as well. How much will cost to integrate them?

Some of my customer service solutions are obsolete and I need to refresh them. How can I integrate them into the customer services?

My actual ACD vendor solution is going EOL or EOS. The upgrade I get proposed is more of a “rip and replace”. I’m starting from scratch again. Develop, UAT, ...

Can I focus my effort where it’s really needed? Why should I spend time integrating solutions that should already be integrated themselves?

Why should I build my own customer service strategy from scratch? Why cannot I get a template, use it and slightly modify it if needed?

How can I be sure that what I ask is what I get?
... driven by Use Cases

Consistent Defined Differentiated
Random

Route Digital Interactions to Right Resources
- Email
- SMS

Dynamic Voice Callback
Connect Voice Interaction to right resources
Proactively keep customers informed via SMS notification
Improve Telemarketing Success by moving beyond cold calling
Payment Capture in IVR
Effective Identification & Validation in IVR
Optimize agent utilization for voice interactions
Optimize agent utilization and Improve shrinkage management
Record Voice Interactions
Distribute Business Tasks Effectively
- Basic
Batch processing of tasks from files
Optimized Work Bin Management

Implement Social Media in Your Contact Center
Personalized Value Routing for Digital Channels
Knowledge Access for Self & Agent Assistant Interactions
Enable Intelligent Click-to-Call Option to your Website or App
Proactive Chat for Sales
Enable Callback Option to Your Website or App
Offer Voice or Chat support for Web co-browse Experience
Automated Response based on Content Analysis
Personalized & Value based Voice Routing
Branch Office Integration
Access Experts across the Enterprise with Skype for Business
Accelerate payments collected using multiple channels
Proactively keep customers informed via multi-channel Personalized IVR
Enable Schedule-based routing
Record Voice and Screen Interactions
Optimize agent utilization for digital interactions
Managing Interaction Quality
Manage High Value Leads
Proactive Live Assistance across any channel
Monitor customer behavior on your website
Extend Mobile to Video Calls
Increase NPS while Managing Urgent Conversations
Proactive Contact based on Customer Context and Journey
Extend IVR to Visual IVR
Interaction Analytics - Value Add
Interaction Analytics - Basic
Distribute Business Tasks with Customer Context
Predictive Matching
CUSTOMER ENGAGEMENT
EMPLOYEE ENGAGEMENT
BUSINESS OPTIMIZATION
Use Case: Increase NPS while managing urgent conversations

Customer attempts to contact a company multiple times
Customer makes yet another attempt
Business rules drive special handling of contact
Contact given high priority, and distributed with full context
Business Rules trigger proactive contact with follow-up information
The customer issue is completely resolved
Building block for complex orchestration
Digital Transformation 2
All the way goes to Rome – define you path

- Centralize ID&V
- Add Self Service
- Provide Business Operation Tools
- Move Agent form ACD to Genesys by Services
- Move Outsourcers
- Full Parallel in the Cloud
- Move by Country
- Move by Journey
- Move by Traffic
- Genesys on ACD
- Genesys on Genesys
- Full integrated Omnichannel
- Omnichannel
- Back Office - Branch
- Move by Traffic
Digital TRANSFORMATION: A typical Example

Main Business Drivers
- **Agility**: business require easy tools to be more autonomous in the Customer Service Operation
  - **Self service** menu, working hour, announcement, definition of simple tree and modification of it
  - **Assisted Services**: easily adapt priority change, SLA, new group overflow, ...
- **CX**: Omnichannel support, customer profile, channel, priority
  - Omnichannel desktop
  - Email, WebChat, Social
- **Business Optimization**: integration of back-Office to make customer related task more efficient and matching SLA
Digital TRANSFORMATION: A typical Example

**Define Small – self consistent step**

**Provide some immediate Value to Business**

**Merge during the Evolution Path**
Digital TRANSFORMATION: A typical Example

- New integrated Digital Suite (chat – Email, web)
- Full Omnichannel Desktop with CRM integration (CRM connector)
- Dedicated focus digital agent to ensure quality vs quantity

14+ Digital “Use Case” pre-defined, documented, tested and certified by Genesys
Digital TRANSFORMATION: A typical Example

- **Self Service Optimization**
- **Personalization (GAAP)**
- **Business tools to operating**
  
  - Self Service easy
- **Prebuild modular Application**

Three Self Service “Use Case” pre-defined, documented, tested and certified by Genesys.
Digital TRANSFORMATION: A typical Example

- Omnichannel Journey Management
- Omnichannel Analytics
- Centralization of ID&V with associated Q&P
- More option to customer (i.e. call back, scheduled call back, personalized self service based on EWT)
- Match the best resource based on Customer Context

6 Inbound “Use Case” pre-defined, documented, tested and certified by Genesys
Digital TRANSFORMATION: A typical Example

**Full Omnichannel Engagement Center**
- Full SW based solution
- PSTN access via Audiocodes

2 Outbound “Use Case” pre-defined, documented, tested and certified by Genesys
Digital TRANSFORMATION: A typical Example

- Full Omnichannel Engagement Center
- Full SW based solution
- PSTN access via Audiocodes

9 employee Optimization “Use Case” pre-defined, documented, tested and certified by Genesys
Digital Transformation: A typical Example

- Front Office and Back-Office Integration
- Optimization of Process and Customer Specific Task
- Dynamic Call Management

6 Business Optimization “Use Case” pre-defined, documented, tested and certified by Genesys
Enterprise Transformation
The Skype for Business you know has so much more under the hood.
Choose a solution that’s integrated with your collaboration suite

Traditional contact centers are siloed

Contact center agents

Skype for Business-enabled solution

The organization

Skype for Business

Office 365
Genesys announces...

...OFFICE 365 SUPPORT PLANS
Deployment models

- **On-premises**
- **Partner hosted**
- **Hybrid & Federated**
- **Cloud**
What is new?

• Planned support for Office 365 integration (SfB online) for partner hosted or hybrid deployments

• Planned support for Office 365 integration (SfB online) for cloud deployments

• Early Adopter Program start: September 2017 (Microsoft Ignite)
WHAT NEXT
NEXT STEPS TO OMNICHANNEL

- AT CX17: Introduction to SMART use cases
  - Step by Step Guidance
  - Implementation Best Practices
  - Rapid Time to Value
  - Benefit Benchmarks

- WHEN YOU ARE BACK AT THE OFFICE
  - Ask for your personalized PureBridge assessment