



**PUT YOUR CUSTOMER
ENGAGEMENT STRATEGY
INTO ACTION WITH GENESYS
CONVERSATION MANAGER**



By bringing together the totality of a customer's interactions across all channels to create a repository of customer data and context, Genesys Conversation Manager enables an organization to segment its customer base in order to ensure personalized customer service delivery and sales outreach activities that extract maximum value.

Not all customers are created equal — from the heavy spender who asks little of customer service to the time waster who calls daily to challenge fees and generally costs a company money — each type of customer brings his or her own set of characteristics to every interaction. The trick is having a full picture of those characteristics so that interactions can be personalized for that customer.

Most companies aren't close to achieving this. They provide insufficient service to their most valuable customers, and expend excessive sales energy on the customers who don't warrant it. Yet, effectively linking customer service and sales efforts to the true value of customers improves the customer experience, increases sales and loyalty, and leads to more effective use of sales and service resources.

With Genesys Conversation Manager, the long sought after 360-degree view of the customer is finally possible. By bringing together the totality of a customer's interactions across all channels to create a repository of customer data and context, Genesys Conversation Manager enables an organization to segment its customer base in order to ensure personalized customer service delivery and sales outreach activities that extract maximum value.

Take Full Advantage of Customer Segmentation Efforts to Deliver Real-Time Customer Service

Companies of all sizes and in all industries have learned the hard way that it's very difficult to take full advantage of all of your customer interactions if you don't know who your customers are or what their relative value to the organization is. Even companies that do segment their customers with the intent of customizing their service efforts struggle to take complete advantage of that segmentation in developing a real-time customer service strategy.

This is a growing issue for businesses that are contending with an increasingly scattered relationship with customers who can choose from among phone, e-mail, SMS, Web self-service, chat, and even social media platforms to conduct business interactions. In fact, Genesys research indicates that some 90 percent of today's consumers interact across multiple channels, representing a moving target that makes achieving a full view of the customer that much more challenging.

What's more, today's regulatory environment — with its focus on protecting consumer privacy — is making it progressively more difficult for companies to proactively deliver unsolicited messages to customers. Instead, they have to obtain permission from customers or, even more excruciating, wait to be contacted by them via any of a half-dozen channels.

All of this means it's more important than ever for companies to be ready when opportunity knocks, and while many of them are collecting the data they need to capitalize, most don't know how to act upon it. That's where Genesys Conversation Manager can help. It integrates the various pools of customer data residing in enterprise systems to create an actionable customer profile, and then delivers insight on that profile in real time to effectively match sales and service resources with a customer's value.

Improving Cross-Channel Customer Relationships by Informing Interactions

More companies than ever are focused on improving the customer experience by trying to understand what customers go through when interacting with them. But achieving that understanding requires more than acquiring data; companies have to get smarter about managing their customer relationships. In so doing, they can meet their service level goals, prevent customers from jumping to the competition, and slash customer service costs associated with wasted and ineffective customer interactions.

With Genesys Conversation Manager providing access to the whole conversation with a customer across time and channels, a company can inform its interactions with that customer's preferences, the context of his or her relationship with the company, and actual and potential value. The result is an improved customer experience that's more likely to lead to sales.

For instance, many banks today have no visibility into what their customers do during typical Web site visits. Their CRM systems aren't able to establish continuity between a customer's Web visits and their calls and e-mails. So, a customer who spends 20 minutes on a bank's Web site researching mortgage products and then calls in for more information is likely to be met by a default phone tree menu. Genesys Conversation Manager can ensure a more customized phone tree experience by overlaying all of a customer's interactions to make the data more actionable. It would give the bank the awareness that the customer passed a time threshold on the mortgage page, prompting it to proactively ask if she's calling about a mortgage product, and then immediately routing her to a mortgage specialist.

Similarly, Genesys Conversation Manager could help a consumer goods maker recognize a customer who calls in after generating a support ticket during a Web site visit. Or, when a customer who carries no life insurance calls his insurance company to talk about a medical plan, the agent can be prompted to try to up-sell life insurance during the call. Whatever the industry, Genesys Conversation Manager will help companies tap the power of their customer interactions across channels to create a more satisfying and personalized experience that keeps customers coming back.

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Turning Multi-Channel Interactions into Cohesive Customer Conversations

Genesys Conversation Manager helps organizations turn their multi-channel contacts with customers into cohesive, integrated interaction histories, allowing them to better segment their customers and ultimately take full advantage of that segmentation. It sits atop the Genesys Customer Interaction Management (CIM) platform, enabling it to integrate seamlessly with other components of the Genesys Contact Center suite and thus tap data from — and feed data into — all of an organization's customer interaction channels.

A wide range of features enables companies to put their multi-channel customer interactions to work. For instance, the combination of a Web-based interface and open customer data repository inform an organization's service and sales interactions in regard to a customer's actual and potential value, opportunity for future sales, and personal preferences. And Conversation Manager's integration with Genesys' CIM platform enables organizations to deliver customer interaction data to self-service systems such as the Genesys Voice Platform.

Genesys Conversation Manager also is able to identify customers based on multiple criteria, such as e-mail, date-of-birth, or first or last name; track customer service histories across interactions and channels to inform sales and service decisions; and aggregate transactional data from across Genesys and third-party applications.

The robust lineup of features delivers a number of key business benefits, helping companies to:

- Increase their ability to cross-sell and up-sell products and services
- Attain more control over, and thus improve, the customer experience
- More effectively control costs based on customer value
- Increase their sales conversation rates
- Prevent customers from jumping to the competition

Conclusion: Leverage Your Customer Interactions with Genesys Conversation Manager

As consumers increasingly rely on multiple contact channels for conducting business, it's more important than ever for companies to tie those cross-channel interactions together and ensure that they have actionable data in order to achieve their customer engagement goals. Genesys Conversation Manager reaches across enterprise data sources to make this happen, enabling companies to turn their customer segmentation efforts into dynamic, real-time customer service strategies.

With companies trying to get smarter about managing their customer relationships, Genesys Conversation Manager enables them to enjoy a complete view of a customer's interactions with the business, providing a cohesive customer conversation across multiple touch points. The result is increased sales conversion rates, an improved customer experience that fuels loyalty, and reduced customer churn.

Bring the power of cross-channel conversations to bear in each of your customer interactions with Genesys Conversation Manager. Not only will you improve the effectiveness and efficiency of your customer service resources, you'll be having a conversation with your customers, and they will notice the difference.



Corporate Headquarters

Genesys
2001 Junipero Serra Blvd.
Daly City, CA 94014
USA

Worldwide Inquiries:

Tel: +1 650 466 1100
Fax: +1 650 466 1260
E-mail: info@genesyslab.com
www.genesyslab.com

Genesys is the world's leading provider of customer service and contact center software and services — with a 100% focus on customer experience. With more than 2,000 customers in 80 countries, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to drive today's new customer conversation. Genesys software directs more than 100 million interactions every day from the contact center to the back office, helping companies deliver fast, simple service and a highly personalized cross-channel customer experience. Genesys software also optimizes processes and the performance of customer-facing employees across the enterprise.

For more information visit:
www.genesyslab.com, or call
+1 888 GENESYS.

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