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# Genesys Multicloud CX Use Cases

Genesys Interaction Analytics (WF02) for Genesys Multicloud CX

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Achieve deeper operational insights with speech and text analytics improving agent and customer experiences while enforcing compliance and legal responsibilities.

## What's the challenge?

There's a lot of dialog that resides in your recorded voice calls and digital interactions. How do you make that data actionable and help improve your operational and strategic goals? Most customer requests and issues follow consistent patterns, but you still need people to make sense of their language to respond.

Many organizations work under strict regulatory requirements for use of data and communications. Monitoring for compliance adherence is a never-ending and stressful job.

## What's the solution?

Automate the transcription of your voice and digital interactions, including tools for deeper analysis and trending. AI transcription of voice, combined with text interactions in all channels, identifies keywords and phrases along with customer context to improve responses.

Monitor 100 percent of interactions to reduce risk of compliance failures, litigation, financial impact and damage to reputation.

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## Use Case Overview

### Story and Business Context

Contact Center managers and supervisors typically listen to 1-2% of agent calls as the basis for coaching and training. This number means they have to rely on other metrics such as average handle time, call volumes, resolutions, or surveys as a basis for assessing agent performance.

Interaction Analytics enables the content of 100% of agent calls to be incorporated into assessments, training, and coaching. Managers and supervisors can search within the interactions for specific words and phrases, accurately classify call types, sentiment, agent behavior, and customer reactions, understanding contact center performance at both an aggregate and individual level across teams and regions, including both in-house and outsourced resources.

Using Interaction Analytics also enables deep insight into what does and does not work across all aspects of the campaign, including which messages are effective, which features or benefits customers best respond to, and the skills and behavior that agents need to be effective.

Rather than relying on limited sampling, anecdote, or hearsay from agents or customers, Interaction Analytics provides objective, quantifiable feedback and points directly to what is needed to drive more successful sales outcomes. It works with inbound and outbound campaigns across new sales, cross-sell/up-sell and retention scenarios, and enables the benefits of the approach to be accurately and objectively proven.

Organizations also have to comply with a wide range of legal and regulatory requirements that vary depending on the industry they operate in. The types of the interactions they are handling, the types of customers they are serving, and even the content of the interaction itself. The impact of non-compliance, even in isolated instances, can be devastating legally, financially, and to the organization's reputation. It is therefore critical to ensure, as far as possible, complete compliance on every interaction.

Using Interaction Analytics also allows organizations to monitor 100% of interactions, check for the occurrence or non-occurrence of specific words and phrases related to a range of legal and regulatory compliance obligations, and prove the level of compliance with these obligations. This monitoring is impossible to do with sampling of recordings.

### 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 Customer Experience	Measure customer sentiment at both the start and end of calls to understand how factors outside the contact center affect customer experience. Increase the speed at which the need for improvements can be identified and acted upon.
Improved Employee Utilization	Enables efficient and comprehensive analysis of all

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Use Case Benefits	Explanation
	calls of a particular type without having to listen to hours of audio.
Improved Insights and Visibility	Objectively correlate what happens on calls with measures of outcomes - first call resolution, call volume, handle time, customer satisfaction, or Net Promoter Score.
Reduced Penalties and Fines	Measuring agent-level compliance with company and legal requirements reduces the systematic risk of compliance failures and associated costs.

## Summary

Identify the differentiating behaviors that both drive and increase the speed of operational improvement in areas such as first contact resolution, call volume, repeat calls or handle time reduction, and customer satisfaction of Net Promoter Score through a thorough and comprehensive analysis of call content.

Recordings of campaign calls are analyzed to identify effective messages, techniques, and language used by agents, correlating these results to sales outcomes and using the results to improve both campaign and agent performance while also reducing the risk of compliance failures, litigation, financial impacts, and damage to organization reputation or brand.

## Use Case Definition

### Business Flow

#### **Text and Speech Analytics**

### Business Flow

#### **Text and Speech analytics for Customer Service**

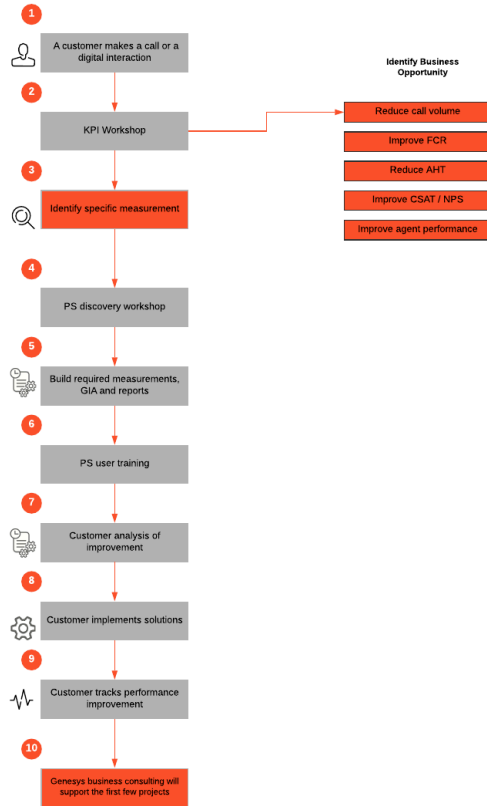
### Business Flow

#### **Text and Speech Analytics for Compliance**

### Business and Distribution Logic

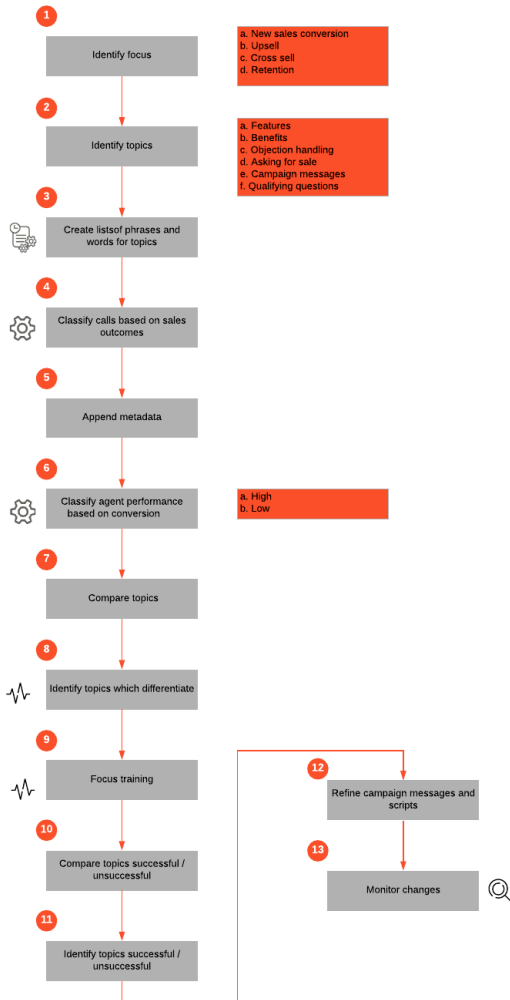
### Business Logic

- Objectively identify and quantify the multiple reasons for the customer interaction and efficiently transcribe the contents of the interaction for analysis.



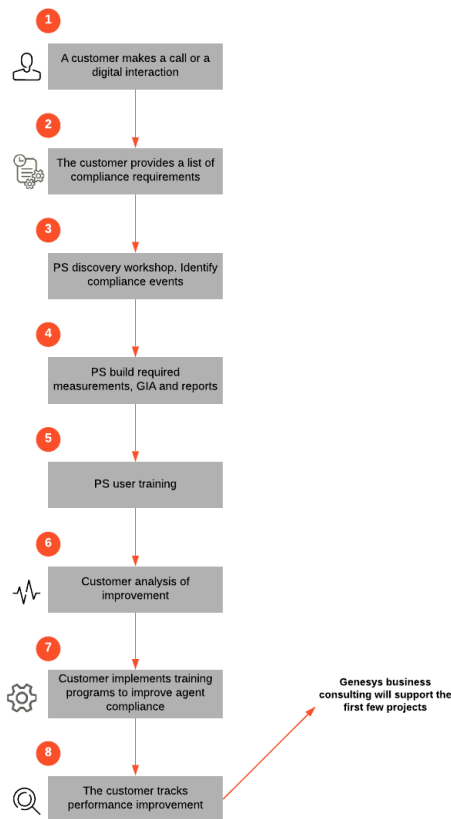
## Business Flow Description

1. The voice interaction is recorded (GIR or PureConnect or 3rd-party recorder) or the digital (text) interaction is completed (Genesys eServices or 3rd-party data source).
2. During a KPI workshop, identify the business opportunity to be addressed:
  - Reduce call volume
  - Improve FCR
  - Reduce AHT
  - Improve CSAT/NPS
  - Improve agent performance
3. Identify the specific areas of measurement to support the improvement of the business opportunity.
4. During a PS discovery workshop, identify the required measurement elements (topics) to address the KPIs. A typical engagement for one business unit deploying Text and Speech Analytics and is 12 weeks of PS effort, covering 30 topics.
5. Build the required measurement elements inside GIA with associated reports.
6. PS conducts user training using the customer's system and data.
7. Customer conducts analysis with GIA to determine how to improve performance.
8. Customer implements solutions within the business operation.
9. Customer tracks the resulting performance improvement.
10. Genesys Business Consulting provides business consulting through the first few projects.



## Business Flow Description

1. Identify sales area and campaigns on which to focus--new sales conversion, up-sell/ cross-sell, retention.
2. Identify "topics" included in sales calls based on sales methodology or script steps, such as features, benefits, objection handling, asking for the sale, campaign messages, and qualifying questions.
3. Create lists of phrases or words associated with topics.
4. Classify calls based on sales outcomes (using content from within the calls, such as taking payment and confirming the order).
5. Optional: Append metadata (such as sales value, new/existing customer information, segmentation) to calls from other systems.
6. Classify agent performance as "high" or "low" based on conversion rates.
7. Compare topics included in calls by high- and low-performing sales agents.
8. Identify topics that differentiate between high and low performing agents.
9. Focus training for agents on differentiating topics using high-performing agents as a model, and reduce call duration by reducing or eliminating time spent on non-differentiating topics.
10. Compare topics included in calls with successful vs unsuccessful outcomes.
11. Identify topics that differentiate between successful and unsuccessful outcomes.
12. Refine campaign messages and scripts to focus on topics that differentiate in favor of successful outcomes, reduce emphasis, or eliminate topics that are non-differentiating.
13. Monitor effectiveness of refined campaigns and newly trained agents to quantify improvement in sales outcomes.



## Business Flow Description

1. The voice interaction is recorded (GIR or PureConnect or 3rd-party recorder) or the digital (text) interaction is completed (Genesys eServices or 3rd-party data source).
2. Customer provides a list of compliance requirements.
3. Identify the required compliance events (topics) and the events that trigger a compliance requirement (topics and/or metadata). A typical engagement for one business unit deploying Text and Speech Analytics and is 12 weeks of PS effort, covering 20 topics.
4. Build the required measurement elements inside GIA with associated reports. (Genesys PS)
5. Conduct user training using the customer's system and data. (Genesys PS)
6. Conduct analysis with GIA to determine which compliance areas need improvement. (Customer)
7. Implement training programs within the business operation to improve agent compliance performance. (Customer)
8. Track the resulting performance improvement. (Customer)

Business consulting is provided through the first few projects.

- Enable quality assurance process improvement through setting the foundation to enable organizational specific interests and needs.
- Focus analysis on calls of a particular type or having specific outcomes, for example payment calls, complaints, calls exhibiting customer satisfaction or dissatisfaction.
- Improve First Contact Resolution, Customer Satisfaction, and Net Promoter Score.
- Provide trending and analysis of interaction content along with other key metadata to understand the key drivers of performance.
- Reduce Average Handle Time by understanding the triggers across resources and topics for extended interaction times.



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- Improve Employee Performance through understanding the employee performance linked to the underlying topic and categories of the interaction and implementing coaching and training plans.
  - Interaction Trending and Discovery through visibility into emerging and unknown interactions across topic, category, and customer intention.

See the User Manual for search and discovery functionality.

Business issues that an implementation might need to deal with include:

- Financial regulation, medical, payments, credit cards
- Compliance with company regulation and standards
- Differences across regions, different states, or countries
- Data regulation
- Union / employment
- Discrimination
- Things agents must say
- Things agents must not say
- Things agents omit
- Points in a call at which things need to be said
- Confirmation of consent
- Triggering of what is required based on the content of the call
- Confirmation from customers

Distribution Logic

There is no applicable content for this section.

## User Interface & Reporting

### Agent UI

Genesys Interaction Analytics is a browser-based user interface. Access control for specific employee roles can be configured and is handled via the User Security configuration.

More information can be found within the [product administration guide](#).

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## Reporting

### Real-time Reporting

There is no applicable content for this section.

### Historical Reporting

Historical reporting is provided by templates in the SpeechMiner UI (business interface), which is part of the Genesys Interaction Analytics platform. A full copy of the reports available is documented in the [User Manual](#).

## Customer-facing Considerations

### Interdependencies

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

All of the following required:	At least one of the following required:	Optional	Exceptions
<b>Workforce Engagement</b> <ul style="list-style-type: none"><li>Genesys Speech Analytics (WF03)</li></ul>	None	None	None

### General Assumptions

#### **Assumptions for PureConnect Cloud customers running Genesys Speech and Text Analytics**

When implemented in conjunction with Genesys Interaction Recording, caller ANI and agent hierarchy data is generally available without requiring other professional services.

Where the use case is implemented in conjunction with a 3rd-party recording solution, additional professional services effort may be required to import ANI and agent hierarchy information.

Appending NPS or CSAT data to recordings may require additional professional services effort.

UConnector for PureConnect is required to use Genesys Intelligence Analytics on PureConnect

Interactions must be unencrypted or, if encrypted, then provided in a form and with appropriate keys to enable decryption by Genesys.

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The preferred format for recordings is WAV PCM (uncompressed). Preferred format for metadata associated with recordings is XML files with one XML file per recording.

## Customer Responsibilities

Use in conjunction with 3rd-party recording solutions is NOT supported for Genesys Multicloud CX.

The SpeechMiner Administration Tool (SMART) is not currently available to end customers for their use in Cloud. Additional support from Genesys is therefore required to carry out administration on the customer's behalf.

Import of NPS / CSAT data requires additional design and implementation effort for Cloud deployments.

Text analytics is not yet available in Cloud, except for PureConnect Cloud customers.

## Document Version

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