Outwit your competition with SMART CX

Charlie Godfrey
Global Solution Services Director
DIFFERENTIATE
Impact someone’s life
Nice story Charlie
But who cares?

80% of companies think they are providing excellent CX

8% of their customers feel they actually are

80%

70% of Americans are willing to spend more with companies they believe provide excellent CX

What Customers Crave, by Nicholas Webb
A Simple Use Case - Before

Pay my bill online  We’re sorry  Pay my bill by phone  We’re sorry

Your call is important
Did you know you can pay online?

How can I help you?
What is your account number?
A Simple Use Case - After

Pay my bill online  We’re sorry  Are you calling for help with your payment?

Prioritize call  I apologize that you’re having difficulty

I can help you with your payment Mr. Godfrey
Engagement & Artificial Intelligence

Use Case
1. Customer clicks to chat on web page (reactive chat scenario)
2. Genesys Widget invoked and chat interaction created
3. Based on context attached to interaction, chat is routed to pool of virtual agents managed by Adaptor
4. Adaptor receives chat interaction and establishes new session with Watson Dialog Service
5. Customer converses with Watson via Genesys platform (Genesys Widget -> eServices -> Adaptor)
6. Watson is unable to respond to question (timeout, error, response code, low confidence level).
7. Genesys platform makes the decision to offer 3 options to customer

Chat Transfer
8. Chat is routed to pool of available live agents
9. Agent receives chat interaction and is able to view the transcript with Watson
10. Agent converts the chat interaction to a voice call using Workspace (optional)

Call Back
8. Adaptor retrieves available callback slots from GMS
9. Adaptor invokes new callback dialogic with Watson to obtain preferred date / time for callback
10. Adaptor submits callback request to GMS
11. GMS initiates callback at designated time and call is routed to agent
12. Agent received callback interaction and is able to view the transcript with Watson

Speak with Agent
8. Adaptor retrieves available callback slots from GMS
10. Adaptor submits callback request to GMS
11. GMS initiates callback immediately and call is routed to agent
12. Agent received call interaction and is able to view the transcript with Watson

<What if there are no available agents at designated time or customer doesn’t pick up a call?>
Face To Face Is Changing

Engage from

- Mobile
- Web
- Branch
Developing Resources To Deliver The Promise

- Identify knowledge gaps, required skills, and which skills matter
- Discover who is USING knowledge with customers through speech analysis
- Find optimal times to schedule resource, coach, and training rooms
- Develop knowledge nudges and assessments
- Dynamically route knowledge and assessments to targeted resources across the enterprise
- Assess who KNOWS the material, and update their skill profile
Discover Pain Points

• Call volume in branches is high with a big proportion of low added value calls

• Branch Telephony is not optimally organized:
  • High Abandoned Rate (average +/- 50%)
  • No visibility on resource occupancy
  • Basic Reporting

• Need for an interaction avoidance strategy => Switch from low value add interactions to high value add interactions

• Need for an accessibility/availability strategy => Improve productivity

• Employee - Need to focus on advice and sales without being disturbed

• Customer - Improve accessibility while keeping proximity and personalized feeling
Apply Solution - Leveraging Context

**FACE 2 FACE**
- Focus on relationship management, advice and complex sales

**INTERACTION FROM DISTANCE**
- Provide complex servicing and operations
- Support easy sales and easy servicing

**DIGITAL**
- Easy sales and easy servicing
- Easy access to information and advice

Orange Contact Button: Intelligent and contextual (business rules driven) routing of interaction generated within Digital
Extending The Contact Center Model
Results

- Volume: +7.8%
- Service Level: +8%
- Productivity: +32%
- Headcount: -13 FTE
Use Cases and the SMART way

Best Practices and Repeatable Success Through Experience and Lessons Learned

- Ex. 1: Quite Wrong
- Ex. 2: Wrong
- Ex. 3: Almost Correct
- Ex. 4: Correct
It's important to learn from your mistakes, but it is BETTER to learn from other people's mistakes, and it is BEST to learn from other people's successes. It accelerates your own success.

— Jim Rohn —

AZ QUOTES
What are SMART use cases?
- Prescriptive
- Consumable
- Based upon best practice
- Business Outcome Focused
Why do I care?

Simplify and Reduce Effort of Change

Reduce Project Cost and Risk

Increase Speed To Production and Time to Value
The Road To Epic
**CX MATURITY**

**Random**
- Technical Staff proficiency
- Business CX strategic vision

**Consistent**
- CX same level with each channel
- Maintain control of CX with core planning
- Focus on KPIs, Quality and Costs
- WFM is with tools for specific channels
- Quality Management is subjective

**Defined**
- Actively planning CX and integrated cross channel experience
- Using Analytics to drive CX strategy
- Measuring CX with NPS, CES, and Quality
- WFM is fully integrated cross channels
- Quality Management is automated

**Differentiated**
- Aligning Brand Values and Customer Needs
- Full Omni-Channel & managing customer journeys
- Leverage Analytics for Customer Engagement & Employee Engagement
- Journey based planning based on CX routing and agent competency based scheduling
- Quality management is fully integrated with planning and execution phase
### Recommended Business Steps

#### Customer Engagement
- Route Digital Interactions to Right Resources – Email
- Route Digital Interaction to Right Resources – SMS
- Dynamic Voice Callback
- Connect Voice Interaction to right resources
- Proactively keep customers informed via SMS notification
- Improve Telemarketing Success by moving beyond cold calling
- Payment Capture in IVR
- Effective Identification & Validation in IVR

#### Employee Engagement
- Optimize agent utilization for voice interactions
- Optimize agent utilization and improve shrinkage management
- Record Voice Interactions

#### Business Optimization
- Distribute Business Tasks Effectively – Basic
- Batch processing of tasks from files
- Optimized Work Bin Management

#### Consistent
- Implement Social Media in your Contact Center
- Personalized Value Routing for Digital Channels
- Knowledge Access for Self & Agent Assistant Interactions
- Enable Intelligent Click-to-Call Option to your Website or App
- Proactive Chat for Sales
- Enable Callback Option to Your Website or App
- Offer Voice or Chat support for Web co-browse Experience
- Automated Response based on Content Analysis
- Personalized & Value based Voice Routing
- Branch Office Integration
- Access Experts across the Enterprise with Skype for Business
- Accelerate payments collected using multiple channels
- Proactively keep customers informed via multi-channel
- Personalized IVR
- Enable Schedule-based routing
- Record Voice and Screen Interactions
- Optimize agent utilization for digital interactions
- Managing Interaction Quality
- Manage High Value Leads
- Predictive Matching

#### Defined
- Proactive Live Assistance across any channel
- Monitor customer behavior on your website
- Extend Mobile to Video Calls
- Increase NPS while Managing Urgent Conversations
- Proactive Contact based on Customer Context and Journey
- Extend IVR to Visual IVR
- Interaction Analytics - Value Add
- Interaction Analytics - Basic
- Distribute Business Tasks with Customer Context

#### Differentiated
- Proactive Live Assistance across any channel
- Monitor customer behavior on your website
- Extend Mobile to Video Calls
- Increase NPS while Managing Urgent Conversations
- Proactive Contact based on Customer Context and Journey
- Extend IVR to Visual IVR
- Interaction Analytics - Value Add
- Interaction Analytics - Basic
- Distribute Business Tasks with Customer Context
- Predictive Matching
Discover Your Road
“This technology has been a game changer for us. I’ve been in this industry for over 15 years and this is the first time we’ve had the ability to build two-way conversations and relationships with customers.”

Carley Brandon
Strategy Manager
TELUS

Read more at: http://www.genesys.com/about/customer-stories/telus
ENGAGE YOUR ACCOUNT TEAM

DISCOVERY
- FOCUSED AND EFFECTIVE
  - LIGHT PROCESS, NOT METHODOLOGY HEAVY
  - DAYS INSTEAD OF MONTHS
  - VISION BASED REALITY
    - SOFTWARE
    - SERVICES
    - BUSINESS CASES

DESIGN
- ENGAGE AND COLLABORATE
  - GAIN HOLISTIC PICTURE OF YOUR CURRENT STATE
  - SHARE MATURITY MODEL
  - SHARE BEST PRACTICES AND LESSONS LEARNED
  - COLLABORATE AND DESIGN YOUR IDEAL STATE

DELIVER
- COMPLETE PACKAGE
  - BUSINESS SOLUTION PROPOSALS
  - ORDER OF MAGNITUDE BENEFIT PROJECTIONS
  - ROADMAP FOCUSED ON QUICK TIME TO VALUE

LAUNCH
- PARTNER WITH A LEADER
  - RECOGNIZED BY INDUSTRY ANALYSTS
  - PROVEN BUSINESS EXPERIENCE
  - GLOBAL CUSTOMER SUCCESS
  - WE INNOVATE
Thank you!