



Genesys Universal Routing

Driving Your Customer Service Success



GENESYS
AN ALCATEL-LUCENT COMPANY



ASCENSUS

“With Genesys, we’re able to better utilize our staff with skills-based routing. We’ve been able to reduce our operational costs and to better serve our customer base.”

Kevin Smeal
Genesys Engineer, Ascensus



WOORI I & S

“For our securities service, we needed a system that provides a seamless one-stop service to customers — especially a dynamic call routing system to transfer customer information, minimizing customer frustration.”

Park Seong Jong
Head of Customer
Satisfaction Team
Woori Investment & Securities

Providing superior customer service is one of the key factors for achieving sustainable business success — and, more specifically, to retaining customers, preserving and even expanding revenue sources, and continuously reducing operational costs. To do this, organizations have to deliver convenient, competent, and personalized interactions with optimal resource utilization and cost structures.

It all starts with how effectively customer service requests are handled. Considering the dynamic nature of the marketplace today, companies should be prepared to handle customer interactions that occur at any time, from anywhere, across all media channels. Operational efficiency also plays a crucial role in customer service. An efficient operation not only increases agent productivity and resource utilization but, more importantly, reduces the operation cost and investment payback period.

Therefore, an accurate real-time match between a given customer service request and a suitable available agent becomes the key to ensure successful customer interactions. An effective approach is to accurately assign the best available agent or resource to serve a given customer request. This, in fact, requires a great deal of customer intelligence, including a deep understanding of the customer, service types used, customer preferences (such as language), their interaction history, etc. In addition, contact centers should maintain the full knowledge of agents/resources and actively track their real-time status along with the assignment to serve specific customers. Such knowledge includes agent skills and proficiencies, service levels, interaction capacity, customer wait time, and even cost associated with serving customers.

An ideal solution would address both the efficacy and efficiency aspects of the customer service operation. It should also provide ease of management with the flexibility to deal with various operational dynamics, such as infrastructure migration, workforce management, and business processes.

Genesys Universal Routing, an open, standards-based platform, is integrated into the Genesys Customer Interaction Management (CIM) platform, to provide a single-point of configuration, management, and reporting functions. It also allows integration with third-party databases and applications through a comprehensive suite of software development kits (SDKs) and application programming interfaces (APIs).

Genesys Universal Routing stands apart from other offerings, because it lets companies perform customer service operations beyond the contact center and to leverage enterprise-wide resources, such as back-office experts, branch office specialists, automated services, remote home agents, and even outsourced agents. It further supports a centralized operation in a multi-site environment.

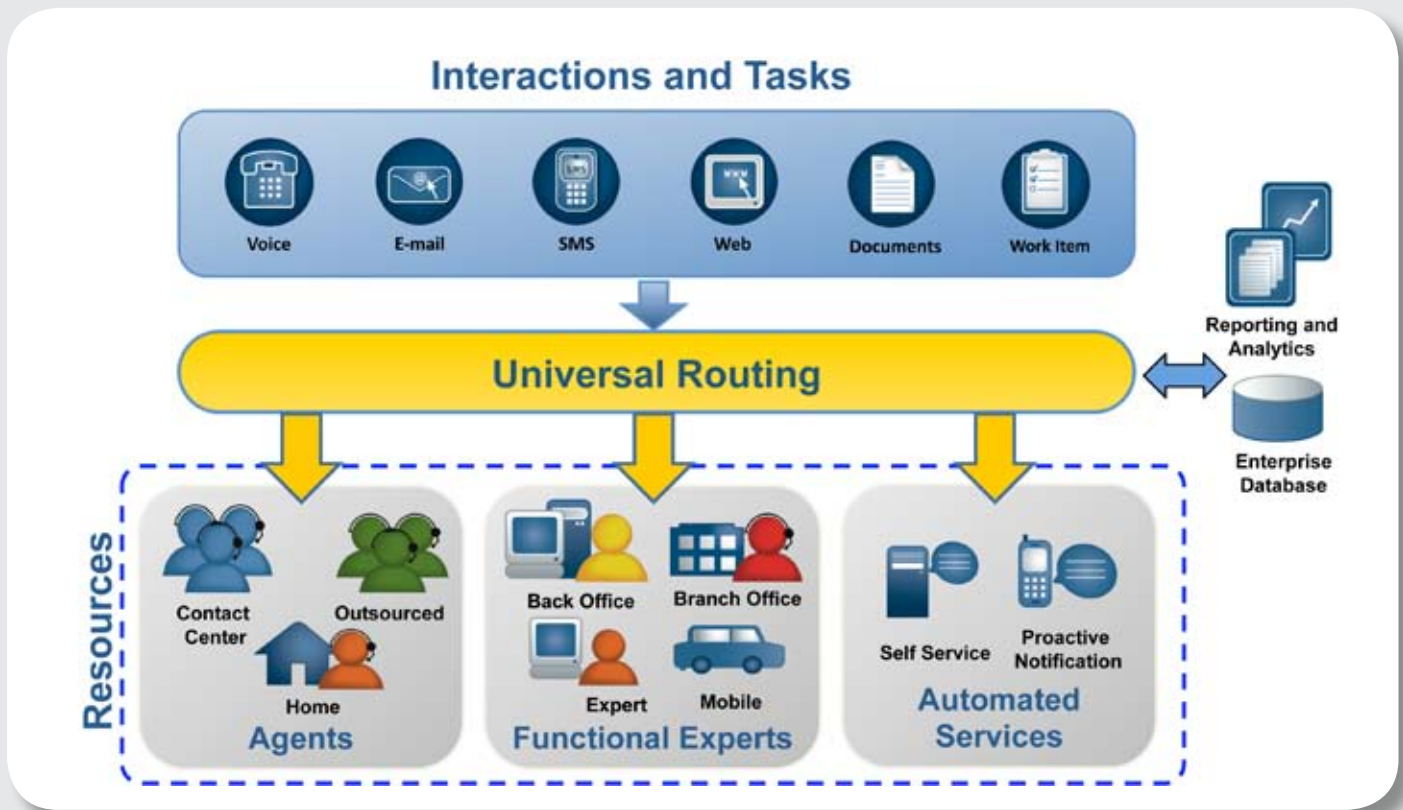


Figure-1
Genesys Universal Routing unifies enterprise-wide customer service

Reducing Customer Service Costs

Genesys Universal Routing helps companies to effectively reduce overall customer service costs with various routing strategies aligned with business goals. For example, organizations are able to maximize resource utilization and agent productivity with skills-based routing of calls and other media, including e-mail, chat requests, and even work items from back-end systems. Enterprises can blend the interactions that are delivered to agents, share agents by service-level-agreement (SLA), and virtually route interactions across multi-sites. In particular, the advanced skills-based routing matches specific agent skill sets and proficiency levels with every customer need. Therefore, this strategy generates high first-call-resolution (FCR) rates, which minimizes expensive repeat call-backs and transfers.

In addition, Genesys Universal Routing enables companies to adopt cost-based routing, which incorporates infrastructure costs, resource/agent hourly rates, and even outsourcing contractual terms against performance requirements for each customer interaction routing. This greatly improves the return on investment (ROI) for the customer service operation.

Increasing Customer Satisfaction and Loyalty

Genesys Universal Routing is capable of boosting customer satisfaction in many ways due to improved customer service performance. With the implementation of a data-driven routing strategy in conjunction with an enterprise CRM database, companies are able to segment high value customers and provide differentiated services. Organizations can also provide customers with a great interaction experience by using skills-based routing, last-agent/customer-relation routing, service level-based routing, and even proactive outbound notification. Additionally, a multi-media routing strategy lets companies expand and coordinate various customer interactions across multiple channels.

Along with gaining higher customer satisfaction and loyalty, companies naturally preserve repeat revenue sources and even boost new revenue opportunities with cross-sale and up-sale offerings. Clearly, companies benefit from positive business financials at both the top-line and bottom-line.



CARDINAL HEALTH

“A lot of the measurements that we track at Cardinal Health have to do with call statistics. And because of the efficiencies of the routing through Genesys, average handle time is down. Hold time is down, too.”

Evelyn Behrle,
Resource Management Manager
Cardinal Health

Improving Operational Efficiency and Flexibility

Genesys Universal Routing comes with a number of important functions to help companies achieve extraordinary operational efficiency and flexibility. In addition to an integrated routing design tool and a configuration environment that provides easy scheduling for multiple routing strategies, Genesys Universal Routing integrates a real-time statistics server to track the real-time status of every interaction, as well as the availability of each agent resource. This not only matches the interaction routing with the best available resource, but also presents very useful and actionable information for both real-time and historical performance management and reporting for the entire customer service operation.

One unique feature of Genesys Universal Routing is that it is infrastructure agnostic. It can run in any existing environment — regardless whether TDM, IP/SIP, or hybrid based infrastructure — thanks to the comprehensive Genesys computer telephony interface (CTI) library. All customer interactions can be routed and managed consistently and efficiently in all environments, even during the migration from TDM to IP; therefore, companies can fully leverage their investment on existing infrastructure without having to rip-and-replace.

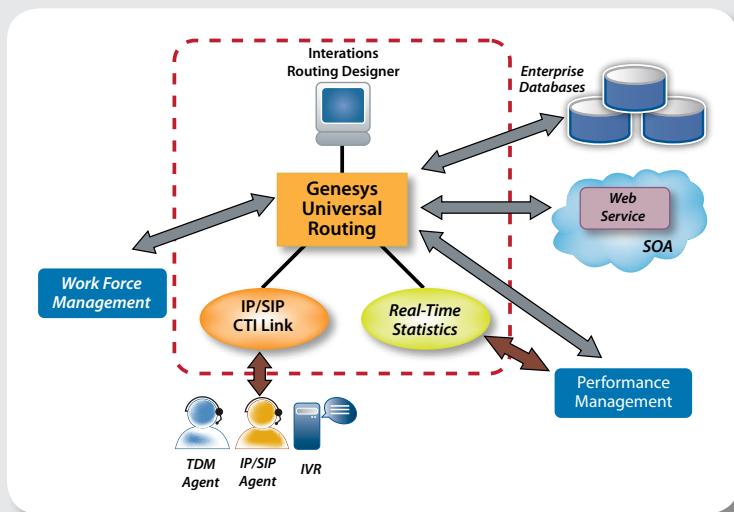


Figure-2 Genesys Universal Routing provides rich functions via its open architecture

Optimize Customer Service Performance

As part of the Genesys CIM environment, Genesys Universal Routing is an open platform for flexible and comprehensive customer service strategies and applications. Its key architectural advantage is the ability to tightly integrate a wide range of interaction management components for optimal customer service performance.

Unique Benefits

As an open platform, Genesys Universal Routing offers unique benefits to optimize your customer service operation and improve your business' bottom line. Specifically, it helps you to:

- > Deploy advanced routing strategies aligned with your business goals by linking to third-party enterprise databases, Web services, and applications.
- > Sustain and unify all interaction routing strategies across multi-channel media regardless of TDM, IP/SIP, or Hybrid infrastructure. It enables a seamless migration from TDM to an IP/SIP contact center environment.
- > Effectively manage your customer service performance with the real-time status and historical statistics.
- > Route any type of interaction or work across the enterprise including phone calls, e-mail, chat, business process workload, faxes, scanned white mail, and more.
- > Easily handle routing strategy creation, administration, and management through an Interaction Routing Designer (IRD) graphical user interface.
- > Achieve scalability through robust load balancing and High Availability.

Key Functions

- > **Interaction Routing Designer (IRD)** – A design tool to build and customize individual routing strategies through an easy-to-use, point-and-click graphical user interface.
- > **Easy Scheduling** – Allow contact center management to schedule certain tasks for any type of interaction, at any given time, without hard coding the scheduling logic in the strategy.
- > **Infrastructure Agnostic through IP-SIP/CTI Link** – Apply routing strategies in all environments regardless of TDM, IP/SIP, or hybrid infrastructure through the comprehensive Genesys CTI library.
- > **Enterprise Database Connection** – Link to third-party enterprise customer and resource databases for intelligent routing. Support commercially available relational databases as well as non-relational legacy databases through a custom server.
- > **Web Service Integration** – Improve routing decisions by using customer data residing in a service-oriented architecture (SOA)-based enterprise system.
- > **Real-Time Statistics** – Track real-time agent status and interaction statistics, which support both historical and real-time performance management and reporting.
- > **Multi-media Interaction** – Support all media routing for customer interactions including voice, e-mail, chat, instant messaging (IM), Web collaboration, SMS (text messaging), fax, and more.
- > **Inbound and Outbound Blending** – Support both inbound and outbound interactions including promotional campaigns, call-backs, and notifications.
- > **Integrate with the Workforce Management (WFM) Application** – Incorporate agents' dynamic work schedules from WFM for efficient interaction routing.
- > **High Availability and Load Balancing** – Provide reliable and robust operation in support of high scalability and disaster recovery.
- > **Broad Operating System (OS) Support** – Support common OS including Linux, Windows, AIX, HP-UX, and Solaris.

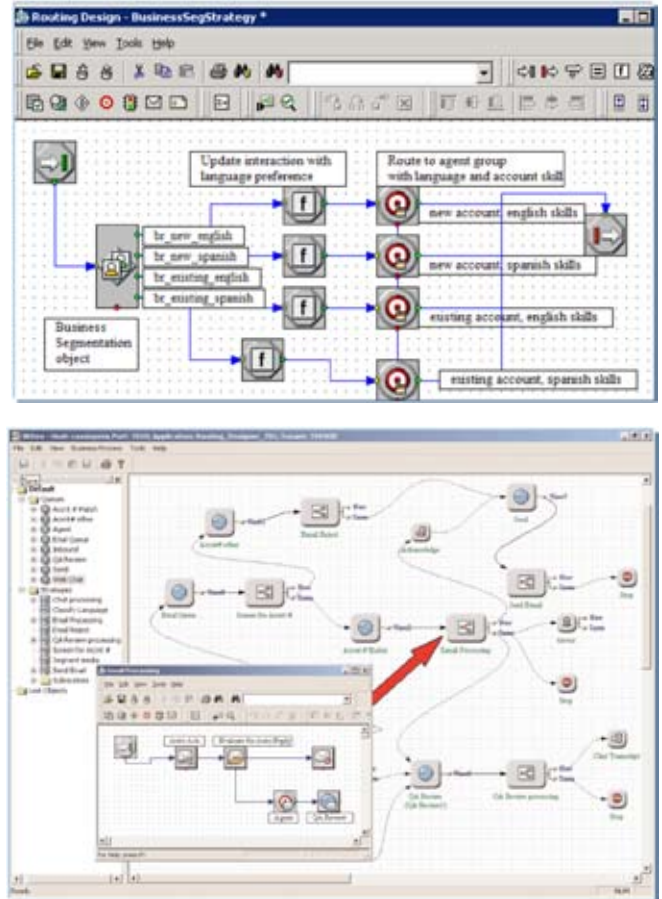


Figure 3: Interaction Routing Designer (IRD)



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Achieve Your Business Objectives

Genesys Universal Routing allows you to develop and deploy specific routing strategies incorporating customer segmentation, interaction channels, resource allocation, agent condition, multi-sourcing, geographical location, and business processes to achieve your own business objectives. With an open platform and integration capability, Genesys Universal Routing enables remarkably flexible and effective customer service practices that are driven by business requirements.

Universal Routing Capabilities

Common interaction routing strategies include:

- > **Data-Driven Routing** – Offer intelligent routing decisions incorporating information from enterprise databases.
- > **Skills-Based Routing** – Match available best-skilled agents to certain customers or service types. This increases first call resolution, which results in higher satisfaction for both customers and agents.
- > **Cost-Based Routing** – Reduce routing costs with a given cost structure, including infrastructure and resource/agent costs, against required performance. Improve return-on-investment (ROI) for the customer service operation.
- > **Last-Agent and Relationship-Based Routing** – Enhance the customer experience and improve agent efficiency.
- > **Service Level Routing** – Allow effective management on high level performance metrics and balance service level goals with agent skill criteria.
- > **Shared Agent by Service Level Agreement (SLA)** – Improve overall productivity with optimal resource utilization in a multi-site environment.
- > **Multimedia Routing** – Provide the flexibility for customer interactions with any given channel.
- > **Business Process Routing** – Support non-real-time customer service work items and improve business process efficiency.
- > **Workforce-Management-Based (WFM) Routing** – Make efficient routing decisions by incorporating dynamic agent work schedules from the WFM application.
- > **Virtual Contact Center Routing** – Route interactions across multiple geographically dispersed sites to reach best available resources, reduce administrative expenses, and increase workforce flexibility.
- > **Blended Routing** – Support both inbound and outbound interactions, including proactive contact, to improve agent productivity.
- > **Business Priority Routing** – Prioritize the business value of interactions associated with customer segmentation and service types. High value interactions are properly supported.

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world's leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information: visit us on the Web: www.genesyslab.com, or call **+1 888 GENESYS** or **1-650-466-1100**.

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