

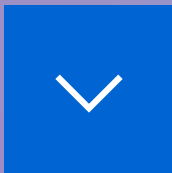
# PureEngage Contact Centre Genesys Powered

Enrich experiences and simplify control across  
multiple channels with a customisable global cloud solution



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PureEngage Contact Centre Genesys Powered suits contact centres with 50 to 1,000+ seats that want a fully featured, customisable cloud solution to engage with customers across multiple channels.

It seamlessly combines the advanced capabilities of Genesys, the leader in omni-channel contact, with our support, experience and global voice and data networks.







## Anticipate and enhance customer experience

- Map customer activities across your entire business to predict needs and proactively respond.
- You can delight customers every time across every channel, and make customer contact key to customer advocacy.
- The solution offers intelligent routing across web chat, email, voice and social. Plus, it integrates with Genesys Self-service IVR and your CRM platforms.
- Now you can employ real-time monitoring, analytics and sophisticated reporting across interactions, agents and channels wherever they are.
- You can react fast to trends, improve staff performance and satisfaction, and help reduce the cost of operations.
- You're also able to improve online sales conversions and increase cross-sell revenue from existing customers.




## Easy to deploy and to manage

- Staff and supervisors can work from separate offices or from home – all they need is internet access and a phone.
- Supervisors can even manage operations while mobile. Or we can integrate the solution with your new or existing Telstra SIP and Telstra IP network service.
- Delivered on a subscription basis, the solution lets you take advantage of new contact channels and features without major capital cost or the expense of in-house IT teams.
- You can move to the cloud at your own pace so your existing investments are protected. And have the flexibility to quickly scale to match demand fluctuations.





# Features and benefits

	 Inbound routing/queuing of communications	 Supervisor dashboard	 Agent desktop
Features	<ul style="list-style-type: none"><li>• Auto-attendant – provides call routing based on customer touchphone input</li><li>• Voice, email and chat communications are all routed through the same queue</li><li>• Skills-based routing for groups and individuals based on staff proficiency and call priority</li><li>• CRM integration to identify which customers are calling</li></ul>	<ul style="list-style-type: none"><li>• Assign/remove skills, assign proficiencies to skills, change staff status, assign or edit staff phone numbers and more</li><li>• Monitor, coach and enter active calls</li><li>• Web-based control from any HTML5 device</li></ul>	<ul style="list-style-type: none"><li>• Offers a range of configuration options</li><li>• Can be integrated with your CRM platform</li><li>• Ability to centralise multiple web applications through the Agent Desktop's interface</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Automates initial contact to save time and reduce the load on your staff</li><li>• Staff can efficiently handle interactions from all channels, and easily switch to the channels with the highest incoming queries</li><li>• Sends calls to the most skilled staff member(s) or according to the call's importance</li><li>• Provide a premium service to valued customers</li></ul>	<ul style="list-style-type: none"><li>• Full visibility and control of your staff from an easy to use interface</li><li>• Fine tune staff performance and service</li><li>• No need to install software</li><li>• Flexibility to supervise and coach staff when you're on the move</li></ul>	<ul style="list-style-type: none"><li>• A single view of different customer interaction channels</li><li>• Intuitive interface to promote agent efficiency and responsiveness</li></ul>










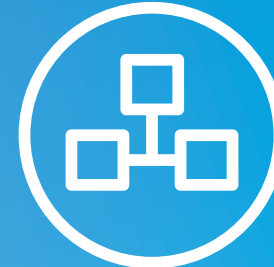
	 Digital channel integration	 Interactive voice response (IVR)	 CRM integration
Features	<ul style="list-style-type: none"><li>• Web chat and email</li></ul>	<ul style="list-style-type: none"><li>• Cloud hosted platform</li><li>• Support for voice and touch phone interactions, plus text to speech</li><li>• Integrated IVR and contact centre capabilities</li></ul>	<ul style="list-style-type: none"><li>• Integrates easily with leading CRM platforms such as Salesforce™</li><li>• Provides screen-pop capabilities plus full call control options</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Customers can communicate with you in the way they increasingly prefer</li></ul>	<ul style="list-style-type: none"><li>• Quickly scale to meet demand</li><li>• Use the best interaction method – Directed Dialogue or Touchtone</li><li>• Provide a seamless interaction journey for your customers with more personalised service</li></ul>	<ul style="list-style-type: none"><li>• Continue to use the platform your people know</li><li>• No extra CRM investment needed</li><li>• Save time on customer look-up, and personalise service by having customer history on hand</li></ul>








	<div></div> <div>Workforce management</div>	<div></div> <div>Real-time analytics</div>	<div></div> <div>Historical reporting</div>
Features	<ul style="list-style-type: none"><li>• Omni-channel workforce management with a single point of administration</li></ul>	<ul style="list-style-type: none"><li>• See statistics of queues across channels in real-time</li><li>• See up-to-the minute staff response times, types of queries and more</li><li>• Ability to create your own dashboards and visualisations</li></ul>	<ul style="list-style-type: none"><li>• Provides reporting for both IVR and the contact centre, and supports various delivery formats – Excel, CSV, PDF, HTML</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Assign the right employees with the right skills to the job – on the right channel at the right time</li></ul>	<ul style="list-style-type: none"><li>• Quickly assign priority to the channels that have high usage at any given time</li><li>• Identify areas of customer delays or frustration and quickly rectify</li><li>• Easily customise views and reports to suit your business needs</li></ul>	<ul style="list-style-type: none"><li>• Gain insight to continuously help improve staff performance and customer service over the long term</li></ul>



	<div></div> <div>Interaction analytics – Voice</div>	<div></div> <div>Designer</div>	<div></div> <div>Outbound dialler</div>
Features	<ul style="list-style-type: none"><li>• Understand and describe your current business performance within conversations and find opportunities to improve</li><li>• Manage and optimise agent performance</li><li>• Analyse customer needs and sentiment</li></ul>	<ul style="list-style-type: none"><li>• Simple, intuitive web-based design tool</li><li>• Integrated Analytics for trouble-shooting</li><li>• Logical Partitioning for testing and development</li></ul>	<ul style="list-style-type: none"><li>• Predictive, progressive and preview dialling modes to support outbound contact strategies</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Increase up sell/cross sell opportunities</li><li>• Improve customer satisfaction</li><li>• Measure/improve compliance</li><li>• Improve First Call Resolution</li><li>• Reduce Average Handle Time</li></ul>	<ul style="list-style-type: none"><li>• Ability to design self-service, surveys, call flows</li><li>• Manage operational parameters (schedules, greetings)</li></ul>	<ul style="list-style-type: none"><li>• Maximises the time agents spend on the phone with people, optimally pacing dialing, and filtering out unproductive calls</li><li>• Allows you to proactively contact customers using the right channel at the right time, with the right message</li><li>• Design dynamic scripts to guide agents through customer interactions</li></ul>





	<div></div> <div>Call-back</div>	<div></div> <div>Security and compliance</div>	<div></div> <div>Network connectivity</div>
Features	<ul style="list-style-type: none"><li>• Enables customers across web IVR touchpoints to schedule a callback from an agent with just a click or IVR selection</li></ul>	<ul style="list-style-type: none"><li>• PCI DSS 3.0 Level 1 – payment card data security</li><li>• SSAE 16 Type II – financial records and reporting standard</li><li>• SOC 2 Type II and/or ISO 27001:2013 – security management</li></ul>	<ul style="list-style-type: none"><li>• Voice calls are delivered via the PSTN to a fixed landline number</li><li>• Staff desktops and data can be accessed via the public internet</li><li>• Option to deploy or use your existing Telstra SIP and Telstra IP network</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Reduces customer frustration by providing the option of a call-back instead of waiting</li></ul>	<ul style="list-style-type: none"><li>• Confidence of knowing the platform meets all key industry standards to keep interactions secure and private</li></ul>	<ul style="list-style-type: none"><li>• Ready to go – no dedicated network or complex data and voice design required</li><li>• Tailor capacity, scalability, redundancy and management to suit your specific requirements</li></ul>





	<div> High availability</div>	<div> Cost effective</div>
Features	<ul style="list-style-type: none"><li>• 99.95% target availability</li></ul>	<ul style="list-style-type: none"><li>• Monthly price per seat for 24, 36, 48 or 60 months</li><li>• IVR is priced on a per minute rate or number of ports based on your monthly commitment.</li><li>• You can increase minutes as needed</li></ul>
Benefits	<ul style="list-style-type: none"><li>• Assurance of highly reliable operations to support customer service</li></ul>	<ul style="list-style-type: none"><li>• Avoid large capital outlays on infrastructure</li><li>• Predictable costs for easier budgeting</li><li>• All internal call transfers to staff (to fixed line numbers within Australia) are included in the subscription price to help lower costs</li><li>• Have cost certainty as well as flexibility to meet increased call volumes</li></ul>





## Why Telstra?

### Vast experience

We manage 20,000 + contact centre seats taking over 100 million interactions a year, and run one of Australia's largest integrated contact centres.

Take advantage of our expertise in customising, configuring and integrating solutions, as well as training and ongoing advice.

### Local control with global reach

All data is stored and processed in Australia for data sovereignty, but you can scale across multiple servers and global data centres for fast access from devices.

As well as internet access, the platform can be integrated with our SIP Connect networks and private IP networks. Their reach, reliability and security help to ensure your services work at their best.

### The combined strengths of Telstra and Genesys

As Genesys' partner, we offer expert knowledge of their solution. Our partnership provides a unique network architecture, enabling us to deliver a simple to manage and cost-effective solution.

### The ability to unify collaboration and contact

We make it easy to link customer contact with other Unified Communications solutions from Cisco, Microsoft and Telstra. Take advantage of seamless collaboration across your entire business to empower productivity and customer service.

Telstra has been awarded Hosted Contact Centre provider of the year from 2009 to 2017 by Frost and Sullivan.

Genesys is recognised as market leader in Gartner's Magic Quadrant (Contact Centre Infrastructure and Contact Centre as a Service).





## 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) and SIP trunks via Telstra SIP Connect.
- Private network costs are additional to PureEngage Contact Centre Genesys Powered costs.







# Contact your Telstra Account Executive

 1300 telstra (1300 835 787)

 [telstra.com/enterprise](https://telstra.com/enterprise)

 [telstra.com.au/business-enterprise/solutions/customer-contact-solutions/contact-centres/cloud-contact-centre-genesys](https://telstra.com.au/business-enterprise/solutions/customer-contact-solutions/contact-centres/cloud-contact-centre-genesys)