A crucial part of a compelling customer experience is getting the customer to the right resource, while still preserving operational and resource efficiencies. Achieving this requires organizations to move from older routing capabilities to a skills-based routing solution. Built upon the voice routing that handles multiple interaction types such as voice, e-mail, web chat and SMS, skills-based routing merges business rules and agent skills with advanced Genesys software capabilities to maximize the potential of available resources.

Put simply, a Genesys Skills-based Routing Solution will ensure your highest value customers or prospects are connected with representatives capable of maximizing the value of each interaction. When a Genesys Skills-based Routing Solution is deployed, each contact with your company increases the opportunity to improve any or all of the following:

- Customer spend
- Loyalty
- Employee satisfaction
- Servicing costs

**Revolution not Evolution**

Your business has evolved over the years but more often than not, routing mechanisms have remained unchanged or simply been extended to cater to more interaction types. It’s time to revolutionise your routing technology by engaging a team comprising consultants from both Genesys Business Consulting and Genesys Professional Services to take your interaction handling to the next level.

The Genesys team will not only provide direction from a technical perspective, but also draw upon business optimization techniques to show you how to transition your existing system into a far more sustainable and flexible skills-based routing solution. One of the key components delivered is the competency framework, a matrix-based approach which takes the following factors into account before initial routing rules are determined:

1. Customer value
2. Interaction type
3. Agents’ skills and associated competencies

**Planning for Today, Tomorrow and Beyond**

A skills-based routing solution designed and implemented by the Genesys team will ensure you have state-of-the-art routing technology coupled with proven business processes that adapt to the changing needs of your organization without reinvestment. Genesys Business Consulting will ensure you are fully versed in the methodology for implementing a skills and competency framework together with a supporting training regime which best suits your operation, not just for today, but well into the future. Genesys Professional Services will deliver a routing solution that melds the derived skills and competencies together with acquired data and logic to ensure your customers’ interactions are delivered to the right place, at the right time, every time.

This coordination is orchestrated through the Genesys Project Management Process, a team-based approach based on project management skills, tools and techniques aligned with well-defined organizational objectives. By following this process, our team
A Genesys Skills-based Routing Solution will ensure your highest value customers or prospects are connected with representatives capable of maximizing the value of each interaction presented.

is able to quickly assess your specific requirements and allocate a group of individuals to deliver a proven package to suit your needs.

**Packaged for Success**
Genesys provides a tiered approach to delivering skills-based routing that assesses the complexity of the implementation and proposes a corresponding pre-defined package. In this way, functionality is intimately aligned with the client’s requirements and no overhead in either time or expense is incurred. The fundamental approach taken to deliver skills-based routing is consistent, regardless of the package selected. Differences between offerings will revolve around the number of reports and associated detail required, complexity of the supporting competency framework and logic requirements for interaction delivery and/or escalation. External factors such as the number of sites, product range and key performance indicator monitoring requirements will also be evaluated as part of the assessment.

High-level deliverables will include:

- Detailed business process documentation
- Interaction management
- Maintaining the new competency framework
- Understanding the skills-based routing reporting
- Detailed technical documentation
- Genesys applications definition
- Interaction delivery logic and implementation
- Data dictionary for all reporting metrics
- Solution maintenance
- Genesys routing strategy to optimize interaction delivery

**Summary**
Implementing a skills-based routing solution requires consultation with seasoned experts who can provide keen insight into, and analysis of, your organization’s key business objectives and requirements. Genesys professionals can help you develop a skills-based routing solution that integrates successfully with your overall customer management strategy. By taking advantage of the expert assistance available to analyze your needs and implement the best solution for your organization, you can transform your contact center into a true strategic asset for enhanced customer satisfaction and sustained revenue generation.

**About Genesys Business Consulting**
Genesys Business Consulting is a team of consultants with deep contact center experience with the goal to optimize your customer service solutions and help identify and achieve improvements with demonstrable and reportable returns.

**About Genesys Professional Services**
Genesys Professional Services helps customers and partners succeed through expert business consulting and industry experience, unsurpassed software solution planning and training, proven implementation strategies, and experienced project management. We offer a wide variety of packaged and custom-tailed development solutions to provide an implementation strategy that meets specific client requirements. http://www.genesyslab.com

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Genesys is the world’s leading provider of customer service and contact center software — with a 100% focus on customer experience and mission to save the world from bad customer service. With more than 2,000 customers in 80 countries, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to drive today’s new customer conversation. Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information visit: www.genesyslab.com, or call +1 888 GENESYS.