


DELIVERABLES

Genesys will deliver a detailed Assessment Findings report, which includes the following:

- Caller Bill of Rights Scorecard containing an Analysis of current automation effectiveness
- Identification of potential failure points and sources of caller frustration in current interface
- Identification of additional caller needs and automation opportunities
- Quantitative breakdown of automation opportunity
- Text-based sample calls to illustrate proposed changes and additional automation opportunities
- Company Brand assessment with suggestions for voice talent selection and vocal coaching notes

GET YOUR IVR OFF TO THE RIGHT START

Overview

Genesys' CX Assessment Jumpstart is a proven way to start solving your customer challenges using automation and to accelerate an analytics-driven solution with actionable recommendations that show real returns on investments. Using the Assessment Jumpstart results, you'll be able to:

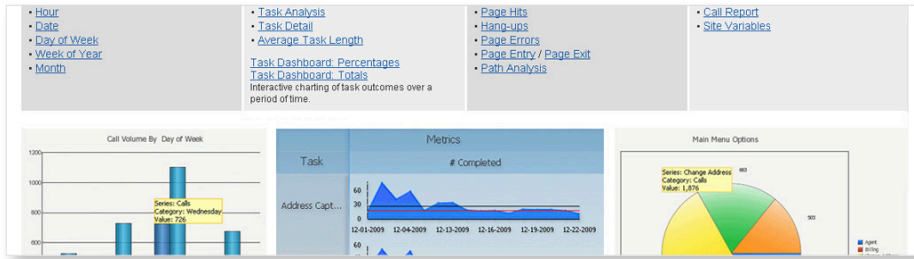
- Determine how your IVR stacks up against industry best practices using the Genesys Caller Bill of Rights Scorecard.
- Uncover what's frustrating your customers and stunting your growth, causing inefficiencies and ballooning costs
- Start making sense of your environment and processes
- Define a possible solution to the issues you are facing
- Learn the cost impact of adopting change or doing nothing at all

Our team of experts works with you to understand your current environment and processes, identify improvement opportunities and then make recommendations based upon industry trends, best practices, and our experience with implementing comprehensive customer engagement solutions. Using our proven CX methodology, improve the end to- end experience your callers have by uncovering tasks that not only have a compelling ROI, but also elegantly solve a compelling problem for your callers.

The result is a customized set of pragmatic next-steps for solution adoption. Genesys will work with you to identify and prioritize the next steps based upon your business priorities and goals. As the name of this program implies, putting the CX is our objective.

How the Assessment Process Works

A principal VUI designer at Genesys will be engaged throughout the Assessment process, and will oversee a professional services engineer for the technical assessment. Genesys will engage with members and managers of your call center, as well as business stakeholders, marketing managers, and technical leads. Once a thorough analysis of your core competencies and current work flows has been conducted, Genesys



Genesys is on-demand and all reports can be accessed online wherever there is an internet connection.

will provide knowledge about your company's key brand tenets, identify areas for improvement of existing automation, and expose opportunities for additional automation.

Genesys will deliver a multi-phase plan that prioritizes the proposed additions to your IVR, taking into account the level of effort, technical requirements, business impact (ROI), caller impact, and call center impact for each recommendation. The assessment will include the following steps:

EXISTING CALL FLOW ANALYSIS

The designer will review all existing call flow documentation, and place test calls into the current IVR applications to gain deep knowledge of existing automation. During this phase, the designer will:

- Identify potential failure points and sources of caller frustration in the current interface.
- Assess the cognitive load placed on callers by the current call flows.
- Analyze adherence to your company's brand tenets and determine the current level of brand extension by your IVR applications.
- Perform a gap analysis between your call flows and the current industry, and Genesys best-practices for IVR user-interface design, producing a Caller Bill of Rights Scorecard with an at-a-glance view of areas needing improvement.

CALL CENTER LIVE INTERACTION ANALYSIS

Genesys will seek to gain a deeper understanding of a typical day in the life of a representative in your call center. Genesys will discuss the breakdown of the customer calling population to better comprehend the types of calls that come in, the way in which those calls are handled, including language and terminology used, and brand principals enforced. The designer will:

- Listen to live calls with representatives in each area of the call center
- Debrief with call center representatives to understand "why they say it the way they do."
- Conduct a roundtable / brainstorming discussion with representatives.
- Conduct a final debrief with managers to review and validate initial findings.

TECHNICAL NEEDS ANALYSIS

A professional services engineer will study existing systems to uncover any technical limitations, and identify all technical improvements needed to drive a best-in-class caller experience. The engineer will:

- Understand the technical workflow from the time the caller dials your phone number, to the time the caller spends in automation, to the time the call is transferred

to a representative.

- Assess data availability, review all potential data sources – perform gap analysis between available data and data needed to drive an intelligent and proactive end-to-end interaction.
- Assess the ability to pass session data and effectively transition the caller seamlessly through the IVR and into the call center.
- Assess reporting structures currently in place, and identify additional reporting needed to supply actionable knowledge about caller success rates and usage patterns within the IVR.

BRAND ANALYSIS

The designer will learn about all facets of your company's brand, and analyze its current extension through caller channels. During this phase, the designer will:

- Review available brand materials from all mediums (print, radio, TV, web advertising, customer pamphlets and other brand touch points)
- Review customer demographics and identify caller segmentation across various tasks / brands.
- Discover future brand initiatives and potential upcoming call drivers.

ABOUT GENESYS

Genesys acquired Angel in March 2013. Genesys is a leading provider of cloud-based Customer Experience Management (CEM) solutions for Interactive Voice Response (IVR) and Contact Centers. These solutions enable mid-market and enterprise organizations to quickly deploy voice, SMS, chat, mobile, and Business Intelligence (BI) applications that all put the Customer Experience (CX) First. Genesys' solutions are built on an on-demand, software-as-a-service (SaaS) platform, and require no investment in hardware, software, or human resources. More than 800 customers worldwide turn to Genesys' CEM solutions to delight their customers and their bottom line. For more information, visit us at www.angel.com.

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