Smart Phone Integration for Mobile Customer Care

Mobile Voice - April, 2010

Charles Lee
Product Marketing
charles.lee@genesyslab.com
Genesys - an Alcatel-Lucent Company

Leading provider of software to manage interactions, people and processes for Customer Service and Sales

- 100% Software focus
- 4,000 customers
- Sales in 83 countries
- 100 million customer interactions every day
## Industry Leading Companies Choose Genesys

### Market leaders in 28 Global Industries Answer the Call with Genesys

<table>
<thead>
<tr>
<th>Global 500</th>
<th>Use Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>208 of 500</td>
<td>Over 40% of the Global 500 use Genesys</td>
</tr>
<tr>
<td>115 of 200</td>
<td>Over 50% of the Global 200 use Genesys</td>
</tr>
<tr>
<td>62 of 100</td>
<td>Over 60% of the Global 100 use Genesys</td>
</tr>
<tr>
<td>18 of 25</td>
<td>World’s largest commercial banks</td>
</tr>
<tr>
<td>7 of 10</td>
<td>World’s largest insurance companies</td>
</tr>
<tr>
<td>16 of 20</td>
<td>World’s largest telcos</td>
</tr>
<tr>
<td>10 of 10</td>
<td>World’s largest automotive companies</td>
</tr>
<tr>
<td>4 of 5</td>
<td>World’s largest airlines</td>
</tr>
<tr>
<td>9 of 20</td>
<td>World’s largest utilities</td>
</tr>
</tbody>
</table>

The Fortune Global 500 is a ranking of the top 500 corporations globally, as measured by revenue.
What is a Customer Engagement Experience?

**CONVENIENT**
- Ease of contact; short wait times
- When I want to - 24/7
- Phone, self-service, email, web, chat, SMS

**COMPETENT**
- Agents have access to necessary information
- The right agent the 1st time
- Consistent experience across all channels

**PERSONALIZED**
- Know who I am
- Understand (and cater to) my needs
- Use the information you already have about me

**PROACTIVE**
- Inform me about things that are relevant to me
- Offer me products/services relevant to my needs
- Add-value proactively
Dynamic Customer Engagement

DYNAMIC CUSTOMER ENGAGEMENT

Performance Management

Cross-Channel Conversations

iCFD
ESERVICES

WFO /WFM
ADVANCED ROUTING

SIP
UC Connect
G-PLUS

iWD
PROACTIVE NOTIFICATION

ADVISOR
INSIGHTS

Open Systems

Service Delivery Optimization

Performance Management

Open Systems

Service Delivery Optimization

Open Systems
Mobile - The Future Is NOW!

* - Estimates
Mobile Customer Care

Customer Facing

Enterprise Connection

Mobile Customer

Mobile Associate

Contact Center

End-to-End Interactions

- Voice, Call-Back
- SMS, MMS
- Assisted Service
- Location-Based
- ...

- Mobile Experts
- Mobile Sales
- Service Request
- Mobile Business Managers
- ...

All rights reserved. © 2010, Genesys Telecommunications Laboratories, Inc.
Usability - Convenient and Effective

- Information
- Notification
- Communication
- Action

- Call Back
  - Call-Me-Now
  - Call-Me-Later
Provide intelligent customer experience with advanced routing and interaction mesh-up
Use Case – Retail and Mobile Marketing

Use Case – Mobile Banking

- Self-Service
- Assisted Voice Service
- SMS, MMS
- Mobile Call Back
- Notification
- Location-based Service

Dramatically increase revenue opportunity while providing superb customer experience

Significant cost saving with fewer/shorter calls while providing excellent customer experience
Mobile Customer Care in the Enterprise

- Customer Info & Interaction Data
- Real-Time Interaction
- Workload Distribution
- Non-Real Time Service/Task
- Application & Status
- Operation & Administration
- Statistics & Reporting
- Performance Management
Mobile Customer Care - Business Benefits

- **Cost Reduction** - shorter calls and fewer calls
- **Customer Experience** - contextual communication
- **Revenue opportunity**
- **Boost Competitive Differentiation**
THANK YOU!