Genesys Voice Applications powered by SpeechStorm

IS YOUR PHONE SELF-SERVICE DELIVERING THE EXPERIENCE YOUR CUSTOMERS DESERVE?

Long and confusing menus, difficulties getting to the right information and incorrect routing are cited by customers as the most frustrating things about using automated telephony systems. Poorly designed and outdated Interactive Voice Response (IVR) increases customer effort, destroys customer satisfaction and results in higher cost to serve.

Unlike traditional IVR which presents the same menu to every caller, Genesys Voice Applications apply business logic to consider caller identity, intent, preferences, and context in order to determine the most appropriate and personalized next step.

Genesys has teamed with SpeechStorm, a leader in phone self-service, to provide a range of proven applications with out-of-the-box capability that deliver a cost-effective customer service approach. Genesys Voice Applications powered by SpeechStorm are pre-built phone self-service applications, fully configurable and managed through a unique business user interface that enables:

- Rapid deployment of friendly, effective self-service with 70% less effort than traditional development approaches
- Real-time performance management and instant changes to call flows and prompts
- Increased automation for shorter call handling times, reduced costs and better customer experience
- Personalized and dynamic interactions to better engage customers and deliver experiences that are effective, easy to use and enjoyable
- Powerful reporting capabilities that provide deeper insight into customer behavior for continuous improvement

Genesys Voice Applications are optimized for Genesys Voice Platform (GVP) with the ability to make full use of Genesys CTI and routing capabilities. They also offer native integration with Genesys Conversation Manager to support effective cross-channel customer experiences.

Key Features

- Intuitive, web-based business user interface
- Pre-built, proven application call flows
- Wide range of applications for retail, financial services, utilities, telecom and public sector
- Speech, touchtone and mixed mode dialogues
- Pre-recorded and text-to-speech (TTS) prompts
- Innovative personalization capabilities including Personas, Shock Absorbers & Interceptors
- Powerful reporting including Customer Journeys to track actual customer behavior in the IVR
- Visual call flow with drag-and-drop design
- Integrated test environment

Benefits

Rapid Return on Investment

Whether you are considering a new Genesys Voice Platform implementation or already a customer, Genesys Voice Applications powered by SpeechStorm will have you up-and-running with dynamic, personalized call flows within weeks, not months.

Personalized and Dynamic

Genesys Voice Applications enable a whole new approach to the design and management of self-service applications providing rapid delivery, instant changes and unlimited flexibility. They
allow you to deliver an individually tailored experience on every call. For example:

- **New customer** – “Hello. As it’s the first time you’ve used this service, let me quickly take you through your options…”
- **Existing customer** – “Hi, the current balance on your account is £280.46. Would you like to pay that now?”
- **Customer with a pending delivery** – “Hi, your order is scheduled to arrive on Tuesday, 20th at 2 p.m. Would you like to change the delivery?”

Using **Personas**, the language, tone and voice used for an interaction can be determined based on customer profile, preferences or behavior, so a frequent caller can be offered shorter prompts with less explanation than a new customer; or customers in a youth segment can have a more informal tone than large corporate customers.

What’s more, using **Customer Journeys** to monitor the actual paths taken by callers to the IVR combined with iterative design and champion/challenger capabilities gives you the opportunity to test alternative call flows on selected calls, so you can find out what works best for your customer and for you.

**Genesys Voice Applications powered by SpeechStorm**

**SpeechStorm Framework** – the foundation for all voice applications, with powerful call steering and personalization capabilities, reporting options for enhanced performance management and a high availability option to provide resilience.

**Personas** – language, tone and voice driven by customer profile, preferences or behavior to support multilingual deployments and a differentiated and engaging customer experience.

**Customer Journeys** – end-to-end tracking of the actual paths taken by every customer through the IVR, and presented graphically for ease of understanding.

**Self-Service IVR** – a wide range of applications suitable for all industry sectors, and which can be further configured and customized to meet specific business needs.

**Payments** – credit card payment capture applications with integration to a range of third-party payment gateways, suitable for self-service and secure agent-assisted payments (PA-DSS Validated)

**Surveys** – easy to configure self-service, post-call or outbound surveys for employee and customer satisfaction surveys including Net Promoter Score (NPS) and Customer Experience Index (CX).

**Self-Service for Telecoms** – specialized applications to meet the specific needs of mobile, fixed and broadband operators including account, billing and service order applications with the ability to handle a range of tariff, add-on option and phone service requirements.

**Self-Service Banking** – a range of out-of-the-box applications with self-service capabilities for retail financial services and telephone banking including balance enquiries, transactions list, funds transfer and payments.

**Technical Requirements**

Genesys Voice Applications powered by SpeechStorm are compatible with:

- Genesys Voice Platform (GVP) 7.6 or GVP 8.1
- Genesys Conversation Manager, Context Services and Rules System

Genesys Voice Applications can be used in conjunction with existing VoiceXML applications.

**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-tailored development solutions to provide an implementation strategy that meets specific client requirements. [www.genesyslab.com](http://www.genesyslab.com)

**About SpeechStorm**

SpeechStorm® helps organizations of all sizes make everyday tasks easier for their customers. SpeechStorm provides pre-built IVR, speech self-service and mobile apps that reduce waiting time for customers and reduce call handling times in the contact centre. SpeechStorm applications are quick to implement and easy to manage, putting the business in control of the customer experience.

For more on SpeechStorm, visit [www.speechstorm.com](http://www.speechstorm.com).

Genesys is a leading provider of customer service and contact center solutions. With more than 3,000 customers in 80 countries, 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](http://www.genesyslab.com), or call +1 888 GENESYS.