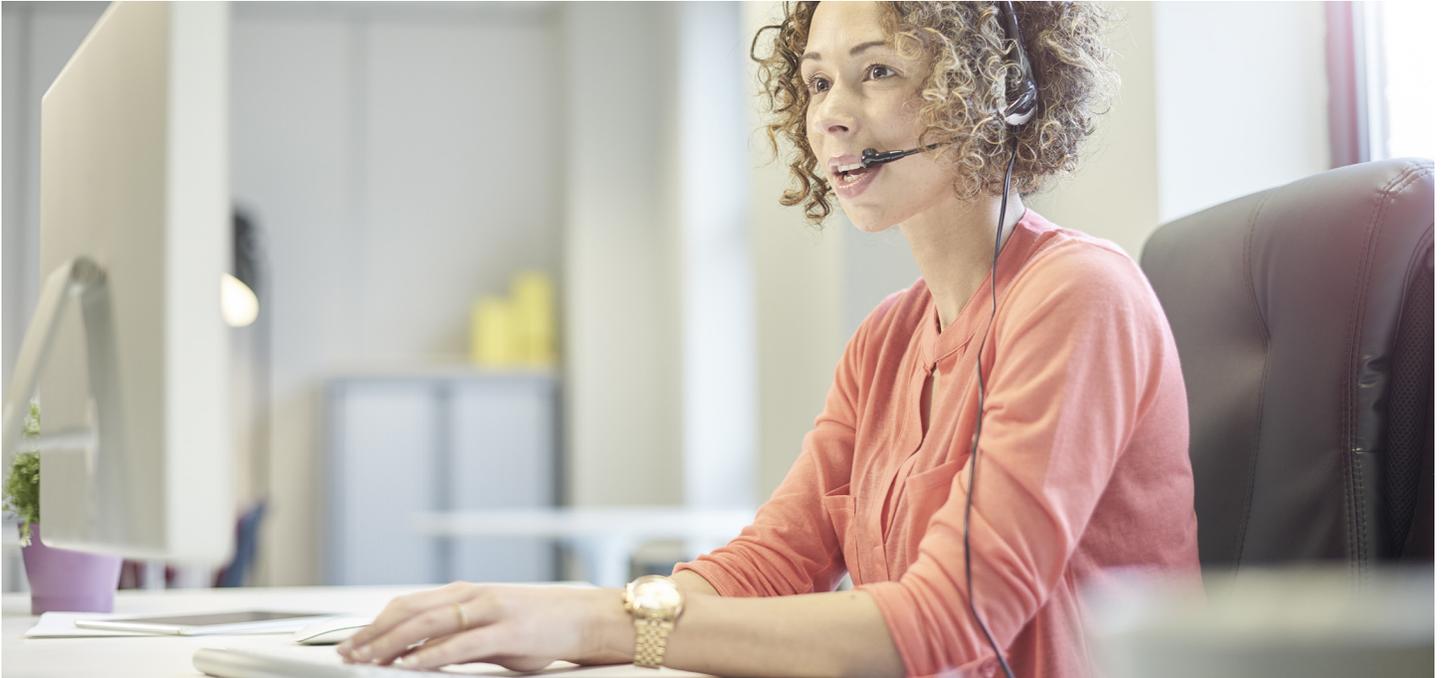


Canadian Communications Innovator Consolidates to One Centralized System for Multichannel Customer Interaction



Customer: Vidéotron
Industry: Telecommunications
Location: Québec, Canada

Challenges:

- SIP-enabled ACD and end-of-lifecycle IVR replacement
- Multi-channel interaction management
- Centralized, single vendor approach
- Role-based access
- Multi-tenancy for security
- Integration to multiple back-end systems, Cisco phones
- Complex environment requiring proactive monitoring, support

Vidéotron is known for delivering innovative products and services and providing excellent customer experience. They are Québec's most respected telecommunications company, ranked as such for nine consecutive years. Vidéotron provides cable television, interactive multimedia, video on demand, cable telephony, wireless communication and Internet services to Québec.

The company also provides contact center operations for many of the divisions within parent company Québecor, one of Canada's largest media groups. Approximately 4,800 of their highly-trained call center agents across 27 sites handle over 18 million calls, 500,000 chats and 125,000 emails annually — providing customer service, technical support, collections and internal IT help desk services for Vidéotron and their business and residential customers.

The Journey to Replace Outgrown Contact Center Infrastructure

As Vidéotron outgrew their contact center infrastructure, specifically their automatic call distribution (ACD) and legacy interactive voice response (IVR) systems, they began evaluating solutions from the leading vendors in search of the best technology and applications to support their complex, multi-channel contact center operations.

Vidéotron focused on finding a single-vendor solution that worked across all channels, providing virtualized queues for all media types and one reporting system. "A key objective we wanted to accomplish with a new system was to centralize as much as possible the business rules regarding customer interactions, regardless of what channel," said Martin Marois, senior manager for contact center technologies at

Solutions:

- Genesys Customer Experience Platform
- Genesys Inbound/Outbound routing
- Genesys Contact Center Modernization
- Genesys Digital Engagement
- Premium Care Support
- Genesys Workspace

Vidéotron. Marois is responsible for all call center systems, infrastructure, application development and support that serve the 31 different business units within Vidéotron.

“We went through the four top players, so Aspect, Interactive Intelligence, Avaya and Genesys,” said Marois. Vidéotron is a long-time user of Genesys chat and email and was replacing legacy Aspect and Interservice systems. “We already knew that Genesys was easily one step ahead of the other vendors for digital engagement. We eventually went with Genesys overall because they were able to demonstrate they really did provide one real, centralized system to manage all the different type of communications. We knew that long-term, whether we were doing inbound, outbound, SMS, chat or email, we would have the flexibility of having all the latest features already incorporated in the Genesys core.”

He continued, “We saw that the other vendors all had the same goal going forward to provide the same type of centralized environment. But they just weren’t there yet, compared to Genesys, where their solution was built from day one to support these different mediums.”

Integrating into Existing Infrastructure; the Ease of Development and Support

Another key selling point was the ability to quickly demonstrate that Genesys solutions worked within the Vidéotron environment. “Genesys was able to promptly provide us with a demo of their solution integrating our existing Cisco phones which is what we use in our centers. This was a concern for us, the ability to reuse the same phones on a new system. Genesys was able to quickly connect, proving their solution worked very well.”

Marois added that when evaluating vendors, “it became clear the learning curve for my team would be longer with other vendors than it would with Genesys. We were expecting one centralized system to have our different experts be able to more easily participate in development and support for outbound and inbound services. Genesys provided that; the others we evaluated did not.”

Centralized, Scalable, Secure Multi-Tenant Multichannel Call Center Operations

Vidéotron started their migration to Genesys, working with Genesys Professional Services and Genesys partner Aria Solutions. They are in the process of completing a Genesys Session Initiation Protocol (SIP)-enabled ACD replacement of their existing infrastructure with the Genesys Customer Experience Platform, Genesys inbound and outbound routing, Genesys Workspace, the IVR capabilities of the Genesys Self-Service solution, and the email, chat and SMS capabilities of Genesys Digital Engagement.

Vidéotron now has centralized management of all applications and interactions with the ability to apply routing rules across all channels. Role-based access and multi-tenancy that enable data segmentation between the different companies Vidéotron serves provide the security and scalability required.

Though it is still early, Marois says they are already seeing efficiency gains for agents. “We were experiencing some transfer issues with our old system. We had no application to make sure that the agents could transfer easily from one department to another department. We are now seeing a significant reduction in transfer errors.”

Proactive Support Model Delivers Better Communication, Quicker Resolution

Another key requirement for Vidéotron was ongoing support for their complex environment. Vidéotron receives Genesys Premium Care which provides monitoring and alerts with proactive support including a designated customer experience manager for expediting issue resolution before they impact service levels and customer experience.

Marois really likes the bi-weekly reviews provided by Genesys Premium Care support.

“It’s a big plus to have access to the dedicated support resource so that there’s quick follow up on the open SRs (service requests) and escalations,” said Marois. “Having access to one dedicated resource — one contact to deal with on the Genesys side — has already proven to be very helpful.”

“We knew that Genesys was already one step ahead of other vendors for digital engagement – SMS, email and chat. It became clear the learning curve for my team would take longer with other vendors than it would with Genesys.”

Martin Marois, Senior Manager, IT for Contact Center Technologies, Vidéotron

“Call Me Now” Implementation, Optimizing Digital Engagement Channels are Next

Vidéotron also purchased callback technology from Genesys partner Virtual Hold Technology® (VHT) to implement a “call me now” capability and has plans within the next year to bring that functionality in-house. “VHT integrates with our existing Genesys infrastructure, and one of the benefits will be a reduction in costs,” said Marois.

“We will also be looking to optimize all the digital channels and touchpoints – email, chat and SMS notifications. We run a lot of phone campaigns and want to make sure that these campaigns are able to support the channel the customers chose.”

Marois is satisfied with Genesys. “We are very satisfied with all the Genesys solutions we acquired and that we’re using and will have a lot more to say about the tangible benefits we are experiencing once we have completed our migration. We made a lot of requests of Genesys throughout the installation and migrations we’ve already done that were taken into consideration. We appreciate that we are already benefiting from our input in the new Genesys release.”

RESULTS

Agent efficiency

gains

Reduction in transfer errors

Scaleable, secure

multichannel capability

Centralized management

across all interaction channels and touchpoints

Consistent service delivery

across all channels and touchpoints

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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