Genesys

Genesys Proactive Contact: Deliver Personalized, Automated Communications through a Combination of Voice, E-mail, and Text

By bringing multi-channel proactive interactions and voice self-service together, Genesys Proactive Contact improves agent productivity, drives new sources of revenue, and increases customer satisfaction.

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Leading companies are discovering the strategic business value of comprehensive approaches to proactive customer contact (PCC). They are leveraging customer and product information from across the enterprise to reach out to their customers with personalized service messages and sales offers to cement and grow profitable relationships. For most leading-edge companies, their PCC initiatives are an integral part of their unified communications visions and strategies.

Frost and Sullivan, "North American Outbound Dialing Systems Report," 2009

In a global consumer survey, respondents overwhelmingly said they would like more proactive outreach. More than 86% of consumers said they would find proactive engagement either a "strong benefit" or would "welcome proactive assistance" when they were stuck on the Web or in self-service.

"The Cost of Poor Customer Service: The Economic Impact of the Customer Experience and Engagement in 16 Key Economies," Genesys, November 2009

Emerging Outbound Interactions

Contact centers have become important corporate assets. In addition to handling inbound calls, there is a growing need for customer service organizations to proactively communicate with customers.

Today's next-generation notification systems can automate those communications that previously could only be completed by a 'live' service agent. Many mission-critical business processes — such as customer deliveries, appointment scheduling, and bill payments — are efficiently handled by advanced outbound IVR systems, delivering cost savings to the enterprise and convenience to customers.

Extending Self-Service

The benefits of automated customer interactions are evident in today's enterprise voice self-service systems. Recent research shows that 79% of all consumers will gladly use voice-activated systems — if these interactions are efficient and successful.

According to a recent report by Ovum, "New uses of outbound communication, such as contacting passengers when a flight is delayed, mean that the outbound function is moving into the enterprise in order to provide proactive customer service." With the emergence of voice technologies and standards such as VoiceXML, routine transactions that are currently performed by live agents can be automated through touchtone or speech self-service applications while making live agents available for more complex calls.

Proactive Contact — Doing More with Less

The challenge for most companies is how to balance costly resources with a quality customer experience, while capturing up-sell opportunities. Proactive Contact, Genesys' multi-channel outbound IVR solution, allows you to accomplish more effective customer communication with fewer resources. First, Proactive Contact is tightly integrated with Genesys' Voice and Customer Interaction Management (CIM) platforms. This allows you to leverage customer data and contact history to personalize messages and improve the success of your interactions, including when and how you use live agents. Lower value and transactional type calls can be fully automated with voice, e-mail, or SMS text messages. Also, if a customer wishes to speak to an agent, Genesys can route the contact to the most appropriate resource.

It is also possible to automate a portion of a client call with Proactive Contact. For example, Proactive Contact can perform Right Party Authentication — verifying through touch tone or voice responses that the appropriate person is on the phone, and then transferring the call to a live agent. This optimizes the time agents spend on the phone accomplishing productive work, thus saving you money. In addition, because Proactive Contact is tightly integrated with the Genesys Voice Platform — the industry leading IVR and Speech solution — it is easy to fully automate complex customer interactions including bill payments, prescription refills, or travel itinerary changes.

Improving Efficiency Through Communications

Many companies face the dilemma of how best to notify customers about upcoming appointments, service interruptions, and other critical communications while also managing costs. Automated, proactive customer notifications improve communication and make the entire customer service process more efficient and less costly. In contrast, customers are quickly frustrated if asked to make multiple calls to confirm planned activities and scheduling details. Missed appointments and deliveries, and inefficient customer communications, are not only costly but may lead to lost business.

Genesys Proactive Contact leverages business rules and combs through databases of customer information to trigger outbound calls. Answered calls are automatically routed through the Genesys Voice Platform to launch either touchtone or speech-enabled voice applications. If the interaction requires live agent assistance, Genesys Voice Platform transfers the call to a live agent with all attached data necessary to successfully complete the transaction.

Appointment Reminders

For certain industries, missed appointments mean lost revenue, but Genesys Proactive Contact can greatly reduce the number of missed appointments. For example, the Genesys Voice Platform places a call and evaluates each call for busy signals or ring-no-answers. All answered calls are handled by the Genesys Voice Platform, while unsuccessful calls can be tracked and attempted at a later time. For successful calls that reach the intended customer, voice applications play a personal appointment reminder message with appointment date, time, and location. Customers can either use touchtone or speech prompts to keep, cancel, or reschedule appointments.

Tighter integration with inbound IVR and contact center agents will better consolidate and, by extension, improve the customer experience. Because it's often deployed separately, many enterprises see outbound IVR as a solution in and of itself; a better perspective would be to visualize proactive communications as a component of an overall customer service solution. After all, outbound IVR ultimately affects inbound IVR as many interactive outbound applications route callers into inbound systems. Enterprises should work with vendors to create a plan that gradually folds their outbound strategy into their inbound strategy. This will create a seamless, end-to-end customer service solution.

OVUM whitepaper, "The Emergence of Proactive Communications in Customer Service," 2010

Service and Process Notifications

Service changes or interruption alerts can easily be set up to place direct calls, e-mails, or text messages to customers. Commonly used for utilities and airline service interruptions, proactive notifications avoid high inbound call volumes as a result of a specific event, such as a power outage. Such proactive notifications deliver an added level of convenience to customers and help to build customer loyalty.

Similarly, notifications can be used for process approvals, denials, or any other specific trigger designed around a complex service process. For example, in the insurance industry, an insurance claim process would typically begin by automatically scheduling an appointment with an adjuster. If the claim is approved, subsequent notifications of payment amounts could be automated, significantly reducing the number of inbound calls to agents.

Bill Payment, Collections and Customer Retention

Another example is in collections. Genesys Proactive Contact automatically reminds customers of payment dates based on payment schedules and business rules to speed collections and improve customer life cycle management. The new mantra in collections has become "message early and often." With Genesys Proactive Contact, it is possible to cost effectively message on payment obligations throughout the customer lifecycle. Using speech applications, customers can conveniently pay bills using a credit card or be prompted to take advantage of electronic funds transfer (EFT) to avoid late payment fees.

New Sources of Revenue

Outbound interactions can be utilized to create new sources of revenue. Using the same approach, Genesys Proactive Contact can be leveraged to provide notifications as well as offers. For example, a prescription refill reminder can automatically notify customers of their upcoming refill requirement and offer them the choice to purchase now and receive automatic delivery of their refill. Live agent support may be offered to ensure quality customer support is available as needed on select transactions. By being able to anticipate the customer's needs, the right offer can be extended at the right time to create new sources of revenue and added convenience to customers.

Benefits

Genesys Proactive Contact leverages list management, integrated self-service and end-to-end reporting to provide a completely automated outbound notification system. A software-only solution that leverages the Genesys Voice Platform, VoiceXML, and SIP standards, Genesys Proactive Contact helps businesses gain significant cost savings, tap into additional sources of revenue, and improve customer satisfaction by providing the latest in advanced outbound IVR systems.

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Genesys is the world's leading provider of customer service and contact software — with more than 4,000 customers in 80 countries. Drawing on its more than 20 years of customer service innovation and experience, Genesys is uniquely positioned to help companies bring their people, insights and customer channels together to effectively drive today's customer conversation. Genesys software directs more than 100 million interactions every day, maximizing the value of customer engagement and differentiating the experience by driving personalization and multi-channel customer service – and extending customer service across the enterprise to optimize processes and the performance of customer-facing employees.

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