Genesys Customer Interaction Management Platform 8.0 — Enabling Dynamic Customer Engagement

Customer Service — an Integral Part of the Business Process

One of the biggest challenges facing enterprises today is that customer service operates separately from the rest of the enterprise. In many organizations, for example, systems, channels, and applications operate in silos, which results in an inconsistent customer experience and a costly customer service operation. To solve this, you need a platform that will help you manage the way customers interact with your business across all touch points. Genesys Customer Interaction Management is that platform.

Solution Overview

The Genesys Customer Interaction Management (CIM) Platform 8.0 is the core of the Genesys solution suite. It provides a single environment for designing, deploying, and managing real-time customer interactions.

Interactions and related activities are routed and reported on based on your specific business criteria, providing a universal view of the management of every customer interaction. Channels such as voice, e-mail, and Web, as well as emerging channels such as video, SMS, chat, and mobile are funneled through the Genesys CIM platform and handled in a consistent manner according to company-defined interaction strategies.

Companies are increasingly consolidating their communications equipment and virtualizing their resources. With Genesys CIM, this virtualization can happen regardless of the deployment model — on premise, in a cloud environment, or in a hybrid model. Genesys CIM makes it easy to route interactions to a person regardless of their physical location; this opens up a myriad of service options — including leveraging non-contact center personnel — to optimize the customer experience and potentially reduce contact center staffing requirements.
Administration and management of customer treatment strategies is easier to control and maintain with a consistent set of development and administration tools. In addition to providing a consistent set of tools, Genesys CIM integrates with your existing contact center infrastructure, allowing you to leverage that investment and still deploy a state-of-the-art customer service platform.

The Genesys CIM platform directs a universal queue of all customer interactions via the industry’s most robust, flexible, and scalable routing engine — with the capacity to route nearly one million calls and more than 40,000 e-mails per hour.

**Enabling Dynamic Customer Engagement**

Genesys CIM is an open, multi-vendor, and infrastructure agnostic platform that manages the entire life cycle of any customer interaction handled by your customer service organization.

The Genesys CIM platform features:

- Integration into enterprise-wide Service-Oriented Architecture (SOA) environment
- Support of SCXML for robust and effective customer service session scripting and processing
- Capability of context-sensitive and event-driven interactions for customer service orchestration
- Enablement of dynamic customer interactions via Web 2.0, social networking, and mobile customer care

The Genesys CIM platform unifies the operational performance and efficiency of customer service by intelligently routing customer interactions to reach the best available resource and achieve first call resolution (FCR).

Enterprises can select any combination of interaction options powered by the CIM Platform, such as Genesys Inbound Voice, Genesys SIP, Genesys Outbound Voice, Genesys Outbound Preview, Genesys E-mail, Web Media, Genesys Web Collaboration, Genesys Chat, Genesys SMS, Proactive Notification, Genesys UC Connect, and Genesys iWD (intelligent Workload Distribution).
**Key Capabilities — Interaction Management**

- Allows for synchronization of the customer service strategy across the organization — linking contact center customer interactions to business processes
- Maximizes agent productivity with automatic prioritization and blending of any customer service interaction type — voice, video, e-mail, chat, Web, SMS — with other service-related activities, such as off-line fax and work item processing
- Provides many options for the most efficient use of personnel such as, cost-based routing, skills-based routing, and many others
- Fosters consistent treatment of all interactions
- Delivers an unsurpassed choice in interaction types
- Connects to your current communications infrastructure, allowing you to achieve your customer service goals while leveraging your existing investment.

**Key Capabilities — Integration and Centralized Management**

- Enables end-to-end lifecycle management of customer interactions
- Allows for management of the conversation with the customer, triggering an SMS or e-mail, for example, after an agent interaction
- Built to make the process of creating and maintaining routing strategies easy

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“Genesys’ Customer Interaction Management Platform and other components of its contact center portfolio support a broad suite of highly scalable and fully-featured contact center infrastructure applications.”

Gartner Magic Quadrant of Contact Center Infrastructure - 2010

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“Genesys helped us meet our goal of answering 70% of all calls within 20 seconds. Last year we reached 74%, which is our best result ever, and our customers tell us that they are very satisfied with our service.”

Jørn Ringen, Concept Developer – Customer Service, Norsk Tipping
Key Capabilities — Insight (Reporting)

- Provides a complete customer conversation history across contact methods — customer in IVR, customer to agent, SMS to customer
- Provides a real-time metrics engine
- Provides real-time operational statistics

“Genesys, in combination with the other key elements of our contact center infrastructure, is enabling us to handle very large call volumes and still provide high quality customer care. Scalability, flexibility, and a clear roadmap made Genesys the right choice.”

Jai Menon, Director, Technology & Customer Service, Group CIO, Bharti Enterprises
**Genesys Composer**

As a part of the Genesys CIM Platform, Genesys Composer is a fully integrated interaction design tool. It provides a set of graphical user interfaces (UIs) and toolsets required to perform development related tasks. Genesys Composer presents tasks in a similar way across multiple types of Genesys applications. It uses consistent navigation and presentation metaphors to improve the design experience. Genesys Composer provides both drag-and-drop graphical development of call-flows and routing strategies, as well as syntax-directed editing of these applications.

### Features

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<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
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<tr>
<td>Single integrated development tool for all Genesys applications, including both self-service and assisted-service.</td>
<td>Improves productivity with common look-and-feel, navigational metaphors, and component reuse. Shortens development cycle with common usage of tools for all Genesys applications.</td>
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<td>Design end-to-end customer experience strategies for all channels</td>
<td>Enables development of voice self-service applications and routing workflows based on business-driven use cases to improve the customer experience and optimize service delivery.</td>
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<td>Supports integration to third-party plug-ins, including source code management system</td>
<td>Allows design team to collaborate on application development while maintaining application integrity</td>
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**Table 2: Genesys Composer**

![Image](image-url)

*Figure 2 - Genesys Composer: Application Development Environment*
Table 3: Genesys Administrator

<table>
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<th>Features</th>
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<tr>
<td>The single, unified management user interface (UI) for all Genesys applications</td>
<td>&gt; Reduces complexity and time required to deploy all Genesys applications with the ability to deploy, provision, and monitor in a single UI</td>
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<td>&gt; Web-based design with zero-foot print for ease of access</td>
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<td>Provides Role-Based Access Control to all Genesys configuration, applications, and resources for application management</td>
<td>&gt; Provides a single UI for provisioning all Genesys product configuration data and improves manageability and efficiency</td>
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<td>&gt; Works in conjunction with standard object permission</td>
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<td>Monitors and manages all Genesys applications, system alarms, and centralized logs</td>
<td>&gt; Simplifies operational management with a single interface for monitoring all Genesys applications</td>
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Figure 3 - Genesys Administrator
Genesys Administrator

Genesys Administrator is a single, unified, Web-based application that provides the ability to deploy, provision, and monitor all Genesys applications. It provides the following four functions:

- **Deployment** - Provides capabilities for managing and installing Genesys software applications on local and remote hosts.
- **Provisioning** - Supports creation, deletion, and modification of Genesys configuration data, applications, and resources, as well as solution control for starting and stopping Genesys applications and solutions.
- **Operations** - Operational management of Outbound and Proactive Calling Sessions; load, start, stop, manage.
- **Monitoring** - Status monitoring of the Genesys environment to include access to the centralized log and alarm management. Additional Voice Platform and Outbound Contact monitoring is available with installation of the related products.

Table 4: System

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| Virtual contact center | > Companies can route interactions across multiple, geographically dispersed locations  
> All agent resources within and beyond the contact center are managed as one virtual contact center, ensuring customer needs are matched with the best available resource, reducing administrative expenses and increasing workforce flexibility |
| Real-time and historical reporting on agent, business, and interaction life cycle statistics and predefined customizable reports | > Easy-to-use, customizable reports  
> Provides a view into how effective resources are in handling interactions and activities |
| Supports disaster recovery | > Supports high availability architecture and enhanced monitoring capability to detect the site failures and execute appropriate actions |

High Availability (Optional)

The Genesys CIM Platform meets the requirements of today’s critical business applications. Genesys offers high availability options for the entire Genesys suite. The software components of CIM run in “hot standby” mode as primary and backup processes. These can be geographically separated so that if a location is unavailable, or there is a hardware failure, the software can continue without an interruption to your operation.
Systems Supported

Server OS support
- UNIX
- Linux
- Sun Solaris
- Compaq Tru64
- HP-UX
- IBM AIX

Switches
- Alcatel
- Aspect
- Avaya
- DataVoice
- Digitro
- EADS Telecom
- eOne
- Ericsson

IVRs
- Nortel
- Phillips
- Fujitsu
- Huawei
- Mitel
- NEC
- Samsung
- Siemens
- Tadiran
- Teltronics
- Tenovis

Databases
- DB2
- Informix
- MS SQL
- Oracle
- Sybase

IP Switches
- Alcatel
- Cisco Unified Communication Manager
- Genesys SIP Server
- Siemens

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.

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