

Cloud Contact Centre – Genesys Business Edition



Cloud Contact Centre – Genesys is ideal for contact centres of 50 to 1,000+ seats that want a fully featured, customisable solution with the simplicity of the cloud. It enables you to provide a seamless experience to your customers across channels such as web chat and email, as well as voice.

The solution offers intelligent omni-channel routing, plus integration with Genesys Self-service IVR and your CRM platforms. With full visibility across channels, you're able to maximise first contact resolution and enhance customer experience. You can also improve online sales conversions and increase cross-sell revenue from existing customers.

Real-time monitoring, analytics and sophisticated reporting let you observe and react fast to trends. This helps you to improve staff performance and satisfaction, while helping reduce the cost of operations.

Your staff and supervisors can work from separate offices or from home – all they need is a phone and internet access. We also offer the alternative of integrating the solution with your existing Telstra SIP and Telstra IP network service. Supervisors can even manage operations while mobile.

Cloud Contact Centre – Genesys is straightforward to deploy and easy to manage. Since it's delivered on a subscription basis, you can take advantage of new contact channels and features without major capital cost or management complications. You have the flexibility to scale up to match demand fluctuations, and as it works with most phone and CRM systems, your existing investments can be protected.

Features	Benefits
Inbound routing/queuing of communications <ul style="list-style-type: none">• Auto-attendant – provides call routing based on customer touchphone input• Voice, email and chat communications are all routed through the same queue• Skills-based routing for groups and individuals based on staff proficiency and call priority• CRM integration to identify which customers are calling	<ul style="list-style-type: none">• Automates initial contact to save time and reduce the load on your staff• Staff can efficiently handle interactions from all channels, and easily switch to the channels with the highest incoming queries• Sends calls to the most skilled staff member(s) or according to the call's importance• Provide a premium service to valued customers
Supervisor Dashboard <ul style="list-style-type: none">• Assign or remove skills, assign proficiencies to skills, change staff status, assign or edit staff phone numbers and more• Monitor, coach and enter active calls• Web-based control from any HTML5 device	<ul style="list-style-type: none">• Full visibility and control of your staff from an easy to use interface• Fine tune staff performance and service• No need to install software• Flexibility to supervise and coach staff when you're on the move
Agent Desktop <ul style="list-style-type: none">• Offers a range of configuration options• Can be integrated with your CRM platform• Ability to centralise multiple web applications through the Agent Desktop's interface	<ul style="list-style-type: none">• A single view of different customer interaction channels• Intuitive interface to promote agent efficiency and responsiveness
Digital channel integration <ul style="list-style-type: none">• Web chat and email	<ul style="list-style-type: none">• Enables customers to communicate with you in the way they increasingly prefer
Interactive voice response (IVR) <ul style="list-style-type: none">• Cloud hosted platform• Support for voice and touch phone interactions, plus text to speech• Integrated IVR and contact centre capabilities	<ul style="list-style-type: none">• Quickly scale up to meet demand• Use the best interaction method, whether Directed Dialogue or Touchtone• Provide a seamless interaction journey for your customers with more personalised service
CRM integration <ul style="list-style-type: none">• Integrates easily with leading CRM platforms such as Salesforce™• Provides screen-pop capabilities plus full call control options	<ul style="list-style-type: none">• Continue to use the platform your people know• No extra CRM investment needed• Save time on customer look-up, and personalise service by having customer history on hand
Workforce management <ul style="list-style-type: none">• Omni-channel workforce management with a single point of administration	<ul style="list-style-type: none">• Assign the right employees with the right skills to the job – on the right channel at the right time

Features	Benefits
Real-time analytics <ul style="list-style-type: none"> See statistics of queues across channels in real-time See up-to-the minute staff response times, types of queries and more Ability to create your own dashboards and visualisations 	<ul style="list-style-type: none"> Quickly assign priority to the channels that have high usage at any given time Identify areas of customer delays or frustration and quickly rectify Easily customise views and reports to suit your business needs
Historical reporting <ul style="list-style-type: none"> Provides reporting for both IVR and the contact centre, and supports various delivery formats – Excel, CSV, PDF, HTML 	<ul style="list-style-type: none"> Gain insight to continuously help improve staff performance and customer service over the long term
Security and compliance <ul style="list-style-type: none"> PCI DSS 3.0 Level 1 – payment card data security SSAE 16 Type II – financial records and reporting standard SOC 2 Type II and/or ISO 27001:2013 – security management 	<ul style="list-style-type: none"> Confidence of knowing the platform meets all key industry standards to keep interactions secure and private
High availability <ul style="list-style-type: none"> 99.95% target availability 	<ul style="list-style-type: none"> Assurance of highly reliable operations to support customer service
Network connectivity <ul style="list-style-type: none"> Voice calls are delivered via the PSTN to a fixed landline number Staff desktops and data can be accessed via the public internet Option to deploy or use your existing Telstra SIP and Telstra IP network 	<ul style="list-style-type: none"> Ready to go – no dedicated network or complex data and voice design required Tailor capacity, scalability, redundancy and management to suit your specific requirements
Subscription-based pricing <ul style="list-style-type: none"> Monthly price per seat for 24, 36, 48 or 60 months IVR is priced on a per minute rate or number of ports based on your monthly commitment. You can increase minutes as needed 	<ul style="list-style-type: none"> Avoid large capital outlays on infrastructure Predictable costs for easier budgeting All internal call transfers to staff (to fixed line numbers within Australia) are included in the subscription price to help cover costs Have cost certainty as well as flexibility to meet increased call volumes
Voicemail <ul style="list-style-type: none"> Provides the ability for customers to leave a message which is notified to agents and accessed at a convenient time 	<ul style="list-style-type: none"> Group/personal voicemail lists simplify the routine sending of identical messages to the same people
Outbound dialler <ul style="list-style-type: none"> Predictive, progressive and preview dialling modes to support outbound contact strategies 	<ul style="list-style-type: none"> Maximises the time agents spend on the phone talking with people, optimally pacing dialling, and filtering out unproductive calls Allows businesses to proactively contact customers using the right channel, at the right time, with the right message Customers are able to design dynamic scripts to guide their agents through customer interactions
Call-back <ul style="list-style-type: none"> Enables customers across web IVR touchpoints to – with just a click or IVR selection – schedule a callback from an agent 	<ul style="list-style-type: none"> Reduces customer frustration by providing the option of a call-back instead of waiting

Additional features planned (but not guaranteed) for release in 2017

Genesys Designer. Easy to use web application to create and modify IVR scripts.

Mobile engagement. Offers customers instant access to agents via mobile devices, while business rules, context, history and reporting help to improve service and efficiency.

Additional features planned (but not guaranteed) for release

Workforce optimisation. Speech Analytics for quality assurance, compliance and agent best practice.

Intelligent Workload Distribution (iWD). Works with Enterprise Resource Planning, Business Process Management and CRM applications to centrally distribute tasks to other business units.

Conversation Manager. Combines all customer interactions with context and relevance to optimise the entire customer conversation journey.

Web engagement. Monitor customer behaviour on your web site and identify their potential value to your business.

Office Worker Extension. Escalate calls to knowledge experts in other areas of your organisation.

Social engagement. Monitor customer issues with your products or services on Facebook and Twitter, and provide pre or post-sales support to address them.

Why Telstra for contact centres?

We manage 20,000 + contact centre seats taking over 100 million interactions a year, and run one of Australia's largest integrated contact centres. We draw on this vast experience across diverse industries to provide the best solution for your needs.

Take advantage of our expertise in customising, configuring and integrating contact centre solutions, as well as providing training and ongoing advice. You can rely on our proven capability in designing and managing cloud-based solutions, while tight integration with our world-class networks help you connect securely, reliably and in more places.

We also offer you the benefits of our unique strategic partnership with Genesys. We are a Genesys Gold Partner in Australia/Asia Pacific region so we can offer a deep understanding of their technology, all with the simplicity and accountability of one touch point for your contact centre and network access.

Awarded Hosted Contact Centre Service Provider of the Year 2009 to 2015 by Frost and Sullivan

 **contact your Telstra account executive**

 **call 1300 telstra**

 **telstra.com/enterprise**

Things you need to know.

You must use Telstra Inbound Services (1800/1300/13 numbers) for the delivery of inbound calls. Private network access must be via a Telstra Next IP® network service (managed or unmanaged). Private network costs are additional to Cloud Contact Centre – Genesys costs.

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