



Partnership Profile:

Genesys | IBM

Customer Service Innovation

Improving loyalty and sales while reducing costs



“We look at IBM and Genesys as our strategic partners. They gave us the complete end-to-end solution, the best-of-breed technology solution. And they are also the market leaders in banking.”

— Bank Leumi

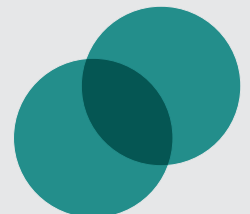
“We knew what we wanted to do from a capability standpoint, but we didn’t know how to get there. That’s where the team of IBM and Genesys proved invaluable.”

— Vodafone

Proven solutions that leverage existing systems to maximize ROI

IBM and Genesys offer the market-leading technology and expertise to deliver transformational customer service solutions that differentiate you from your competition, improve service, increase productivity and reduce costs. Genesys software provides the foundation for efficient, accurate, open- standards contact center solutions that direct more than 100 million customer interactions every day. IBM complements Genesys technology with innovative voice, middleware and technology platforms supported by IBM Global Business Services, a corps of more than 100 CRM experts in North America alone.

IBM and Genesys have delivered solutions for over 300 customers, and we have customer contact down to a science, delivered traditionally or in a hosted model. IBM’s Contact Center Optimization Methodology elevates contact center service by eliminating silos, improving productivity and prioritizing tasks across the enterprise. In fact, IBM was named the number one BPO provider in a recent IDC Customer Needs and Strategies Report, dominating all categories (transformation, integration, innovation and cost optimization) in all eight market segments ranked.¹



1. A copy of this report can be found at:
<http://www.ibm.com/services/us/igs/pdf/idcexcerpt2-09.pdf>

Service Process Optimization (SPO)

Right priority– right data – right resource

Experts and studies agree that positive customer experience drives loyalty, which impacts sales and profitability. Research on financial services, insurance, and telecom companies found that 73% of resources involved in customer service delivery fall outside the traditional role of the contact center. Genesys and IBM bridge front-office and back-office operations to extend customer service innovation beyond the contact center and optimize resources across locations. IBM's Business Process Manager (BPM) handles the processes and content management, while Genesys intelligent Workload Distribution (iWD) creates a single global task list, sorted by business value. iWD ensures the right resources proactively receive the highest value tasks, whether those tasks are forms, faxes, e-mail messages, or received from another channel. This aligns resources to value, helping to manage service level objectives, ensure compliance, and provide end-to-end visibility, efficiency, and consistency across the customer service chain. A recent project reduced average handling time by approximately 30 percent, increased overall productivity by 20 percent, decreased follow-up support expenses by 25 percent, and improved customer satisfaction rates by 15 percent.

Benefits:

- Strengthen customer loyalty and increase sales
- Increase productivity and SLA adherence
- Improve management visibility and records compliance

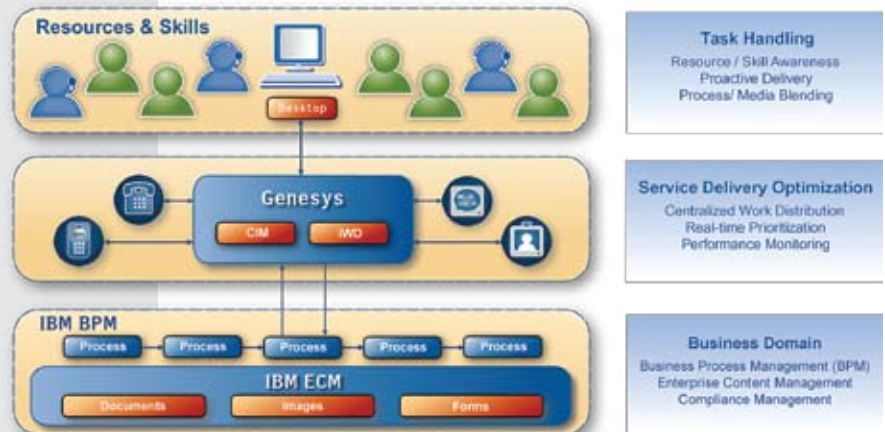
Real-time Enterprise Collaboration

Genesys and IBM Sametime

Genesys UC Connect seamlessly integrates IBM® Sametime® into the contact center workflow with complete reporting on interactions. Integrating Genesys interaction management and routing with IBM Sametime unified communications (UC) can improve customer service quality, as well as the productivity of agents and experts. Genesys UC Connect enables you to leverage your IBM Sametime investment to increase first-call resolution and reduce costs by providing agents immediate access to experts across the enterprise. The solution can also route calls to staff in the back office and branches during volume peaks to reduce hold times while minimizing costs.

Benefits:

- Improve service and reduce hold times
- Minimize labor and training costs
- Maximize productivity and manage interruption



Analytics Optimized Routing (AOR)

Matchmaking for Call Centers

AOR is an asset of the IBM Business Analytics and Optimization (BAO) service line of IBM Global Business Services that integrates with Genesys routing. It matches each inbound caller or outbound contact to the optimal agent or specialist in real time with patented affinity models that take skills-based routing to a new level. AOR analyzes service worker skills, past performance, and personality profiles against customers in the queue, matching customers to agents with highest probability of a desired outcome. It uses Genesys to route the request with the relevant information to the best resource available in real time to assist the customer. Tapping previously unexplored caller and agent attributes with advanced decision sciences can increase operational efficiency/revenue as much as 30 percent and reduce agent/CSR attrition by over 5 percent.

Benefits:

- Executives: Improves profitability and delivers fast ROI
- Call center: Improves SLA adherence and reduces churn
- IT: Provides a scalable, flexible, and reliable platform
- Agents: Builds confidence and morale



GENESYS®
AN ALCATEL-LUCENT COMPANY

Genesys

Genesys, an Alcatel-Lucent company, is the only company that focuses 100% on software to manage customer interactions over the phone, Web, and in e-mail. Genesys is a certified Siemens OpenScape Ready partner, having successfully completed the OpenScape interoperability testing.

The Genesys software suite dynamically connects customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals, and efficiently use resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies can leverage their entire organization, from the contact center to the back office, to improve the overall customer experience. As a result, Genesys helps stop customer frustration, drive efficiency, and accelerate business innovation.

IBM

IBM is a leading global provider of customer service solutions dedicated to every client's success by creating business value and solving business problems. IBM voice (speech), middleware and technology platforms help increase customer satisfaction, agent productivity, operational efficiency and revenues. In addition, IBM Global Services and unique Contact Center Optimization Methodology reduces risk and time to benefit.

Contact Information

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