

VidyoEngage for Genesys

Improve customer satisfaction, increase revenue, and reduce customer churn with high quality video

Use Cases

- **Financial Services:** High value clients or interactions done directly over video, improving net promoter scores
- **Healthcare:** Allow remote patients access to specialists or caregivers
- **Field Services:** “See what I see” using mobile device or smart glasses
- **Insurance:** See damage directly over video without sending adjuster

Benefits

- Establish an emotional connection with your customers with face-to-face interactions
- Include subject matter experts in a multi-party video conference
- Share a document or application to clear up issues
- Use already built skills based routing to connect with the best available agent
- Escalate from a web chat or voice call straight to Video with click of a button
- Click-to-video from webpage or mobile application

Business Challenge

In today's customer-centric business environment, the ability to emotionally connect with customers gives businesses a clear competitive advantage. Not only does a positive customer experience improve customer satisfaction and net promoter scores, it also fosters repeat customers, increases revenue and sales, and reduces customer churn.

This challenge is most evident in the contact center environment. A contact center is a critical point of direct contact with the consumer and a defining moment in their customer experience. While the charter of many contact centers is to resolve customer problems, savvy businesses are leveraging these challenges and turning them into opportunities by building customer relationships and uncovering customer needs, beyond problem resolution. If these customer relationships are not effectively nurtured and developed, businesses lose out on their ability to cross-sell and up-sell value added products and services, impacting top-line revenues.

Recognizing the potential financial impact of these opportunities, businesses are evaluating new approaches to personally connecting their contact center agents with customers. The omnichannel approach, which leverages the full integration of voice, video, web-chat, e-mail, and social media within a contact center, is quickly becoming the gold standard of customer engagement.

Vidyo Solution

The VidyoEngage for Genesys is a solution that provides a personal touch to the contact center that will elevate customer/agent interaction. With communications and understanding improved through the use of video, agents can resolve tickets quicker, increase net promoter score and effectively meet other KPIs. The ability to share desktop applications from both sides of the conversation improves upsell opportunities, all while delivering an added level of collaboration to high value customer and agent interactions.

The VidyoEngage transitions a voice, chat, and webpage interaction into a true omnichannel experiences at no cost to the end customer. This experience is easily accessible from one of the following scenarios: webchat escalation of video, voice escalation to video, and click to video chat from webpage or mobile applications. Unlike other solutions, the VidyoEngage delivers a high quality end user experience, regardless of available bandwidth. Providing content sharing, and the options to begin a video chat directly on a webpage without downloads or plugins, including multiparty video conferencing.

The VidyoEngage for Genesys integrates Genesys contact centers and Vidyo Conferencing, enabling high definition, scalable video to enhance agent and customer interactions. The integration is seamless within the Genesys contact center, making video interactions frictionless within the flow of interactions between a customer and an agent.

“Vidyo leverages the widest breadth of omnichannel journey management capabilities to improve customer experiences for companies worldwide.”

- Merijn te Booij,
CMO, Genesys

Results

Improving customer satisfaction, fostering customer loyalty and increasing customer advocacy are just some of the benefits reaped from integrating the VidyoEngage to a Genesys contact center.

Building stronger customer relationships is easier through the complete omnichannel experience delivered by the VidyoEngage for Genesys. Leveraging full voice, web-chat, email, and social media, and then adding video, creates a personal touch that keeps customers engaged.

The omnichannel experience helps agents do their jobs better. Having quicker first call resolution times and the ability to multiparty video chat with an expert increases accuracy of calls, creates the opportunity to upsell or cross sell, and impacts the bottom line. This complete experience cuts problem resolution time in half, improves customer satisfaction, and avoids customer churn by adding a face-to-face experience to customer engagement.

Technical Requirements

Vidyo Solution Requirements	VidyoCloud or VidyoConferencing 3.3 or higher
Operating Systems	Agent Desktop: Windows 7 64-bit, Windows 8 32-bit/64-bit, Windows 10 32-bit/64-bit Server Environment: Windows Server 2008 64-bit (See Genesys Supported Operating Environment Reference Manual for all supported operating systems.)
Genesys Platform	CIM version 8, Interaction Server 8.5.100.18 or higher, Orchestration Server 8.1.400.45 or higher
Supported Web Browsers	Firefox 46 or higher, Chrome 42 or higher, Internet Explorer 11, Safari 9.0 or higher
Third Party to support Click-to-Vidyo	Apache Tomcat 6 Java and JDK 8
Voice escalation to Vidyo	Genesys SIP Server 8.1.101.10
Chat escalation to Vidyo	Genesys eServices 8.5, Genesys Web Engagement 8.5, Genesys Chat Server 8.1.000.26 or higher
Click-to-Vidyo	Genesys Orchestration Server 8.1.400.45 or higher
Workspace	NET Framework 4.5 or 4.6 Workspace version 8.5.111.21 or higher

Gartner: Magic Quadrant “Leader”



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