

Case Study | Customer Experience



Intelligent Routing Strategy for Virtual Contact Center Provider

About Client

Customer is a leading virtual contact center provider and the first US company to deploy Genesys technologies.

Technology Used

Genesys Environment Technology:
Genesys Interaction Routing Designer
Tool

Business Benefits

- Callers benefited from optimized intelligent call routing that expedited call transfers to the right agents more quickly than ever before
- Improvement in Call center service levels and cost efficiencies

Business Challenges

- Increased call volumes causes long wait time in the queue
- Needed a system to efficiently handle routine customer inquiries
- Implement routing strategy for Genesys platform for their dispersed call centers

Solution Provided

- Using Interaction Routing Designer, implemented the call flows & customized routing strategies
- Developed an Interactive Voice Response (IVR) to provide automated service through speech recognition or touch-tone commands

