



CAPABILITIES

- Meets service levels by virtualizing contact center operations
- Improves customer service by automatically balancing needs of all customer segments when making routing decisions
- Optimizes the customer journey by orchestrating each interaction using the context of previous interactions
- Increases first contact resolution by matching every customer with the best available resource across the enterprise
- Improves resource utilization and reduce expenses
- Enhances workforce flexibility by enabling the use of remote and home agents and back-office workers
- Meets goals across the enterprise by balancing service objectives, business strategies, and agent utilization
- Facilitates accurate long-term planning and scheduling through business-level reporting, enabling comparison of planned versus actual interaction handling times
- Assists in consistently meeting business objectives by adapting in real time to changing contact center conditions and resource availability
- Simplifies management, configuration, and administration with a single interface to manage all locations
- Improves schedule adherence by using agent schedules when making routing decisions

Genesys Inbound

Customer loyalty today is harder to build and tougher to keep than ever before. Every customer interaction either confirms or undermines your commitment to delivering a great customer experience. With a contact center infrastructure that supports your ability to interact seamlessly with customers, you're in a better position to build and retain customer loyalty.

Is Your Contact Center Infrastructure Holding You Back?

Your customers find answers to simple questions or issues through self-service. When they pick up the phone to call you, they have been unable to resolve their issue online, or they may have a complex question that requires your team's expertise. Your ability to answer your customer's call and resolve their issue quickly helps build long-term relationships.

Does your contact center infrastructure empower you to deliver effortless customer journeys? If you're responsible for contact center infrastructure, you know the limitations of your technology, and may have experienced the following challenges:

- You're responding to customer demands by offering new channels, such as email, web chat, and video. Implemented as independent, siloed solutions, they hamper efforts to deliver consistent customer experiences.
- Complex integrations are costly and time-consuming to implement or upgrade.
- Legacy ACD maintenance costs are skyrocketing and service is plummeting, and its end-of-life looms.
- Multiple contact center sites with ACDs from different vendors are difficult to manage. Each day you have times when customers are waiting (or abandoning calls) while your agents in another location are sitting idle.

Solving Contact Center Challenges

Genesys Inbound enhances your contact center infrastructure, empowering you to create an optimal experience with every interaction. With Genesys Inbound, you can match every customer with the best agent, across locations, regardless of the technology already in your contact center. Genesys Inbound enables real-time routing decisions using customer data, omnichannel journey history, and your business priorities. The result: each call is personalized automatically and, along with relevant information, delivered to the best-suited agent.

Combined with the Genesys Omnichannel Desktop, your agents have the tools they need at their fingertips. With the context of previous interactions on the desktop, customers don't have to repeat themselves. You're saving customers' time. In addition, you're reducing transfers and holds and shortening interaction time. This boosts customer satisfaction and lowers your costs.

Routing by Business Objective

Genesys Inbound prioritizes interactions based on criteria that you establish such as:

- Business value
- Desired service level
- Required resources
- Current contact center traffic conditions

BENEFITS

- Provides customer choice and legacy investment protection
- Optimizes routing based on real-time statistics, customer data, and customized business rules
- Improves first contact resolution by 16% to 22%
- Reduces handle time by 26 to 40 seconds
- Enables customer segmentation and personalized customer experience
- Creates a unified, virtual contact center, saving 8% to 12% in agent resources
- Balances workload across contact center sites
- Maximizes agent productivity
- Differentiates customer service

KEY FEATURES

- Business priority routing
- Virtualized contact center
- Relationship-based, data-driven routing
- Support of third-party PBXs
- Centralized configuration, administration, and management
- Open-standards, software-based platform
- Screen pops with customer information
- Intelligent transfer of customer information between agents
- Real-time and historical reporting with predefined, customizable reports

In addition to business rules and customer data, Genesys Inbound also assesses priority-tuning factors, such as:

- Highest assigned priority
- Age of the interaction
- “What if” wait times

These elements combine to ensure voice interactions, along with relevant information, are delivered to the agent best able to address the customer’s needs. Genesys Inbound enables you to meet SLAs without creating complex routing strategies or adding resources.

Simplify Routing Planning and Design with User Interfaces

Genesys Inbound has a graphical user interface that makes it easy to build, customize, and update True Omnichannel Routing strategies based on customer data, service objectives, call center resources, and other factors.

This flexibility ensures your routing strategy is always aligned with your company’s business objectives. You can react immediately to changing conditions by using service-level routing to respond proactively to varying conditions in real-time, automatically invoking and releasing additional resources as needed.

Consolidate Many Contact Centers to One

With Genesys Inbound, you can route calls across sites regardless of their geographical location. You can treat all of your locations and available resources as one virtual contact center, resulting in more efficient use of resources, reduced workforce expenses, and increased flexibility.

Monitor, Report, and Analyze to Perfect Customer Journeys

Genesys monitors statistics in real-time, including:

- Number of interactions in a queue
- Average wait times
- SLA adherence
- Current activity for agents and groups of agents

Genesys collects and analyzes data on contact center activity, from records for each customer interaction, to historical data, to high-level summary reports. This analytic capability and information enable you to personalize each customer touchpoint seamlessly across the customer journey.

Gain Options to Improve Your Infrastructure

Genesys Inbound is an open-standards solution. It interoperates with other vendors’ ACDs, giving you options for how and when you upgrade your infrastructure. You can retain your existing ACDs and use Genesys Inbound to give you a centralized routing engine, virtualized agent pool, unified administration, an omnichannel agent desktop, integrated video, and more.

If hardware and maintenance costs of your legacy infrastructure continue to climb, if proprietary platforms are limiting your capabilities, or if you’re facing an expensive overhaul of a system nearing end-of-life, consider moving to a consolidated, future-proof infrastructure. The Genesys Customer Experience Platform and Genesys Inbound can be deployed in the cloud, on-premises, or in a hybrid deployment, and can help your business deliver consistent, seamless, personalized customer experience.

Improve the Bottom Line

More than ever before, your customers expect better, faster service that's convenient, accessible, and always available. If your contact center is a patchwork of solutions, forcing more channels into an aging infrastructure will hinder your ability to meet these expectations. When your customers find it easier and faster to do business somewhere else, your company pays the price.

Address today's customer expectations and establish a robust, reliable foundation for future customer needs. Increase your agility. Be more responsive. Deliver excellent customer experiences. Do it all with Genesys Inbound.

About Genesys

Genesys® powers 25 billion of the world's best customer experiences annually, putting the customer at the center of all it does. More than 10,000 companies in 100 countries trust the industry's #1 customer experience platform to orchestrate omnichannel customer journeys for lasting relationships. Genesys is the only company recognized by top industry analysts for leadership in both cloud and on-premise customer engagement solutions. Connect with Genesys via www.genesys.com, social media, and the Genesys blog.



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