Providing Enterprise Software Solutions

Taking Control of your Call Routing : Reduce Costs , Shorten Change Cycle Time, Improve Customer Satisfaction

THE CHALLENGE

Today most large contact centers employ complex Genesys routing strategies. The cycle time to implement a new call flow or to change a call flow is too long to keep pace with the dynamic demands of an enterprise contact center. The volume and complexity of call routing strategies are cumbersome and difficult to manage. Changes involve costly IT resources and take weeks to implement. Businesses cannot respond in real time to the real time needs of their customers. In this static mode contact centers are challenged to optimize efficiency, generate revenue and drive customer satisfaction.

THE SOLUTION

*By creating a template model for contact center call flows and externalizing the necessary call flow parameters, the enterprise version of the **Adaptive Call Router (ACR)** front-end web GUI, allows the contact center managers to create new call flows or to change existing call flows in real time. Any existing routing strategy that the business has already developed can be managed with **ACR** by extracting the unique business parameters that are hard-coded in the strategies, and storing them in parameter lists. The values in the lists are managed via **ACR.** Each routing strategy becomes a template supporting multiple call flows.*

THE VALUE

- The cycle time to implement new call flows or to change an existing call flow is shortened from weeks to minutes.
- Control is placed in the hands of the contact center managers.
- Costly IT resources are freed up to focus on other critical projects.
- Business can respond to real time situations in the contact center and see measurable results
- Optimizes your Genesys implementation by extending the power of Genesys to more users
- Fine grained access controls and call flow audit reporting for greater visibility into your call routing.
- Simplifies the management of call flows from numerous individual routing strategies to a small number of routing templates.
- Reduces points of error for call flow changes or new call flows.

Ultimately, Dynamic Call Routing has a dramatic impact on the overall business by improving the customer service experience, increasing agent productivity and satisfaction, and driving revenue growth.
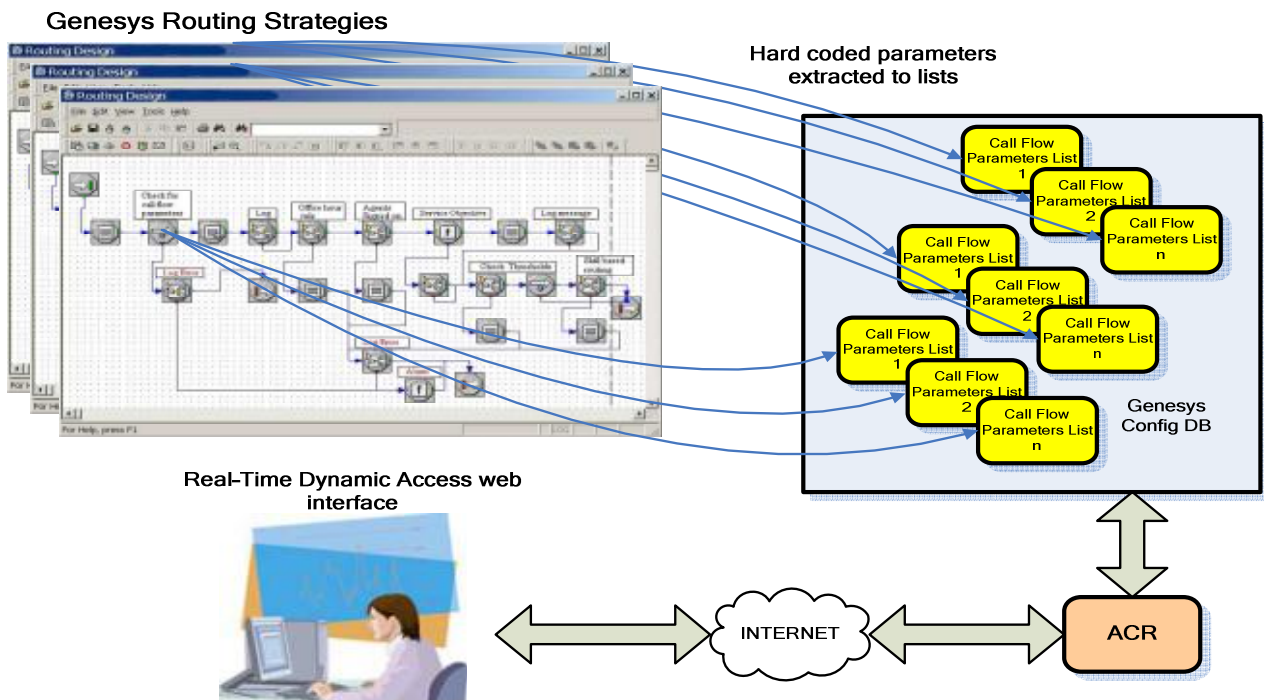
In today's enterprise contact centers, ground conditions are constantly evolving. As any manager who has ever been on the front lines of a call center can affirm, what is true in the call center today may not be true tomorrow and consequently, what works today may not work tomorrow. Since the contact center is often a customer's first line of communication with a company, it is critical to be able to respond to the continuously evolving conditions in near real time.

More and more contact centers have come to enjoy the benefits and increased flexibility that Genesys CTI interaction routing provides over traditional ACD call delivery. It opens up a whole new world of call routing possibilities not previously available under the old model. With skilled Genesys professionals in their IT organizations, large enterprise contact centers can now employ literally hundreds of different call routing strategies to route both voice and multimedia interactions. The degree of customization available with Genesys routing is virtually limitless, bounded only by the imagination and skill of the business managers and IT designers. As business managers begin to realize all the options available to them with Genesys routing, they begin to employ more complex interaction routing. This can result in a very large inventory of production routing strategies, which creates a significant challenge to manage, both from the business side as well as from the IT side of the house.

THE BOTTLENECK

Genesys Interaction Routing Designer (IRD) is an incredibly powerful design tool, which requires a skilled Genesys IT professional to navigate in order to create new call flows or update existing call flows. IRD enables call routing decisions to be made based on a vast array of parameters and business data unique to the environment of each business. Many of these parameters are hard coded into the routing strategy. Herein lies the crux of the problem facing today's contact center managers. Not only must they have IT professionals available to them who understand all the nuances of IRD, who know how to develop, modify and deploy routing strategies, but they must depend on them in order to implement the simplest of call flow changes, because every call flow change represents a change to production code. In order to make a change to a production call flow or to implement a new call flow, they must go through a lengthy change process, which usually looks something like this:

- Submit a change request or new request to IT;
- Create and document user requirements;
- Develop a business case;
- Submit a work request to IT;
- Determine the priority of the work request in relation to all other IT work requests;
- Complete changes using Genesys IRD
- Test call flow changes in test environment;
- Conduct user acceptance testing and get business sign-off.
- Implement call flow change in production during off or non-peak hours.

These work requests must get in line with all other IT work requests. This process creates a work backlog for the IT organization and results in implementation delays of anywhere from 2 weeks to 2 months. This delay can be even longer and more costly if Genesys routing professionals are not in-house and the work must be outsourced. Furthermore, the cost of this delay is felt not only in terms of the direct impact to the call center budget to engage IT resources, but also in terms of the indirect

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Consider a scenario where the business is running a new promotion or has just launched a hot new product, and call volume far exceeds projections. If the call flows have not been modified prior to this to accommodate the increased call flow, there may be one or more agent skill groups that are overwhelmed with calls, while other skill groups are sitting idle. Customers will experience longer wait times. Many callers, trying to find loopholes in the IVR just to get to any human being, may end up having to be transferred one or

more times just to get to the correct agent who can help them, resulting in even longer answer delays.   This is a situation that requires immediate action in order to reduce customer delays and normalize agent occupancy, however, the current routing model doesn't allow for that. A slightly better scenario would be one where the call flows had been updated by IT prior to the new promotion going live, however this still results in delays in implementation of new business initiatives, as the promotion cannot go live until IT has been able to complete the work request.

The bottleneck in this model centers around 3 core issues:

- the technical skill required to use IRD;
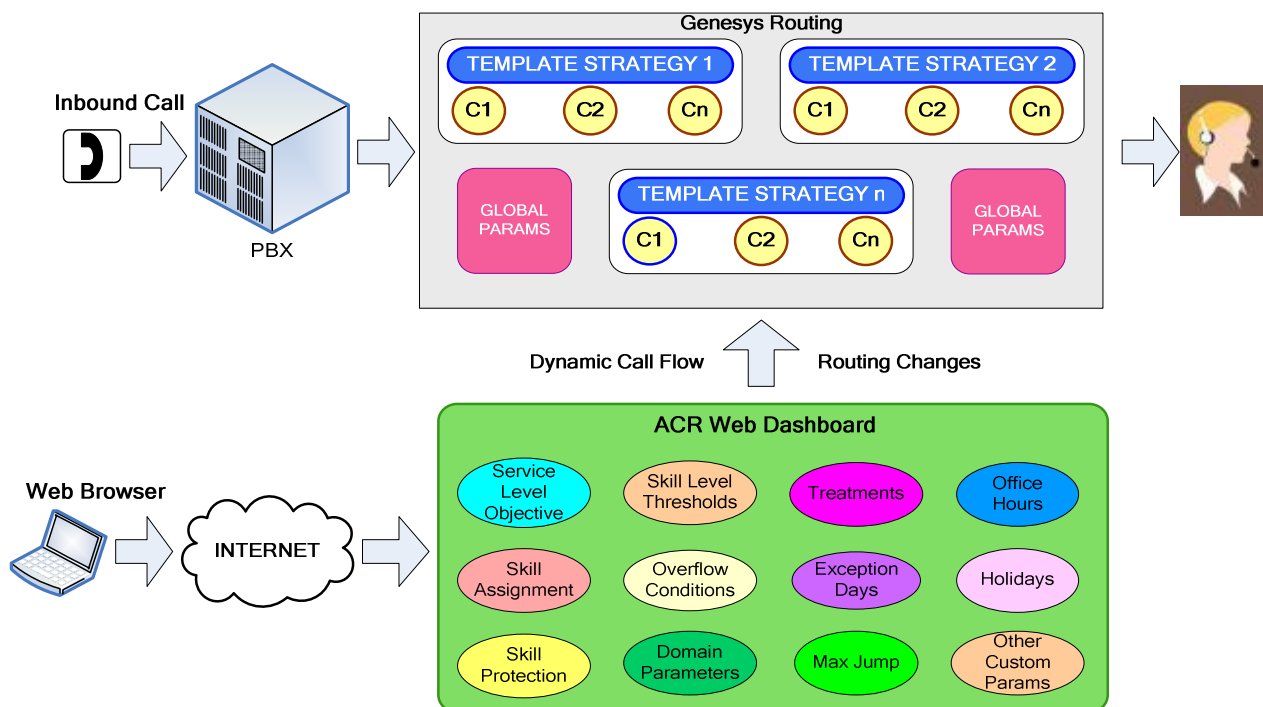- the hard coding of call flow parame-

Figure 2. Logical Overview of ACR—Each business can create as many Genesys routing strategy templates as will meet the needs of their unique environment. Each template can in turn produce multiple call flows, each one with its own unique set of call flow parameters, C1, C2, ...Cn. The ACR web GUI provides dynamic real-time access to modify the parameters in call flow Cn, or create a new call flow with a new set of parameters, Cn+1.

ters into routing strategies;
- the IT change management process (a necessity in today's post Sarbanes-Oxley world).

THE CCI SOLUTION

The solution to the bottleneck is to empower the contact center business managers with the ability to update or create new call flows in near real time with a simple, easy to use web interface - Adaptive Call Router (ACR).

ACR accomplishes this by redefining the model for call flow design and modification. The model involves streamlining the large inventory of routing strategies into template strategies, and extracting the hard coded call flow parameters into externalized lists (C1, C2, Cn in Figure 2). Each call flow has its own associated list that is mapped to the call flow on a single key parameter, such as virtual queue, DNIS or route point. Each strategy template can have limitless call flows created around it, and there can be as many template strategies as required for each unique business environment, with whatever call flow parameters are relevant to the business.

ACR is also available with a pre-built Skills Based Routing template strategy, which can be used "as is" or can be used as a baseline from which to create your own custom routing template. This makes ACR an ideal solution for new Genesys implementations as well, as the time to develop and deploy Genesys routing can be significantly shortened.

The ACR web GUI gives the business users an intuitive, user-friendly dashboard style interface to access the values in the external parameter lists. By navigating an easy to use screen in any of the commonly available web browsers (ACR supports Internet Explorer, Safari, and Firefox), users can modify an existing call flow in real time or create a new call flow within minutes.

Furthermore the granular access controls allow for a high degree of security. The administrator can decide which parameters to make available to the users, and can determine what level of access each user has to each parameter.

BENEFITS

The benefits of implementing ACR are numerous.

Gives Users the Control They Need
It truly empowers the business and IT managers and contact center operations teams by enabling them to respond in real time to real time ground conditions in the contact center. The people monitoring and analyzing the day to day, moment to moment situations are the most intimately aware of the needs of the contact center. They are the first to notice when service levels are not meeting objectives, when customer wait times are too long, when agents are being over or under utilized and when customer frustration is high. They understand that these issues require swift action. ACR gives them the tools they need to take that required action.

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Shortens Change Cycle Time & Cost

By enabling the contact center with ACR, the time to implement call flow changes or new call flows is shortened from weeks to minutes. The lengthy IT change management process can be streamlined and the need to engage costly IT resources for every minimal change can be avoided, resulting in cost savings and a more efficient call flow change process.
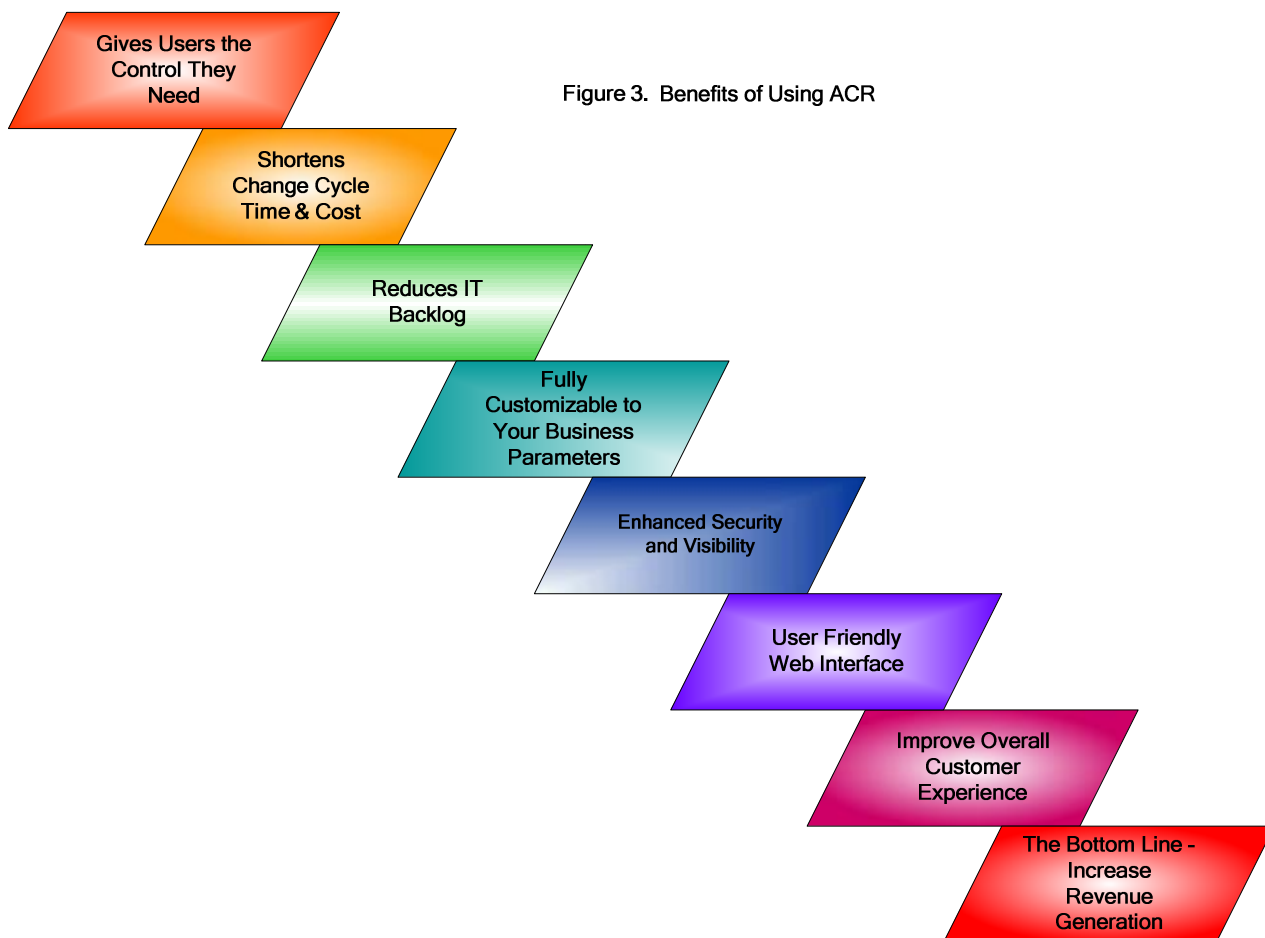
Reduces IT Backlog

By offloading the task of call flow management to more users, the backlog of support tickets and change requests piling up in IT's queue is significantly reduced. This gives the IT support team room to focus on more complex or critical projects.

Fully Customizable to Your Business

ACR allows businesses to keep the existing call routing strategies that they have already invested considerable time and resources to develop. ACR does not replace the existing routing; rather it adapts itself to the routing that is already in place. The template is created around the existing routing strategies, or optionally around the pre-built routing strategy in the case of sites where Genesys routing has not yet been deployed. The business's unique parameters are identified, extracted, and stored in external parameter lists, which are each mapped to a call flow. Depending on the structure of the existing routing, the business may require only one template, or it may create several. Our easy to use Web GUI is where are all of your parameters can be managed to change, delete and create new call flows.

Figure 3. Benefits of Using ACR

- Gives Users the Control They Need
- Shortens Change Cycle Time & Cost
- Reduces IT Backlog
- Fully Customizable to Your Business Parameters
- Enhanced Security and Visibility
- User Friendly Web Interface
- Improve Overall Customer Experience
- The Bottom Line - Increase Revenue Generation

Increased Call Flow Security and Visibility

ACR provides enhanced call flow protection through granular security down to the parameter level, data integrity validation and comprehensive call flow auditing and reporting capabilities. User access can be restricted to only certain call flows, to certain parameters within call flows, or it can be broader, enabling users to administer global parameters, or to be full site administrators. ACR also provides audit capabilities, providing reports on which parameters have been changed, when and by whom. Further, ACR includes data integrity validation, preventing multiple users from accessing the same call flow at the same time, from entering invalid values, or preventing deletion or removal of parameters that are assigned to active call flows.

User-Friendly Dashboard Style Interface

The user-friendly web interface requires no additional software on the user's desktop, and requires minimal training to get up to speed. The interface is designed to be intuitive, easy to use, and there's little to no additional terminology to learn.

Improve Overall Customer Experience

By empowering the contact center managers with the tools they need to have a direct impact on call routing, they can actually improve the customer experience. Measured and proven results include increased first call resolution (FCR) — more calls are getting to the correct agent the first time around. This reduces overall handle time because transfers are cut down. Managers are able to better control resource utilization and thereby reduce caller wait times and increase service levels. The net result is an overall improved customer experience, which translates to increased customer loyalty.

The Bottom Line

By increasing FCR, reducing handle time, wait time and transfers, ACR helps businesses cut down on their monthly telco charges. But even more importantly, it can impact revenue generation by enabling more calls to get to the right agent in less time, resulting in a higher sales close rate and increased customer retention.

ABOUT CCI

Customer Care, Inc.'s (CCI) track record spans over ten years of enterprise software products and services with a cross-industry focus. To date CCI has successfully implemented over 150 fixed bid software solutions with our enterprise customers.

CCI's core strengths help us deliver results utilizing the breadth and depth of our expertise across the technology spectrum. Our products and services span from today's WEB based J2EE platforms to last century's mainframe legacy systems. Although our developers and domain experts are the savviest of technologists – our results-driven solutions are User & Business centric. Our culture blends technologists and domain experts to seek and provide business solutions.

Our professional services will help you deploy and implement our solutions and products through the entire life cycle – all the way through training and knowledge transfer. Finally our culture and mission compel us to stand behind our work. For years, our customers have benefited from our so-called timeless warranty – our core extends beyond our technical and business competencies – it is who we are.

For more information on ACR or about how CCI can help your business with a custom software solution, visit www.customercaresolutions.com or email info@customercaresolutions.com