



Virtual Hold for Genesys



Contact Center Software

Virtual Hold for Genesys enables enterprise contact centers to better manage peak times, improve customer experience and optimize call center performance.

Highlights

- > Puts an end to frustrating, long hold times for customers
- > Turnkey solution with out-of-the box call flow, features and functions
- > Proven ROI to improve agent efficiency and morale

Overview

Virtual Hold for Genesys is a queue management solution that ends long hold times for customers. During peak call times, callers are given the choice to receive a return phone call without losing their place in line. As agents become available, Virtual Hold for Genesys calls the customers back when it is their turn to speak with an agent. Callers can also initiate a callback through the Web or schedule appointments for a callback up to seven days in the future.

In today's busy contact center environments, customers are often frustrated by excessive hold times that can erode customer loyalty and result in lost business. Virtual Hold for Genesys puts an end to this frustration, improving the overall customer experience. Today's enterprise contact centers can quickly and effectively achieve improved customer satisfaction, demonstrate a return on investment and protect customer relationships with Virtual Hold for Genesys.



“There are three primary benefits to Virtual Hold: Better customer experience; reduced abandonment rate, which results in an increase in sales; and savings in telecommunication costs.”

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Features	> Benefits
Virtual Hold Concierge™ saves callers' places in queue, allowing them to hang-up. When it is their turn to speak to an agent, the system calls them back.	<ul style="list-style-type: none"> > Eliminates long hold times > 25% average improvement in service levels during peak periods > 35% average reduction in average speed of answer during peak periods > 40% reduction in abandoned calls
Virtual Hold Rendezvous™ allows a caller to schedule an appointment to speak with a representative at a more convenient time—up to seven days in the future	<ul style="list-style-type: none"> > Increases customer satisfaction > Directs customers to less busy periods
Virtual Hold WebConnect™ Web-enables a contact center and manages both Web and voice requests for service in a single Unified Virtual Queue	<ul style="list-style-type: none"> > Improves a company's customer service > Opens new communication channels for customers
Virtual Hold is an all-in-one, turnkey solution	<ul style="list-style-type: none"> > Unparalleled performance > Easy to install and maintain > Strong and measurable return on investment

Queue Management in a Dynamic Contact Center

As contact centers become increasingly important corporate assets, customer service organizations must transform themselves into unified service centers that optimize customer interactions and internal resources—both people and technology—in order to create ideal outcomes. The challenge for most companies is how to balance all of these needs appropriately to simultaneously improve the customer experience, increase agent productivity and satisfaction, and drive revenue with efforts to enhance loyalty and up-sell their customers. Genesys addresses this challenge with its vision of the Dynamic Contact Center (DCC).

Virtual Hold for Genesys delivers on this vision of the DCC through the unique orchestration of traffic, resources and optimal outcomes. The Genesys DCC vision allows companies to automatically respond to

changing conditions, provide a substantial improvement in overall customer service and realize a significant return on investment for the enterprise.

Eliminate the Wait

To eliminate the never-ending contact center problem of excessive “hold time,” Genesys has partnered with Virtual Hold Technology® to deliver a queue management solution that integrates with Genesys contact center technology. The solution improves the overall customer experience while helping to build and maintain customer loyalty in today's competitive markets. Instead of frustrating customers by placing them on hold, Virtual Hold for Genesys gives callers the option to receive a return phone call without losing their place in line.



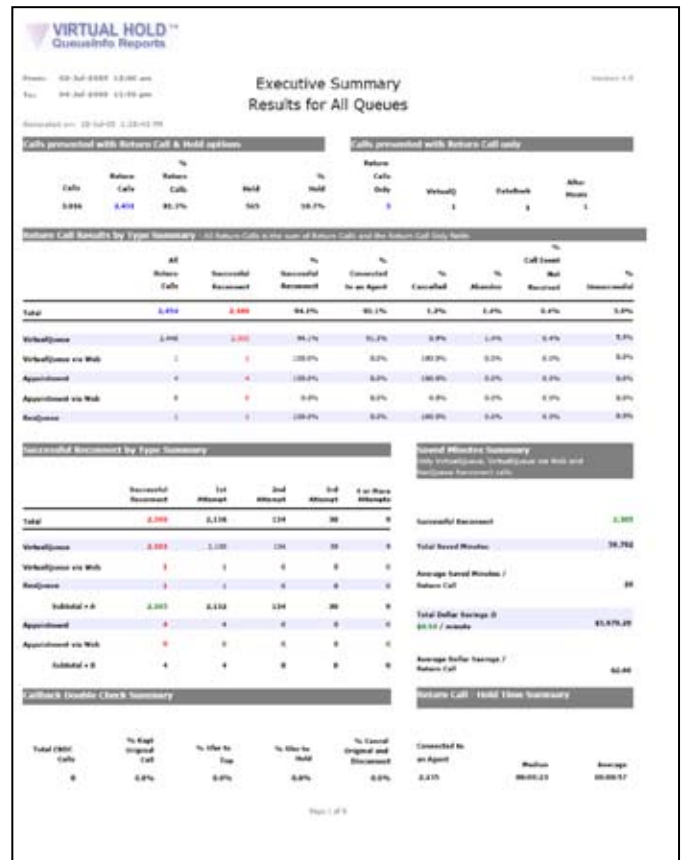
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EyeQ™ Management System
 EyeQ is the Web console that controls Virtual Hold for Genesys. Contact centers use this interface to help define and customize their queue management strategy.

The turnkey solution from Virtual Hold Technology and Genesys provides an out-of-the-box call flow application with superior features and functionality and is easy to implement. No agent intervention or training is required since the callback process is completely transparent to agents.

The Virtual Hold product line is comprised of Virtual Hold Concierge, Virtual Hold Rendezvous and Virtual Hold WebConnect—each a feature-rich solution that will demonstrate immediate return on investment, improve agent morale, boost productivity and empower customers with options that build and maintain customer loyalty.



QueueInfo Reports

Virtual Hold for Genesys comes with a robust and comprehensive reporting package that provides a vast array of performance, system and real-time reports. The Executive Summary Report shown above is an example of one of the 25 reports included in the QueueInfo package. These reports augment ACD reports, providing key statistical information that will help you manage your contact center and will allow you to measure the benefits of using Virtual Hold for Genesys.

Virtual Hold Concierge

Concierge educates and empowers customers while providing contact centers with a variety of flexible options for managing peak call periods. If customers are going to be put on hold, Concierge informs them of the Estimated Wait Time (EWT) and lets them decide whether to wait or receive a Virtual Hold callback. When customers choose a Virtual Hold callback, they record their names and enter their phone numbers. Concierge lets them know when to expect their return call and lets them hang up, allowing them to go about their lives. Virtual placeholders keep their places in line and maintain first-in, first-out call treatment. Customers receive their return calls in the same amount of time as if they had waited on hold.

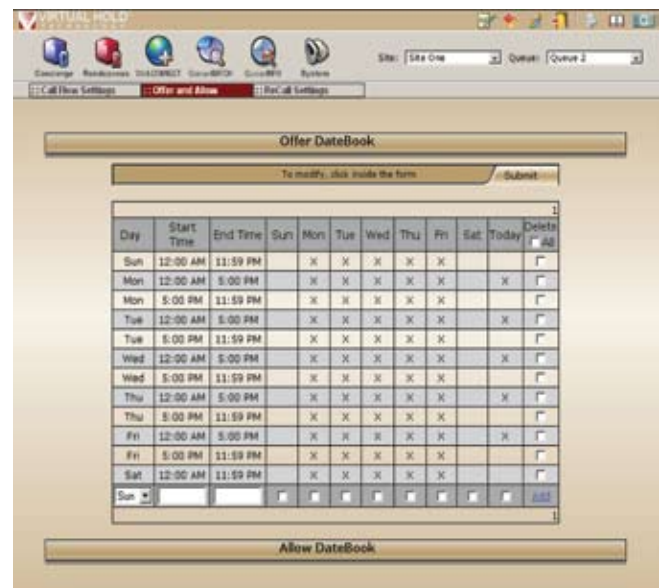
By the same token, Concierge allows agents to maintain their normal call handling process because return calls arrive at an agent in exactly the same manner as traditional inbound calls, eliminating the need for training, and increasing agent efficiency. Instead of forcing customers to wait in queue, contact centers can finally offer an alternative solution that respects customers' time, improves contact center metrics and increases customer loyalty.

Virtual Hold Rendezvous

Virtual Hold Rendezvous provides customers with flexibility and control by allowing them to schedule a future appointment. If the contact center is closed or

when the estimated wait time is too long for a caller, Rendezvous offers customers the choice to schedule a callback for up to seven days in the future.

Contact centers control the availability of appointments via a Web-based management system. This allows contact centers to limit the number of appointments that can be made for certain days and times and to specify times that are unavailable. When customers call outside of normal business hours, rather than leaving a message, they are prompted to schedule a return call for a time during normal operating hours at a time that is convenient for them. Often useful when a contact center changes its hours of operation, this feature reduces the risk of losing customers and eliminates the need for 24-hour staffing.



The EyeQ Web-based interface for Rendezvous provides an easy way to set scheduling and appointment parameters.



Virtual Hold WebConnect

An intelligent queue management strategy should also handle customer contacts from Web and voice channels in a unified queue. With WebConnect, visitors to a Web site can simply click on the WebConnect link to receive a callback from an agent. Web users will see a popup box in their browser where they can select the type of service required, such as “Sales” or “Service,” and they are able to see the EWT for that queue. They are then prompted for their phone number, and WebConnect places a virtual placeholder for them in the contact center queue.

Instead of calling the center directly and waiting on hold, Web users are free to continue browsing the Web site as the WebConnect progress bar tracks their position in the queue. When an agent becomes available, Web users receive a callback and are connected to an agent. Contact centers now can open another channel of communication without increasing costs or reducing efficiency.

Integration with Genesys Suite

Virtual Hold for Genesys is tightly integrated with the Genesys Suite to facilitate easy deployment and unify administrative, configuration and reporting capabilities. Integration with the Genesys Customer Interaction Management Platform allows the engine to manage call tracking and control. By utilizing the Genesys T-Library, all user data is automatically restored on callbacks. Virtual Hold for Genesys is

also integrated with Universal Routing Server that allows existing routing flows to leverage queue managing strategies. Workforce management integration ensures accurate EWT and callback expectations based on current and future agent schedules. The solution leverages the Genesys Voice Platform for customer interaction on inbound calls, as well as outbound return calls. The seamless flow between callback, self-service and assisted service ultimately empowers customers with even more options and provides a higher level of customer satisfaction.

Virtual Hold for Genesys

Empowers Customers with Options

- Educates and empowers customers with convenient options that improve the total customer experience
- Allows customers to be in control without disrupting their daily routine

Provides a Turnkey Solution; Flexible and Scalable Implementation

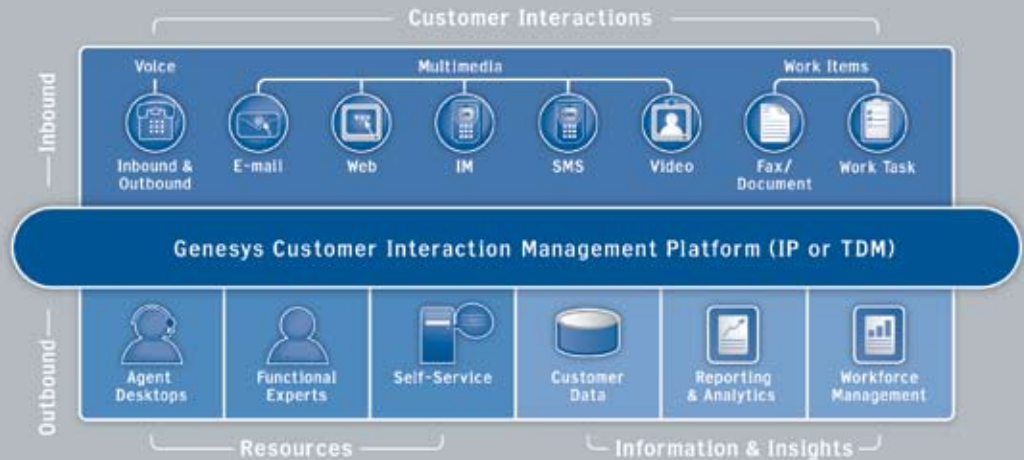
- Easily integrates into premise, network or enterprise environments
- No agent intervention or specialized training-required
- No agent desktop software or installation required

Improves Contact Center Efficiency and Morale

- Agents and customers benefit from reduced frustration and improved service levels
- Agent turnover is reduced and operational efficiencies are improved
- Peaks in call traffic are handled more effectively

Genesys 7 Product Suite

The broadest suite of products—with powerful voice self-service, assisted service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities.



Systems Supported

Alcatel A4400	Operating System
Aspect	Windows 2003 Server
Avaya	Database
Ericsson	SQL Server
Genesys SIP Server	
Intecom	
NEC	
Nortel	
Rockwell	
Siemens	

Virtual Hold Technology

Partnership for Success

The partnership of Virtual Hold Technology and Genesys ensures you'll receive a proven, highly functional solution that improves the quality of your customer interactions.

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