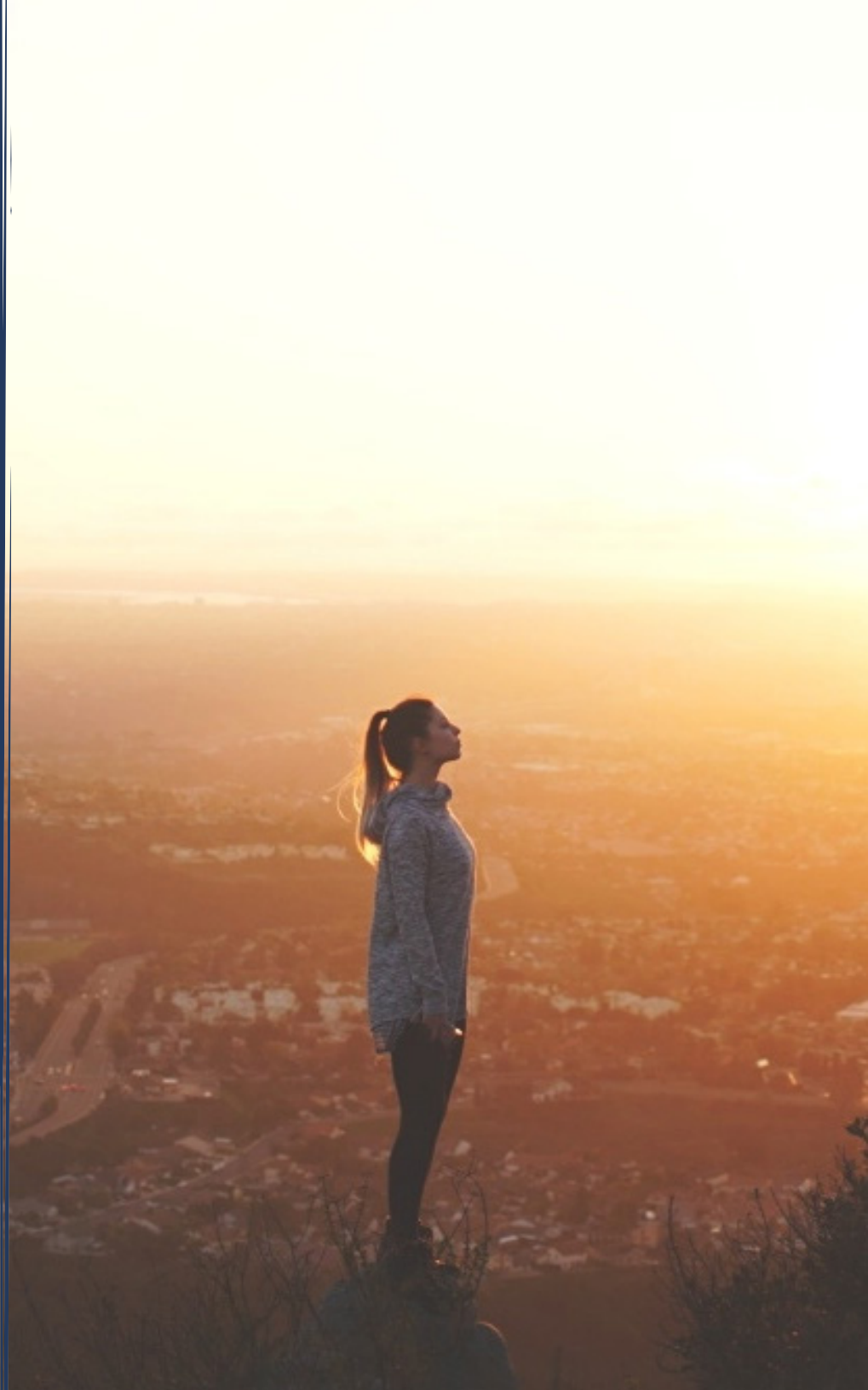GENESYS

EVOLVE FROM LEGACY TECH TO THE CLOUD

Modernize your contact center and improve CX at the right speed

By 2026, **75%** of organizations will adopt a digital transformation model predicated on cloud as the fundamental underlying platform.

- Gartner ®

That's because consumer expectations, the economy and even technology are constantly evolving — they're never stagnant.

Your customer experience (CX) strategies shouldn't be, either.

Your business needs are unique. It might take time to transform your tech stack while minimizing disruption to your customers and employees. But your journey to the cloud can happen at the right pace for your business.

There are steps you can take today to improve service levels, efficiency, and customer and employee experiences. Genesys offers solutions that transform your ability to overcome the challenges of fragmented data and identify problems your customers encounter so that you can optimize experiences.

EXPAND VISIBILITY WITHIN AND BEYOND THE CONTACT CENTER

01

Say goodbye to fragmented data

Most legacy platforms keep data siloed. IVR interactions are managed in one system; chatbot interactions are captured in another — the list goes on and on. And that's not to mention all the databases your colleagues in other departments use.

To improve efficiency and the experiences you deliver, you need to know what's working and what isn't. That can be challenging when you can't visualize customer behavior across every channel on a single screen.

Take your first step

The first step in modernizing your contact center is to increase your visibility, so each agent has the information needed to serve customers efficiently. Having more visibility into a customer's omnichannel journey allows your service team to recognize customer intent — which goal they're trying to achieve and the steps they've taken so far.

It also makes it easier to perform root cause analyses and discover where customers are encountering friction — and quantify the impact on your CX and business metrics.

See the forest and the trees

When analyzing CX performance, there are levels of granularity. You want to understand how easily customers find it to reach their goals. You want to know exactly which issues cause specific metrics to fluctuate. And you want to quantify your impact on your organization's bottom line.

This requires visibility at multiple levels.

For instance, your leadership team might want a high-level view of contact center performance: a dashboard that tracks outcomes like cost to serve and efficiency for important service journeys, such as customers who need to solve a problem or make a change to a service or product.

But when outcomes suffer, your analysts need to dig deeper to uncover the cause of rising costs. The ability to analyze paths individual customers take is crucial in determining what isn't working and how to fix it.

Pointillist® Customer Journey Analytics software gives you the visibility you need without replacing existing technology. Journey analytics empowers employees across your organization to understand how individual customers affect overall performance. And it provides the context required to serve customers quickly and efficiently.

Whether customers decide to contact your service department after visiting your website, using your product or visiting a store or branch, journey analytics lets you know.

With journey analytics, you can analyze behavior on individual or aggregate levels. This allows you to uncover the steps one customer takes to achieve a goal. You can also monitor macro-level customer journeys to understand friction points that cause KPIs to fluctuate.

84% of consumers say they're more likely to repeat business with companies who don't force them to repeat themselves.

"The State of Customer Experience," 2021

Improve call centers metrics and lower cost to serve

A credit card issuer uses Pointillist to identify the cause of a dramatic increase in repeat calls and cost to serve.

The Senior Supervisor of Customer Service at a large credit card company sees a dramatic rise in repeat calls over the month of October, which is increasing costs by almost 230%.

She uses Pointillist to determine what's driving the largest volume of repeat calls. She discovers that cardholders attempting to redeem credit card rewards are driving over 50% of repeat calls.

Using Pointillist, the customer service supervisor learns what consumers are doing before they place a call. It seems cardholders first try to redeem their rewards via the mobile app, then place a phone call.

The customer service supervisor connects with the mobile team, which recently deployed an update on both iOS and Android. It seems the recent update has a bug in the iOS version, so the team worked to resolve the issue.

Once the bug is fixed, the repeat call rate declines as quickly as it increased, saving almost $900,000 in costs.

FCR	Call volume	Repeat calls	Cost to Serve
72% ↑ +1.2% Prior: 55%	**55%** ↑ +1.2% Prior: 55%	**40.1** ↑ +1.2% Prior: 55%	**$4.4M** ↑ +1.2% Prior: 55%
82% ↓ -2.7% Prior: 55%	**50%** — +2.7% Prior: 55%	**42.2** — +2.7% Prior: 55%	**$3.7M** — +2.7% Prior: 55%
75% ↓ -2.7% Prior: 55%	**66%** ↓ -2.7% Prior: 55%	**35.8** — +2.7% Prior: 55%	**$14.8M** ↓ -2.7% Prior: 55%
41% ↑ +1.2% Prior: 55%	**48%** — +2.7% Prior: 55%	**38.8** ↑ +1.2% Prior: 55%	**$1.3M** — +2.7% Prior: 55%

85% of these callers use the iOS version of the mobile app.

Accelerate time to value with existing tech

Migrating from your current system to the cloud seems risky. There's the potential for service disruptions.

But journey analytics can help you minimize that risk. The first step in any journey toward contact center modernization starts by baselining your current performance and designing new flows based on existing customer behavior.

Then, you can accelerate your evolution and time to value by using journey analytics to:

Document performance improvements and quantify ROI

Reduce time to design and build new self-service flows

Monitor and document performance changes as each component is migrated

Rapidly uncover and address any problems before they escalate

7

DELIVER THE DIGITAL EXPERIENCES CUSTOMERS DESIRE

02

Personalized digital experiences are within reach

How many times have frustrated customers called your service department or escalated their queries from a bot to a live agent? Of those times, how often did the customers have to repeat personal information, their problems, and the steps they took before initiating the call or chat?

Whether it's via chatbots or WhatsApp, email or social media, SMS or a plain old phone call, consumers are going to engage with you across many channels. And they expect to do so without repeating themselves.

Context matters to consumers — it's a major factor in satisfaction rates, loyalty and revenue.

But legacy on-premises solutions don't offer digital capabilities, so you're forced to cobble together systems to give consumers what they want. This reality presents a two-fold problem.

1. Trying to connect customer data across multiple systems is difficult and often results in a disjointed experience that makes consumers feel your brand doesn't know them.

2. Employees struggle to serve customers efficiently because they must toggle between different screens and systems to get the information they need.

Bringing all your digital channels together under one platform is paramount to delivering personalized experiences — and empowering your agents with the most relevant information to serve customers.

Just **10%** of CX leaders worldwide say their organization currently uses a single screen and single platform to improve the employee experience and customer experience, and an additional **73%** plan to offer it in the next one to two years.

"Customer experience and the future of work," 2022

Imagine you work at a popular airline

Use case: The status quo

An airline cancels a flight.

When a customer tries to check in for their flight, they see it's cancelled. The customer navigates to the website to find out how to rebook the flight.

They place a call but are placed on hold due to rising call volumes.

After half an hour, you greet the customer and ask for personal details and flight information, even though the customer is logged into their account.

You're not equipped to rebook their flight, so you have to transfer the customer to another agent.

The customer must repeat the same information to the next agent. This agent has to switch between email and book history, current flight availability, and the customer's profile, so it takes another 30 minutes to rebook their flight.

Use case: A seamless experience

An airline cancels a flight.

A customer navigates to the airline's website, which recognizes the customer based on previous visits. A chatbot is triggered with a link to help the customer rebook their flight.

The customer is presented with a list of alternate flights, without having to enter their name, email and booking number.

The customer can rebook their flight in a matter of minutes without a live agent. Self-service improves digital containment rates and customer satisfaction for the airline.

Provide faster, better experiences

It's easy to improve customer satisfaction when your digital channels are managed on one single platform. When customer data is integrated, you can provide seamless experiences that make your customers feel understood and valued.

We know that employee experience (EX) impacts customer experience. Your agents need one interface that integrates with your existing voice platform to serve customers and feel prepared and satisfied.

When evaluating solutions, look for a partner that will enable you to start with the channels you need and add more channels over time quickly and easily.

Customer spotlight:

Rabobank

Rabobank is on a mission to create a positive influence on people and society through financial services. The cooperative bank serves retail and corporate clients in the Netherlands, focusing on the global food and agriculture sectors. These operations comprise 89 local Rabobank branches, a central organization and specialized international offices.

Consistently delivering an excellent customer experience is integral to the company's success. Yet disconnected on-premises products meant its contact center teams couldn't transfer contacts between branches, get a unified view of the customer or capture meaningful real-time data. Meanwhile, essential requirements like IP telephony, routing, reporting, voice recording and CRM system integration were getting more complex and harder to manage.

25%
PRODUCTIVITY GAIN
with asynchronous web messaging

OVER
$2.2
MILLION SAVED
in hardware and IT staff costs

45%
OF QUESTIONS ANSWERED
by virtual assistants

90%
INCREASE IN CUSTOMER SATISFACTION
for digital channels

Adding digital to voice with flexibility

Within a short time, Rabobank launched two virtual assistants with the Genesys Cloud CX™ platform and a new messaging channel to replace live chat. The company can also now enable agents to instantly send messages containing video call invites.

"Our advisors can easily switch from a phone call or web messaging and escalate to a video conversation in a single click," said Thom Kokhuis, Head of Conversational Banking at Rabobank. "We arrange around 15,000 video calls with customers each month, often for emotional life events such as buying a new house or dealing with a bereavement."

Rabobank can easily onboard new departments and launch extra channels, features and services — enabling it to speed innovation to customers faster than its competitors.

Shifting from voice to digital-first conversational banking delivers greater convenience and improved customer experience. Virtual assistants never sleep and can answer around 45% of all questions 24/7.

Web messaging volumes have risen from 15% to 20% of all interactions. These improvements have delivered customer satisfaction rates of 90% and higher for these digital channels.

❝ Web messaging is **25% MORE EFFICIENT** compared to call handling, meaning we can serve more customers without increasing headcount. And since introducing video calls we've seen a noticeable uplift in new mortgage sales. ❞

Thom Kokhuis
Head of Conversational Banking, Rabobank

Less effort, better engagement, happier customers and agents

Employees also have a better experience. With more digital tools to help solve complex, emotional situations, advisors enjoy greater job enrichment. And they have greater control of their workloads and personal performance against targets.

"Before, our advisors handled phone or live chat conversations in separate teams," said Kokhuis. "We now offer phone and video calls, web messaging and self-service using AI-powered virtual agents. Voice is no longer our primary channel but is offered for high-impact situations if a digital channel isn't right."

Read the full story

MAXIMIZE VALUE FOR CUSTOMERS, AGENTS AND YOUR BUSINESS

03

Modern experiences require modern technology

Modernizing your contact center gives you the freedom to adapt to ever-evolving customer expectations, economic environments, technological advances and more. Siloed voice and digital systems create a disjointed platform and make it harder to innovate and adjust to changing business demands.

The cloud increases your agility, efficiency and innovation, making it easier to deliver empathetic customer experiences and achieve your business goals.

Bringing your entire contact center into a unified modern platform is the last step on your journey toward better customer and employee experiences that help you reach your business goals.

AGILITY

Genesys Cloud CX is an open, API-first platform with over 3,000 APIs for easy, low-code integration. Compose differentiated experiences in and beyond the contact center that are tailored to your unique use cases.

EFFICIENCY

Customers see an average of 33% in TCO savings and a 64% reduction in capital expenditure when they move from legacy platforms to Genesys Cloud CX.

INNOVATION

Stay ahead of evolving market shifts, business requirements and your competition. Only with Genesys Cloud CX do you get new capabilities and improvements weekly. Click to deploy new features easily and gain the flexibility to turn on product features when needed.

A partner on your journey

Evolving the customer experience within your business isn't just about prioritizing costs over CX and EX, or vice versa. These goals aren't mutually exclusive. Cloud technology allows you to create best practices across the organization, scale services to customers and grow understanding of customers beyond the contact center.

Genesys has completed over 4,000 contact center transformations with a proven process that limits risk and produces big results. Choose a partner that can support you on your journey, providing guidance and expertise at the right speed for your business.

When you're ready to begin your journey to the cloud, start here.

GENESYS

ABOUT GENESYS

Every year, Genesys® orchestrates billions of remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

Visit us at genesys.com or call us at +1.888.436.3797.