



CASE STUDY // CUSTOMER SERVICE

Genesys Conferencing

// Striving for excellence in customer service, Genesys Conferencing (GNS) implemented the COPC-2000® CSP Standard to define the organization's performance goals, reduce costs and raise the standard of service to its customers.

// **Customer overview**

Genesys Conferencing (GNS) is a leading provider of integrated Web, audio and video conferencing services for thousands of organizations worldwide, including more than half of the Fortune Global 500. Founded in 1986, Genesys developed and launched the first fully automated voice conferencing service in 1989. In 1995, Genesys released the first conference call management software, enabling users to manage conference calls from a PC. In 2002, Genesys launched the award-winning Genesys Meeting Center, described as the industry's only globally integrated voice, web and desktop video conferencing solution. Today, Genesys Meeting Center is utilized by more than 100,000 organizations and millions of meeting participants every month across the globe.

// **Challenge**

Genesys Conferencing's customer service contact center in Denver, Colorado handles most of the company's North American billing and account services. The organization turned to COPC Inc. when they recognized a critical need for a more sophisticated method of gathering and measuring performance, efficiency and customer satisfaction data while reducing overall operating costs.

// **Solution**

Working with COPC Inc., Genesys Conferencing implemented the COPC-2000® CSP (Customer Service Provider) Standard to define the organization's performance goals, establish a consistent level of customer service and reduce costs.

// **Benefit**

Based on improvements documented by the Denver customer service contact center, Genesys Conferencing implemented the COPC-2000® CSP Standard across all company contact centers worldwide. The new platform has yielded vast improvements in customer satisfaction across all categories including average handle time, quality and positive resolution, significantly reducing the cost per call.



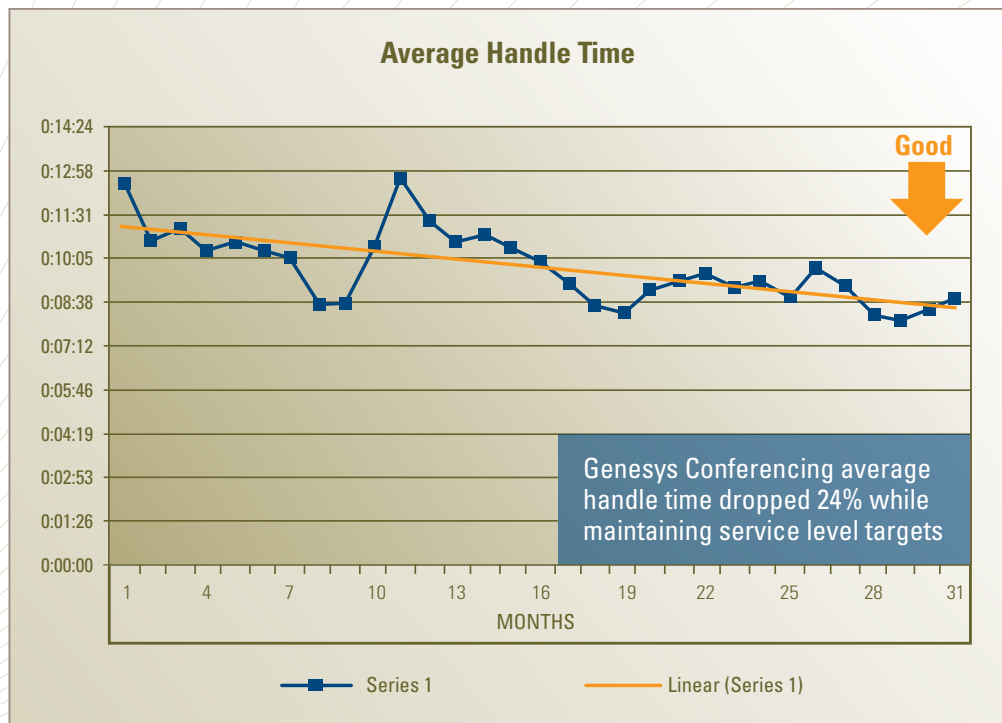
"We strive for quality in our customer contact centers, but before engaging COPC Inc. we had no way of rating our performance. We have greatly enhanced our customer service by engaging the COPC-2000® CSP Standard process, helping take our business to the next level."

— Shelly Robertson, COO
Genesys Conferencing

World's leading conferencing specialist seeks a customer service standard

Genesys Conferencing is recognized as the world's leading specialist in group communications, earning a reputation as a forward-looking industry innovator.

However, in 2004, the firm realized its ability to measure customer satisfaction and contact center success was limited. The only quality control data available was self-reported. That year the organization brought in COPC Inc. to conduct the company's first-ever benchmark review of center performance, introducing the COPC-2000® CSP Standard platform. In less than two years, Genesys Conferencing documented overwhelming improvement in customer service contact center quality—all while the company's call center volume doubled.



Reducing the average time an agent spends on each call improves the operating metrics that drive the bottom line.

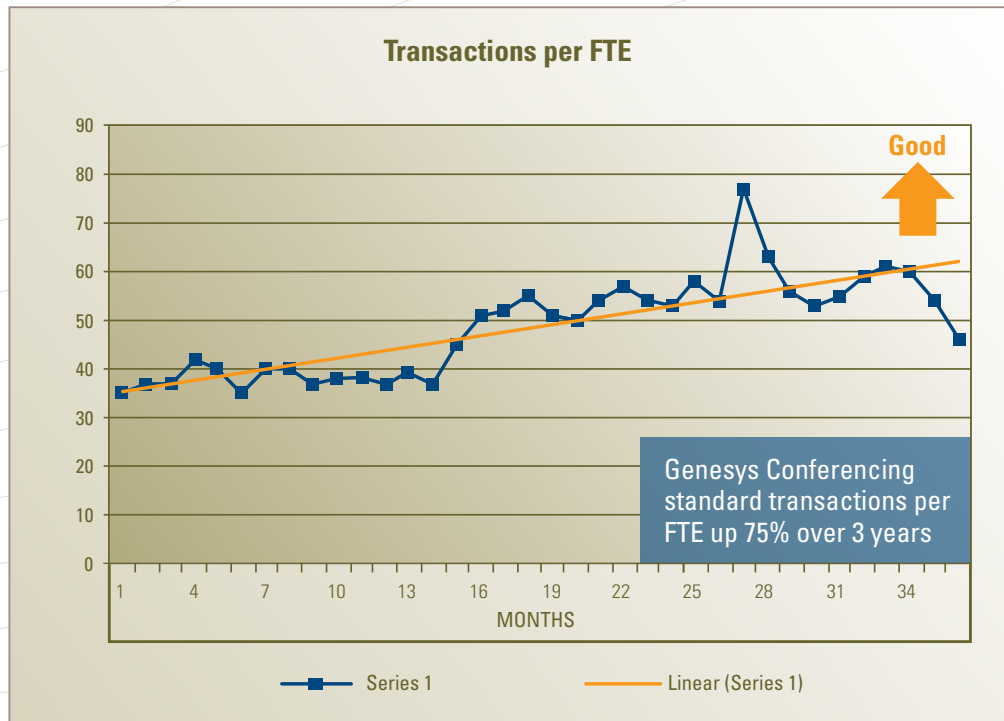
Results

Since implementing the standard, Genesys has increased quality and consistency across 60 different categories including average handle time, accuracy and overall quality of service. Call center transactions per full-time employee have increased by 75%, greatly improving efficiency while reducing the overall cost per call.

Embracing a process to improve overall performance

Genesys Conferencing realized from the beginning that measuring customer service contact center performance was the number one priority. While some COPC Inc. clients set a goal of earning COPC-2000® CSP Standard certification, others choose to integrate a proven, long-term measurement system. Genesys Conferencing made it clear they were interested in implementing long-term performance improvements, and spent over a year working with COPC Inc. consultants to define a comprehensive set of metrics that could be continually tracked to measure process and cost improvements.

Today, Genesys Conferencing educates every member of its customer contact team to follow COPC-2000® CSP Standard guidelines. Since implementing the standard, the firm has increased quality and consistency across 60 different categories including average handle time, accuracy and overall quality of service. Call center transactions per full-time employee have increased by 75%, greatly improving efficiency while reducing the overall cost per call.



As FTE's handle more transactions, improvements in operating efficiency build the bottom line.

“Our challenge was to improve contact center performance while simultaneously handling a steady increase in transactions. COPC Inc. helped us understand and actually measure the positive correlation between more efficient operations and improved customer satisfaction. We finally have a great way to track our progress.”

— Shelly Robertson, COO
Genesys Conferencing

The COPC-2000® CSP Standard offers proven contact center performance benefits

Before following the COPC-2000® CSP Standard guidelines, call center supervisors did not have insight to the performance drivers they needed to monitor and track their team’s quality of service. Implementation of the COPC-2000® CSP Standard created a comprehensive platform on which to drive performance and measure results.

Genesys Conferencing records consistent improvements

Within months of implementing the COPC-2000® CSP Standard, Genesys Conferencing was able to effectively reduce costs by achieving improvements across all operations, revolutionizing the way the firm tracks and manages contact center performance.

- Quarterly customer satisfaction scores improved by 13%
- Customer dissatisfaction dropped below 1%
- On-time case closure (within 24 hours) rose above 99%
- On-time case closure (within 5 business days) improved from 39% to 98%
- Rolling year attrition rate dropped by 90%



About Genesys

Founded in 1986, Genesys is a leading provider of unified collaboration and communication services to thousands of organizations worldwide, including more than half of the Fortune Global 500. The company's flagship product, Genesys Meeting Center, provides an integrated multimedia collaboration solution that is easy to use and available on demand. With offices in more than 20 countries across North America, Europe and Asia Pacific, the company offers an unmatched global presence and strong local support. Genesys Conferencing is publicly traded on Euronext Eurolist C in France (FR0004270270). Additional information is available at www.genesys.com.

About COPC Inc.

Customer Operations Performance Center Inc. (COPC Inc.) is the world's leading authority on service-chain operations management including performance improvement for buyers and providers of customer service, customer contact center, and business process outsourcing operations. Since 1996, COPC Inc. has helped more than 1,000 organizations in 50 countries improve customer service by using the COPC® Family of Standards, the industry's first and most comprehensive set of performance management operating models for customer service operations. Today, it remains the only performance-driven and industry-governed global best practices model that simultaneously increases both customer satisfaction and profitability. For more information, visit www.copc.com.



The COPC® Standards Committee

In 1996, COPC Inc. and a core group of global service, contact center and BPO thought leaders came together to develop the industry's first Performance Management and Certification Framework for Customer Service Providers (CSPs). The COPC® Standards Committee meets biannually to review and modify performance requirements to reflect the industry's evolution.

Today, the COPC® Family of Standards has evolved into a comprehensive set of performance management frameworks for CSPs and Vendor Management Organizations (VMOs) while remaining the most rigorous, and only open, high-performance set of global best practices and performance metrics for service operations. Current and past members include Accenture, American Express, Apple, BlueCross BlueShield, GM, Intel, LLBean, Microsoft, Motorola, and TransWorks. COPC Inc. works closely with the committee to bring the benefits of the COPC® Family of Standards to the global service operations industry.



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