Performance Management
Empowering the User through Mobility and Better Business Insight

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June 9, 2011
A New Way to Manage Customer Service

It’s time for change
Improve decisions
Leverage mobility
The Year Was 1992
The Year Is 2011
52% of consumers use 3 or 4 channels

25% of consumers use 1 channel

22% of consumers use 5 channels

23% of consumers use 5+ channels

52% of consumers use 3 or 4 channels

Customer Engagement by Number of Channels

Real-Time Decisions

Executive Elevation
The Train Wreck

ACD Report

Multiple Channels
Real-Time Decisions
Business Context
The Impact

Lack of Visibility
- Silos of information?
- Made worse with multiple channels?
- Information only in the hands of a few super-users?
- Arrives late?
- Details hidden in reports?

Lack of Understanding
- Business perspective unavailable?
- Metrics and reports?
- Missing clear business problems?
- Unexplained or unclear root cause of problems?
- What can you do about it?

Lack of Accountability
- Who’s addressing these issues?
- What changes were made?
- Was the issue resolved?
- Who can find out if this is a pattern?
- How long does that take?

Déjà Vu all over again

• Who’s addressing these issues?
• What changes were made?
• Was the issue resolved?
• Who can find out if this is a pattern?
• How long does that take?
The Solution

Bringing Information Together
Providing Coherent and Useful Answers
Empowering Users to Act

Banking Center
Selling Credit Cards

“What does this mean for the business?”

Queues
Agents
Bring Information Together

- Normalized stats
- Multi-channel
- Secure details

- After Call Work = After Call Work
- Offered = Offered
- Avg Speed of Answer = Avg Speed of Answer
- Abandon = Abandon
- Talk Time = Talk Time
- AHT = AHT
- SL% = SL%
Provide Coherent and Useful Answers

- Business perspective

<table>
<thead>
<tr>
<th>Customer Service</th>
<th>Agent Resources</th>
<th>Outsourcers</th>
</tr>
</thead>
</table>

### Customer segmentation
- High Net Worth
- Existing Customer
- Retail Banking
- Age: 30-40
- Mail Code: 19717

### Business Segmentation
- Credit Cards
- Cross-Sell
- Premium Card
- Radio Ad
- Airline
- Etc

### Outcomes!
- Credit Card Sold
- Positive Conversation
- Etc
Providing Coherent and Useful Answers

- Business perspective
- Business metrics
- Exceptions & alerts
- Root cause
Empowering Users to Take Action

Lack of Accountability

Banking Center Selling Credit Cards

What does this mean for the business?

• Who’s addressing these issues?
• What changes were made?
• Was the issue resolved?
• Who can find out if this is a pattern?
Empower Users to Take Action

- Take corrective action
- Record action taken
  (and closely observe impact)
Empowering Users to Take Action

- Take corrective action
- Record action taken
- Explore without IT

'Airline' credit cards sell better as 'Cross Sales' and have a lower Average Handle Time too.

Credit Card Sales Report

<table>
<thead>
<tr>
<th>Queue</th>
<th>SL%</th>
<th>ASA</th>
<th>AHT</th>
<th>Calls</th>
<th>Wins</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC Sales Bronze</td>
<td>99.8%</td>
<td>3.0</td>
<td>258.6</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>CC Sales Gold</td>
<td>84.7%</td>
<td>6.8</td>
<td>313.3</td>
<td>75</td>
<td>55</td>
</tr>
<tr>
<td>CC Sales Platinum</td>
<td>85.6%</td>
<td>6.8</td>
<td>312.4</td>
<td>34</td>
<td>25</td>
</tr>
<tr>
<td>CC Sales Silver</td>
<td>96.6%</td>
<td>2.9</td>
<td>264.4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Business Result
- Customer Segment
- Day
- Hour
- Just Wins
- Month
- Product Type
- Service Type

% Service Level
Calls Answered
Genesys Performance Management

Brings Information Together
Provides Coherent and Useful Answers
Empowers Users to Act

Banking Center
Selling Credit Cards

“What does this mean for the business?”
A New Way to Manage Customer Service

It’s time for change
Improve decisions
Leverage mobility
A Quick Poll

Right now... | Within two years...

1. Do you own a Smartphone?
2. Does your work pay for your Smartphone?
3. Will you use work-based Smartphone applications? (Besides email)
4. Do you wish you had one? 😊
Why Smartphones?

ACD Report

Multiple Channels

Real-Time Decisions

Business Context
Everyone Has Mobility

• 5 billion mobile devices in the world

What about the Contact Center Manager?
What Do Managers Need?

The Wisdom of Crowds Business Intelligence Market Study (TM) Release

“This Study WILL be the “Bible” that every serious Business Intelligence user reads”
– Howard Dresner

Mobile Business Intelligence

- Who are the top 2 users? Executives and Middle Managers
- Why? Everywhere access
- What need? Viewing, Alerting and KPI Monitoring
Contact Center Advisor – Mobile Edition

• Puts real-time answers in the palm of your hand
• Brings together multi-channel KPIs and business metrics
• Delivers real-time to the most popular Smart Phone platforms
• Arrived May 26, 2011
Contact Center Advisor – Mobile Edition

*Adds mobility to the Advisor Suite*

- Displays standard metrics from Voice, Chat, and Email activity
- Measures business outcomes like revenue, units sold, FCR
- Runs on Blackberry and the iPhone
Mobility and Advisor 2011+

Continue advancement into more channels and platforms
Genesys Performance Management

- Brings information together
- Provides coherent and useful answers
- Empowers users to act
Two Post-Session Updates

Performance Management Customer Panel

Complete the Survey

HOW ARE WE DOING?

Who are you: Customer? Prospect? Partner? ALU/Genesys; Name: __________________________

Please include your name if you would like to be entered in a random drawing for an Acer-Iconia Tablet A500 to take place at closing session in the Partner Pavilion on May 12th from 4:00-5:30 p.m. (must be present to win; names are not retained for purposes other than the giveaway drawing; Alcatel-Lucent or Genesys employees are not eligible)

HOSTED/SaaS SOLUTIONS SESSION WITH BREAKFAST on Wednesday, May 11th from 7:45 – 8:45 a.m.

☐ Taking the Conversation to the Cloud

How would you rate the content?  1 2 3 4 5 6 7
How would you rate the speaker(s)?  1 2 3 4 5 6 7
Would you recommend this session to your colleagues?  1 2 3 4 5 6 7
Comments:

Session Series #1 on Wednesday, May 11th from 11:15 a.m. to 12:00 Noon – Check One:

☐ CBV1.01: Transforming the Customer Conversation with ICFD™ & Conversation Manager™
☐ CBV1.02: Transform Your Contact Center with Cross Channel Conversations
Join the Performance Management Customer Panel!
Provide direct feedback to Genesys Product Management
Discuss features, design, strategy, priorities
One hour conference call on the 4th Wednesday of every month

• Who is a good fit?
  • A passion for understanding and metrics
  • Can apply performance management to customer service and the contact center.

• How join?
  • Drop off your card or name/number and we’ll contact you with more information.
Your Opinion Matters!

How are we doing?

Who are you: Customer? Prospect? Partner? ALU/Genesys; Name: _______________________

Please include your name if you would like to be entered in a random drawing for an Acer Tablet to take place at closing session in the Partner Pavilion on June 9th from 16:15-17:00 (must be present to win; names are not retained for purposes other than the giveaway drawing; Alcatel-Lucent/Genesys employees are not eligible)

Session Series #1 on Wednesday, June 8th from 15:00 to 15:40 — Check One:

- BAP101: intelligent Customer Front Door™ with Conversation Manager™ and Customer Effort
- CBN101: Slovak Telekom increases agent effectiveness and speeds work items processing — thanks to iWD
- CBN102: Genesys Canal+: A Story of Virtualization and Outsourcing Using SIP
- CBN303: Transform Your Contact Center with Cross Channel Conversations

Low Score: 1 2 3 4 5 6 7

How would you rate the content?
How would you rate the speakers(s)?
Would you recommend this session to your colleagues?

Comments:

Rate all sessions on the same form which you pick up in the first session
Turn in form after the final breakout – in final session room or Registration Desk
Your submission with name enters you into a drawing for an Acer Tablet!

Win an Acer Tablet!!!
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youtube.com/user/AlcatelLucentCorp