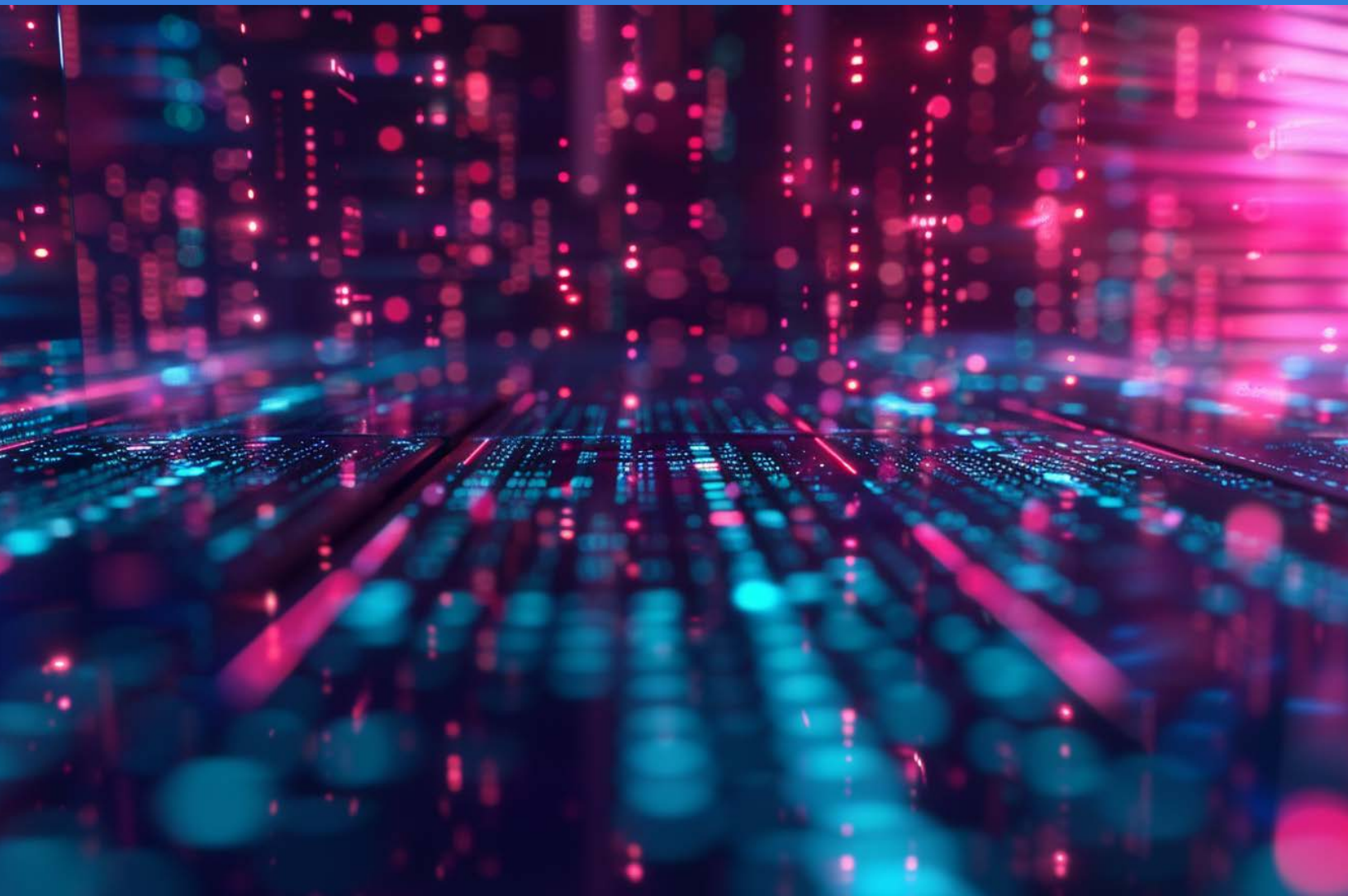


Miratech Whitepaper

How to Make Sure Your Genesys Implementation Delivers All You Expect



There are a lot of reasons why adding a Genesys solution to your call center is a good idea. For starters, Genesys is the leading call center software provider. But purchasing it can be just the first step. Sometimes a new Genesys implementation doesn't live up to expectations. Here are some of the reasons why that might be the case, and what you can do to make sure your implementation is all you want it to be.





Have you found the right balance business and technology?

The business people say one thing. The IT folks say another. And your new Genesys implementation is caught in between. The solution lies in finding the right balance between what the business people want and what the IT team can deliver.

On the business side, Genesys transforms the customer experience, ultimately changing your agent-customer relationships. For example, will customers reach out to agents more frequently or will they find it more convenient to take care of themselves with automated tasks? And will information be available more quickly to satisfy their needs? Dealing with the answers to these questions can call for re-creating your business model, and making sure everyone — top management, marketing, workforce management, call center leadership, and business processes teams — works together.

And then there's the technical side. A Genesys platform comes with technical challenges you have to address, so you need technical consultants working with you throughout its implementation. Some of the changes to consider include how agents' desktops change, how front and back offices will communicate, and which tasks will be automated. You have to make sure your IT and agent desktop teams work together so agents' omni-channel desktops are customized to your specific needs. Business intelligence teams have to work with your ACD and CTI teams to ensure seamless connections between your customers and agents by analyzing data in real-time. Your queuing and routing rules management team will not only manage the order in which customers will be served, but also be involved with the IT team's efforts to keep the technology running smoothly.

To find the right balance, you need to understand every aspect of the new technology — specific capabilities, new response times, workflow — as well as how it changes business expectations and benchmarks. That calls for a clear vision of what you want to achieve, and a cohesive delivery team to get you there.





Have you identified all the right variables, and are you measuring against them?

While there are a lot of variables to measure against to ensure a Genesys implementation's success, there are a Top Seven on which to concentrate your efforts:



Vision

Where are you, and where do you want your Genesys implementation to take you? How will everyone adapt current business processes to new ways of doing business? Everyone from top management down throughout the organization has to have the same objective in mind. Measuring against this shared vision will identify any gaps between technical and business teams, managers and users, and deliver the highest ROI on your Genesys investment.



Roadmap/Sequence

When you build a robust platform foundation correctly, everything that comes next will be much easier. The key is to focus on essential functionality first. Once you're generating positive feedback and ROI, you can move on to the more complex features (functionality) and customizations. More than 80% of the functionality and requirements that most organizations need or want from their Genesys platform are standard within the system. Start by tackling foundational issues like single routing and reporting engines. The other 20% of necessities are typically custom functionalities requiring more effort, skill, knowledge and tools.



Complexity

Evaluating the complexity of each feature by task level will allow you to select the optimal feature at a lower cost. For example, any one of, say, three distinct features may provide the same functionality required and meet the business and technical teams' specifications. But the complexity of integrating, customizing, and configuring between the features may be greatly different. Measuring the real costs helps to reduce complexities while ensuring all selected features meet precise requirements.



Resources/Skills

What resources are needed to successfully implement a Genesys solution? Where are they located in your organization? Who has the right skills? Identifying internal resources on both the business and technical sides, and evaluating what outside resources are needed, is essential. The right training might also be necessary once tasks are assigned. Proper oversight will be necessary to make sure everything works efficiently, as well as appraising available tools and materials to best utilize them and determine any insufficiencies or shortcomings.



Size

Calculating size is key for estimations and tracking. Miratech has developed an objective, verifiable, and dependable sizing methodology based on ISO/IEC 20926, called “Genesys Function Points”. It provides access to data history from completed projects. Based on past data, you create a two-dimensional taxonomy: one dimension is a comprehensive list of required activities, and the second is a level of complexity depending on multiple applicable parameters and business cases. Miratech uses this in 100% of our work and its functionality enables us to achieve 30% higher delivery efficiency than the industry average.



Time/Cost

Dependencies can cause the greatest risks to time and cost in a Genesys implementation. Tasks have to keep going without interruption. Calculating duration and intervals through time and activity studies will help determine the most efficient outcomes, while analyzing the cost for each feature and task will ensure the ability to achieve the lowest cost per deliverable and enable you to stay within budget.



Features/Functionality and Use Cases

How will the technical specs and architecture of your Genesys implementation fit into your business requirements? Often an organization invests in a new software product only to find that it then has two products doing virtually the same thing. Making sure the necessary features and use cases are available to meet your business requirements will allow you to achieve your overall vision and ensure one centralized system for your call center.



Are you sure you're avoiding the most common pitfalls?

There are plenty of bumps along the road to a smooth Genesys implementation. Here are some of the most common, and how to avoid them:

Not giving customers the communication options they expect

Omni-channel means options. Customers want to be able to choose the communication channel that works best for their unique situations. Voice, email, web chat, SMS, social media, even video chat – if they expect it, you better have it. You need to outline a detailed map that connects customer requests with certain touchpoints to see how best to use your Genesys implementation's digital functionality.

Not remembering what customers have already told you

When you don't document a customer's communication history, two things happen: The agent has to ask for the information all over again, and the customer has a far-less-than-ideal experience. Documenting all contacts and making them available to all agents improves both efficiency and customer satisfaction.

Using applications that don't integrate seamlessly

Not all third-party applications deliver the seamless customer communications you want. These include webchat, SMS, and more. Information is not funneled properly into the tracking systems that create a unified, and satisfying, customer journey. Always be sure to use outside applications that work with the Genesys dashboard. The result is cost savings, greater efficiency, and keeping your business on track, on time, and on budget.

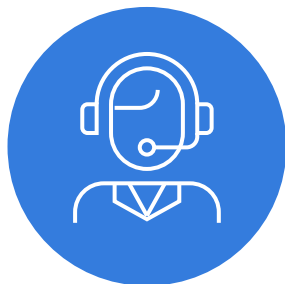
Not having agents who can handle a scalable call center

Scalability is essential to your growth and evolution. But it won't happen if your agents can't handle multiple communications channels and interactions, and your customers can't interact with the same agents across multiple channels. You need to train your agents in all mediums, including both voice and digital.

Letting complexities overwhelm you

Change one thing and not telling what happens down the line. You have to be sure your technology is ready to support modifications with minimal consequences. That requires a proactive approach, making sure you have a solid knowledge base of what might be coming and how your decisions may impact the results. You have to be sure your entire development team fully understands your new Genesys solution and how to use it to its full potential.





Your call center is changing. Are you your people changing with it?

You're about to revolutionize how your customers and your agents interact and communicate. You can't re-train your customers, but you better make sure your people know how to use your new Genesys platform and thoroughly understand each new step in the way your customers will be supported.

Here are some of the areas that call for new training of your people:

Workflows — before, and after

Your Genesys solution puts all customer interactions on one screen. To make the most of this treasure trove of information, your agents need to be trained in before-and-after workflows, learning how to visualize and role play the new automated scenarios, from opening a new account to offering technical support, and maximize their immediate access to all touchpoints.

Finding information

Unlike most legacy systems that make agents search through numerous locations for a customer's history, your new Genesys system puts it all on their omni-channel desktops. But they have to be trained how to use it. Role playing sessions let agents test scenarios, gain skills to handle whatever channel the customer uses, improve their response times, and compare how what they decided to do measured up to other possible choices.

Meeting changing expectations

Customers expect you to know everything about their relationship with you – in real time, regardless of who they're speaking to. Agents have to know how to work through their desktops quickly and correctly. Since your Genesys solution moves information faster than ever before, agents have to shift from finding and retrieving to listening and solving. They should listen to past call recordings and learn what they could have done better.

Setting benchmarks

Expectations may change but benchmarks don't. Set them properly and you improve productivity, reduce costs, and see how you stack up against both your past performance and other companies in your industry. Here are some of the benchmarks you can set to train your people in meeting expectations:



- **Time**
From in the queue to answer to handling to wrap-up to overall experience, these measurements add up to a full customer experience picture.
- **Abandonment rate**
If they can't reach you, they can't buy. But they can become dissatisfied. Aim to do better than the global average abandonment rate of 5-8%.
- **Productivity**
Being on a call or in training is productive. Taking a break or waiting for a call isn't. Make sure your agents understand the difference.
- **Customer satisfaction levels**
Post-call surveys can set customer metrics. Sharing the data with your agents can give them insight into how to get a higher result.
- **Quality**
Speech analytics let you look at customer concerns, detect agent protocol compliance, and identify the key phrases that help close a deal.
- **Number of replies per ticket**
The fewer replies it takes to resolve a customer's problems, the better.
- **First level resolution rate**
Does a customer's concern need to be escalated, or can the agent take care of it? The fewer escalations, the better the service.





Are you being proactive enough to deal with setbacks?

Nothing's perfect. Excuses, delays, complaints – there's always a reason why an IT implementation doesn't work out. But there are steps you can take to make sure your Genesys implementation isn't one of them, or to get it back on track if it is.

Readiness

In addition to the right skills and resources, you need a common vision for the digital transformation of your call center. You have to know how you expect to improve your business process and customer experience if you expect to achieve it. You have to be sure the whole team shares that vision. And if what you need isn't already in place, consider outside technical and business resources.

Planning

Intense, precise, exact planning is what it takes to predict potential issues and avoid them. How big, for example, is the project at hand? What specific features do you need for your Genesys platform? Outline every possible problem in advance, and have solutions ready.

Prediction

Assume whatever can go wrong, will. That includes even the smallest details that can have a big impact. Make sure your team works together, and does their troubleshooting in advance. Tight budgets, estimated completion times, complex features and tasks, disjointed collaboration – take a close look at all of them.

Agility

What happens if you go over budget? Know what cut backs you can make in advance. Falling behind the time line? Plan how to gear up to make up the lost time. Whatever the potential problem, the more you know how you'll react the quicker you can get back on track.





Are you in control of the right project management building blocks?

Project control and management will determine the success of your Genesys implementation. Here's what you need to keep everyone on track, on time, and on budget throughout the whole process:

Transparency

With multiple teams working on the project, it's essential that all the left hands know what all the right hands are doing. Transparency makes sure everyone is aware of everyone else's progress, which helps identify any issues that need to be addressed.

Accountability

Seeing what everyone is doing in real time holds everyone accountable. That leads to increased responsibility and commitment. When the entire development team is fully involved from start to finish, no one can play the blame game when problems arise. It can also pinpoint where problems start and how to fix them before they affect the entire project.

Real-time data

Managing your Genesys implementation with real-time data (budget, function point, readiness, velocity, etc.) helps you avoid costly, time-consuming deviations from your plan. Instead, you'll be more likely to meet your specified deadlines.

Traceability

Careful record keeping lets you look back to see what action caused a particular issue, and to identify the relationships between the various tasks of the project. You can then determine the most efficient workflow, highlight needed improvements, and even avoid future mistakes.

Readiness model

A readiness model charts progress, illustrating statistical data to clearly identify deviations and areas of concern. You can determine the entire project's readiness by establishing the scope baseline, tracking, and measurements. You can capture a full view of the project, and quickly pinpoint which tasks and features should be monitored or changed to ensure success.



19 years, 4 million hours – and counting

From developing the Genesys platform to support and customization, Miratech has worked with Genesys every step of the way for more than 19 years. And we've collaborated with organizations like yours for over 4 million hours implementing the Genesys CX platform.

The result? Whatever your needs and expectations, chances are we've seen – and met – them all before. In fact, we've helped optimize call centers for some of the leading companies in their fields. Take a look at some of them below. Then contact us to make sure your call center digital transformation delivers the results you need.

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