Executive Summary

Employees typically represent both an organization’s biggest expense as well as their most valuable asset. This means that the company’s productivity and, ultimately, their profitability depend on making sure that all of their workers are aligned to the goals of the business and perform up to their full potential.

Genesys Quality Management is a comprehensive solution that helps solve several of these critical business challenges, as it enables business managers to accurately and consistently manage, analyze, and correct gaps in employee performance. By having the ability to record, evaluate, and analyze customer contacts, for example, businesses can ensure that sales and service employees are aligned to the business goals of sales performance, customer satisfaction, and legal compliance.

What’s more, establishing consistent recording and quality assurance processes enable businesses to gain operational efficiencies and improvements which, in turn, ultimately lower costs, improve employee productivity, and motivate employees to work toward their full potential.

Genesys Quality Management is an integral part of the Genesys Workforce Optimization (WFO) suite. Genesys WFO is a complete collection of integrated Genesys products that enable businesses to assess employees’ knowledge, capture their behaviors, provide feedback, and optimize performance. This closed-loop process evaluates each individual and their unique skills, and ensures that employees consistently and cost-effectively provide stellar service to their customers. Simply put — no other quality management vendor can provide you with a more integrated, performance rich, and comprehensive solution.
The Genesys WFO Suite consists of:

• Genesys Workforce Management
• Genesys Quality Management
• Genesys Skills Management (including Genesys Skills Assessor and Genesys Training Manager)

Solution Overview

Unlike many other vendors that simply offer call recording, Genesys Quality Management is a holistic offering that enables businesses to record, plan, evaluate, and analyze employee performance.

Only Genesys Quality Management provides you with complete access to the capabilities available across the entire Genesys portfolio. It is a tightly integrated offering where each component is designed to work together, integrate with the Genesys CIM/SIP Server platform, and take full advantage of all the native Genesys capabilities, such as skills and call data.

Quality monitoring evaluations can be performed using the exact same skills and skill sets that are used in routing, reporting, Genesys Skills Assessor, Genesys Training Manager, Genesys Workforce Management, and even surveys. The result is more efficient and targeted evaluations that save the company significant time and money, as well as a comprehensive quality framework for your enterprise.

Genesys Quality Management consists of the following applications:

• Genesys Call Recording
• Genesys Screen Capture
• Genesys Quality Manager

These applications are described in more detail in the sections that follow.

Genesys Call Recording

Genesys Call Recording is an easy-to-use and easy-to-install solution that helps businesses meet compliance and quality assurance needs. Its modular and scalable architecture provides flexible deployment options whether distributed or centralized in design. And, unlike legacy recording products, Genesys Quality Management is a 100 percent IP/SIP-based product, specifically designed for Voice over IP recording. Additionally, businesses can decide whether they want to record 100 percent of calls, define certain call criteria to record, limit certain calls to be recorded, or record calls on demand. Recorded calls can be optionally encrypted to protect sensitive information.

Even today, supervisors and quality management teams have to listen to numerous calls in order to find the one or two call types they are really interested in evaluating. This is a highly inefficient and unproductive use of time. Unlike other quality management vendors, only Genesys Call Recording users can search for calls using call flow data, and business data parameters such as agent ID, customer ID, order number, and a wide variety of other searchable data.

When doing agent evaluations or listening to calls, Genesys Advanced Player allows the user to play the entire call from the customer’s point of view, including IVR prompts, transfers, holds, and conferences in its entirety, which provides the evaluator a holistic and complete view of the customer experience. And, every time a call recording is accessed, an audit trail of information is kept to ensure that sensitive data is kept secure.

Genesys Call Recording lets you share and send call recordings via e-mail to agents, managers, or an end customer using the Call Recording interface.

Genesys Call Recording also helps your business meet compliance requirements for PCI-DSS, HIPAA, Sec 17a-3 and 4, as well as SOX.

“The fast implementation of our new Genesys Quality Management System with Genesys Call Recording has provided us with a reliable solution that effectively supports the ambitious requirements of the ‘Anytime’ business and complies with our present and future needs.”

– Direct Business Manager, leading European insurance company.
Genesys Screen Capture

Sometimes just listening to the audio portion of a contact isn’t enough. Working in customer-facing departments includes a number of highly complex business processes that involve an employee’s desktop. With Genesys Screen Capture, businesses can record an employee’s screen in addition to the call. The call recording and screen capture are synchronized at playback so that evaluators can simultaneously see and hear what is transpiring.

With Genesys Screen Capture, evaluators can identify best practices, help train new employees, assist in new applications, and identify business activity errors, as well as inappropriate and unproductive activities.

IT managers can configure Genesys Screen Capture so that the quality of the screen recordings meets network, storage, and business user needs.

Genesys Quality Manager

Once you have the call recordings and screen captures, the challenge is to effectively use these tools to analyze and evaluate employee performance and gaps. Genesys Quality Manager enables businesses to create questionnaires or scorecards and then schedule and perform the evaluations.

Evaluators will love the way Genesys Quality Manager helps them maximize their time and make them highly productive. Using the Evaluation Planner function of Genesys Quality Manager, evaluators can select criteria such as employee ID, extension number, call duration, time of day, day of week, or a wide variety of other search criteria to specifically pull a list of contacts that meet the criteria they want to evaluate. Genesys Quality Manager then creates evaluation tasks with a deadline and pushes out these evaluations to the review team. With Evaluation Planner, businesses can create a systematic workflow approach to quality management that improves productivity and efficiency.

Genesys Quality Manager also provides a rich set of reporting features that help to identify employee strengths and weaknesses in areas such as customer service, communication skills, product knowledge, sales skills, or a variety of other scoring areas.

Genesys Live Monitoring

Genesys Live Monitoring allows supervisors, managers, or review teams to listen to active employee–customer interactions, and to add flags and scorings for later review. Evaluators can simply click on an active call or employee, and are silently bridged into the call for evaluation purposes. However, for security reasons, evaluators can only listen to calls they have rights and privileges to access.

Solution Benefits

Genesys Quality Management Creates Alignment with Business Goals

Sales are the lifeline of many companies. For companies that have sales contact centers, it becomes critical to understand agent performance, which includes skills such as product knowledge, communication skills, listening skills, upgrade and cross-sell capabilities, and even order entry skills.

With Genesys Quality Management, companies can record calls and screens for agent performance reviews. And, by using Genesys Quality Manager, evaluators can create multi-level evaluations to grade agents on a variety of areas such as product knowledge, sales skills, and order entry accuracy. With Genesys Quality Management, you can record, analyze, evaluate, and measure sales agents’ performance to ensure they are aligned with the business goals of the company.

Providing excellent customer service, establishing brand loyalty, and creating company preference is critical when competing in a world economy. With Genesys Quality Management, businesses can improve customer service and provide a competitive differentiation.

Genesys Quality Management provides customer service representatives, their supervisors, and quality managers with the tools they need to assess employees’ knowledge, capture their behaviors, provide feedback and optimize performance. Through this holistic approach, employees become more skilled and more valuable to the company. As a result, contact time is shortened, first call resolution increases and, most importantly, customers get the answers they’re seeking promptly and correctly.

Many times, businesses are required to record and maintain records of customer contacts for legal and regulatory reasons. Genesys Quality Management can provide an effective means to stay in legal compliance and to ensure that the company is meeting or exceeding its legal obligations.
Genesys Quality Management Drives Operational Improvements

In addition to creating alignment with business goals and objectives, Genesys Quality Management helps drive operational improvements that lower costs and improve productivity. With Genesys Call Recording and Genesys Screen Capture, instead of qualitative observations, companies will be able to record employees’ contacts and screens — and create and use consistent questionnaires — which will provide factual, fair, and quantitative ways of measuring and evaluating employee performance.

Review teams can also share best practices and new business processes, and provide specific examples for areas of skill improvement and work efficiency. Employees can perform self-evaluations as well as learn from their peers to develop tips, tricks, and skills that will motivate their performance. As a result, turnover is reduced and employee morale improves when using the tools constructively.

Using Genesys Quality Management tools, managers can provide more detailed and precise coaching and performance reviews. Employees will see their performance improve, and the company will see the number of calls per representative increase. Customer satisfaction levels will rise and overall employee productivity will increase. In addition, companies will see measurable improvements in the reduction of average handle time, number of customer complaints, and average hold time.

And, with Genesys Quality Management, evaluators will be more productive and efficient. They’ll be able to create the exact queries of contacts they want to evaluate and observe, and then measure those contacts instantly. The result is more efficient and targeted evaluations that save the company enormous time and money.

Example of Genesys “In-Action”

Recently a leading European insurance company decided to expand its business by offering some of its products exclusively through the Internet and over the phone. They needed to quickly build a highly reliable infrastructure, and they also needed to fulfill compliance and liability needs with a recording solution.

Realizing that their current legacy solution and proprietary voice recording solution would not meet their needs, they turned to Genesys.

Using Genesys’ modular and scalable architecture, they were able to rapidly deploy a solution that could grow with the business. The company implemented the Genesys Quality Management solution with Genesys Call Recording, combined with the Genesys SIP Server. The solution was quickly deployed with zero downtime. The success of the project resulted in the company increasing their recording plans and capabilities by an additional 75 percent after only one week of going live.