

FUTURE OF CONTACT CENTERS

The proliferation of digital devices is rapidly changing the dynamics of customer service and customer experience. Digitalization and Cloud-based Contact Centers have had a tremendous impact on contact centers in redefining customer experience and how customer journeys are becoming increasingly personalized. The maturity of cloud-based platforms and associated benefits offered in terms of technology features, business continuity, rapid time-to-market, commercial models and

operational efficiency has made contact center-as-a-service an attractive and viable value proposition.

Infosys believes that the next generation contact center will not be a mere touch point for customer service, but will transform into a customer engagement platform, which will deliver a personalized customer journey across channels by utilizing the power of Artificial Intelligence (AI) / Machine Learning (ML).



Infosys Contact Center Overview

With 600+ SMEs, Infosys Contact Center practice serves 50+ customers across geographies cutting across industry verticals. With deep expertise on all leading platforms viz., Avaya, Cisco, Genesys, Nuance, Amazon Connect, Nice inContact, we have implemented and managed contact center solutions for our clients. Genesys constitutes 40% of our team and clientele, spread across verticals.

Our service offerings include:

 Optimization & Transformation	 Build	 Deployment and Transformation	 Testing / Validation	 Support / Sustenance
<ul style="list-style-type: none"> • Technology Strategic Roadmap • Gap Analysis • Call Deflection Strategy • Contact Avoidance Strategy • Self-service Optimization 	<ul style="list-style-type: none"> • NLU-based Speech IVR Applications • Voice Biometrics • Virtual Assistants • Virtual Hold • CTI / CRM Adaptors • POCs and POVs on Emerging Trends 	<ul style="list-style-type: none"> • Cloud Contact Center Transformation • Omni-channel Implementation & Integrated Routing Strategy • Workforce Optimization Suite of Products • Omni-channel Proactive Notifications • Real-time & Historical Reports 	<ul style="list-style-type: none"> • E2E CC Testing Services including IVR, Agent Desktop, Routing, etc. • Perform Load, Performance, Functional Testing and Manual Testing • Test CoE Setup • Test Automation Using 3rd Party Solutions Like Cyara and Hammer. 	<ul style="list-style-type: none"> • Production Support Services • Managed Services • Service Assurance Support • Tools, Utilities and Accelerator • IMACDs

Our clients have realized significant benefits, few of them are:

- For a leading bank, Infosys has successfully deployed digital channels to **deflect 10-15% of calls** to alternate low-cost channels and implemented universal queuing and routing to distribute interactions across enterprise and enable blending
- For a utility company, Infosys has successfully deployed speech-based self-service application that has **increased the IVR utilization rate by 15- 20%**
- We have helped few of our customers to identify a suitable omni-channel platform by assessing their existing landscape and understanding their future needs, customer service strategy

Infosys and Genesys Strategic Alliance



Infosys is now a Platinum Plus Partner and a global reseller for Genesys On-Premise and Cloud solutions. Our collaboration with the market leader in Contact Centers gives you the best of both product and services, delivering a best-in-class customer engagement platform tailored to your needs.

While Genesys offers advanced and state-of-the-art customer interaction management platform, Infosys brings deep expertise in Genesys solutions and a strong Contact Center CoE, leveraging industry-specific understanding to provide thought leadership. With this strategic partnership we offer the following:

- End-to-End software and services managed by Infosys
- Single window of service
- Leverage / build tools & utilities to accelerate time-to-market and improve operational efficiencies

Infosys Value Proposition

Experience

Over 50+ successful engagements covering different domains like manufacturing, retail, FSI and healthcare. Executed multiple large-scale CC transformation projects on Genesys. 40% of our clientele uses Genesys

In 2020, Infosys has been selected to execute multiple Genesys CC transformation programs, on-premise and Cloud, in Europe and the US, ranging from 1,000 to 3,000 agents

Expertise

Genesys University
Trained/certified Professionals.

People & Knowledge

Our industry experience and knowledge leveraged.

Partner Ecosystem

Infosys is a global Genesys Value added reseller and system integrator. Infosys is a strategic partner to manage & perform R&D activities for Genesys PureConnect.

Tools & Accelerators

Rich experience in developing tools & accelerators based on client environment and needs.

Cost Savings

Global delivery model allows flexibility to staff talent at onsite, offshore and nearshore to optimize cost and enable extensive coverage.



For more information, contact askus@infosys.com



© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.