



Intelligent Self-Service and Personalization—Rethink the Customer Experience

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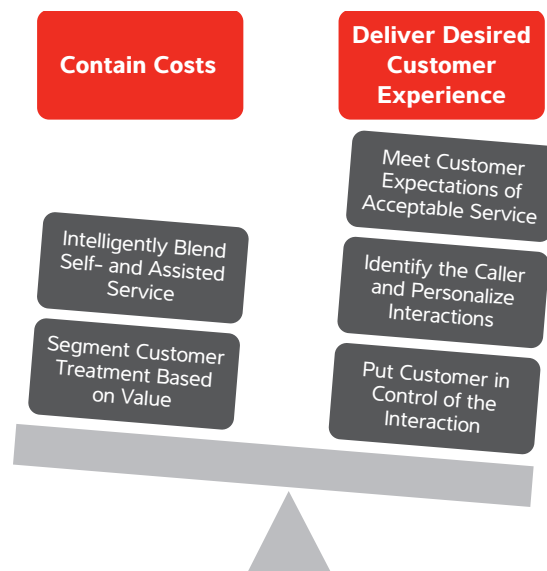
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Overview

The growing adoption of a more personalized approach to customer service illustrates the evolution from self-service deployed solely for cost reduction, to self-service that is intelligently blended with assisted service—enabling organizations an opportunity to differentiate service, expand revenue generation, increase customer loyalty and reduce churn.

The Evolution of Self-Service: From Cost Containment to Optimal Service Delivery

Instead of focusing merely on cost savings through call deflection and the containment of callers in front-end self-serve IVR systems to avoid more costly live agent handling, this new approach both drives customer satisfaction and delivers efficiency gains along with improved selling opportunities that translate into real bottom-line benefits. Integrated applications and technological resources now enable businesses to identify callers and quickly aggregate information about them to assist in successfully resolving customer needs. Global competition and changing customer expectations require further adoption of personalization as an organizational differentiation tool.



The growing adoption of a more personalized approach helps to differentiate service, expand revenue generation, increase customer loyalty and reduce churn.

Organizations Grapple with Most of These Questions:

- How can we provide customers with easier, better ways to access our organization?
- Can we achieve cost containment while delivering service differentiation?
- Are we meeting customer expectations better than our competition?
- What new revenue and upsell opportunities are we missing?
- How can we effectively hold on to the customers we have?
- What information do customers provide that can give us insights into these questions?

A Connected, Mobile Customer Base Increases Expectations and Amplifies Customer Dissatisfaction

In the world of broadly utilized social media and the lightning fast growth of the ever connected consumer, customers are fully engaged in product discussions and evaluations, and sharing their ideas recommendations within these online networks and communities. Recent statistics report smartphone users check Facebook 14 times a day, with many posts sharing product and service angst and frustration within their communities and shining a glaring light on customer service gaps.

A well-known fact: Customers typically tell twice as many people about a bad experience with customer service as they do about a good one. Depending upon the industry, five to ten people learn about a bad experience through traditional word-of-mouth. Word-of-smartphone greatly amplifies negative messages with far greater reach and far louder volume.

Today's customers are more often than not engaging with organizations over mobile devices, and these customers have less time, even less patience and more demanding expectations. They continue to squeeze the zone of tolerance between what's an acceptable and desirable customer experience.

All Too Often the Customer Journey is More Mazelike than Mapped Out

Companies on the whole have responded to changing customer expectations and technology development by adopting more of a channel-centric rather than customer-centric approach. As a result, many enterprises are failing to deliver high or consistent levels of service. Traditional channels of communication have grown to include voice/IVR, email, chat, text, and a myriad of social media platforms and applications.

Customers have quickly learned and adapted to engage multiple channels in combination to complete sales and service requests—starting down one path, changing course, trying another avenue. While some organizations are getting better at delivering desired service and customer experiences quickly and cost effectively, a large segment are experiencing a total breakdown in their service delivery with siloed channels and fragmented backend data—resulting in a mazelike and frustrating customer journey.

The customer experience is too often turned into customer frustration as customers run into disjointed channels with no information linkage and no customer lifecycle management that maps to a successful customer journey.

Intelligent self-service describes an organization's ideal view into customer data—customers' needs are automatically responded to in a very personalized way resulting in a superior experience. The concept of self-service is fully realized when organizations successfully integrate technology solutions that link contextual customer information with business rules to provide the optimal customer service experience.

Manage and Personalize the Customer Journey with Intelligent Self-Service

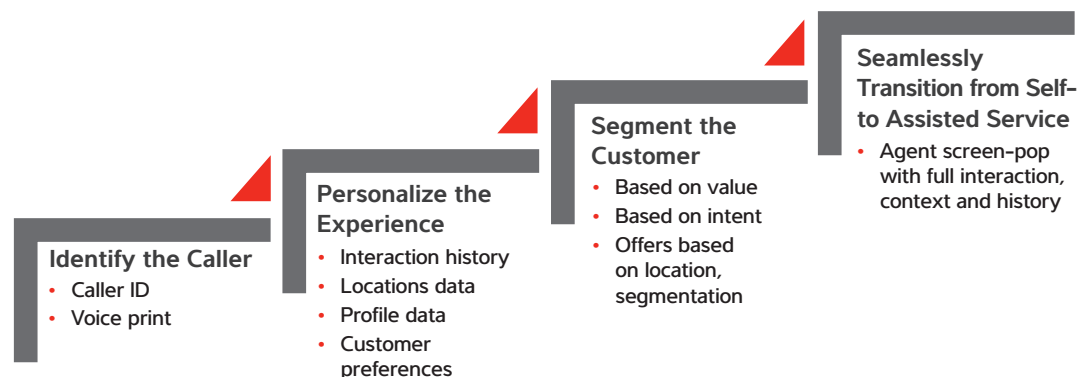
The keystone to managing the customer journey as they strive to get sales and service needs met is for organizations to focus on the user experience. That experience often starts with the most common entry point into an organization—the phone call—and launched self-service to depict the right way to have customers start their journey.

What lies at the heart of self-service is a laser focus on customer experience. Attention to an enhanced customer experience with self-service is realized through the integration of customer data and business logic to create a unique, fully personalized, customer driven by context. Contextual data can be everything from customer interaction history to data collected about customer preferences to real-time location information when the customer is interacting with the enterprise.

With intelligent self-service, organizations apply integrated applications, routing infrastructure, backend databases, Business Intelligence and business rules that enable the enterprise to quickly recognize and respond to customer needs. Integrated channels allow tracking of customer activity across multiple touchpoints. Seamlessly, customers who initiate a web chat are transitioned to voice, if needed. Website transactions are validated and confirmed with text and email. Twitter agent support is augmented by voice callback at the customers' convenience.

When these technologies, processes and Business Intelligence are integrated in organizational customer care solutions, customers are greeted by voice self-service with context when they call. Organizations deploying self-service techniques know who the caller is; have some indication of caller intent—why they may be calling—and can tailor the interaction based on this information by leveraging that contextual data to understand and communicate in a more personalized fashion with the customer.

Journey Through the intelligent Customer Experience



With intelligent self-service in place, customer treatment is based on current input via voice or other channel, past interaction history, backend and location-based data, real-time statistics, business rules, customer preference and other information that enables the intelligent directing of the caller to the best source.

Intelligent Self-Service Experience

Self-Service IVR: “Welcome to MetroWorld Insurance. I see you called yesterday about lowering your auto insurance payments. Would you like to speak to the last agent who handled your request?

Or can I assist you with something else?”

Caller: “I actually want to speak to someone about adding homeowner’s insurance.”

Self-Service IVR: “Alright. I will connect you with a homeowner insurance customer service representative. ”

Caller: “Thanks.”

Intelligent self-service offers any combination of self-, assisted and proactive service based on current customer context. In addition, use of related analytics highlights data that can provide further insights into customer behavior and trends that can aid in fine-tuning the customer experience.

Every organization has a mix of customer types: elite, high-value, mass-market and low-value, costly customers. A key advantage to the self-service customer service approach is the ability to better segment your customers based on their value to your business. Organizations can proactively engage their most valuable customers in live interactions and deflect and more tightly manage the cost of service to lower-valued segments.

Speech and Content Management Services Deliver Personalization Inherent in Self-Service

The “door” to self-service, or the threshold of the door is a speech-enabled IVR system. Natural language speech applications provide an intuitive and pleasing front end to customer interactions. These systems have become more mainstream today, and are profoundly changing consumer willingness to engage in natural conversations with their devices. Examples include Siri, Dragon Go! and Google Voice on smartphones, related solutions such as OnStar and Ford SYNC in cars, as well as the intuitive, voice self-service applications that consumers routinely interact with when initially calling into contact centers.

To customize and fully personalize these interactions in the contact center, the self-service application relies on contextual data to determine how the caller is greeted, what options the caller should be provided, how the caller is segmented and handled, and what offers should be extended.

Today, it’s normal, even routine for consumers to use voice to interact with systems through their devices. Speech and Natural Language Understanding (NLU) solutions have changed customer expectations of what is possible—and all play a critical role in powering meaningful conversations between people and technology.

Delivering holistic multi-channel personalization that puts the customer in the driver seat of their interactions requires a real-time, end-to-end view of the customer service enabled by a consolidated view of customer data from disparate sources. These include: databases, mobile applications, browser interactions, location-based data and CRM systems and a broadly flexible data architecture to allow tailoring of customer data to particular business models and processes.

Cloud-Based Solutions Enable Faster, More Affordable Option for Intelligent Self-Service Realization

Though the customer is in the driver seat, organizations must determine how best to handle each interaction with a balance of what's best for the customer and the company's bottom line. When implemented in an on-premises hardware-based environment, the cost and complexity to implement integrated technologies, platforms and processes driven by backend systems to deliver a self-service solution can be prohibitive, require excessively long lead times, and can be outdated by the time the solution is finally implemented.

Alternatively, cloud-based solutions allow organizations a rapid speed-to-market and a first-mover advantage with access to the latest technologies as soon as they become available and without a deployment delay. Companies choosing a cloud-based approach also avoid major system capital expense and can reduce total cost of ownership by 30 percent—all while gaining the flexibility to seamlessly expand on demand as needed. Cloud-based solutions even enable organizations to integrate existing applications into a hybrid environment as necessary with the peace of mind of high availability and service level agreements to ensure consistent, ongoing and uninterrupted quality of service.

Summary

Organizations that deploy intelligent self-service realize that serving customers is not a zero sum game where cost savings means poor service and delivering a desirable customer experience threatens bottom line profit. Instead, intelligent self-service enables an integrated approach to self-, assisted and proactive service, which can create an excellent customer and brand experience that dynamically anticipates and delivers on customer needs. This approach can help organizations better manage customer conversations across channels including voice, video, mobile, and the Internet, and differentiate treatments based on customer segmentation and/or opportunity and value. Collectively, a well-implemented self-service environment enables enterprises to provide personal and relevant information in a timely and cost-effective manner, and to improve both the customer experience and the contact center efficiency in your organization today.

Why not start greeting your customers through a cloud-based, intelligent self-service customer experience today?

About Genesys

Genesys is a leading provider of multi-channel customer experience and contact center solutions. With over 3,500 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact center and back office. Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

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