

Genesys Voice Platform



Contact Center Software

Genesys Voice Platform (GVP) brings Internet technologies to voice self-service solutions to reduce costs, stop customer frustration, and enhance the customer experience.

Highlights

- > Seamlessly blends self-service and agent-assisted service
- > Builds and maintains next-generation self-service applications — such as account activation, password/PIN reset, and visual IVR — in an open, standards-based development environment
- > Provides a secure, flexible voice platform that offers the choice of TDM, IP, or hybrid environment deployments, on premise or in-network
- > Maximizes ROI by reducing costs for telephony, transport, and equipment that can be centrally deployed and administered

Overview

Genesys Voice Platform is an advanced software-only solution that brings together Internet and voice technologies, enabling new and powerful voice self-service applications. By implementing Genesys Voice Platform, businesses can offer consistent and high-quality customer care, provide the convenience of touchtone as well as speech-enabled self-service, drive new revenue streams, and reduce overall customer service costs.

Genesys Voice Platform transforms the phone into a powerful, anywhere-anytime information access tool for customers while also delivering value to the enterprise. It provides high performance call processing and media services for the development of next-generation voice applications in customer service, and extends automated self-service beyond the limits of the traditional Interactive Voice Response (IVR). It also removes the constraints of costly legacy IVR systems and offers flexible deployment options, standards-based development, simplified integration, and improved time-to-market for speech-directed voice applications.

“Genesys’ dynamic IVR has enabled us to launch new products without putting an extra strain on our budget. In other words: we have created capacity to tackle new ventures without making new investments, and as such we have indirectly saved a lot of money.”

Belgacom

Features	Benefits
Open, IP-based software-only platform	Interoperates with off-the-shelf hardware and supports open standards such as VoiceXML 2.1, CCXML, as well as Session Initiation Protocol (SIP) and related standards.
Future-proofed application investments	No rewriting of applications needed as a result of infrastructure changes.
Infrastructure-agnostic	Compatible with open or proprietary implementations: TDM, IP, or hybrid.
Ability to deploy on-premise and/or in-network	Flexibility to evolve Genesys Voice Platform with changing enterprise deployment needs.
Media Resource Control Protocol (MRCP) adherence	Unlimited choices for adding speech technologies.

Genesys Voice Platform redefines how contact centers operate and expands the way companies interact with their customers. Self-service resources are deployed as virtual extensions of contact center staff, empowering businesses to conduct customer interactions 24x7. The solution collects basic call information — such as originating and dialed numbers and customer interaction data — which is then passed to the Genesys Customer Interaction Management (CIM) Platform. This tightly integrated solution provides companies with the ability to intelligently segment, prioritize, and route customer interactions according to business value and desired service level. The result is that businesses can manage customer service in a more personalized, consistent, and efficient manner to simultaneously increase customer satisfaction and maximize contact center resources.

Some examples of Genesys Voice Platform self-service applications include the ability to:

- Transfer funds
- Pay bills
- Order products
- Schedule merchandise pickup
- Check airline flight status

- Book a flight, indicate preferences, and obtain seat assignment
- Check payment status
- Refill prescriptions
- Employ proactive outbound notification
- Offer customer callbacks during periods of long wait times
- Request literature, product manuals, and other forms
- Make informational announcements on company, products, etc.

Genesys Voice Platform also supports personalization of applications that are integrated with existing Web applications to help companies deliver a more targeted caller experience. Personalization can be used to effectively “up-sell” products and services to existing customers based on their purchase history.

Personalization examples include:

- A preferred bank customer who has Certificate of Deposits (CDs) receives a personalized message regarding a new high interest rate CD when accessing his account balance
- A caller who recently placed an order is presented with options for changing or tracking the order

“Our IVR has lifted us up to 48% utilization from 20% two years ago. Our calls have gone down, and we’re averaging about four calls now per customer per year, which is down from six. If I had to pick one thing out that’s the best thing we’ve done it would be our speech enablement.”

Tampa Electric Company

Features	Benefits
Single point of management and reporting	Reduces resource requirements to configure and manage self- and assisted-service systems.
Unification of voice and Web infrastructure	Ability to generate economies of scale by repurposing Web investments for voice and breaking down silos between Web and legacy IVRs.
Comprehensive, rapid application development tools	Reduction in development costs and ability to quickly create market-ready applications.
Security	A secure IVR platform that includes support for secure transport and data storage mechanisms.

- While waiting for an agent, a pay-per-view movie enthusiast listens to the release dates of popular movies

Genesys Voice Platform also supports brand marketing through customized IVR voices and personalities that reinforce established brand identification.

Blended Experiences to Improve Customer Satisfaction

Genesys Voice Platform offers customers a blended experience across inbound, outbound, self- and agent-assisted calls for convenient, quality service. Specific capabilities include: Integrated Self-Service, Proactive Contact - Voice, and Virtual Hold callback. Integrated Self-Service provides touch-tone access, incorporates speech recognition technology, and integrates seamlessly with live agents to identify and resolve customer requests. Proactive Contact - Voice automates important announcements such as appointment reminders, deliveries, and service changes or interruptions. The solution also creates new revenue opportunities, such as when a pharmacy’s prescription refill reminder feature proactively notifies customers that they are due for a refill, and offers them the choice of picking up the prescription at their convenience.

During periods of long hold times, Genesys Voice Platform and Virtual Hold end customer frustration and offer callers convenient callback options, without losing their place in queue. For example, when the caller’s position reaches the top of the queue, Virtual Hold leverages Genesys Voice Platform to place an outbound call to the customer and then transfers the call to the next agent available. The blending of different channels and the combination of inbound and outbound calls is a step towards the Genesys Dynamic Contact Center, which orchestrates and optimizes resources in the call center as call volumes fluctuate.

Benefits of Genesys Voice Platform in the Enterprise

Open platform maximizes customer choice

Unlike ordinary IVR solutions requiring proprietary hardware that is difficult and expensive to manage, Genesys Voice Platform is a software-only solution that runs on off-the-shelf hardware and software. It is based on VoiceXML and interoperates with any voice application that is written to this standard.

“The Genesys Voice Platform is a core product to the whole 1-800-FLOWERS.COM environment. Sitting in the center for a business that takes in excess of 200,000 calls a day, you can well understand how important this has become.”

1-800-FLOWERS.COM

Unified voice and Web infrastructure

Genesys Voice Platform utilizes VoiceXML to provide a unified development environment that allows businesses to repurpose Web investments for voice, including application integration code, business rules, and personalization software. Voice and Web channels can share the same backend database, which facilitates a holistic view of the customer, regardless of how they choose to interact with the enterprise.

Flexible architecture

Genesys Voice Platform supports “in front of” or “behind” the PBX configurations in both TDM and IP environments. When configured in front of the PBX, self-service is handled before calls land on the PBX or ACD, which reduces port investment on the PBX or ACD as well as expensive carrier charges. A “behind” the PBX configuration is optimal for enterprises that are looking for a “plug and play” solution that requires minimal changes to their existing PBX or ACD.

Complete voice processing capabilities

Genesys Voice Platform supports all voice processing requirements, including advanced network routing, self-service, intelligent queuing, and routing.

Highly scalable

VoiceXML and other standards-based technologies such as MRCP allow for the separation of application logic from the telephony infrastructure, delivering a highly flexible, reliable, and scalable solution. GVP can scale from a few hundred to thousands of ports.

Integrated interaction and application-level reporting with Genesys Info Mart

Genesys Voice Platform leverages the existing Genesys reporting capabilities of Contact Center Analyzer and CCPulse+ to provide historical and real-time reporting across self- and agent-assisted service. The contact center manager gets a truly consolidated view of the interactions

in the enterprise, regardless of whether an agent is involved in the interaction. In addition, GVP offers Voice Application Reporter, which provides Web-based reporting of specific call patterns, including detailed information by application and time of day summaries. Voice Application Reporter presents a view on how callers are using self-service applications and, thus, empowers the contact center manager by providing the information necessary to adapt and modify self-service applications to evolving customer needs. These reports can be fed into Genesys Info Mart, a central reporting repository where reports can be analyzed across all channels in a true cradle-to-grave fashion.

Centralized management

Genesys Voice Platform offers flexible deployment options, including single or multi-site deployments. All components are configured and managed through a single environment, reducing overall operations and training costs. The configuration data is stored on LDAP databases to provide a high level of data security and integrity.

Bridge to next-generation networks

The solution provides a seamless migration path for enterprises moving from a circuit-switched to a Voice over Internet Protocol (VoIP) converged network. Migration from TDM to TDM/IP or IP alone is possible in a phased manner, leveraging existing TDM and IP investments. For SIP-based connectivity, Genesys Voice Platform is integrated with Genesys SIP Server. Genesys SIP Server serves as a front-end and enables pre-call routing of self-service applications, load balancing of calls across multiple servers and, lastly, leveraging of the universal routing server (URS) for routing more complex calls to live agents.



Integrated speech technologies

Genesys Voice Platform has a built-in Media Resource Control Protocol (MRCP) client, a standard for speech. Speech improves the caller experience and increases self-service adoption as callers can simply use their voice to access information and conduct transactions in an intuitive manner, without having to navigate through extensive menu trees.

Genesys Voice Platform in the Network

Proven ability to scale to thousands of ports in a distributed fault-tolerant architecture

Genesys Voice Platform also offers service providers with carrier grade capabilities to enable deployment of in-network applications or — in large, multi-site enterprises — the ability to deploy a large number of ports. Genesys Voice Platform provides all of the capabilities available in the enterprise solution with additional functionality including the provisioning of multi-tenant applications, network-level reporting, and such management capabilities as billing, call status monitoring, and so on, within a managed service network or a large enterprise environment. Multi-tenancy enables a commonly managed voice infrastructure with specific decentralized applications for each enterprise or department. Managed service providers can realize incremental revenue by providing enhanced services, such as hosted IVR, speech-enabled self-service, and integrated contact center solutions. Moreover, service providers can deliver voice-activated dialers, enhanced toll free services, and mobility applications that provide voice access to e-mail, online calendars, and address books.

Benefits of Genesys Voice Platform in the Network

Proven carrier-grade platform

Genesys Voice Platform can scale from a few hundreds to thousands of ports, and can be deployed in networks with a high level of reliability and security.

Carrier-grade management

Genesys Administrator is a multi-tenant, hierarchical management system that uses the Genesys common Management and Configuration Layer to store all customer, application, and server data. Genesys Administrator is a Web-based interface to the Genesys Suite, allowing the user to provision voice applications, generate reports, and monitor a complete Genesys deployment.

Carrier-grade reliability

Fault-tolerant distributed architecture eliminates any single point of failure.

Optimized network utilization

Platform capacity is maximized by “virtualization” of ports; in other words, any port can be used for any application or customer.

Enterprise application and data control

Enterprises can outsource the telephony infrastructure while retaining complete control over applications and business data.

Distributed, scalable Web services architecture

All components fully leverage and integrate with Web infrastructure allowing for Internet-level scalability and distributed fault-tolerance using proven Web technologies and protocols such as HTTP, HTTPS, IP-VPNs, IP multi-homing, layer 4 switching, and cache engines.



Intelligent network integration

An open HTTP/XML-based interface is available to approved systems integrators that enable an SCP (Service Control Point) to control the platform and allow it to complete call transfers via the SCP to avoid tromboning in the network.

Genesys Voice Platform Components

The Genesys Voice Platform includes the following primary software components:

- Media Control Platform
- Call Control Platform
- Resource Manager
- Genesys Composer
- Genesys Administrator
- Genesys SIP Server
- Reporting Server
- Genesys Customer Interaction Management Platform Integration

Media Control Platform

The Media Control Platform (MCP) parses, interprets, and executes the VoiceXML commands in the documents served by the voice application. The MCP also acts as the media server and integrates with automated speech recognition (ASR), text-to-speech (TTS) software, and the Genesys Voice Platform administration system. Multiple MCPs can be distributed across a multi-site contact center environment with centralized configuration and provisioning for ease of administration.

Call Control Platform

The Call Control Platform (CCP), an optional component, retrieves and executes Call Control XML (CCXML) programs. CCXML is a W3C specification that allows control over dialogs, conferences, and call legs.

Resource Manager

The Resource Manager (RM) provides high availability and load balancing services for elements of a GVP deployment. The RM manages multiple CCPs and MCPs, and ensures that requests are sent to platforms with available capacity. The RM presents a “logical” view of the application platforms to SIP Server and the Genesys Suite.

Genesys Composer

Genesys Composer offers a standards-based development environment that brings the convenience of drag-and-drop development to a desktop PC, simplifying application creation. Developers focus on the logic of their applications while Genesys Composer creates the underlying code. New VoiceXML-based applications are easily built and updated, leveraging the benefits of building applications in an Eclipse-based environment.

Genesys Administrator

Genesys Administrator is a Web-based interface used to enter and change information, configure voice applications, administer solution components, and diagnose issues. Genesys Administrator is the new interface to the Genesys Management Framework. Composer voice-developed applications have the added advantage of offering application developers and operational managers a view into how callers are using the voice applications. The Reporting Server takes logging events from Composer-generated applications and stores the information for later queries. Available views include pre-defined reports on the basic call information handled by the GVP, such as details by application and call outcome. This application-specific information is available on an hourly, daily, and/or weekly basis.

“Genesys Voice Platform is great for the entire contact center because it supports so many of today’s required applications such as voice callback, CTI, and Web integration. But most importantly, the development environment is very user friendly and intuitive.”

Spherix

Genesys SIP Server

The Genesys SIP Server is the network-facing element in any GVP deployment, providing a rich, standards-based interface to Genesys Voice Platform and other Genesys elements. Genesys SIP Server interfaces to the Genesys CIM platform, allowing GVP applications to perform CTI, provide treatments and applications under the control of CIM, and interact with Genesys routing functionality. Genesys SIP Server can also register other SIP endpoints, such as agents using SIP phones. Genesys SIP Server is the centerpiece of a SIP-based contact center, allowing deployment of self- or assisted-service in an organic way.

Reporting Server

The Reporting Server (RS) receives all call-related logging data from the RM, CCP, and MCP platforms, including Call and Session Detail Records (CDRs/SDRs), call flow execution information, and task-level reporting data. The RS aggregates and summarizes this information, and provides a Web services-based interface for report generation.

Genesys Customer Interaction Management Platform Integration

Genesys Voice Platform is integrated with the Genesys Customer Interaction Management (CIM) Platform, which enables information collected in the Genesys Voice Platform to be used for making routing decisions, consolidating reporting for a total lifecycle view of a call, and managing the centralized platform of IVR and CTI. In addition, the Genesys Voice Platform can also be controlled by CIM for more intelligent queuing, personalized applications, music on hold, and more. For IP environments, Genesys Voice Platform utilizes Genesys SIP as a proxy for pre-routing self-service calls, load balancing across multiple GVP servers, and routing of calls to live agents for a seamless transition from self-service to agent-assisted service.



ANALYST RECOGNITION

Market research firm Gartner has named Genesys in the leader quadrant in its February 2008 report titled “Magic Quadrant for IVR Systems and Enterprise Voice Portals, 2008.”

“Genesys has succeeded in combining its scale, assets, and partnerships to create and amplify the value of its GVP 8 platform.”

Daniel Hong, Lead Analyst of Customer Interaction Technologies, Datamonitor

Systems supported

Hardware components	Supported standards	IP Media Gateways	Options
PBX and ACD interfaces Alcatel A4400 Avaya S8700 Siemens Nortel	VoiceXML 2.1 MRCP 1.0 CCXML and TXML for advanced call control TCP/IP SIP HTTP SNMP	Audiocodes Mediant 2000 and TP260 Cisco 2821, 3725, 3745, 53XX and 54XX series Siemens HiPath 8000 Sonus GSX/PSX	HA Redundancy High Availability Application Interface Modules for Speech Recognition and/or Text-to-Speech Recognition and/or Text-to-Speech
Carrier Interfaces (Typical, via gateway) AT&T 4ESS/5ESS Nortel DMS 250/500 ISDN			

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world’s leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information visit www.genesyslab.com, or call +1 888 GENESYS or 1-650-466-1100.

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