Genesys Advisor 8.0
THE GENESYS ADVISOR SUITE: CONTACT CENTER ADVISOR, CONTACT CENTER ADVISOR — MOBILE EDITION, WORKFORCE ADVISOR AND FRONTLINE ADVISOR
RELEASE V.1

Contact Center Solution
Genesys Advisor improves real-time customer service and resources management by bringing information together, providing coherent and useful answers, and empowering users to take action.

Advisor consolidates and correlates events within seconds from disparate media channels and data sources, identifies the root cause of events, enables immediate action to improve operations, and then allows users to study actions taken for later review — all within a business-centric understanding of real-time events.

Advisor delivers operation-wide visibility and action management through a Web-based application. Advisor pulls customer interaction data from Genesys and Cisco, and workforce data from Genesys Workforce Management, IEX and Aspect. It can also display performance metrics from — and about — other sources, like revenue, units and customer satisfaction. It can also display performance metrics from — and about — other sources, like revenue, units and customer satisfaction, and even display this data on the leading smartphones.
The Challenges of Real-Time Management in a Multi-Channel World

Contact centers around the world are, on the whole, unprepared for the management of multi-operational, multi-channel customer service in real time. Frontline voice-only reporting systems already frustrate managers who are looking to maintain consistent customer service across multiple operations while also keeping costs in check. The arrival of additional customer engagement channels will exponentially increase any existing problems that companies are already having in dealing with real-time visibility and control by management.

The reasons for real-time confusion are distinct, but interrelated:

• The lack of visibility into operations due to siloed information, an increase in media channels, the concentration of report expertise in a handful of experts, and the delay in waiting for answers.
• The lack of understanding due to reports containing a limited (or unavailable) business perspective, inconsistent metrics and absence of clear business outcomes.
• The lack of empowerment – who’s addressing these issues? What changes were made? Was the issue resolved? Who can find out if this is a pattern? And can that be done right now?
• The lack of access – if I am away from my desk, can I access the information I need to make a decision right now?

A typical multi-channel and multi-operational environment produces a range of overlapping reports that rarely contain the depth of business insight that managers need to understand if current operations are to align with business goals. And, when informed answers do arrive, they come too late — the workday is over.

To avoid having these issues crystallize into managerial problems in the following situations, it is critical to consider:

• How consistent is your understanding of customer engagement when various systems define customer service differently? Are your most profitable customers being serviced properly for Voice and Chat channels at this minute?
• How well can you discern under-performing agents from well-performing agents when multiple systems report on their performance? How certain are you that your blended agents are diligently working and not “gaming the system” — knowing that their performance KPIs are split between at least two separate Chat and Voice reports?
• How long does it take to identify issues in real time if multiple systems deliver reports? How long does it take for management to learn that your most profitable customers are waiting too long in a billing queue, while other agent teams are sitting idle?
• How fast and clear is your understanding of which supervisor is addressing which intraday performance issue? How will you study the effectiveness of actions taken and the sense of problem-ownership by your team?
• What do you do when you must be in two places at once, and cannot be in the contact center to get real-time understanding of performance?

The challenges of managing the interrelated forces of a multi-channel operation can best be expressed in the pyramid to the right.
Genesys Advisor: Delivering Real-Time Management in a Multi-Channel World

The Genesys Advisor solution attacks the real-time performance management problems on multiple fronts.

Advisor unifies and simplifies the real-time management of customer service. Advisor consolidates and correlates information from multiple channels and diverse operations and, most importantly, explains performance as it aligns to business needs based on differing roles in customer service. Furthermore, managers can now get real-time, anywhere access to their favorite KPIs via the most popular smartphones.

Here are examples of what Advisor can do:

- Delivers consistent real-time insight by normalizing metrics coming from different systems, and then explains how they align to business goals. For example, management can easily compare the service of its profitable customers regardless of channel (Voice, Chat or E-mail) or operation (location, business unit or service issue). These capabilities deliver the same consistent insight into agent performance regardless of channel or operation.
- Expedites problem resolution through root-cause analysis. For example, management can see an alert on an aggregated statistic like billing issues that might look fine on the surface, but a quick drill-down will show that below the aggregation, the Platinum billing queue is suffering while the Gold billing queue is over-staffed.
- Correlates workforce KPIs with customer service KPIs in real time, and then alerts managers to divergence from original plans. For example, management would be alerted to deviations from agent adherence or customer volume or talk time, so that they can proactively correct sensitive operations before they spin out of control.
- Promotes problem ownership by clarifying who has done what to correct an intraday performance issue. For example, managers can log reports that contain relevant alert and service issue details, while leaving room to describe what action was taken. Managers can also re-skill agents to correct the problem.
- Answers questions on-the-go. For example, managers can use their smartphones to understand real-time performance versus going back to their desk to get answers.

Advisor delivers meaningful real-time, enterprise-wide visibility for managing operations.

BENEFITS

- Increase real-time control of operations and improve customer service by viewing multiple channels within the same display for Voice, Genesys Chat and Genesys E-mail.
- Understand how operations are aligned to goals via insight into queue and agent performance across operations.
- Answer questions about real-time performance via a Mobile Business Intelligence (BI) app built for leading smartphones from our Advisor solution.
- Augment standard contact center KPIs with such business-centric statistics as customer satisfaction scores and revenue figures.
- Receive alerts and root cause explanations for intraday plan deviations, and correct the problem time through temporary re-skilling of agents.
- Increase managerial control by understanding actions taken to attack customer service problems and improve processes.
- Reduce administrative overhead and expedite troubleshooting by using only one real-time multi-channel performance management solution.
The Genesys Advisor Suite: A Modular Solution
Genesys licenses the following Advisor modules based on how different roles need to understand and act on customer service issues.

Genesys Contact Center Advisor
• Meets management’s needs for an enterprise-wide understanding of how customer service and agent resources align to business goals.
• Provides a unified understanding of all real-time alerts and clarifies the root cause of events.
• Displays business metrics like sales data (revenue, units, rev/unit) or contact resolution alongside standard contact center metrics like Average Handle Time and Service Level.
• Enables immediate action and collaboration to improve intraday operations.
• Permits users to log actions taken and document who was responsible.

Genesys Contact Center Advisor — Mobile Edition
• Extends the capabilities of Contact Center Advisor by providing mobile intelligence.
• Displays metrics from Voice, Chat and E-mail activity.
• Measures business outcomes like revenue, units sold, First Contact Resolution.
• Provides alerts, charts, Google maps and trends.
• Permits users to easily select KPIs and business entities to monitor.
• Allows users to take a screen capture of what is viewed, and users can also e-mail KPIs of selected business entities.
• Runs on Blackberry and the iPhone.

Genesys Workforce Advisor
• Complements Contact Center Advisor by providing insight into workforce plans and the availability of agent teams and individual agents.
• Correlates workforce management metrics with customer-agent interaction metrics to clarify real-time deviation from staffing plans and current customer demand.
• Integrates with Genesys Workforce Management, Aspect eWFM and IEX TotalView.
• Utilizes the same business logic as Contact Center Advisor to deliver an enterprise-wide understanding of how customer service and agent resources align to business goals.
• Workforce Advisor requires Contact Center Advisor.

Genesys Frontline Advisor
• Enables supervisors to understand agent and team performance in real time across multiple channels.
• Provides individual and team KPIs.
• Allows supervisors to set customized alerts and behavior rules; for example, being alerted of ‘3 transferred calls in an 18 minute period’.
• Measure agent performance using standard contact center metrics or business metrics like revenue, units sold or customer satisfaction.