ENGAGEREDE MEDARBEJDERE LEVERER DE BEDSTE KUNDEOPLEVELSER

Kundeservice & Kundeoplevelser 2021

20. september 2021

GENESYS™

Klaus Markussen

Sales Executive

Jens Olesen

Senior Principal
Solution Consultant

GENESYS IS THE GLOBAL LEADER IN CLOUD CUSTOMER EXPERIENCE AND CONTACT CENTER SOLUTIONS

100

Spanning over 100 countries we cover a lot of ground

30+

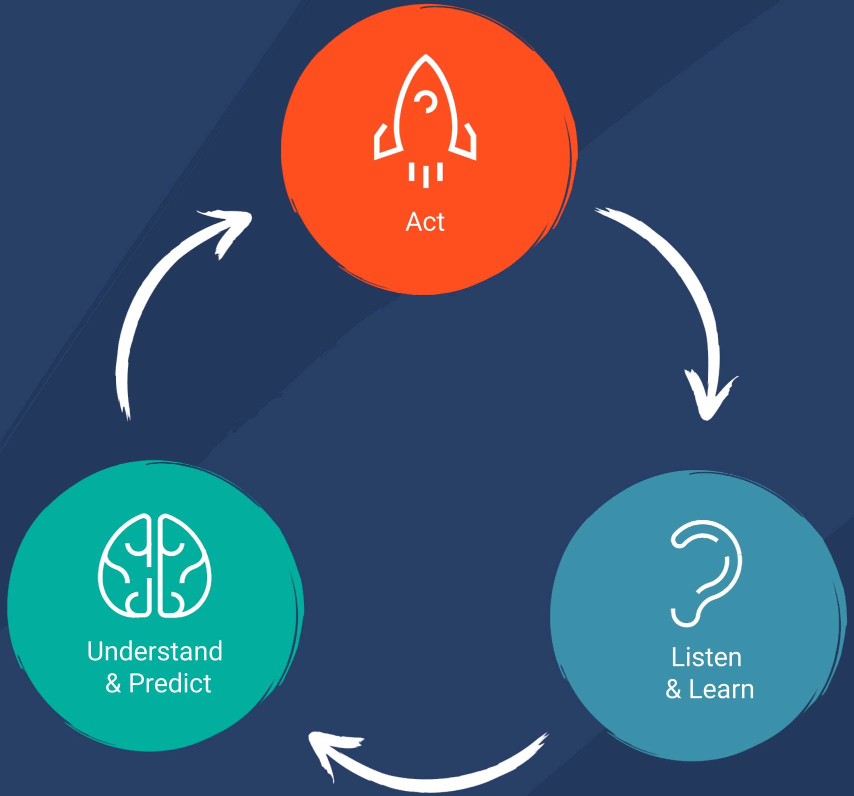
More than 30 years of innovation and market leadership

5500+

Genesys employees working together to create the best customer experiences

WFM → WFO → WEM

EMPATHY drives trust and loyalty



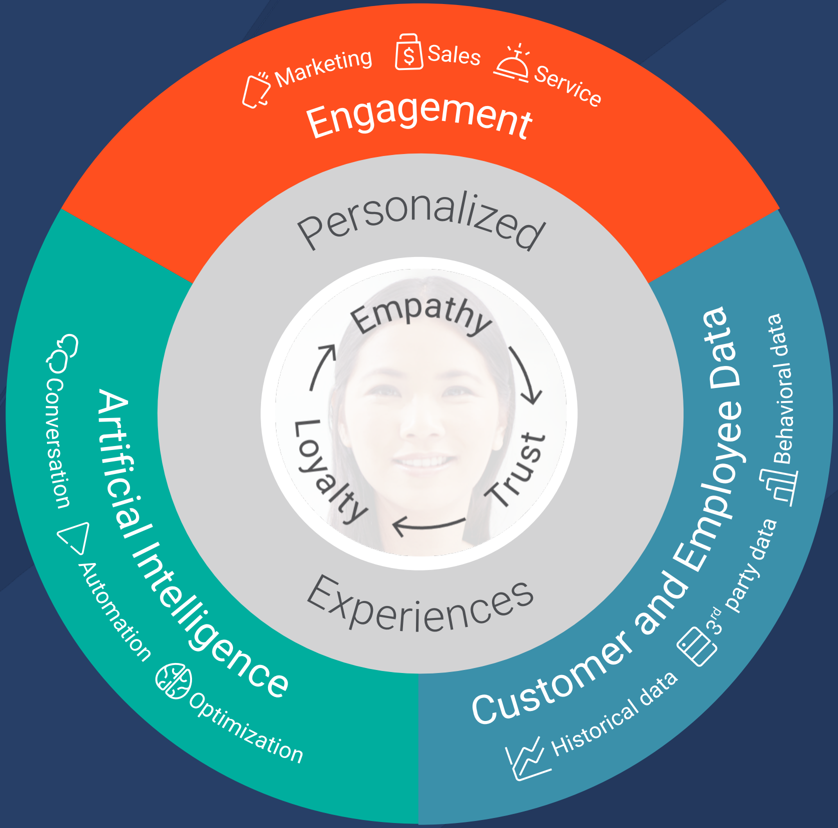
Act

Listen & Learn

Understand & Predict

GENESYS™

EXPERIENCE AS A SERVICE


Marketing
Sales
Service
Engagement
Personalized
Empathy
Trust
Loyalty
Experiences
Artificial Intelligence
Conversation
Automation
Optimization
Customer and Employee Data
Behavioral data
3rd party data
Historical data

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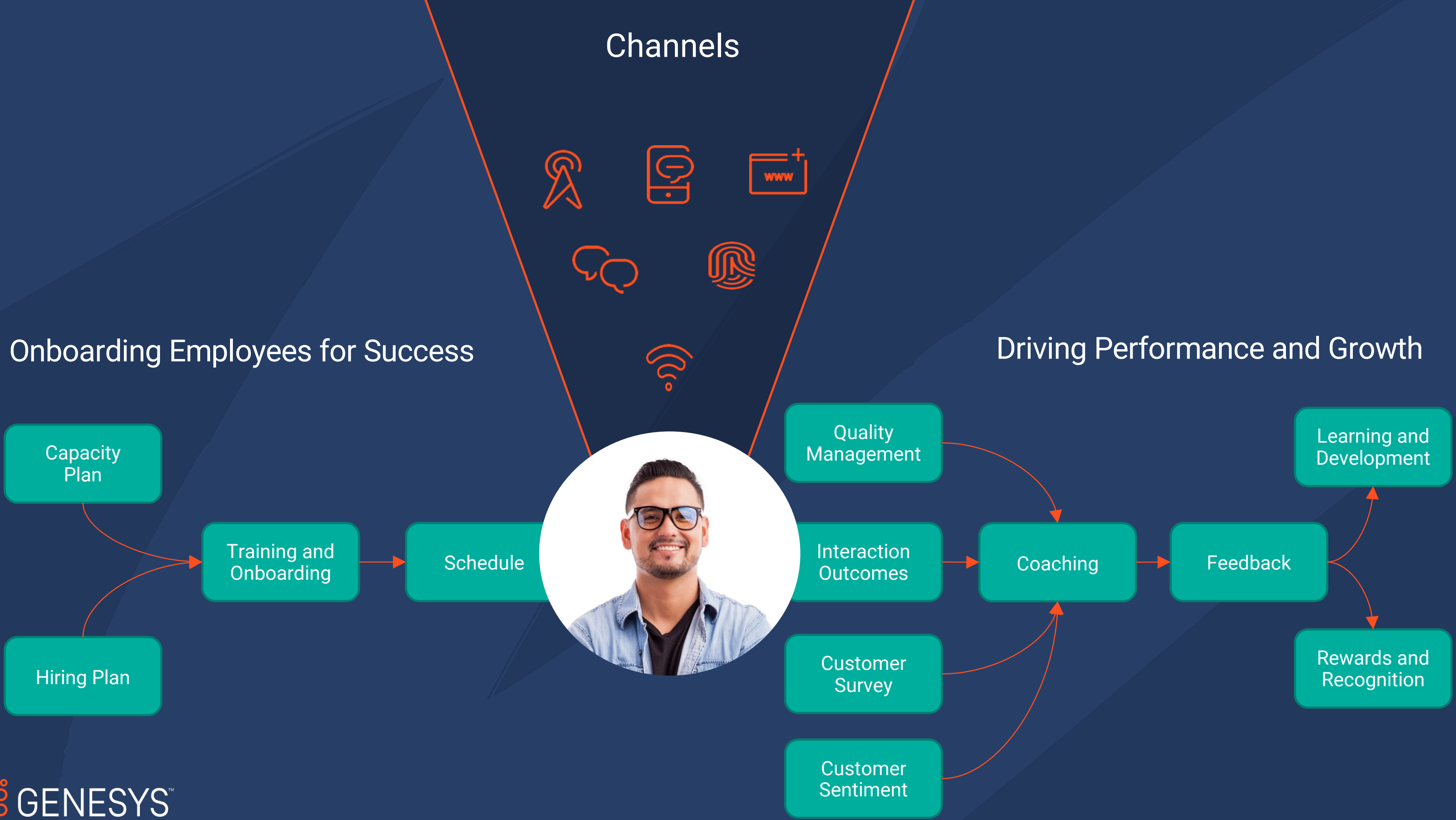

Channels

Onboarding Employees for Success

Capacity Plan

Hiring Plan

Training and Onboarding

Schedule

Driving Performance and Growth

Quality Management

Interaction Outcomes

Customer Survey

Customer Sentiment

Coaching

Feedback

Learning and Development

Rewards and Recognition

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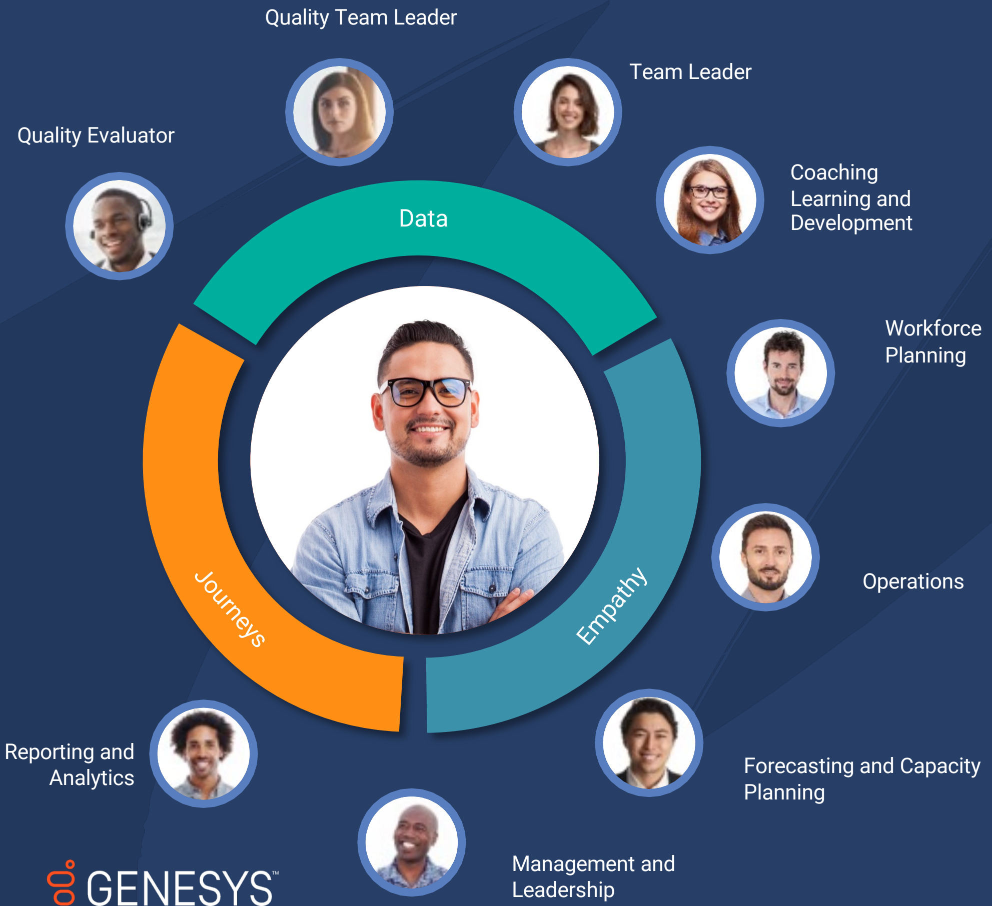

Quality Team Leader

Team Leader

Quality Evaluator

Coaching Learning and Development

Data

Workforce Planning

Journeys

Empathy

Operations

Reporting and Analytics

Forecasting and Capacity Planning

Management and Leadership

Belonging	The sense of respect, community and belonging that an employee has towards their leader and the organization
Alignment	The understanding of the expectations, alignment and commitment of the employees towards the strategic goals of the organization
Growth	The support, development and growth opportunities that an employee receive from the organization

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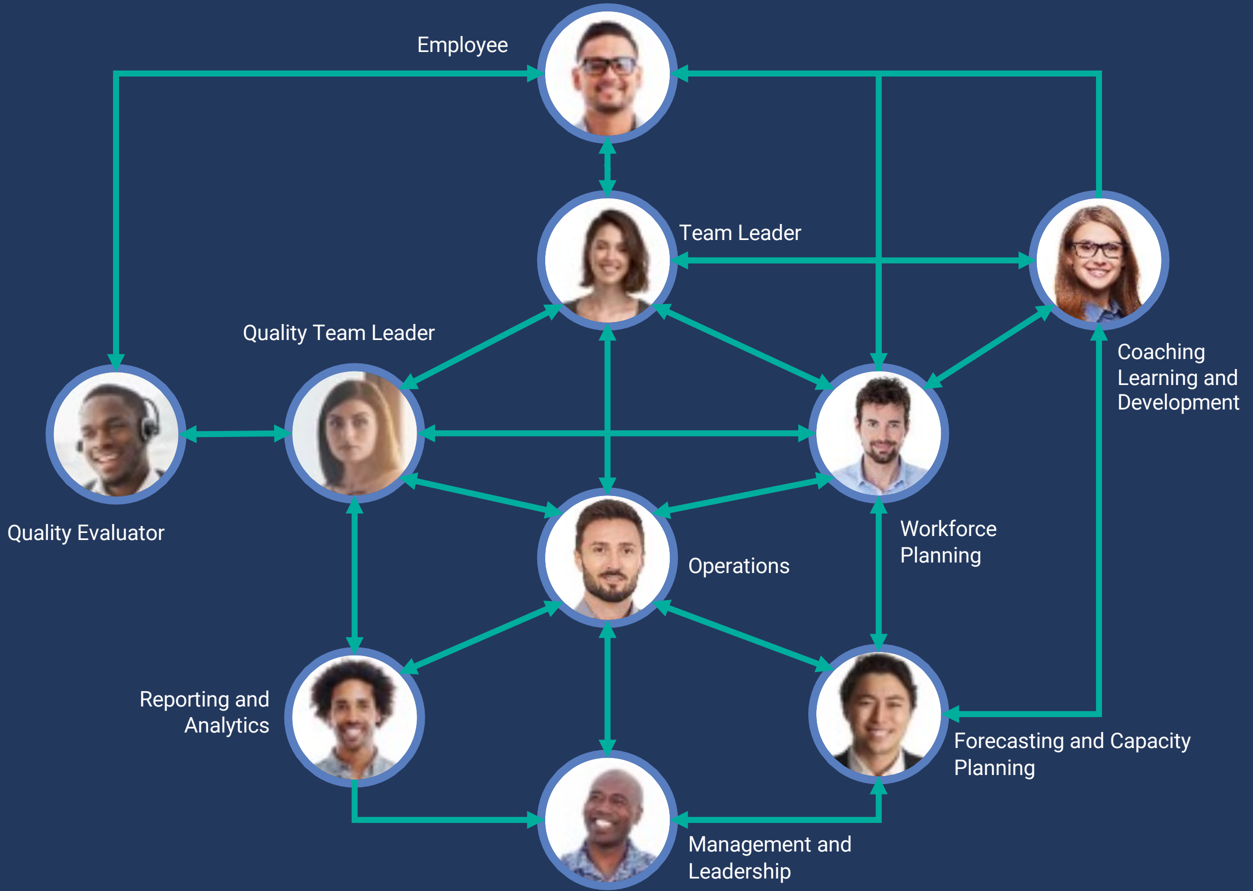
EXPERIENCE(S)

- Different Needs
- Different Targets
- Different Worries
- Different Success


Employee
Team Leader
Quality Team Leader
Coaching Learning and Development
Quality Evaluator
Workforce Planning
Operations
Reporting and Analytics
Forecasting and Capacity Planning
Management and Leadership

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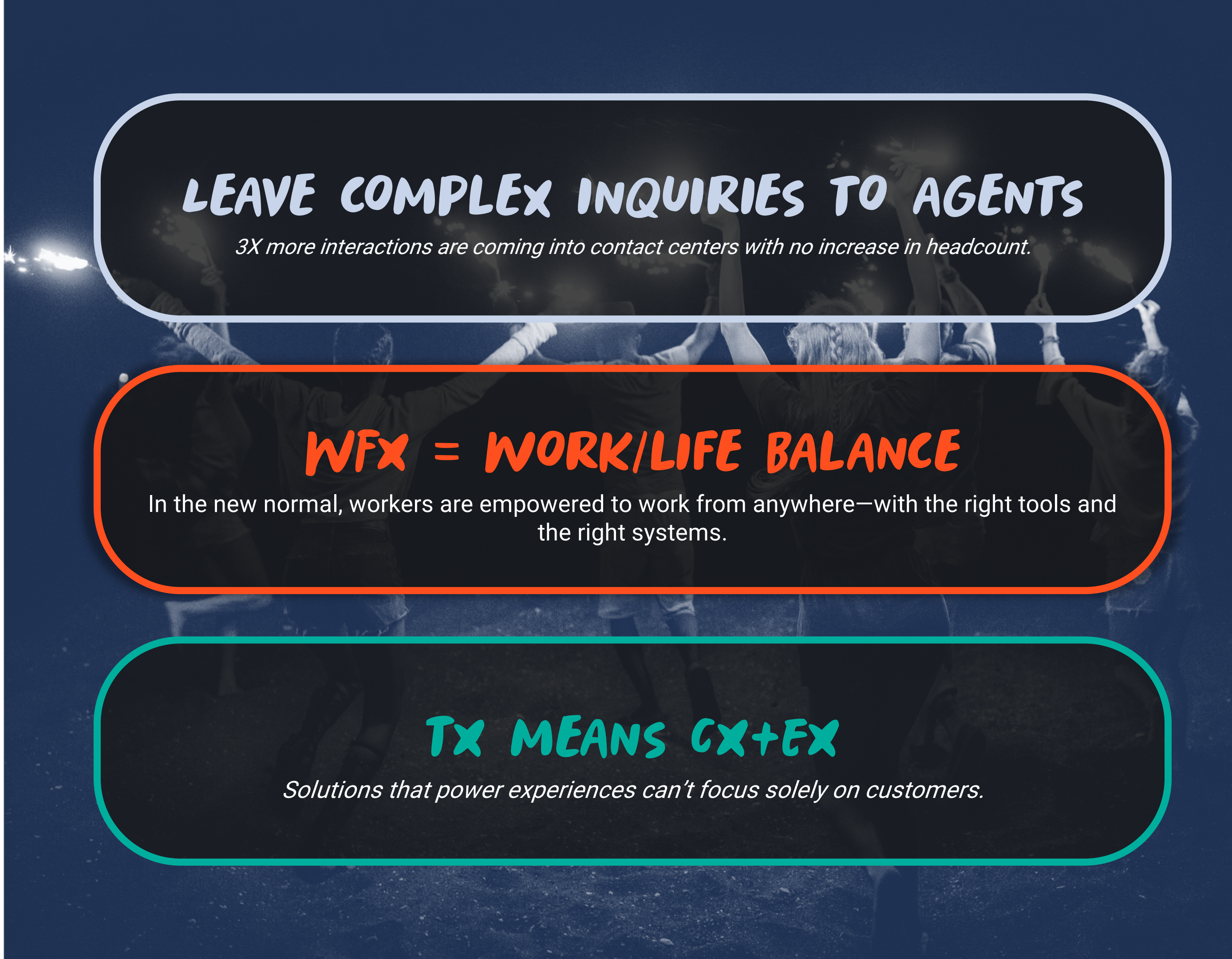
TIME TO RETHINK AND CHALLENGE THE STATUS QUO

While it's safe to say that paradigms are changing for workforce engagement, it's more accurate to say that change is happening in our industry as a whole.



LEAVE COMPLEX INQUIRIES TO AGENTS

3X more interactions are coming into contact centers with no increase in headcount.

WFX = WORK/LIFE BALANCE

In the new normal, workers are empowered to work from anywhere—with the right tools and the right systems.

TX MEANS CX+EX

Solutions that power experiences can't focus solely on customers.

NOT YOUR DAD'S WFM

AI-powered forecasting and scheduling gives you a highly effective handle on your workforce from a single, easy-to-use interface.

EMPLOYEE TRANSFORMATION WITH ENGAGEMENT

Reinforce Experience as a Service with Positive Employee Outcomes

Quality Assurance and Compliance

- Interaction Recording (all Channels)
- Screen Recording
- Quality Management
- Voice of the Customer survey
- Speech and Text Analytics
- Sentiment analysis

Resource Management

- Employee Mobility Tools
- Long Term Planning
- Capacity and Budget Modelling Workforce Planning
- Scheduling
- *Process Automation / RPA (Partners)*
- *High Volume Recruitment (Partner)*

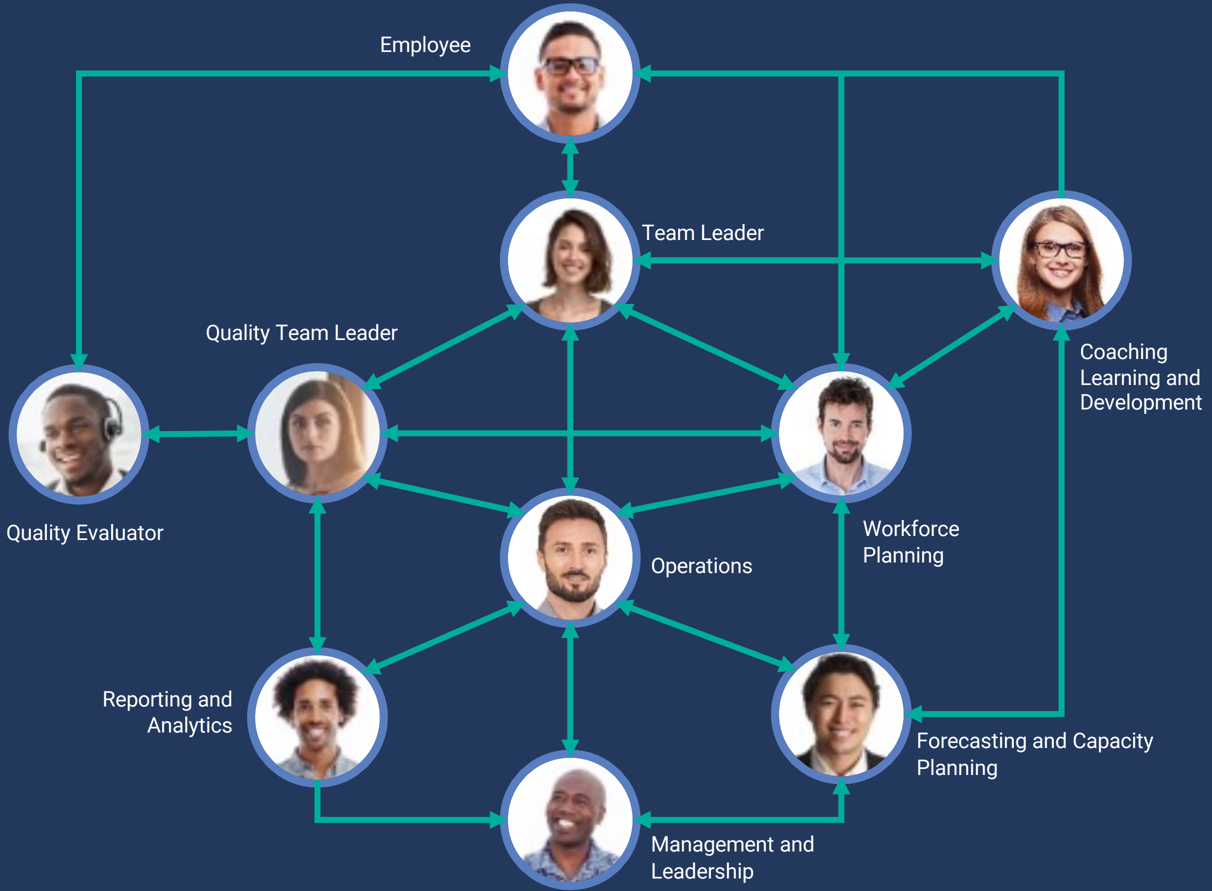
Employee Performance

- Coaching
- Learning, Knowledge Assessment and Onboarding
- Employee Engagement
- Voice of the Employee
- Performance Scorecards through Gamification
- Rewards and Recognition

Genesys confidential and proprietary information. Unauthorized disclosure is prohibited.

Experience (s)

- Different Needs
- Different Targets
- Different Worries
- Different Success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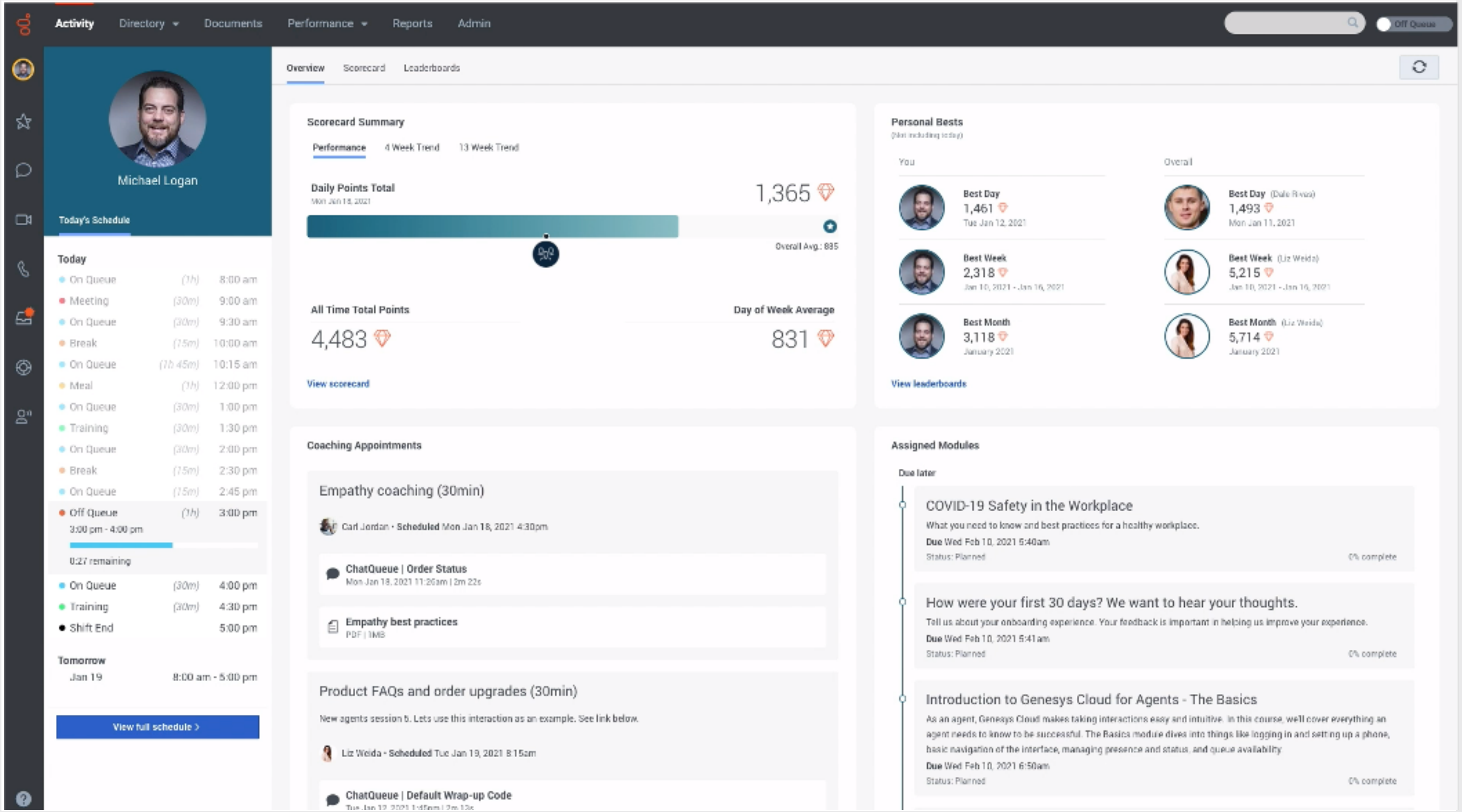


Michael Logan

Today's Schedule

Today

● On Queue	(1h)	8:00 am
● Meeting	(30m)	9:00 am
● On Queue	(30m)	9:30 am
● Break	(15m)	10:00 am
● On Queue	(1h 45m)	10:15 am
● Meal	(1h)	12:00 pm
● On Queue	(30m)	1:00 pm
● Training	(30m)	1:30 pm
● On Queue	(30m)	2:00 pm
● Break	(15m)	2:30 pm
● On Queue	(15m)	2:45 pm
● Off Queue 3:00 pm - 4:00 pm 0:27 remaining	(1h)	3:00 pm
● On Queue	(30m)	4:00 pm
● Training	(30m)	4:30 pm
● Shift End		5:00 pm

Tomorrow

Jan 19 8:00 am - 5:00 pm

Scorecard Summary

Daily Points Total 1,365
Mon Jan 18, 2021

Overall Avg.: 885

All Time Total Points 4,483

Day of Week Average 831

Personal Bests
(Not including today)

You

Best Day 1,461 Tue Jan 12, 2021

Best Week 2,318 Jan 10, 2021 - Jan 16, 2021

Best Month 3,118 January 2021

Overall

Best Day (Dale Rivas) 1,493 Mon Jan 11, 2021

Best Week (Liz Weida) 5,215 Jan 10, 2021 - Jan 16, 2021

Best Month (Liz Weida) 5,714 January 2021

Coaching Appointments

Empathy coaching (30min)

Carl Jordan • **Scheduled** Mon Jan 18, 2021 4:30pm

ChatQueue | Order Status
Mon Jan 18, 2021 11:26am | 2m 22s

Empathy best practices
PDF | 1MB

Product FAQs and order upgrades (30min)

New agents session 5. Lets use this interaction as an example. See link below.

Liz Weida - **Scheduled** Tue Jan 19, 2021 8:15am

ChatQueue | Default Wrap-up Code

Assigned Modules

Due later

COVID-19 Safety in the Workplace

What you need to know and best practices for a healthy workplace.

Due Wed Feb 10, 2021 5:40am

Status: Planned 0% complete

How were your first 30 days? We want to hear your thoughts.

Tell us about your onboarding experience. Your feedback is important in helping us improve your experience.

Due Wed Feb 10, 2021 5:41am

Status: Planned 0% complete

Introduction to Genesys Cloud for Agents - The Basics

As an agent, Genesys Cloud makes taking interactions easy and intuitive. In this course, we'll cover everything an agent needs to know to be successful. The Basics module dives into things like logging in and setting up a phone, basic navigation of the interface, managing presence and status, and queue availability

Due Wed Feb 10, 2021 6:50am

Status: Planned 0% complete

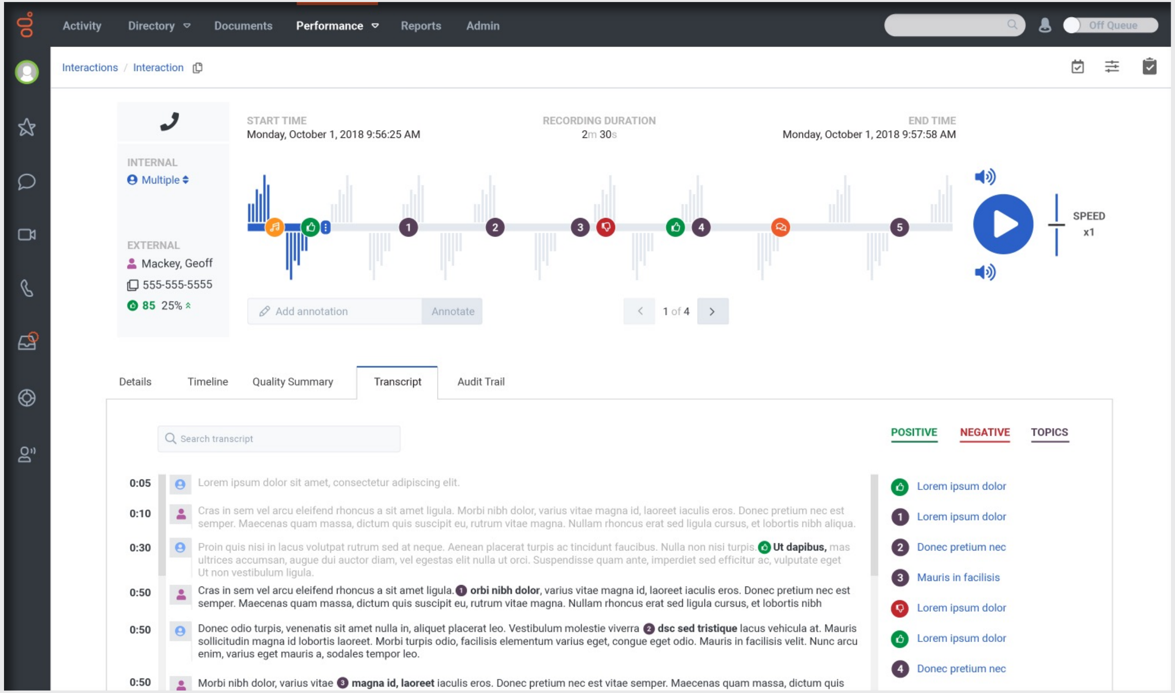
GENESYS

Speech and Text Analytics

Genesys Cloud

FEATURES AND CAPABILITIES

- Full Call Transcription of Voice Interactions
- Transcript and Content Search
- Sentiment Analysis: Markers and Search
- Topic Manager and Tagging Spotting
- Acoustic Analysis: Over Talk, Awkward Silence including Markers and Search
- Analytics Views and Dashboards


Activity
Directory
Documents
Performance
Reports
Admin
Off Queue
Interactions / Interaction
Add annotation
Annotate
1 of 4
SPEED
x1
Details
Timeline
Quality Summary
Transcript
Audit Trail
Search transcript
POSITIVE
NEGATIVE
TOPICS

INTERNAL
Multiple

EXTERNAL
Mackey, Geoff
555-555-5555
85 25%

START TIME
Monday, October 1, 2018 9:56:25 AM

RECORDING DURATION
2m 30s

END TIME
Monday, October 1, 2018 9:57:58 AM

0:05 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

0:10 Cras in sem vel arcu eleifend rhoncus a sit amet ligula. Morbi nibh dolor, varius vitae magna id, laoreet iaculis eros. Donec pretium nec est semper. Maecenas quam massa, dictum quis suscipit eu, rutrum vitae magna. Nullam rhoncus erat sed ligula cursus, et lobortis nibh aliqua.

0:30 Proin quis nisi in lacus volutpat rutrum sed at neque. Aenean placerat turpis ac tincidunt faucibus. Nulla non nisi turpis. **Ut dapibus,** mas ultrices accumsan, augue dui auctor diam, vel egestas elit nulla ut orci. Suspendisse quam ante, imperdiet sed efficitur ac, vulputate eget Ut non vestibulum ligula.

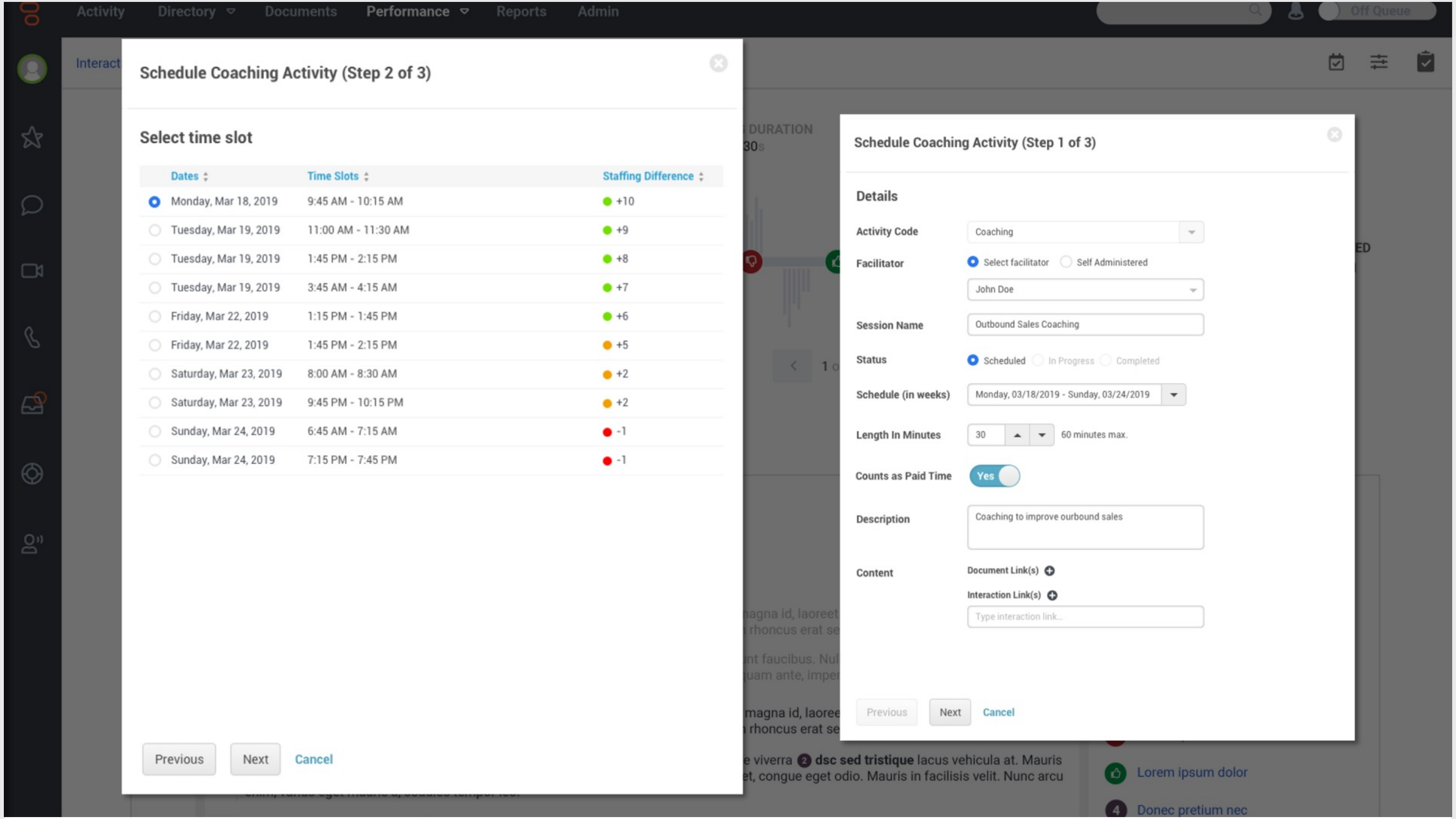
0:50 Cras in sem vel arcu eleifend rhoncus a sit amet ligula. ① **orbi nibh dolor**, varius vitae magna id, laoreet iaculis eros. Donec pretium nec est semper. Maecenas quam massa, dictum quis suscipit eu, rutrum vitae magna. Nullam rhoncus erat sed ligula cursus, et lobortis nibh

0:50 Donec odio turpis, venenatis sit amet nulla in, aliquet placerat leo. Vestibulum molestie viverra ② **dsc sed tristique** lacus vehicula at. Mauris sollicitudin magna id lobortis laoreet. Morbi turpis odio, facilisis elementum varius eget, congue eget odio. Mauris in facilisis velit. Nunc arcu enim, varius eget mauris a, sodales tempor leo.

0:50 Morbi nibh dolor, varius vitae ③ **magna id, laoreet** iaculis eros. Donec pretium nec est vitae semper. Maecenas quam massa, dictum quis

- Lorem ipsum dolor
- ① Lorem ipsum dolor
- ② Donec pretium nec
- ③ Mauris in facilisis
- Lorem ipsum dolor
- Lorem ipsum dolor
- ④ Donec pretium nec

GENESYS


Activity
Directory
Documents
Performance
Reports
Admin
Off Queue
Interact

Schedule Coaching Activity (Step 2 of 3)

Select time slot

	Dates	Time Slots	Staffing Difference
●	Monday, Mar 18, 2019	9:45 AM - 10:15 AM	🟢 +10
○	Tuesday, Mar 19, 2019	11:00 AM - 11:30 AM	🟢 +9
○	Tuesday, Mar 19, 2019	1:45 PM - 2:15 PM	🟢 +8
○	Tuesday, Mar 19, 2019	3:45 AM - 4:15 AM	🟢 +7
○	Friday, Mar 22, 2019	1:15 PM - 1:45 PM	🟢 +6
○	Friday, Mar 22, 2019	1:45 PM - 2:15 PM	🟠 +5
○	Saturday, Mar 23, 2019	8:00 AM - 8:30 AM	🟠 +2
○	Saturday, Mar 23, 2019	9:45 PM - 10:15 PM	🟠 +2
○	Sunday, Mar 24, 2019	6:45 AM - 7:15 AM	🔴 -1
○	Sunday, Mar 24, 2019	7:15 PM - 7:45 PM	🔴 -1

Previous
Next
Cancel

Schedule Coaching Activity (Step 1 of 3)

Details

Activity Code Coaching

Facilitator ● Select facilitator ○ Self Administered

John Doe

Session Name Outbound Sales Coaching

Status ● Scheduled ○ In Progress ○ Completed

Schedule (in weeks) Monday, 03/18/2019 - Sunday, 03/24/2019

Length In Minutes 30 60 minutes max.

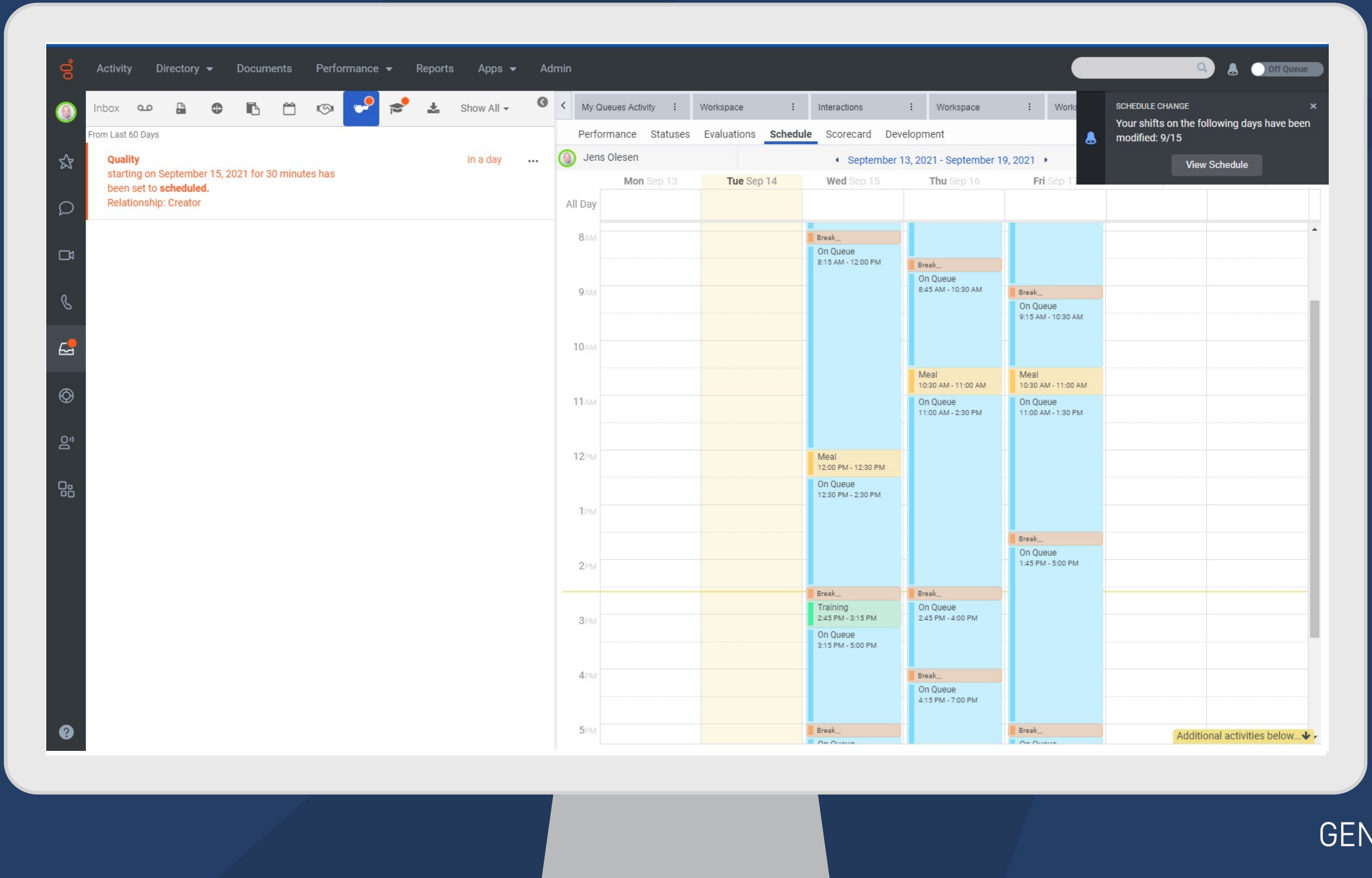
Counts as Paid Time Yes

Description Coaching to improve ourbound sales

Content Document Link(s) Interaction Link(s)

Type interaction link...

Previous
Next
Cancel


Activity
Directory
Documents
Performance
Reports
Apps
Admin
Off Queue
Inbox
Show All
My Queues Activity
Workspace
Interactions
Workspace
Performance
Statuses
Evaluations
Schedule
Scorecard
Development
Additional activities below...

From Last 60 Days

Quality
starting on September 15, 2021 for 30 minutes has been set to **scheduled.**
Relationship: Creator
in a day

SCHEDULE CHANGE
Your shifts on the following days have been modified: 9/15
View Schedule

Jens Olesen
September 13, 2021 - September 19, 2021

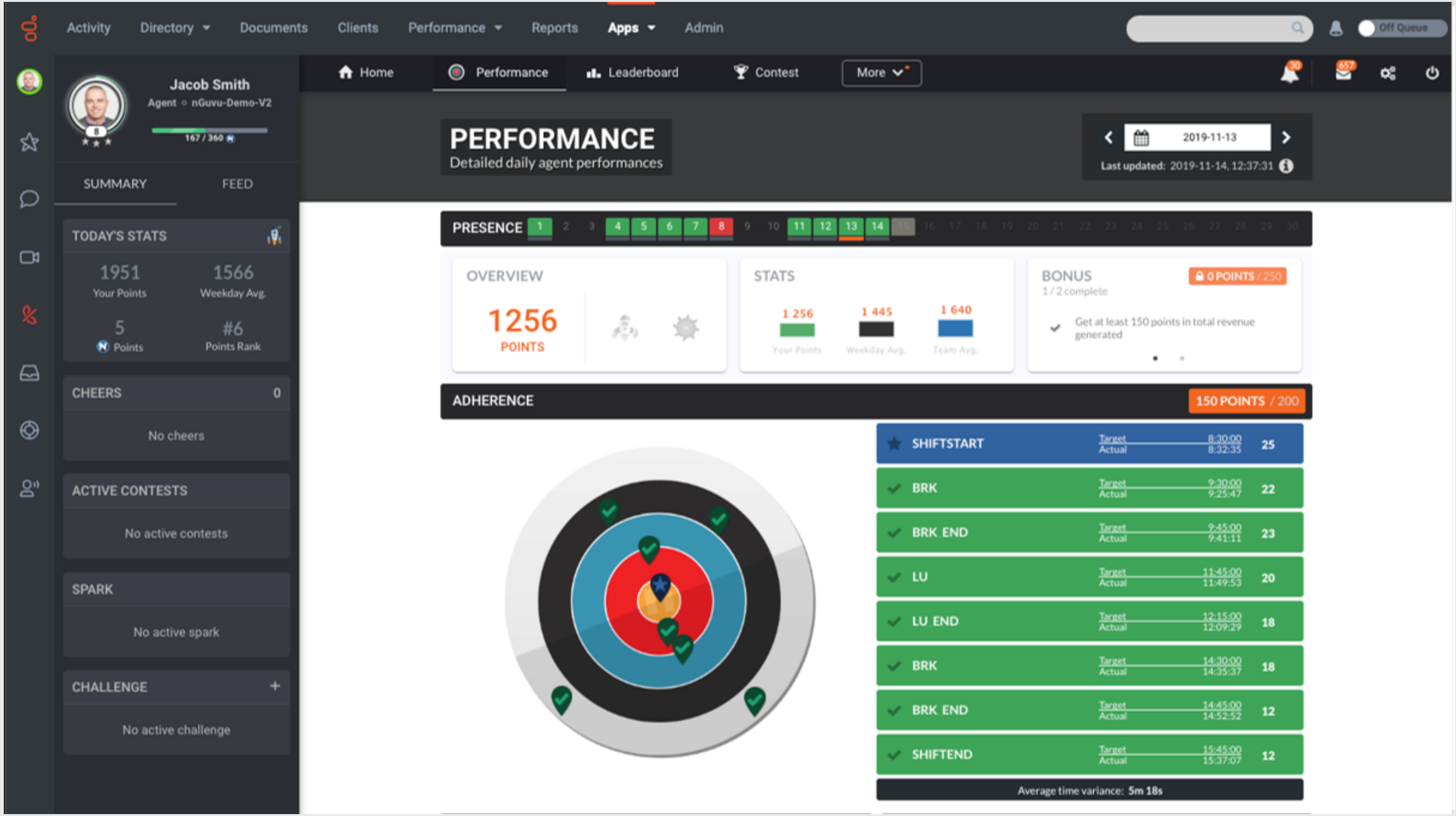
Mon Sep 13
Tue Sep 14

Wed Sep 15
Break
On Queue 8:15 AM - 12:00 PM
Meal 12:00 PM - 12:30 PM
On Queue 12:30 PM - 2:30 PM
Break
Training 2:45 PM - 3:15 PM
On Queue 3:15 PM - 5:00 PM
Break

Thu Sep 16
Break
On Queue 8:45 AM - 10:30 AM
Meal 10:30 AM - 11:00 AM
On Queue 11:00 AM - 2:30 PM
Break
On Queue 2:45 PM - 4:00 PM
Break
On Queue 4:15 PM - 7:00 PM

Fri Sep 17
Break
On Queue 9:15 AM - 10:30 AM
Meal 10:30 AM - 11:00 AM
On Queue 11:00 AM - 1:30 PM
Break
On Queue 1:45 PM - 5:00 PM
Break

GENESYS


Activity
Directory
Documents
Clients
Performance
Reports
Apps
Admin
Off Queue
Home
Performance
Leaderboard
Contest
More
30
657
SUMMARY
FEED
8
★ ★ ★
167 / 360

Jacob Smith
Agent ◦ nGuvu-Demo-V2

PERFORMANCE

Detailed daily agent performances

2019-11-13

Last updated: 2019-11-14, 12:37:31

TODAY'S STATS

1951 Your Points	1566 Weekday Avg.
5 Points	#6 Points Rank

CHEERS 0

No cheers

ACTIVE CONTESTS

No active contests

SPARK

No active spark

CHALLENGE +

No active challenge

PRESENCE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

OVERVIEW

1256
POINTS

STATS

1 256	1 445	1 640
Your Points	Weekday Avg.	Team Avg.

BONUS 0 POINTS / 250
1 / 2 complete

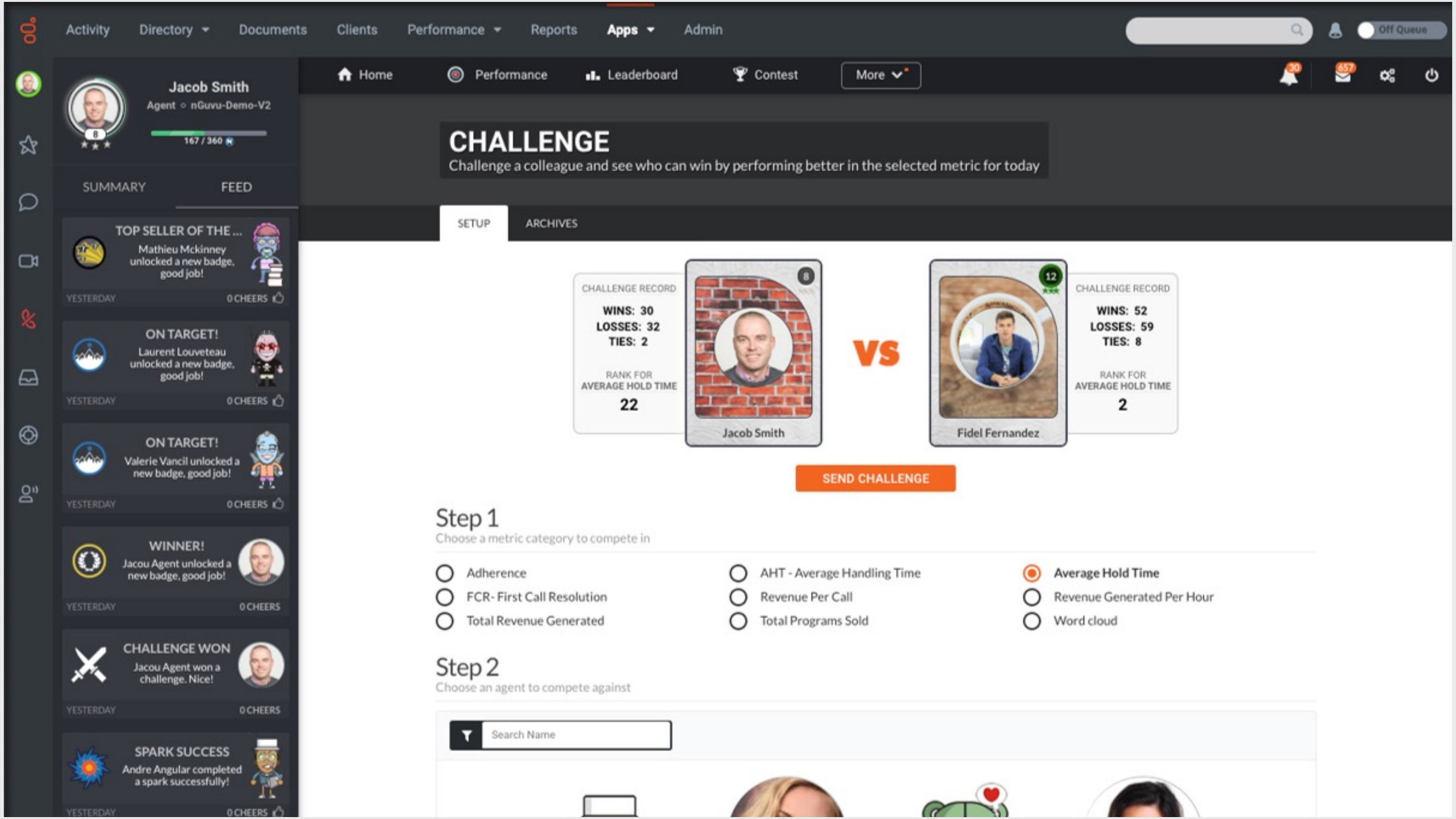
✓ Get at least 150 points in total revenue generated

ADHERENCE 150 POINTS / 200

		Target	Actual	
★	SHIFTSTART	8:30:00	8:32:35	25
✓	BRK	9:30:00	9:25:47	22
✓	BRK_END	9:45:00	9:41:11	23
✓	LU	11:45:00	11:49:53	20
✓	LU_END	12:15:00	12:09:29	18
✓	BRK	14:30:00	14:35:37	18
✓	BRK_END	14:45:00	14:52:52	12
✓	SHIFTEND	15:45:00	15:37:07	12

Average time variance: **5m 18s**

GENESYS™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Apps
Admin
Off Queue
Home
Performance
Leaderboard
Contest
More
SUMMARY
FEED
SETUP
ARCHIVES
VS
SEND CHALLENGE
Search Name

Jacob Smith
Agent ○ nGuvu-Demo-V2
167 / 360

TOP SELLER OF THE ...
Mathieu Mckinney unlocked a new badge, good job!
YESTERDAY 0 CHEERS

ON TARGET!
Laurent Louveteau unlocked a new badge, good job!
YESTERDAY 0 CHEERS

ON TARGET!
Valerie Vancil unlocked a new badge, good job!
YESTERDAY 0 CHEERS

WINNER!
Jacou Agent unlocked a new badge, good job!
YESTERDAY 0 CHEERS

CHALLENGE WON
Jacou Agent won a challenge. Nice!
YESTERDAY 0 CHEERS

SPARK SUCCESS
Andre Angular completed a spark successfully!
YESTERDAY 0 CHEERS

CHALLENGE

Challenge a colleague and see who can win by performing better in the selected metric for today

CHALLENGE RECORD	Jacob Smith		Fidel Fernandez	CHALLENGE RECORD
WINS: 30 LOSSES: 32 TIES: 2	8	VS	12	WINS: 52 LOSSES: 59 TIES: 8
RANK FOR AVERAGE HOLD TIME 22				RANK FOR AVERAGE HOLD TIME 2

Step 1

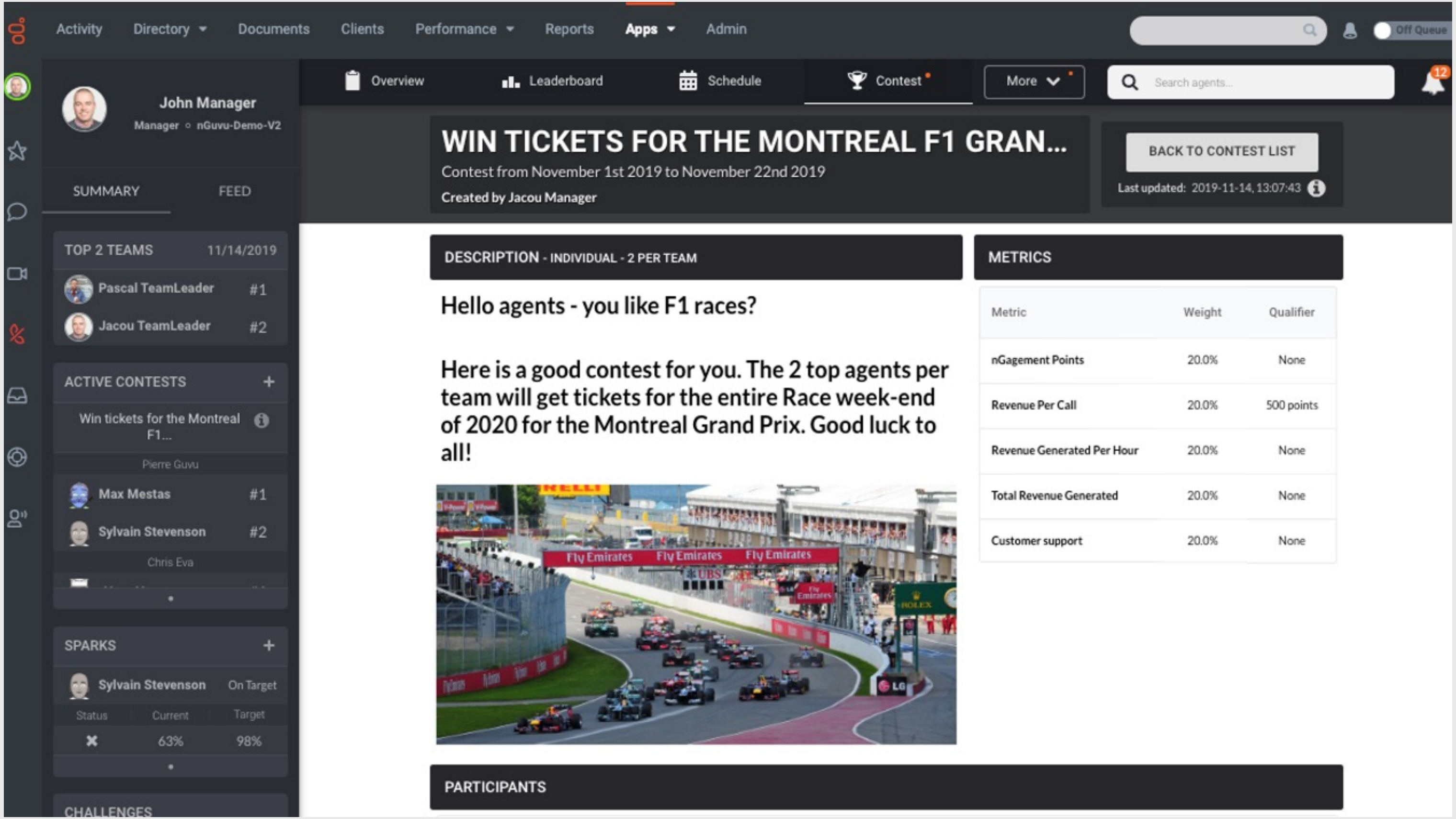
Choose a metric category to compete in

○ Adherence
○ FCR- First Call Resolution
○ Total Revenue Generated
○ AHT - Average Handling Time
○ Revenue Per Call
○ Total Programs Sold
● Average Hold Time
○ Revenue Generated Per Hour
○ Word cloud

Step 2

Choose an agent to compete against

GENESYS


Activity
Directory
Documents
Clients
Performance
Reports
Apps
Admin
Off Queue
Overview
Leaderboard
Schedule
Contest
More
Search agents...
12
John Manager
Manager ○ nGuvu-Demo-V2
SUMMARY
FEED
TOP 2 TEAMS 11/14/2019
Pascal TeamLeader #1
Jacou TeamLeader #2
ACTIVE CONTESTS
Win tickets for the Montreal F1...
Pierre Guvu
Max Mestas #1
Sylvain Stevenson #2
Chris Eva
SPARKS
Sylvain Stevenson On Target
Status
Current
Target
✖
63%
98%
CHALLENGES
BACK TO CONTEST LIST
Last updated: 2019-11-14, 13:07:43

WIN TICKETS FOR THE MONTREAL F1 GRAN...

Contest from November 1st 2019 to November 22nd 2019

Created by Jacou Manager

DESCRIPTION - INDIVIDUAL - 2 PER TEAM

Hello agents - you like F1 races?

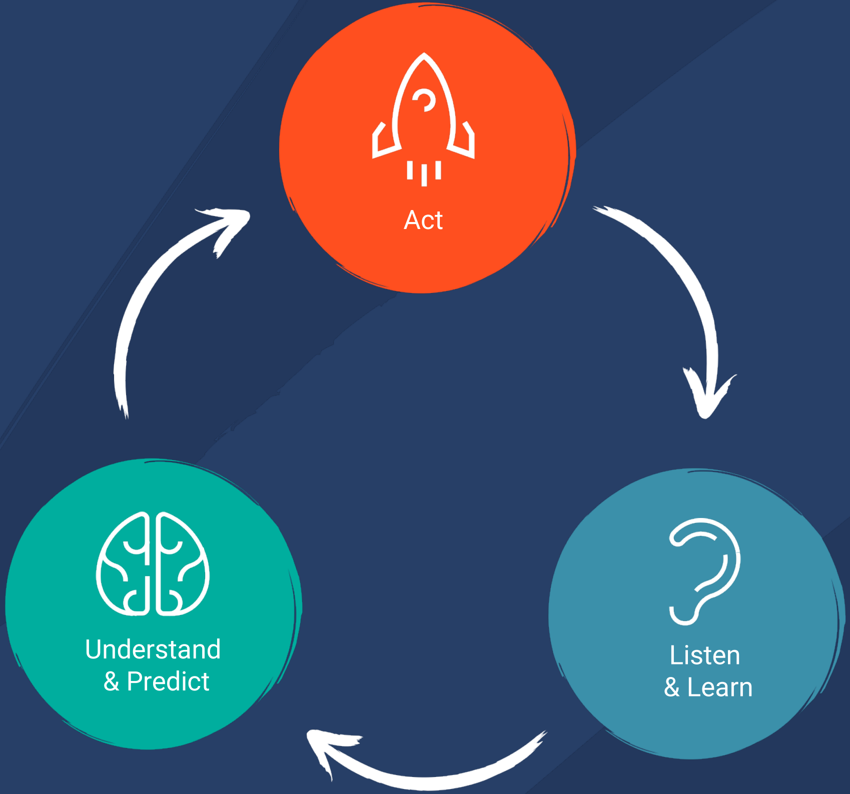
Here is a good contest for you. The 2 top agents per team will get tickets for the entire Race week-end of 2020 for the Montreal Grand Prix. Good luck to all!

METRICS

Metric	Weight	Qualifier
nGagement Points	20.0%	None
Revenue Per Call	20.0%	500 points
Revenue Generated Per Hour	20.0%	None
Total Revenue Generated	20.0%	None
Customer support	20.0%	None

PARTICIPANTS

EMPATHY drives trust and loyalty

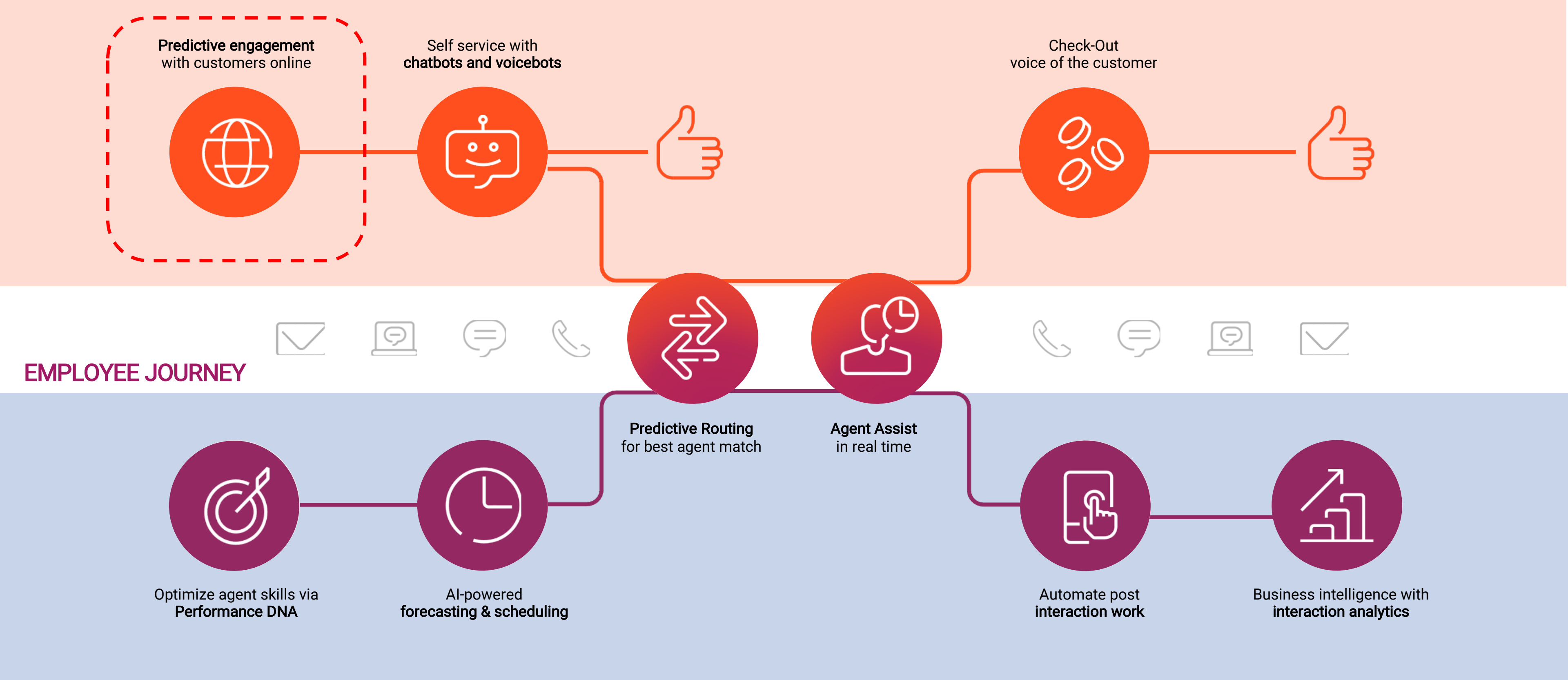


Act

Listen
& Learn

Understand
& Predict

LEVERAGE GENESYS TECHNOLOGY & AI



CUSTOMER JOURNEY

Predictive engagement with customers online

Self service with **chatbots and voicebots**

Check-Out voice of the customer

EMPLOYEE JOURNEY

Predictive Routing for best agent match

Agent Assist in real time

Optimize agent skills via **Performance DNA**

AI-powered **forecasting & scheduling**

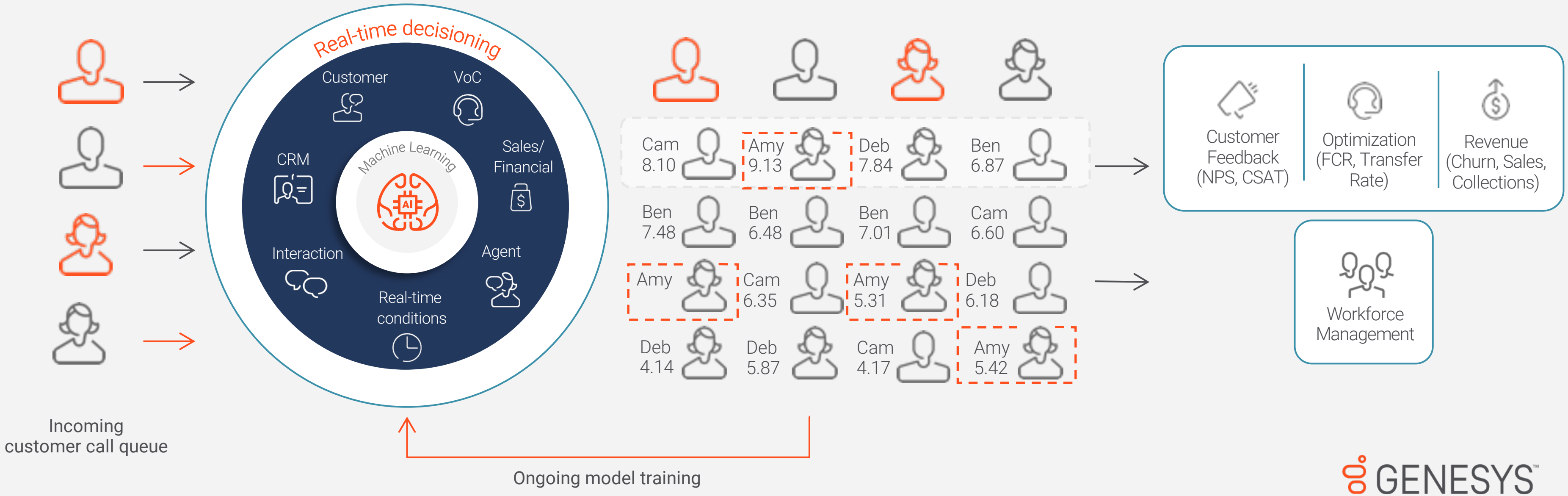
Automate post **interaction work**

Business intelligence with **interaction analytics**

How does Predictive Routing work?

Genesys Cloud

1. Predictive Routing enabled for a queue or workload
2. AI model scores available agents, and routes calls to most suitable agent


Real-time decisioning
Customer
VoC
CRM
Sales/ Financial
Machine Learning
AI
Interaction
Agent
Real-time conditions
Customer Feedback (NPS, CSAT)
Optimization (FCR, Transfer Rate)
Revenue (Churn, Sales, Collections)
Workforce Management

Cam 8.10	Amy 9.13	Deb 7.84	Ben 6.87
Ben 7.48	Ben 6.48	Ben 7.01	Cam 6.60
Amy	Cam 6.35	Amy 5.31	Deb 6.18
Deb 4.14	Deb 5.87	Cam 4.17	Amy 5.42

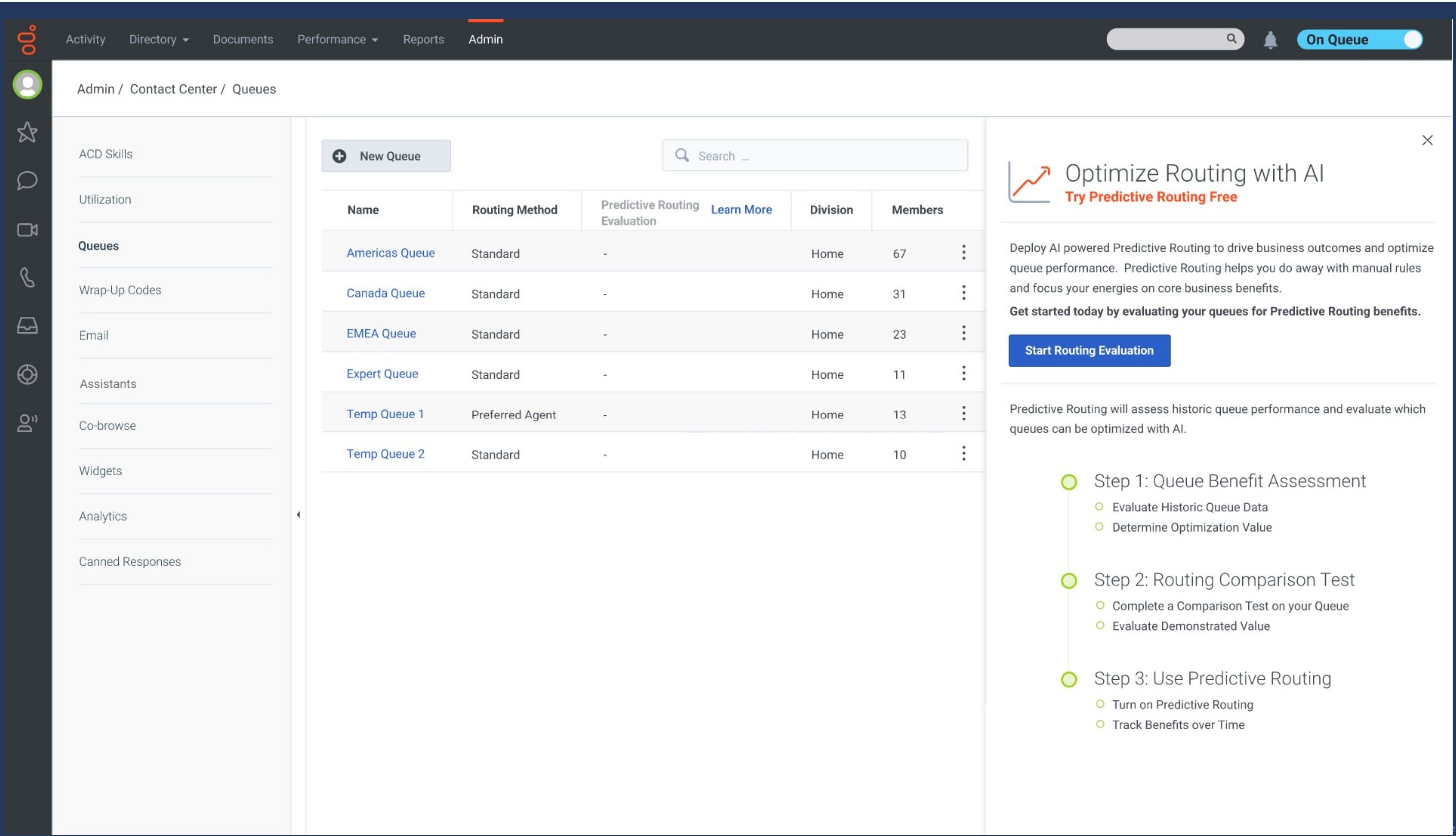
Incoming customer call queue

Ongoing model training

GENESYS

Discover, Try, Buy UI

Genesys Cloud


Activity
Directory
Documents
Performance
Reports
Admin
On Queue
ACD Skills
Utilization
Queues
Wrap-Up Codes
Email
Assistants
Co-browse
Widgets
Analytics
Canned Responses
New Queue
Search ...
Learn More
Start Routing Evaluation

Admin / Contact Center / Queues

Name	Routing Method	Predictive Routing Evaluation	Division	Members
Americas Queue	Standard	-	Home	67
Canada Queue	Standard	-	Home	31
EMEA Queue	Standard	-	Home	23
Expert Queue	Standard	-	Home	11
Temp Queue 1	Preferred Agent	-	Home	13
Temp Queue 2	Standard	-	Home	10

Optimize Routing with AI

Try Predictive Routing Free

Deploy AI powered Predictive Routing to drive business outcomes and optimize queue performance. Predictive Routing helps you do away with manual rules and focus your energies on core business benefits.

Get started today by evaluating your queues for Predictive Routing benefits.

Predictive Routing will assess historic queue performance and evaluate which queues can be optimized with AI.

- Step 1: Queue Benefit Assessment
  - Evaluate Historic Queue Data
  - Determine Optimization Value
- Step 2: Routing Comparison Test
  - Complete a Comparison Test on your Queue
  - Evaluate Demonstrated Value
- Step 3: Use Predictive Routing
  - Turn on Predictive Routing
  - Track Benefits over Time

- Available to existing Genesys customers
- Easily A/B test queues in UI
- Data in platform is AI-ready

GENESYS

Customer Success

Spain

Improve customer experience and operational outcomes

↑ 3%
First Contact Resolution

↑ 3%
Net Promoter Score

↓ 1.5%
Hard Detractors

↓ 1%
Transfers

North America

Increase retention and top-line revenues

↑ 3-4%
First Contact Resolution

↑ 3-6%
Net Promoter Score

↓ 3-7%
Average Handle Time

↓ 2-3%
Churn

swisscom

Drive operational cost reduction

3%
Average Handle Time

~5%
Net Promoter Score

Results within 90 days

Operational Efficiencies:
AI-Driven Predictive Routing vs. Legacy Skill & Queue Based Routing

Genesys Cloud™

Key Capabilities	Legacy Skill & Queue Based Routing	Genesys AI-Driven Predictive Routing
Datapoints used to drive call routing logic	Manual data analysis and pattern discovery across limited data sets	**Automatically combines agent, caller and interaction data** to discover possible routing patterns
Outcomes analysis	Historical, post-mortem reporting	**Automated, actionable outcome prediction** continuously drives routing logic
Call routing rule creation	Manual, static rule creation based on historical data and observations, unable to scale and capture intangibles that are not yes/no	**Automated & scalable** pattern recognition and model retraining, can scale to mix and match scenarios/patterns
Model Accuracy	Accuracy decreases over time due to agent turnover, changes in customer base or changes in call patterns	**High model accuracy;** new data is continuously fed back into the system to retrain models
Configuration & Maintenance	Manual rules set up and delayed outcome analysis	**Turnkey**; no complex queue configuration

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Q&A

THANK YOU

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