

# Genesys Engage Cloud Use Cases

Genesys SMS Routing (CE29) for Genesys Engage cloud

9/19/2021

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## Route SMS interactions to the best resource

### What's the challenge?

Your customer wants to contact you in the same way they would friends and family — instantly, conveniently, and personally, with freedom to keep moving. If they encounter constraints, excessive hold times, inconsistent responses or multiple calls, that can damage customer satisfaction and put a strain on your agents.

### What's the solution?

Connect a customer to the right resource anywhere in your business by routing customer text messages to your best-fit agents. Genesys SMS Routing uses skill-based routing so messaging your company for support is faster and more efficient than calling and enables conversations from anywhere.

[Link to video](#)

### Other offerings:

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## Use Case Overview

### Story and Business Context

In the world of Customer Experience, the number of messages being sent to and from customers is exploding at a rate of many billions each year. SMS is becoming such an important communication channel for so many companies.

SMS is one of the fastest ways for enterprises to engage with customers, because they don't need to log into a chat session, check their email or enable push notifications on their mobile devices.

SMS channel gives enterprises an opportunity to automate and personalize customer conversations in precise moments like time-critical and high-priority situations. It helps enterprises to provide right experience, right engagement at right time which likely to be the most significant differentiator for companies serving millions of customers.

### Use Case Benefits\*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

Use Case Benefits	Explanation
Improved Employee Utilization	Combine text messaging with automated responses to boost agent productivity.
Reduced Handle Time	In single view, agent is able to see the entire SMS session history before choosing the SMS and can be well aware about the context of the support request. This capability can save great time for agents which can have direct impact on saving Agent Handle Time. This can increase the Agent productivity tremendously.
Reduced Transfers	SMS interactions captured by the Genesys system go through content analysis to assign a category that allows the best agent with the skills to the corresponding category. The result is correct transfer of SMS and avoidance of misrouted SMS and unnecessary costs.

### Summary

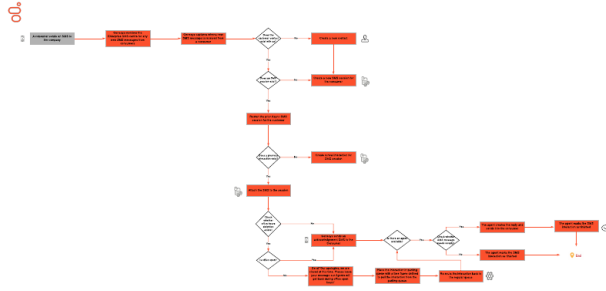
Consumer sends an SMS message to an organization. The Genesys system receives the SMS message and routes to the best available agent depending on the Agent Skill. By default, the SMS works in Session mode where the interactions are long-lived. During non-business hours, the SMS interaction is placed in parking queue and pulled back and placed in regular queue during business hours.

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## Use Case Definition

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## Business Flow



## Business Flow Description

1. A Consumer sends an SMS to an enterprise long code / short code / toll-free number.
2. Genesys Engage receives the SMS message, including the customer's phone number as metadata.
3. Genesys System check whether Customer Contact exists with us. If Customer contact does not exist, then new contact is created and move to next step
4. Genesys System checks whether Consumer has any previous SMS Sessions which are active
  - If Consumer has previous SMS Session active, then we restart the prior SMS Session which is active
  - If Consumer does not have any previous SMS Session active, then it continues to next step
5. In the scenario where SMS Session exists and it has been restarted. Check whether any interaction exists under the SMS Session
  - If there is no interaction that exists, that then create new interaction and associate with current SMS Session
  - If an interaction exists, then continue associating with the same interaction
6. In the scenario of new SMS Session, then create new interaction and associate the interaction with new SMS Session.
7. Genesys system checks whether an Office Hours definition exists
  - If Office Hours definition does not exist, then continue with Step 8
  - If Office Hours definition exists, then check whether office is open. If Office is open, then continue with Step 8. If Office is not open, then follow the below steps.
    - (i) Genesys System sends the message "Our Apologies, we are closed at this time. Please leave your message our Agents will get back during Office Open Hours"

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- (ii) Interaction is placed in parking queue with the time frame defined to pull the interaction from the parking queue
  - (iii) Pull the interaction from the parking queue during the time frame defined (when the office hour opens)
  - (iv) Reroute the interaction back to regular queue
8. Genesys sends an acknowledgment SMS to the consumer
  9. Genesys System tries to find an agent with the right skill.
  10. After finding the agent with the right skills, when the agent becomes available the interaction will be routed to the agent
  11. Agent checks whether interaction needs reply
    - If interaction does not need a reply, then agent marks the SMS interaction as done and ends the interaction
    - If interaction needs a reply, then agent replies to interaction and marks the SMS interaction as done

## Business and Distribution Logic

### Business Logic

Business logic and rules determine the distribution of Chat requests, which depends on a combination of Agent Skill and Availability.

### Distribution Logic

Included as part of the Business Logic.

## User Interface & Reporting?

### Agent UI

The minimum requirements for the chat interface are:

- Access to Universal Contact History
- Configuration of not-ready reason codes (such as Admin Work, Lunch, Meeting, Pause, RONA, and Training)



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- Configuration of disposition codes to report on business outcome (such as Cross Sell, Need Follow-Up, Not Right Skill, Processed, Terminated, Transferred, and Up Sell)
  - Access to standard response library

## Reporting

### Real-time Reporting

Pulse offers personalized dashboards based on specific functional, geographical, or organizational needs. Pulse dashboards present information using graphical widgets that can be viewed as graphs or tables, showing information about specific key performance indicators, such as service level, chat interaction handled, and average handle time. With Pulse you can:

- Monitor the current state and activity of contact center objects to help decide about staffing, scheduling, and call routing strategies.
- Create widgets from predefined and user-defined templates for a fast and easy text or graphical presentation of selected or user-defined object statistics.
- Use predefined templates to
- Monitor operational Chat activity through the Chat Queue Activity template.
- Monitor Agent resource activity through the Chat Agent Activity template.
- Monitor Tenant Service Level through the Chat Service Level template.

### Historical Reporting

Interactive Insights or GCXI out-of-the-box reports:

- Assess the day-to-day operations of the contact center resources for the routing and handling of interactions.
- Measure the effectiveness of the engagement rules and efficiency of the use case with the Customer Perspective Report and the Interaction Volume Customer Segment Report.
- Dimension the out-of-the-box aggregate-based Interactive Insights reports with routing parameters including the engagement rules and the disposition codes.
- With disposition codes, calculate the conversion success rate.
- Evaluate resource performance with various reports for Agents and Detail facts.

40+ reports are available.

## Customer-facing Considerations

### Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

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All of the following required:	At least one of the following required:	Optional	Exceptions
None	None	None	None

## General Assumptions

- GCXI is the historical reporting application.
- Pulse is the real-time reporting application.
- Workspace Web Edition is the agent desktop.
- Integration with third-party systems is not included.

## Customer Responsibilities

There is no applicable content for this section.

## Related Documentation

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## Document Version

- Version **1.0.2** last updated **September 19, 2021**