

Adding Visual to Voice



GENESYS[®]
AN ALCATEL-LUCENT COMPANY

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Genesys, an Alcatel-Lucent company

Genesys, a customer service company

**Reduce
customer
service
costs**



**Make
customer
service
agents
happier**



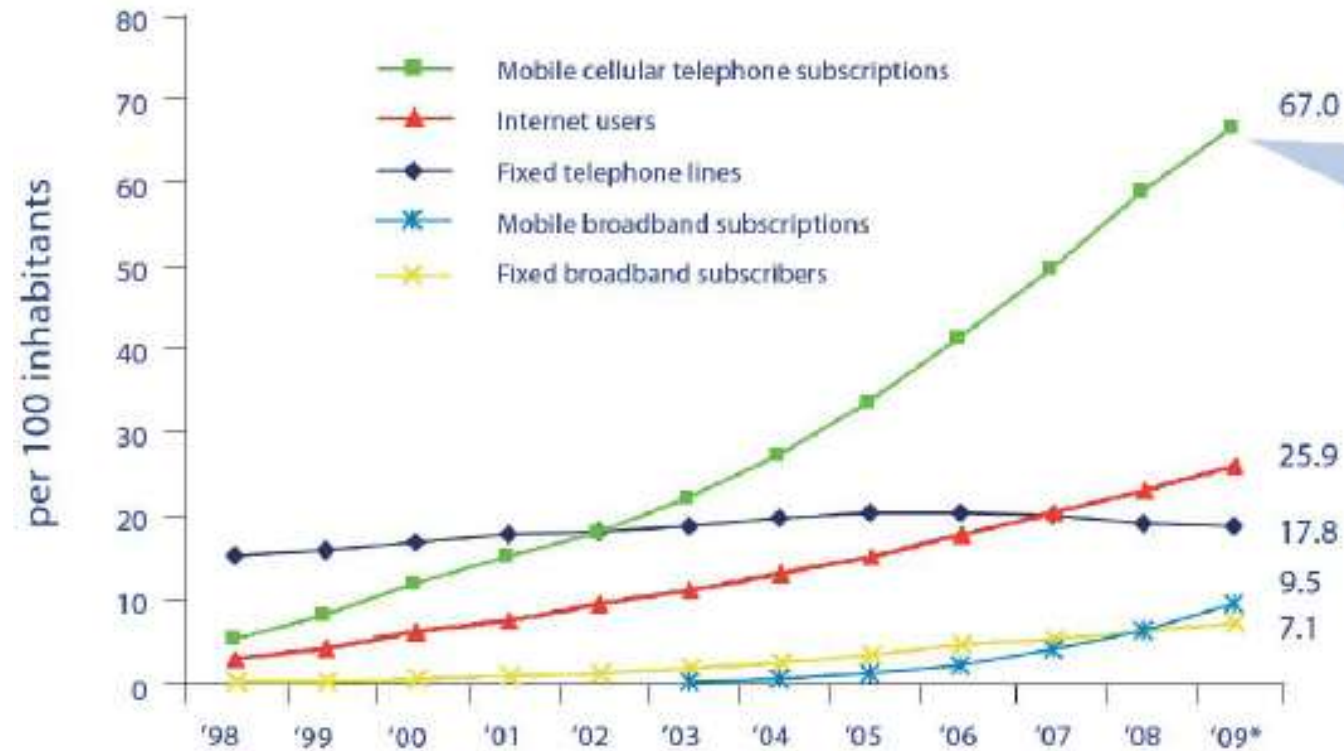
**Increase
revenues**



**Make
customers
happier**



Worldwide Trends



An estimated 4.6 bn subscriptions globally by the end of 2009

- Between 2008 and 2009, mobile cellular penetration in developing countries surpassed the 50% mark to reach an estimated 56% end 2009
- There are now more than twice as many mobile subscriptions in the developing world than in the developed world (3.2 billion vs. 1.4 billion)
- China 750 million, India 480 million

The New Era of Phone Based Customer Self-service

Listen & use keypad



- Numeric entry only
- Security-sensitive interactions
- Error-handling backup

Speak your answers

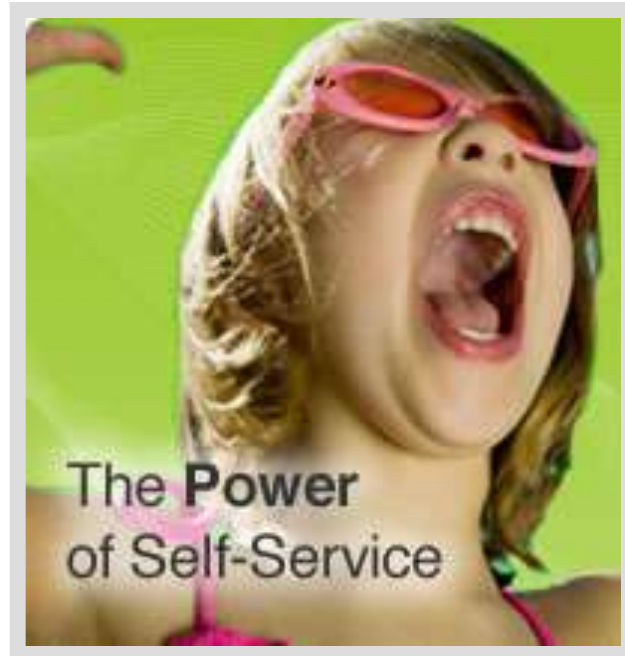


- Personalisation
- Handles alpha-numeric references
- Callers to get what they need more quickly
- Easy-to-use

With visuals



- Enhanced IVR services
- "Show" rather than "Tell"
- Fast, responsive service
- No installs or downloads



- Security?
- Compatibility?
- Usability?
- Cost?

Introducing Visual IVR

- Key considerations...
 - Full-function solutions for 3G video phones
 - No downloads or complex registration
 - Highly secure with no data held or left on the phone
- ... and, **as always**, option to transfer to agent at any time



- **Secure login**
 - > Customer number, PIN & DOB
- **Balance Enquiry**
 - > Multiple account tabs
- **Mini-Statement**
 - > Scroll through transactions
- **Bill Payment**
 - > Confirm details & pay

“... like having an ATM in your pocket”



- Easier than trying to set up a mobile web session
- Fast and responsive
- Ability to transfer to live agents (video or not)
- Increased security and better control of content
- Easier to maintain as all 3G video phones compatible.





Engaging an additional sense increases understanding, reduces confusion and makes interaction more natural



Channel	Time To Take Action
Mobile Web	> 1 minute
IVR	35-45 seconds
IVVO	15 seconds

At least 60% faster than traditional IVR



- Third to market, 9 years after the first
- Market penetration upon entry around 25%
- ARPU declines, mass market product
- Customer care a strategic differentiator
- Customer care instead of customer service!

- Proactive – Consultative - Transparent

The Power of Video



- Improved customer self-service
- Increased automation
- Reduced cost
- Corporate social responsibility
- Multi-language capability

For the First Time in the Middle East



رئيس الوزراء يزور مقر شركة اتصالات مصر ويطلع على أحدث
تكنولوجيا المحمول ويجري أول اتصال لمركز خدمة العملاء المرئي

The Egyptian Prime Minister
making the first video call to the
Etisalat Video Contact Center

Istanbul, July 30th, 2009

“Akbank and Isbank, two of Turkey’s largest banks,
launch Mobile Banking for 3G using Video IVR from
SpeechStorm and Genesys”



TÜRKİYE  BANKASI

AKBANK

Beyond the Balance Enquiry ...

- Combining Video IVR and Video Call Centre
- Video 'Push' for complex transaction capture
 - Credit Card repayment plan
 - Change of Address
 - New Cardholder Request

Accurate data - captured right first time

Reduced transaction confirmation time



The 3 Key Take-aways..Visual IVR is..

- A key differentiator
- As simple to deliver and deploy as voice services
- It's easy to use and ergonomic



SPORT video **CHECK-IN**
blog
technical support **mobile banking**
social interactive
networking advertising
Product Placement
customer care **NEWS**
self-serve
entertainment

Questions

