GENESYS

orange™ Business Services

Connecting the dots between customer satisfaction and employee performance

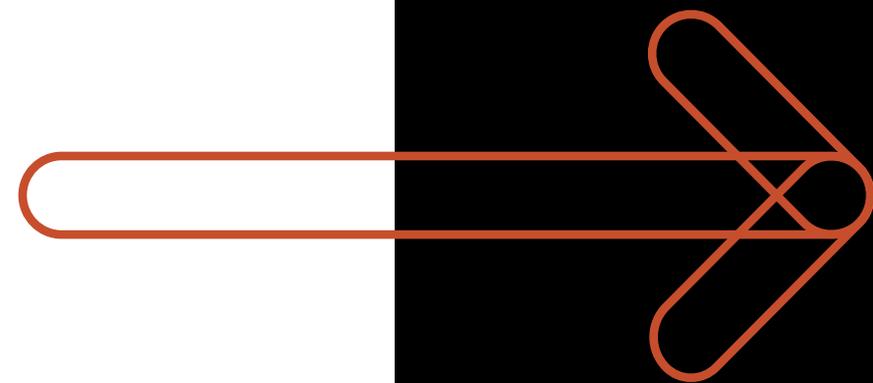# Employee engagement is the cornerstone of customer satisfaction

Yet, many organizations don't have a clear line of sight between their interdependencies and, more tellingly, which adjustments will have the biggest impact.
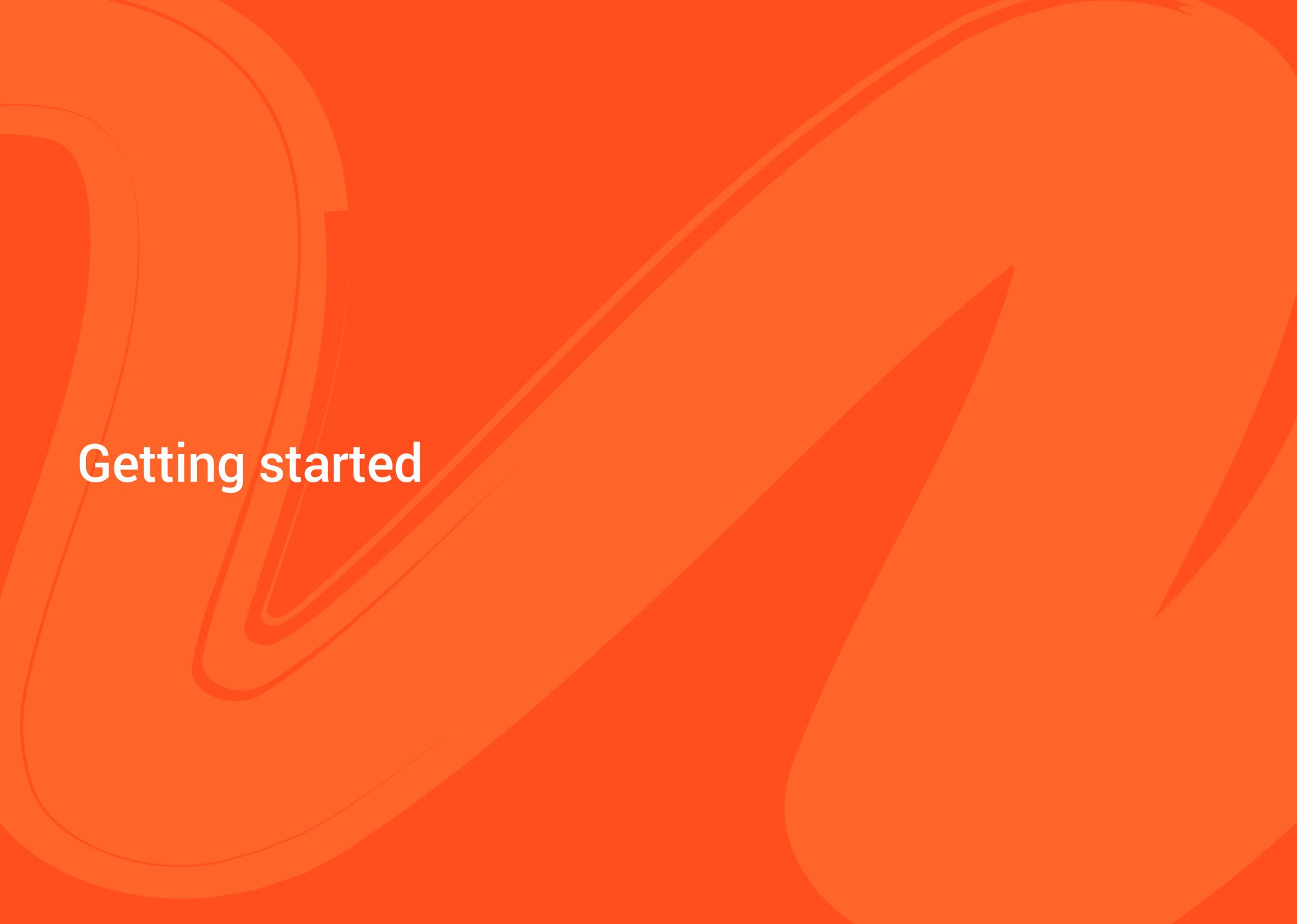
Now, more than ever, customer experience (CX) and service leaders need to obsess less about stick-and-carrot productivity measures. They need a fresh approach to improve first first-call resolution, customer satisfaction, net promoter score and much more. One designed around five-star digital service and the data, communication and collaboration needs of employees – wherever they are working.

Comprising four pillars, this approach is the first and crucial step towards connecting customer satisfaction and employee performance.

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Getting started

Pillar 1: Extending customer service across the organization

Everyone's responsible for customer service. That old maxim has never been truer. Contact centers are no longer an isolated function. Increasingly agents need to reach out to subject matter experts and lines of business. And the boundaries between front and back office are blurred, if not obsolete.

Any employee can come into contact with customers. So, CX leaders need to ensure a customer-centric culture lives in all parts of the company. Consequently, technology barriers are breaking down as well. Contact center and unified communications solutions can no longer exist as separate platforms.

RS Components, Europe's leading distributor of electrical and mechanical components and health and safety products, is a good example. To elevate CX for more than one million customers in 160 markets the company decided to digitize sales processes and move its contact center to the cloud. Delivered by Orange Business Services, a managed service includes a full global IT transformation with flexible SD-WAN, LAN, security, conferencing, video, voice and contact center services and support.

Moreover, RS Components is creating fresh competitive advantage through faster innovation, superior omnichannel experience (for agents, customers, and suppliers), and highly efficient workspace and remote working capabilities.

Key to success was tight interconnection between its Microsoft Teams and Unified Engagement Suite – Genesys contact center technology. So, employees can seamlessly support each other and use directory, search and presence features to find the person with the right expertise. Then determine availability and collaborate in real time. All from one unified desktop, in a single click.

> **"89% of firms agree that integrating contact center and UC tools yields positive business outcomes."**
>
> **Forrester study, May 2020**

Pillar 2:
Maximizing cloud agility

When the pandemic hit, among the most important lessons learned was the limitations of on-premises infrastructure and how it stopped contact centers from quickly switching to remote working to protect staff and revenue.

One OBS client, a major insurance company, faced exactly that challenge. Standardizing on Unified Engagement Suite – Genesys the French insurance broker didn't just settle on a business continuity strategy. Around 1.5 million customers enjoy consistent digital journeys with calls, email and chat conversations blended seamlessly together. They receive the same experience whether the person serving them is in the office, working from home, or located with an outsourcer.

Behind the scenes, Salesforce CRM and Microsoft Teams integrations remove stress and put advisors firmly on the front foot while being able to successfully monitor remote sales activity. With the latest data at their fingertips, they share reports and recordings, and get fast answers to questions through a single interface.

Increasingly, Orange Business Services is working with clients to overcome other agility barriers caused by legacy infrastructure and integration issues. Not only with validated solution design but also through rapid prototyping, testing, and measurement, prior to going live. Effectively de-risking investment and providing a view of what good will look like, mapped to a set of predictable business outcomes.

"Top benefits from integrating UC and contact center applications are improved understanding of customer issues (57%), faster time-to-resolution (53%), simplified interaction (51%) and providing assistance suggestions in real time (50%)."

Forrester study, May 2020

Pillar 3:
Transitioning to an AI-powered, data-driven organization

You can't improve what you can't measure. An integrated approach to data is critical to tapping into hyperconnected consumers and empowering agents. That means effective capturing, mining, and monetization of data – especially across spiking digital and social channels. And being able to do it at scale.

AI-enabled IVR, chatbots and agent assistance can directly improve the front-end experience, while releasing human assets for complex or revenue-generating tasks. For example, by enabling efficient self-service, handling repetitive questions, and identifying customer intent. They also generate valuable contextual information that (contrary to popular belief) if handled correctly can comply more accurately with requirements like GDPR.

The data-driven organization also extends to other contact center systems like workforce engagement management (WEM) solutions. Here the data is highly granular. If needed, an agent or manager can even review a transcript or recording of a particular customer interaction, effectively using an action replay to spot best practices and areas for improvement. This topic is discussed further within Pillar 4.

As a result, organizations are investing heavily in AI and analytics to uncover and leverage this data. As well as personalizing customer journeys, these insights are helping improve products, services, and sales opportunities. With 2,000-plus data experts, Orange supports customers at all stages of their data projects to ensure expected results are realized: from design, collection, and transportation to storing, processing, and analyzing.

"More than one in three decision-makers struggle with fragmented data due to organizational silos and lack of tools."

Forrester study, May 2020

Pillar 4:
Managing CX and employee performance from a distance

The idea that an engaged workforce is more productive is not new. However, COVID-19 has created a gig economy, ushering in a new generation of contact center workers. They include freelancers and short-term contractors with different aspirations regarding careers and when and where they want to work. And they require different methods of motivation. Especially if they aren't sat in the contact center and able to look up at wallboards to view queues and metrics.

To overcome this challenge, Orange Business Services helped a leading technology company deploy a global workforce engagement management (WEM) solution for 12,000 agents, spread across 18 outsourcers and 150 locations in 36 countries. Along with call and screen recording, it automates quality management and routine tasks like resource planning and work scheduling. Ensuring the right people and skills are always in the right place at the right time. Other benefits include increased talent retention, saving money on recruiting and onboarding.

In addition, WEM solutions maintain healthy competition between remote-working agents, while allowing managers to unobtrusively monitor progress and ensure training requirements are met. That's achieved by combining game mechanics with recognition and social media concepts to influence employee behavior. In so doing, it encourages agents to improve individual performance and be more collaborative with colleagues.

An agent's home screen includes a scorecard that acts as an incentive to excel across a range of outcomes. Agents and managers can drill down into this data to review averages, trends, and personal bests. Equally, employees can trade shifts, increasing their earning potential or establishing a better work-life balance.

Similarly, learning modules can be pushed out to agents when needed. For example, to inform about new product features or compliance requirements. Beyond the agent's home page, a whole section of the workspace is devoted to performance measures such as punctuality and schedule adherence. These include targets and scores which can be rolled into leader boards across the contact center.

"Companies that adopt a full suite of workforce engagement management tools and processes are 60% more likely to have highly engaged and motivated employees. They are also 82% more likely to provide better customer service and 96% more likely to achieve overall profitability."

Frost & Sullivan

Take the next steps

Get in touch today and start connecting the dots between your customer satisfaction and employee performance.

Contact your Orange Business Services representative today.

Or go to www.orange-business.com/en.

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ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service℠ so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility.

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ABOUT ORANGE BUSINESS SERVICES

Orange Business Services is a network-native digital services company and the global enterprise division of the Orange Group. It connects, protects and innovates for enterprises around the world to support sustainable business growth. Leveraging its connectivity and system integration expertise throughout the digital value chain, Orange Business Services is well placed to support global businesses in areas such as software-defined networks, multi-cloud services, Data and AI, smart mobility services, and cybersecurity. It securely accompanies enterprises across every stage of the data lifecycle end-to-end, from collection, transport, storage and processing to analysis and sharing. With companies thriving on innovation, Orange Business Services places its customers at the heart of an open collaborative ecosystem. This includes its 28,500 employees, the assets and expertise of the Orange Group, its technology and business partners, and a pool of finely selected start-ups. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, put their trust in Orange Business Services.

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