

Mitigate risks from outdated contact center technology and future-proof your customer experience

Signs it's time for an omnichannel transformation

- Your contact center can no longer deliver consistent and connected service across all channels and touchpoints.
- Your existing platform lacks consistent innovation, including secure and proven cloud solutions. And that's putting your business agility and customer engagement at risk.
- You're concerned that your contact center vendor lacks the innovation, vision, leadership or investment in the future to guide your ongoing success.

If one or more of these points describes you or your contact center concerns, now's the time to move to a modern omnichannel customer experience solution.

More than ever before, your success is defined by the quality of your customer relationships and the experiences you deliver. Yet, legacy infrastructure can hinder your ability to deliver consistent service across all channels and touchpoints. If you're concerned about what the future holds with your existing contact center vendor, you might not have time to wait for their next move. Customer expectations are evolving rapidly, putting your business success and competitive viability at stake.

The average contact center now has 11 communication channels, according to the 2017 Dimension Data Global Customer Experience Benchmarking Report. Today's increasingly time-strapped customers want personalised, hassle-free interactions across multiple channels, within applications, and at stores and branches. Delivering the omnichannel customer experiences that they expect requires the right solutions, infrastructure and provider to support this level of service.

Still, many organisations struggle with legacy contact center investments that were never intended to support seamless engagement across digital channels and touchpoints. When these platforms reach end of life, it's an obvious opportunity for IT to replace outdated infrastructure with a SIP-based contact center solution. The decision becomes even more complex when there's an existing—and still functional—business communications platform. The timing could be right for a contact center modernisation project, but not for a complete overhaul. Either scenario can result in successful migration and better business outcomes.

Make the decision

As an executive who's responsible for driving customer experience innovation, you face the challenge of increasing customer expectations while relying on existing contact center operations and technology. On one hand, delivering a true omnichannel customer experience is essential to drive revenue, loyalty and customer satisfaction. On the other hand, current contact center infrastructure might not be enough to deliver on that vision.

By adding proven, market-leading customer experience solutions to the mix, you can optimise customer engagement across existing channels. And with a partner who's focused on both innovation and your success, you can future-proof your business as it continues to evolve.

Move at your own pace

Incorporating the technology needed to deliver omnichannel service doesn't have to happen overnight. With an open customer experience platform, you can transition in phases—meeting current and future customer experience goals. You can move at your own pace. Start with the basics: inbound voice and its critical reporting and data. Then add in digital channels, self-service, assisted service and workforce management. Or deploy a full omnichannel customer experience platform and keep your existing PBX system.

Ultimately, your goal is to manage and orchestrate customer interactions from a single, intelligent universal queue-routing engine that enables you to prioritise and blend interactions and work across all channels. This orchestrated approach reduces customer effort and improves the overall customer experience. You also gain the benefits of a single omnichannel desktop, which gives employees access to real-time context and knowledge to provide the seamless, personalised experience that builds customer loyalty.

Gain business value while addressing short-term risks

A phased approach not only improves your customer experience, it also mitigates short-term risks by avoiding reliance on a vendor with an unclear roadmap, leadership challenges or an inability to deliver a true business partnership. It also gives you the opportunity to learn a new omnichannel customer experience platform - without having to move mountains. In other words, you can reduce risks while you gain some very valuable benefits.

- Establish a solid foundation for customer engagement channels and touchpoints as they emerge.
- Extend omnichannel engagement across departments and processes outside of the contact center, eliminating service-diminishing silos.
- Train your staff on a future-based platform that supports next-generation solutions and drives customer experience success.

The Genesys® PureBridge program can smooth your migration journey, beginning with a complimentary workshop to bring stakeholders together. We'll work with you to assess your current environment, identify your desired outcomes and customer experience vision, and then map out a realistic path to get you there - at a pace that's right for you.

Move to Genesys in the cloud

It's no secret that when it comes to innovation, cloud comes first. This holds true in your contact center, too. Cloud technology is faster to create, test, iterate and deploy. With our continuous deployment approach to the cloud, new features and enhancements are always available. Using Genesys cloud technology to power all your customer conversations changes your game with these benefits:

- Best routing. Period. Our patented AI- powered routing engine uses your data to match customers with the best resource- bot or human- most likely to achieve your business goals.
- Any channel. Any time. Start thinking in terms of experiences and not just channels. Genesys simplifies omnichannel, so you can deliver delightful customer interactions across all channels and manage it all from one place.

- Better business insight. Real-time dashboards, up-to-the-second analytics and customer journey insights- everything you need to understand your business and help your customers get what they need.
- Happy employees, happy customers. Happy customers start with happy employees who are engaged and empowered to work smarter, not harder.
- AI-powered cloud technology. Our AI solutions are designed specifically for customer experience. Create personalised, proactive and predictive experiences at every moment.

Benefit from a proven migration model

The unique, proven Genesys Prescriptive Migration methodology is built on best practices, outcomes-based use cases and architecture patterns that offer repeatable steps to guide your transformation. By applying this methodology, you can dramatically reduce risk, costs and complexity while ensuring faster time to business value. Since 2016, more than 1,300 organisations have trusted Genesys to help them successfully migrate to a more flexible, future-ready and true omnichannel customer platform.

Drive your business and customer experience forward

There are many considerations and risks in a customer experience transformation and the move to an omnichannel environment. However, risks are compounded every day that you rely on contact center investments that are at, or approaching, end of life. This is especially true when you're working with a vendor who lacks good options for their customers, consistent technology leadership or the ability to sustain future investments.

New customer engagement demands and innovation must forge a new way forward. Avoid the risk of standing still. Incorporate an open, stable and proven customer experience platform—and provider—and gain the advantage of proven prescriptive migration methodology to guide your transformation. Manage short-term risks while meeting the expectations of today's customers and get future-ready to meet your long-term goals.



Vodafone: A complete contact center transformation

As one of Europe's largest providers of telecommunications, Vodafone Germany struggled to sustain an exceptional, consistent customer experience with contact center operations distributed across 55 sites in Europe, Egypt and Turkey. Communications were siloed with five different voice systems; outsourced resources handled 70% of calls. Vodafone Germany chose the Genesys Customer Experience Platform to address the problem of disconnected channels—bridging people and technology into a single virtual contact center.

The migration began by replacing their outdated, on-premises ACD systems with the Genesys Customer Experience Platform and leveraging SIP to connect contact center agents and business users across every location. This also meant consolidating IVR systems and moving them to the platform.

Building on a solid foundation, Vodafone later implemented Genesys Workspace to give agents full transparency of customer interactions on every channel. They also added new communication channels to meet customer expectations for digital engagement. With their contact center transformation, 86% of customers are routed to the best agent within seconds across every channel—reducing average hold time by 10 seconds per interaction.



Desjardins: Integrating Genesys with a legacy PBX system

Desjardins, the largest cooperative financial group in Canada, needed to seamlessly shift to an omnichannel approach. Their contact center is at the heart of their operations and relationships with customers across a growing number of channels. Yet, they couldn't afford to risk any lapse in service.

This led the company to integrate the Genesys Customer Experience Platform with their legacy PBX system. By taking this phased approach, they mitigated their risk while obtaining the omnichannel capabilities needed to support continued growth.

With their new platform in place, Desjardins addressed several key issues, including rising call volume, disparate contact center solutions from multiple vendors, and a lack of visibility across digital and voice channels. Since the deployment, Desjardins has reduced average conversation time by 15 seconds through faster customer identification. They also reduced TCO of their contact center system by 25%.

About Pivotal

Pivotal Data is a Genesys Gold partner and a specialist provider of PureConnect, Genesys Cloud and Genesys Engage products and services. We address the full spectrum of client requirements through the enablement of advanced omni-channel customer experience capabilities. We're the only provider that offer On-premise or Cloud procurement models, and our National Operations Centre (NOC) is a dynamic state-of-the-art monitoring facility that functions 24/7/365 to ensure delivery of optimal customer support services. Our highly-skilled team of over 33 multi-skilled and proficient engineers holds the highest certifications across a range of vendor technologies, with the multidisciplinary skills needed to support Pivotal Data's extensive and diverse product range.