

Genesys Telecommunications Laboratories Genesys Voice Platform (GVP)



Business Challenge

Organizations are under pressure to reduce contact-center operating expenses while at the same time enhance the customer experience and drive revenue growth. Customers want 24 x 7 access. These organizations must deliver that access while reducing live-agent costs and customer wait times. They want to reduce application development and support costs for separate voice and web infrastructures and move from proprietary hardware to open-systems software platforms.

Solution Description

Genesys Voice Platform (GVP) is a standards-based software platform that enables businesses to manage inbound and outbound customer interactions 24x7 with better service and lower costs. GVP integrates with IBM WebSphere Voice Server to provide touchtone access to applications and speech recognition technology that captures information needed to route and resolve customer requests. In addition, IBM Speaker Verification can be integrated to provide intuitive security. Genesys Voice Platform is tightly integrated with the Genesys Customer Interaction Management (CIM) Platform that integrates self-service from multiple self-service channels (Web, call, e-mail, fax, and so on) and agent-assisted service to improve customer experiences while reducing costs.

Value Proposition

IBM and Genesys offer the broadest range of customer interaction capabilities including natural language voice, voice authentication, intelligent routing, packaged integration to customer relationship management (CRM) and analytics applications. These flexible solutions integrate with existing systems and can be implemented in phases, quickly delivering benefits while minimizing risk. Genesys and IBM deliver a dynamic contact center that adapts to changing conditions in real-time. This intelligence allows task prioritization, customer segmentation by service levels, skills routing and virtualization of resources as volumes of activity peak and fall. Genesys Customer Interaction Management Platform, integrated with to IBM Speaker Verification, IBM middleware and IBM technology platforms, enables increased customer satisfaction, agent productivity, operational efficiency and sales.

Company Description

Genesys, an Alcatel-Lucent company, is the only company that focuses 100% on software to manage customer interactions over the phone, Web and in e-mail. The Genesys software suite dynamically connects customers with the right resources—self-service or assisted-service—to fulfill customer requests, optimize customer care goals and efficiently use resources.

IBM Segment

- Data Management

Business Function

- Decision Management

Target Industry

- Cross Industry

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