



 GENESYS™

Gold Partner

# GENESYS CLOUD

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ACCELERATE YOUR MIGRATION  
WITH OUR PROVEN ROADMAP



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# INTRODUCTION

We call it the **GENESYS CUSTOMER ASSURANCE PROGRAMME**.

All it means is that you can rely on us to make your journey to Genesys Cloud quick, efficient, and painless.

Contact centre technology should empower you to know your customers and intelligently respond to them when and how they prefer. It should enable IT teams to deliver what your business needs with value that exceeds its cost. And it should prepare you for the convergence of artificial intelligence (AI), digital and cloud. If yours doesn't, it might be time for a change.

When you're ready to retire your current on-premises call centre system, the right guide can make navigating the migration journey easier and more predictable. Having an experienced guide matters.

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# TRIED AND TESTED

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The harsh truth is that migrating software can be an absolute nightmare. We know this because we've had to pick up the pieces of failed projects in the past.

The good news is that migration can be easy, on time, and on budget.

The key is understanding the challenge in hand and building a plan that accounts for every detail (like your objectives, stakeholders, infrastructure, schedule, KPIs etc etc).

Our consultants have helped numerous contact centres migrate to a comprehensive Genesys Cloud solution. Over the years, we've refined our methodology and optimised our approach.

We'd be delighted to discuss your own requirements and how we would apply this methodology to your migration. You can continue reading to learn more about the process, as well as the benefits of Genesys Cloud and a partnership with IPI.





# WHY GENESYS CLOUD?

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Genesys Cloud offers a single platform to manage every aspect of your contact centre communications and operations, while also enabling a raft of new technologies and features that can boost the customer experience while also reducing overheads.

**KNOW YOUR CUSTOMERS.** Integrate with your CRM and other datasets so your customers feel valued and understood at every point of contact.

**ACCELERATE INTERACTIONS.** Reduce the friction in repetitive transactions, empower your agents with all the knowledge they need, and use AI to automate identification, payments, and routine requests.

**TRANSFORM THE AGENT EXPERIENCE.** Automate some queries and accelerate others. Reserve your agents for the most interesting and challenging requests.

**CONNECT EVERY CHANNEL.** Eliminate the interruptions and confusion that can occur between disjointed channels. With Genesys Cloud, everything is in one place.

# 5-STEP MIGRATION PROCESS

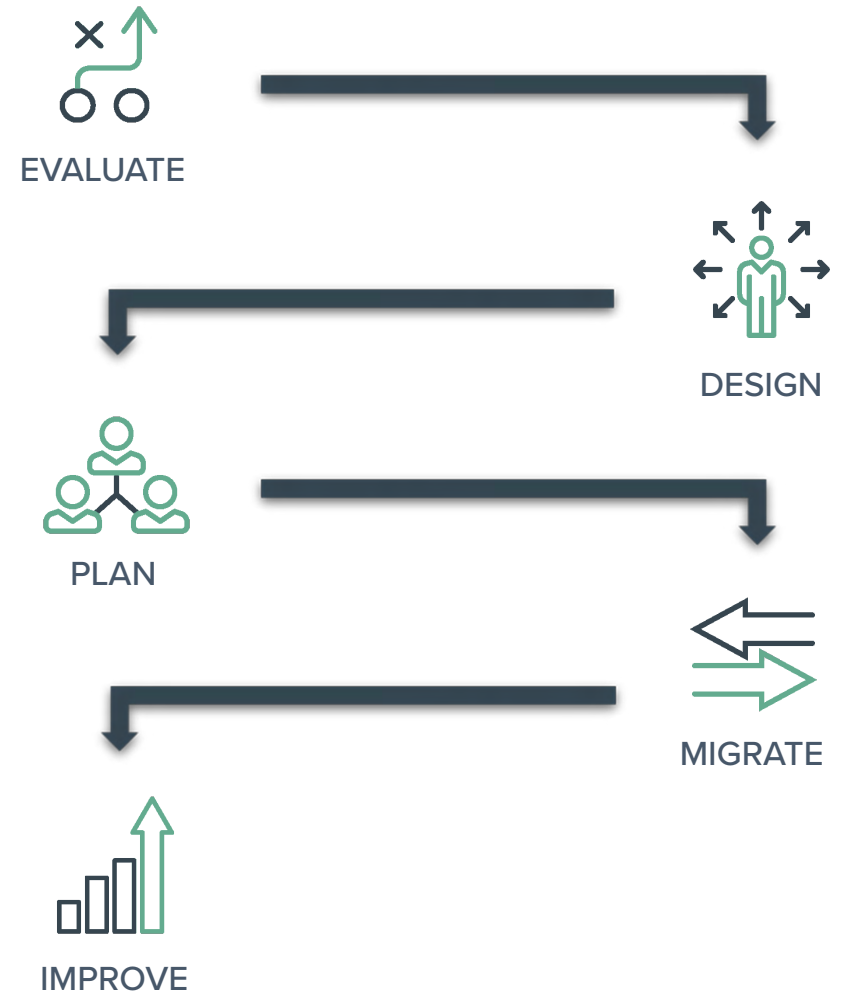
Our proven migration methodology is designed to give you complete confidence at every stage and deliver a platform that meets your organisation's needs and exceeds your expectations.

Your migration to Genesys Cloud involves 5 steps:

1. Evaluate
2. Design
3. Plan
4. Migrate
5. Improve

Access the experience of the one provider who's fully focused on customer experience, with a track record of investing in innovation. Prepare for the future with artificial intelligence (AI), including predictive routing, blended AI with voice and chatbots, analytics and journey management. Avoid the dangers of ageing systems and get the solutions that more than 11,000 companies worldwide use every day to attract, delight and grow their customers for life.

Let's dig into the details.



STEP 1

# EVALUATE

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## Analyse and audit contact centre operations and technology

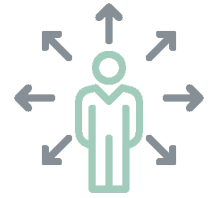
IPI consultants review the core aspects of your contact centre to understand the nuances of your customer experience, people, processes, technology, security and compliance environment, and insights (KPIs, costs etc).



STEP 2

# DESIGN

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## Define solution and requirements against business needs

IPI design a robust, future-ready solution that addresses your business objectives, considers your commercial requirements, integrates with your existing technologies, and supports the ways you work now, and ways you will work in the future.

STEP 3

# PLAN

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## Create a detailed and methodical plan tailored to your contact centre

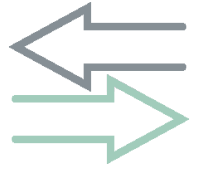
Your migration plan will include timeframes for planning, delivery, training and transition to your new Genesys platform. Every detail will be accounted for, from initial stakeholder engagement, through to knowledge transfer and ongoing success management.



STEP 4

# MIGRATE

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## Phased configuration and migration to Genesys Cloud

The migration process begins by ensuring your current services are replicated on the new platform before retaining or converting existing investments (e.g. handsets). We then begin moving groups of users to Genesys Cloud. Finally, we extend the platform to every corner of your organisation.



STEP 5

# IMPROVE

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## Customer success programme including proactive monitoring and knowledge transfer

Our expertise with Genesys, paired with our decades-long experience of contact centres, means we can help you optimise performance, improve outcomes, adopt new technologies, and work towards your key business goals for the long-term.



# WELCOME TO IPI

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## 100% Contact Centre

That's all we do. And the story has been the same for the past 20 years.

During that time, we've experienced the same phenomenon time and time again: that contact centre technology is useless unless it's aligned to the people who use it, the processes they rely on, and the customers they serve.

This is why our consultants focus on far more than your apps, integrations, architecture and infrastructure. Because we know that high-achieving contact centres require a deeper understanding of the human, structural, organisational and customer forces at play.

We currently help many leading organisations to serve their customers through diverse channels, supporting more than 5 million daily interactions and 65,000 agents. As a Genesys Gold Partner, IPI has deep-rooted knowledge of the Genesys ecosystem, as well as decades of wider experience with contact centre technology.

# RELIABLE AND CONSISTENT EXPERIENCES

## CONTACT OUR EXCEPTIONAL TEAM FOR A FREE CONSULTATION OR A QUICK CHAT

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



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