Genesys SIP

The Genesys SIP solution greatly simplifies and reduces the cost of operating a dynamic customer service operation by overlaying — or replacing — your existing contact center infrastructure to enable a new paradigm of customer service.

Highlights

> Include resources outside the contact center into the customer service operation, such as:
  - Back office workers
  - Multi-sourcing and blended outsourcing
  - Branch office workers
  - Home workers

> Increase efficiencies with a broader, more skilled labor pool

> Drive down service delivery costs

> Support new interaction types, including video and IM

> Communicate with customers over multiple communication points simultaneously

> Breakout of the ACD paradigm

> Realize massive cost savings

Overview

Mobile working options are on the rise across all industries and, thanks in part to enabling technologies like VoIP and Unified Communications, worker productivity is too. But many businesses have yet to implement these technologies within their customer care operations, despite the fact that using these enablers in conjunction with a next-generation set of customer care applications can simultaneously improve the customer experience, boost operational efficiency, and increase cost savings.

Today and historically, remote customer communication is conducted via contact center agents and Interactive Voice Response (IVR) systems. These systems are at the front line of marketing programs to promote new products, close sales, and retain customers and are, therefore, critical to the overall success of the enterprise — yet today these systems are (for the most part) operating in silos. Further, depending on the nature of the request, contact center agents aren't always the best resource within your enterprise to communicate with a customer. Limitations in the technology (for example, legacy telephony required that expensive equipment be physically close to the agents using it) and a tendency to view the contact center as a cost center, created a wall between the contact center and the rest of the enterprise.

To take customer care to the next level, a new technology was required that didn't impose limitations on the locations of resources involved in customer communications. That new technology is now available in the form of Genesys SIP (Session Initiation Protocol), and it is breaking down the walls of the contact center and enabling new ways of servicing and selling to customers.

FEATURES	BENEFITS
Enable the entire enterprise to play a role in remote customer service	> Expanding the available pool of potential agents makes your customer service operation more dynamic.
Provides centralized configuration and management	> All system administration functions can be delivered from a single point of control located anywhere on the network. Local switch administration and maintenance at multiple sites is eliminated.
Support for hybrid environments	> You can make the move to SIP based on your business drivers and at a pace that is manageable for IT. No rip and replace.
Support for open-standards-based SIP	> Reduce capital expenditures by deploying industry standard, off-the-shelf IP endpoints such as a SIP soft phone, SIP hard phone, or analog telephone.
Improve costs savings	> Replacing obsolete legacy equipment with a centralized software-based solution running on standard hardware is significantly less expensive.

Why Choose Genesys SIP for your Customer Service Operation?

With Genesys SIP, you can leverage the world's leading suite of contact center software solutions on an open-standards IP infrastructure. Genesys SIP specifically makes the implementation of long-held customer service desires economically feasible.

There are seven key ways that Genesys SIP can improve your customer care:

1) Front and Back Office Integration

Training agents to be experts is time consuming and expensive. But by including back office resources in the customer service operation, you can reduce costs, dramatically shorten call times, and increase first contact resolution — because customers won't be left on hold by agents who take up valuable time while pouring over material in the knowledge base.

2) Multi-sourcing

Genesys SIP gives companies the option of making their customer service operation more dynamic through blended outsourcing. Outsourcing has long held the promise of supplementing "on-premise" agents to handle increases in customer demand. But, in a traditional telephony environment, the hand-off to the outsourcer is often a manual process which can leave out valuable customer information and force the customer to repeat the information to the outsourced agent. Using SIP, however, makes it cost effective to include outsourced agents in the routing strategy and customer context can be maintained during a transfer.

3) Support of Branch Offices

Many businesses have trained customer service employees at locations where the traditional telecommunications equipment required for remote customer service can't be justified, due to price concerns. With SIP, this cost constraint is removed, making a very dynamic and widely dispersed customer care workforce available to the remote customer service operation.

4) Support for Work-at-Home Agents

Because Genesys SIP simplifies the equipment requirements at the agent's physical location, customer care representatives and sales resources no longer have to be located in large physical contact centers; instead, they can work out of their homes. In addition to the cost savings to the company associated with not having to provide infrastructure, home-based agents exhibit higher levels of job satisfaction and less turnover than traditional contact center agents.

5) Meeting Multi-channel/ Multimedia Requirements

Generation Y is coming of age along with converged communication devices that support many forms of communication from a single device. This new breed of consumer, enabled by rapidly advancing technology, is not only using video, e-mail, and IM in their communications with each other, but they are also ready and willing to begin using this technology to communicate with the enterprises they chose to do business with.

6) Improved Analytics and Real-time Customer Service Tracking

When you combine multi-channel blending of interactions across a wide range of physical locations together with the growing desire to manage and track the success of the business' customer service operation in real time, it becomes obvious that a new way of staying informed is required. As part of the move to a SIP-based customer service operation, Genesys can provide you with a new reporting paradigm that provides both historical and real-time data on information you need to dynamically track the efficiency and effectiveness of your operation.

7) Implementations Result in Greater Profitability

Migrating from hardware-intensive routing infrastructure and multiple long-distance carrier trunks to software-driven routing over broadband IP is a massive cost saver. In addition, the efficiencies gained in customer service by including non-traditional customer service representatives can cut costs as well as improve the customers' overall experience with your organization.

Realizing Business Benefits

Implementing Genesys SIP in your customer service operation offers the following benefits to your business:

Reduced Total Cost of Ownership

The Genesys SIP solution allows companies to achieve unprecedented optimization of cost and revenue. Companies can now consolidate contact center environ-ments to ensure centralized administration and improved resource virtualization. Contact centers with multiple sites can be managed as one virtual pool of agents, which better utilizes resources, strengthens customer service, reduces maintenance costs, and eliminates the need for expensive capital equipment.

Intelligent routing of calls to a broader range of agents or employees helps to achieve better first call resolution rates, which leads to higher customer loyalty and enables revenue objectives to be met. With Genesys SIP, contact centers shift from a closed, proprietary communications infrastructure to an open, standards-based environment. Further, open standards mean that contact center vendors must compete directly on functionality and price — which delivers a better investment value to you.

Ultimately, Genesys SIP drives greater business value by: providing the foundation for a well-managed distributed/ remote agent workforce; improving agent productivity; virtualizing agent resources; reducing infrastructure costs; and, above all, improving the customer's experience.

Continued Operational Improvements While Adopting IP

Genesys SIP and the Genesys Suite future proof your contact center environment by allowing you to select applications independently from the infrastructure. With SIP, interoperability of components is standard, and you can create an infrastructure environment that best suits your unique business needs.

For example, an enterprise can create an application (such as voice mail or Multipoint Control Unit) for a SIP infrastructure and, regardless of other changes in that infrastructure, the application will still interoperate with other SIP components. In addition, Genesys SIP enables the contact center to handle disaster recovery situations by allowing remote and branch agents to be added dynamically to the contact center.

Develop a World-Class Contact Center Operation

Organizations that embrace the SIP solution in their contact centers especially gain a distinct competitive advantage in customer service, flexibility, and operational efficiency. By leveraging the power and flexibility of Genesys SIP, enterprises will be best positioned to deliver the types of world-class services required in an increasingly customer-centric business environment.

Flexibility in Contact Center Operations

Genesys SIP supports and integrates multiple interaction methods (voice, video, and IM) for both inbound and outbound interactions. Genesys SIP supports a zero footprint desktop that provides the contact center with the ability to dynamically add back office employees as agents, or provide a cost effective option to experts.

Genesys SIP enables contact centers to leverage universal employee access — the ability to extend the resource pool to encompass any agent or expert. This means that contact centers can enable branch employees, home offices, and expert agents — regardless of their location — to efficiently manage their time and resources, gain greater control of their ability to assist with customer service, and improve first-call resolution rates.

The Advantages of IP with Genesys

As part of the Genesys IP strategy, Genesys SIP provides the enterprise with advanced contact center capabilities on open-standards IP infrastructure. With Genesys, customers are not locked into a single vendor solution or an abrupt infrastructure change to adopt IP. Instead, customers can take a step-by-step approach, continuing to leverage their existing TDM infrastructure, while implementing open-standards-based IP components. In addition, this approach enables application portability and technology compatibility from multiple vendors without having to rip out existing legacy systems to add new IP functionality.

Since Genesys separates application selection from the underlying infrastructure, customers do not have to stop investing in their contact center applications (such as adding new interactions like e-mail or chat), or integrating their contact center with the enterprise while migrating to IP.

Key Functionality

Genesys SIP manages customer interactions across SIP-enabled devices such as VoIP gateways and SIP phones. The Genesys SIP solution provides end-to-end call control for IP calls, allowing companies to track and manage interactions with the same level of detail as traditional TDM-based interactions. Genesys Stream Manager is bundled with Genesys SIP to provide an out-of-the-box IP call treatment platform that includes ACD capability, music-on-hold, announcements, video capability, and DTMF collected digits. The Genesys SIP solution integrates with the Microsoft LCS Server to provide a zero footprint desktop capability to the agents. The solution fully leverages the Genesys platform (routing, reporting, configuration environment, e-mail, outbound campaigns, etc.) and the Genesys Voice Platform IP (self-service) to deliver a complete SIP-based IP contact center solution.

The Bottom Line

By leveraging the dynamic multimedia capabilities of SIP, contact centers can seamlessly deliver exceptional customer service and increase satisfaction, while also optimizing agent and resource efficiency. Companies that choose Genesys SIP are better prepared to ensure universal access, allowing any employee to assist with customer service for faster issue resolution and better business continuity through a more flexible, cost-effective, multi-channel approach.

Leveraging Genesys SIP in the Contact Center

To realize the full benefits of IP, it is essential to leverage open standards such as SIP. The Genesys SIP solution can be deployed as a stand-alone solution between SIP gateways and endpoints, in conjunction with 3rd-party telephony equipment such as a SIP soft switch or in a mixed TDM/IP environment (where both technologies coexist until full migration is achieved).

Systems Supported

IP Phones

Alcatel 8626 (Video Communicator)
Cisco IP Phones 7940/7960
D-Link phones DPH-80S/70S/140S
DPH-140S
eyebeam
Grandstream BudgeTone 101/102
Polycom SoundPoint IP500/IP600
Pingtel Instant Xpressa/PX-1
Snom 190/320/360
SpeedTouch 2020/2030
Xten Network X-Pro
Zultys SIP2/300/Z2
Pingtel PX-1

Softswitch

Broadsoft
Siemens HiPath 8000

Conferencing Units

AudioCodes
Polycom
RadVision MCU-15
Genesys MCU

Video Solutions

Radvision

Server OS Support

OS Solaris 9 & 10
Microsoft Windows Server: Win2000 & 2003 on 32/64 bit Intel processors
Red Hat Enterprise Linux 4.0
IBM AIX 32/64 bit v5.3

Media Gateways

AudioCodes Merdiant 2000
Cisco AS5350
VegaStream Vega 100
Paraxip

Network Equipment Technologies

Net.com