



# IPI & GENESYS

---

## MAKING RELATIONSHIPS SIMPLE

 GENESYS™

---

Gold Partner



# TAKE YOUR CONTACT CENTRE TO THE CLOUD FOR A VIP CUSTOMER EXPERIENCE EVERY TIME, EVERYWHERE

CUSTOMERS ARE MORE DEMANDING AND LESS FORGIVING THAN EVER BEFORE.

They expect amazing service and the freedom to choose how and where they engage with your business. Phone, mobile, chat, video, social, at a time convenient for them. And if you can't do that, they'll switch to a rival who can.

As a trusted partner for many UK leading brands, IPI have been innovating and delivering multichannel contact centres for over 20 years.

Providing comprehensive, flexible solutions for this transformational journey – from consultancy and infrastructure management through to bespoke applications and integration, analytics, chatbots, robotic process automation and more.

IPI gives your people the tools they need to work effectively and offer fantastic customer experience (CX) when it matters most. Which is all the time.



## BENEFITS AT A GLANCE

With Genesys Cloud and IPI's Contact Centre Solutions you can:

- ◆ Empower agents with the tools, real-time information and digital assistants they need to deliver exceptional service at speed and volume.
- ◆ Connect better with customers, personalise service, manage relationships and deliver consistent CX across all channels.
- ◆ Create a platform for innovation paving the way for artificial intelligence, process automation, voice biometrics and other emerging technologies.
- ◆ Cut costs and only pay for what you need per agent, per month.
- ◆ Simplify security and compliance, from payment protection solutions and multifactor authentication through to proactive monitoring and alerts.
- ◆ Add communication channels at pace without major investment, turning capacity on and off as needed.

# TRANSFORM CUSTOMER AND EMPLOYEE ENGAGEMENT WITH ONE SOLUTION

Choose IPI and your business is in safe hands. Powered by Genesys Cloud – the industry's #1 cloud CX platform – you get an all-in-one, omnichannel contact centre and employee collaboration solution with advanced routing, real-time reporting and analytics. The solution also includes a simple unified desktop for managing voice, video, chat, mobile and social interactions.

- ◆ Analytics and Reporting
- ◆ Collaboration Tools
- ◆ Digital
- ◆ Omnichannel Desktop
- ◆ Outbound
- ◆ System Integrations
- ◆ Customer Self-Service
- ◆ Workforce Optimisation
- ◆ Cloud Security

## CLOUD DOESN'T HAVE TO MEAN 'RIP AND REPLACE'

IPI consultants and engineers are experts in cloud contact centres, so you don't have to be.

We offer a full range of deployment options – public, private (hosted from our secure UK cloud) or hybrid. Our starting point is always to look at how we can deliver a successful, cost-effective migration, re-utilising and supporting existing technology and underpinning it with the latest innovations. And we'll be with you every step of the way.



**PLANNING:** We'll de-risk and accelerate your move, along with other aspects like managing third parties and arranging voice and network connectivity.



**IMPLEMENTATION:** Our certified specialists will be on-hand to customise reports, IVRs and wallboards, handle Genesys Cloud integrations and provide user training.



**ONGOING SUPPORT:** You can count on our 24/7 helpdesk to manage everything and get any problems sorted in the shortest time possible, with minimal business impact.



**CONTACT-CENTRE-AS-A-SERVICE FLEXIBILITY:** Moving to a Genesys Cloud contact centre solution is painless. Go-live lead times come down from months to weeks. All your customer service staff need is a browser and internet connection. You only pay for the capacity you use, charged per-seat, with everything on one simple monthly bill, so you're able to quickly upscale and downscale resources as business needs change.



# NON-STOP BUSINESS INNOVATION

IPI partners with top tech vendors and boasts some of the most talented software engineers and consultants in the business. Our broad portfolio and wealth of experience enables us to deliver best-fit solutions, as simple or bespoke as needed. We unlock the enormous potential offered by rapidly emerging technologies enabling you to:



Automate routine tasks with an RPA Digital Agent, significantly increasing operational efficiency and profitability.



Deflect calls with self-service apps such as IVR, SMS notifications, call back and AI chatbots.



Understand the voice of the customer with post-call surveys through to sophisticated speech analytics and voice biometrics.

## GENESYS CLOUD IN ACTION

### UTILITY CASE STUDY

To keep pace with growth, this utility provider moved to the cloud. Genesys Cloud was the only solution that could be deployed with staff fully-trained and ready-to-go within a six-week target. Now, agents work more efficiently and deliver superior CX, while the company can easily add new agents, features and channels with minimal cost.

- ◆ **100% uptime since going live over a year ago**
- ◆ **80% of calls answered within 20 seconds**
- ◆ **Under 5% abandonment rates**

### RETAIL CASE STUDY

Success comes down to brilliant CX at moments that matter for this top retailer. Many customers are served without having to talk to an advisor. They have the option of using email, Facebook and Twitter. Live chat is available on every webpage. With cloud-based elasticity the company can quickly scale-up during retail peak periods.

- ◆ **50% reduction in contacts per order**
- ◆ **Significant NPS improvements**
- ◆ **Trustpilot customer satisfaction rating up from 7.5 to 9.5**

### HOSPITALITY CASE STUDY

This busy restaurant chain used to receive 3,000 calls a day, mainly from customers awaiting food deliveries. However, system crashes meant some restaurants were unable to handle calls for up to an hour, resulting in lost revenue and brand equity damage. Changing to Genesys Cloud took just two weeks.

- ◆ **Increased sales, with 66% more calls a day by 10% fewer staff**
- ◆ **Reduction in food order times from 10 minutes to two minutes**
- ◆ **Customer satisfaction soaring to over 80%**

# RELIABLE AND CONSISTENT EXPERIENCES

## CONTACT OUR EXCEPTIONAL TEAM

Get answers to your questions about Customer Experience and how to manage your interactions smoothly and efficiently. Our experts will guide you through our solution and advise you on how to get the best for your customer relationship.



### Empower

Real-time information for  
your agents



### Connect

Consistent customer  
satisfaction



### Secure

Simplify security and  
compliance



### Scale

Add communication  
channels at pace

## TAKE THE NEXT STEP



IP Integration Ltd  
Integration House  
Turnhams Green  
Business Park  
Pincent's Lane  
Reading, Berkshire  
RG31 4UH



0118 918 4600



[enquiries@ipintegration.com](mailto:enquiries@ipintegration.com)



[https://ipintegration.com/  
contact-centres/ipi-genesys-  
cloud/](https://ipintegration.com/contact-centres/ipi-genesys-cloud/)

