Genesys Engage On-Premises Use Cases

Genesys Multimodal IVR (CE10) for Genesys Engage on premises

9/20/2024

Present your customers with a visual way to complete or complement voice interactions

What's the challenge?

Listening to and entering complex information on an IVR is challenging due to the limitations of DTMF and speech recognition input modes. This leads to low self-service rates, poor customer experience and higher cost to serve.

What's the solution?

Present and capture complex information visually on a smartphone app whilst keeping the IVR call open. This enables users to process information faster and more easily complete their task. Finally, it also enables users to transfer to a live agent if necessary, passing context to the agent.

Contents

Use Case Overview

Story and Business Context

Voice self-service interactions have limitations, especially when it comes to handling multi-step tasks or complex inputs such as alphanumeric characters or email addresses. With the adoption of smartphones, we now have the ability to present callers a visual means to complete their task or complement their voice interaction.The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry or lines of business.

- Increased self-service and reduction of handle time by giving the caller the ability to complete tasks on a visual User Interface rather than transfer to an agent (mixing of visual and voice for information that is difficult to capture on voice, such as address, postal code, email address, or tracking number)
- Improved NPS by providing a more efficient and shorter interaction with the customer
- Lower total cost of ownership by designing the customer experience once and deploying across the voice and visual channels

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	Customer frustration with speech or touchtone entry of complex information such as addresses or letter & number combinations is reduced.
Improved First Contact Resolution	Customers can complete tasks such as address change or email entry through a visual interface that would be difficult or impossible to do through IVR alone.
Reduced Handle Time	Capturing complex information visually will reduce IVR dropouts and increase self-service.
Reduced IT Operational Costs	Single platform for design of multi-modal experiences reduces development and deployment costs.

Summary

The customer can choose a voice or visual channel to navigate the call, as both channels are simultaneously active during the session. The IVR application remains active on the voice channel and reads the textual elements of the visual interface.

The Visual IVR can present menus, messages, and self-service tasks. Context is maintained between voice and visual channels. This is ideal when a customer must enter a complex input or view a complex output. Effectively the voice channel is not convenient for capturing complex information, such as addresses, postal codes, email addresses, or alphanumeric tracking numbers. The Visual IVR

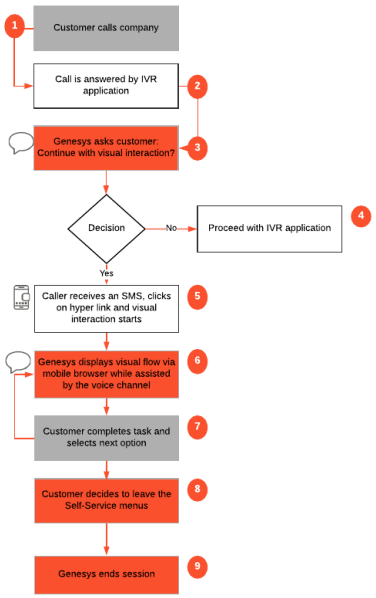
ensures accurate, first-time resolution, avoiding customer frustration or escalations.

During the visual interaction, the IVR actively disables the voice input to avoid background noise interfering on the voice channel.

Use Case Definition

Business Flow

The following flow describes the use case from the perspective of the main actors, the agent and the caller.



Business Flow Description

1. A customer calls one of the company's service lines.
2. The IVR application answers the call.
3. If complex input/output is required, the IVR application offers a Visual IVR to the customer. Genesys offers the visual option (through a voice announcement) to the caller and asks if they would like to proceed. The voice announcement also informs the caller that a smart phone is required.
4. Callers who do not want to proceed with the visual option can continue with the voice-only IVR.
5. Genesys asks if customer wants to proceed with visual interaction
   - If the caller accepts and provides their phone number (as needed), Genesys sends the caller an SMS with a hyperlink to initiate the visual interaction. The voice channel remains active.
   - If the caller clicks on the link in the SMS, the visual interaction on the caller's mobile web browser is started in parallel to the voice channel. Context can be passed from the voice channel to the visual channel.
6. Genesys displays visual flow while the voice channel helps the caller. During the Visual Interaction phase, the IVR actively disables

caller voice input.

7. The customer completes the task on the visual user interface and selects the next option, potentially repeating the previous step.
8. The customer completes all of their tasks and opts to leave the self-service. Once the customer completes the visual IVR task, a regular voice-only IVR may resume the application. For example, once an address change is completed visually, the call might not end and continue via other self-service application and/or escalate to an agent.
9. Genesys ends the session.

Business and Distribution Logic

Business Logic

Is Visual IVR required?

The need for Visual IVR is determined by specific business rules within the Genesys Intelligent Automation IVR application.

Voice prompts and input options

All voice prompts and menu options within this flow can be flexibly changed by the customer.

Distribution Logic

N/A

User Interface & Reporting

Agent UI

N/A

Reporting

Real-time Reporting

Real-time reporting is not supported for Visual IVR.

Historical Reporting

Intelligent Automation offers a suite of internal reports details below:

Dashboard

- Application Overview
- System Pulse
- Real-time Graphs

Prebuilt Reports

- Summary
- Calls per Day
- Calls by Time of Day
- Block Results
- Recognition Summary
- Business Task Summary

Customer Journeys

- See what’s important to callers
- Monitor the impact of changes
- Compare customer experience
- Data Extracts (CSV format)
- Call Details
- Business Tasks
- GUI Actions
- Inbound SMS

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
None	None	**Self-Service and**	None

All of the following required:	At least one of the following required:	Optional	Exceptions
		Automation • Genesys Customer Authentication (CE07) • Genesys Voice Payment (CE08) • Genesys IVR Personalization (CE09)	

General Assumptions

- The questions in the IVR application used to invoke a visual IVR are asked within Genesys Intelligent Automation.
- Genesys Visual IVR must be selected.
- The Visual IVR application is designed within Genesys Intelligent Automation.
- The company has a database that can be used to complete self-service interactions.
- A Genesys Intelligent Automation Load Balancer and/or customers must route requests to the Visual IVR.
- Implementation of third-party natural language understanding (NLU) engine is out of scope.
- MicroApps are to be chosen from the MicroApp catalogue.
- ORS is required.
- MicroApps can support UTF-8 languages.
- The Genesys Intelligent Automation Control Center required to configure the IVR application and Visual IVR is currently localized to support the following languages:
  - English (United Kingdom)
  - French
  - Spanish (Mexican)
  - German
- Secure passing of context from IVR to Visual channel requires Genesys Intelligent Automation.
- XML/HTTP(S) interface should be provided by customer for backend look ups and access to an SMS Gateway.

Customer Responsibilities

- Customer provides standards-based XML/HTTP web services to support integration to backend systems.
- Customer provides an XML/HTTP web service to support access to an SMS gateway.
- Customer is responsible for the setup and charges relating to the SMS account.

Document Version

- Version **v 1.1.3** last updated **September 20, 2024**