

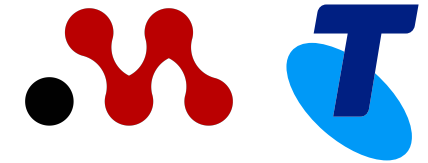


 Genesys Cloud.

Telstra Contact Centre Genesys Cloud

Enrich customer experiences across all channels with a low-cost, ready-to-go, global cloud solution.

[Find out more >](#)



Contents

Product summary	3
Features and Benefits	5
Why Telstra?	11
Things you need to know	12
Contact	13



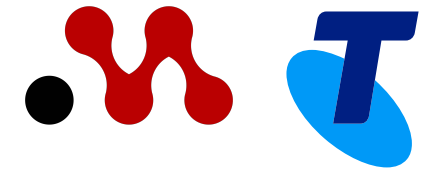


Product Summary

Contact Centre Genesys Cloud is ideal for organisations wanting a simple, ready-to-go Contact Centre solution starting at just 10 seats and scaling up to over 500 seats for the larger business and enterprise.

It is a fully featured, configurable solution delivered with the simplicity of the cloud, combining the advanced capabilities of Genesys, the leader in omni-channel contact, with our expert support, experience and global network.





Product Summary

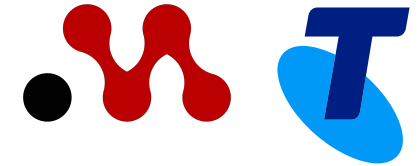
Anticipate and enhance customer experience

- Contact Centre Genesys Cloud covers voice, email, chat, SMS, and social channels via a single, intuitive web interface.
- The core solution provides essential contact capabilities like auto-attendant, speech-enabled IVR, call routing, customer response, and reporting functions.
- You can provide a true omni-channel experience by maintaining context and reporting across all communication channels.
- You can also map out customer activities across your entire business to predict needs and proactively respond.
- This helps you provide a seamless, intimate and consistent experience across every stage of the customer conversation, while supporting continuous improvement in customer service and operational efficiency.
- Use chatbots to handle customer interactions and Genesys predictive engagement features to monitor customer journey and engagement, predict behaviour and respond accordingly.

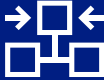


Rapid to deploy, easy to manage

- Contact Centre Genesys Cloud requires no hardware/software installation or integration and can be set up in days.
- The fully hosted model eliminates the need for on-premises equipment and maintenance.
- Staff can work from home or the office—all they need at a minimum is internet access to connect to the world.
- Use your browser as a phone. Simply plug your headset and go.
- Together with low set-up costs and competitive, monthly usage plans, Contact Centre Genesys Cloud provides advanced contact centre functionality with a significantly lower TCO than comparable on-premises solutions.
- All functions are easy to control. You won't need technical skills, IT teams or a managed service provider. Anyone in your organisation will be able to manage the solution.
- Contact Centre Genesys Cloud is available in a range of plans to suit. You can take advantage of new contact channels and features without major capital cost or management complications. You can easily scale, and as it works with most phone and CRM systems, your existing investments can be protected.

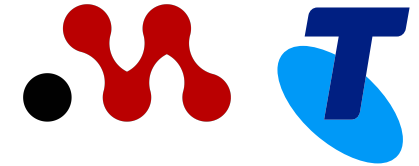







Features and benefits

	 Inbound routing/queuing of communications	 Quality management	 Agent
Features	<ul style="list-style-type: none"> • Auto-attendant – provides call routing based on customer touchphone input • Voice, email and chat communications can be routed through the same queue • Skills-based routing based on staff proficiency and call priority • Open APIs – predefined adapters to integrate with supported CRM solutions like Salesforce, Zen Desk and MS Dynamics 	<ul style="list-style-type: none"> • Interaction recording • Real-time monitoring • Search tools to locate recorded interactions • Track, replay and store inbound/outbound interactions via interactive dashboards 	<ul style="list-style-type: none"> • A single interface to manage customer interactions across channels • Scripting, document access and canned responses • Agent assistance with full or partial automation options
Benefits	<ul style="list-style-type: none"> • Automates initial contact to save time and reduce the load on your staff • Agents can efficiently handle interactions from all channels, and easily switch to the channels with the highest incoming queries • Send the call to the most skilled agent, or according to call importance • Pushes call context so agents can identify customers, personalise contact, or provide a premium service to valued customers 	<ul style="list-style-type: none"> • Assess agents and train them in areas where they need to improve • Enhance customer experience and speed of resolution 	<ul style="list-style-type: none"> • An easy-to-use dashboard helps agents work more efficiently • Improve quality and timelines of agent responses • Personalisation and simplification of customer engagement



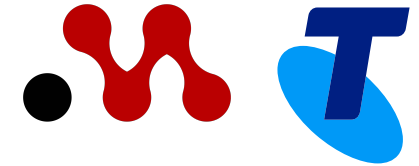





Features and benefits

	 Performance tools	 Real-time analytics	 Historical reporting
Features	<ul style="list-style-type: none"> • Assign agents to queues where needed • Monitor, coach, and offer supervisor assistance on calls 	<ul style="list-style-type: none"> • Interactive dashboards and views display real-time metrics for the contact centre, queues, agents, and interactions • Statistics of queues across channels in real-time • Up-to-the minute staff response times, types of queries and more • Real-time and historical performance statistics for queues in your organisation • Ability to specify daily, weekly, or monthly views 	<ul style="list-style-type: none"> • Easily schedule and run a wide selection of reports about interactions in PDF or XLS • APIs allow you to connect historical and real-time data to external sources
Benefits	<ul style="list-style-type: none"> • Full visibility and control of agents from an easy-to-use interface • Fine-tune staff performance and service • No need to install software • Flexibility to supervise and coach staff when you're on the move • Send the call to the most skilled agent, or according to call importance • Pushes call context so agents can identify customers, personalise contact, or provide a premium service to valued customers 	<ul style="list-style-type: none"> • Quickly assign priority to channels with high usage at any given time • Identify areas of customer delays or frustration and quickly rectify • Easily customise views and reports to suit your needs • Access reports from anywhere you have internet access 	<ul style="list-style-type: none"> • Gain insight to continuously improve staff performance and customer service • Understand the performance of your contact centre • View reports from anywhere you have internet access

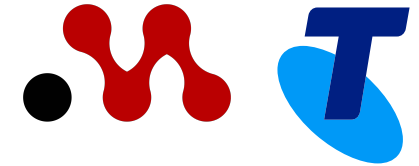


Features and benefits





	 Interactive Voice Response (IVR)	 Web chat and email	 AI BOTs
Features	<ul style="list-style-type: none"> • Cloud-hosted platform • Simple point and click control with a web-based tool • Support for voice and touch phone interactions, plus text to speech • Integrated IVR and contact centre capabilities 	<ul style="list-style-type: none"> • Seamless integration with your corporate email and chat servers • Customers can email or chat with staff using standard response templates • Asynchronous chat and messaging platform integration 	<ul style="list-style-type: none"> • Contact Centre Genesys Cloud offers voice and chatbot integrations for use in architect interaction flows • Amazon Lex – Contact Centre Genesys Cloud integration with Amazon Lex allows BOTs to interact conversationally with customers. Amazon uses Natural Language Understanding (NLU) to interact with a user speaking conversationally* • Google Dialogflow – Contact Centre Genesys Cloud integration with Google Dialogflow allows BOTs to interact conversationally with customers • Genesys Predictive Engagement offers advanced routing, auto-response and AI capabilities that provide customised chat solutions to customers <p>*Note: Not available in all regions; available in Asia Pacific (Sydney) AWS region.</p>
Benefits	<ul style="list-style-type: none"> • No costly set-up or integration required • Scale up and down based on demand • Simple configuration – pre-built templates mean no coding/technical skills or professional help needed • Easily create and modify your own IVR scripts • Use the best interaction method – Directed Dialogue or Touchtone • Provide a seamless interaction journey for your customers and more personalized service • Have cost certainty as well as flexibility to meet increased call volumes 	<ul style="list-style-type: none"> • Add new communications channels with minimum time and effort • Enables customers to communicate with you in the way they prefer 	<ul style="list-style-type: none"> • Call on a chatbot to handle interactions • When a customer can speak naturally, your company can better understand the customer’s intent and more quickly route the call to a highly skilled agent or respond with self-service responses • With the evolving functionality of artificial intelligence tools such as Alexa, Siri, and the like, conversational interactions with computers have become mainstream. Contact centres are a natural progression into this world of virtual assistants • Use Genesys predictive engagement features to monitor engagements, predict behavior, and respond according to configured action maps

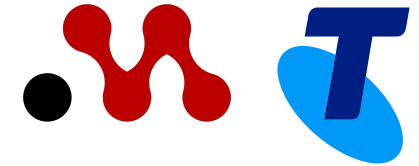






Features and benefits

	 CRM integration	 Workforce management
Features	<ul style="list-style-type: none"> • Contact Centre Genesys Cloud for Salesforce offers advanced call controls inside the Salesforce CRM system. Features include basic call log support, click-to-dial, screen pop, and more • Contact Centre Genesys Cloud for Zendesk offers advanced call controls for the Zendesk CRM system. Features include basic call attribute support, click-to-dial, screen pop, and more • Microsoft Dynamics 365 data actions provides static actions and allows you to create custom actions for data in Microsoft Dynamics 365. Use these data actions to make routing decisions within your interaction flow in Architect, present information to your agents in Scripts, or to act on data in other ways 	<ul style="list-style-type: none"> • Real-time adherence. Compare agents' current status against scheduled work time • Intraday monitoring. View and monitor the difference between original forecasts and what actually occurs in the day in real-time • Historical adherence. See how well agents have followed their schedules in the past • View an agent's schedule. Agents can access their schedules from the agent dashboard, create and view time off requests, and see if they are adhering to the schedule
Benefits	<ul style="list-style-type: none"> • Continue to use the platform your people know • No extra CRM investment needed • Adaptable – APIs integrate with most CRM systems • Save time on customer look-up • Personalise service by having customer history on hand • Provides a unified view to save time and effort 	<ul style="list-style-type: none"> • Configure management units, set up activity codes, and manually create schedules • Additional licensing offers you more robust features, including short-term forecasting, load-based schedule generation, administration, and time off against scheduled work-time

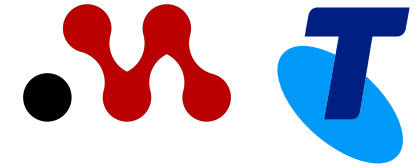






Features and benefits

	 Security and compliance	 High availability (AWS platform)
Features	<ul style="list-style-type: none"> • PCI DSS 3.0 Level 1 – Secure Pause and Secure IVR have been validated by an external Qualified Security Assessor as Level 1 PCI DSS-compliant. Both Secure Pause and Secure IVR are certified for PCI Compliance with either local Edge devices or with virtual edges and Contact Centre Genesys Cloud Voice in any deployment region. • SSAE 16 Type II – financial records and reporting standard • SOC 2 Type II and/or ISO 27001:2013 and ISO 27018 	<ul style="list-style-type: none"> • 99.95% target availability
Benefits	<ul style="list-style-type: none"> • Confidence knowing the platform meets key industry standards to keep interactions secure and private 	<ul style="list-style-type: none"> • Contact Centre Genesys Cloud uses microservice architecture on Amazon Web Services (AWS). Each microservice operates independently, providing extremely high levels of stability and reliability



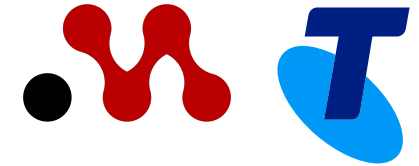


Features and benefits

	 A choice of network models	 Flexible pricing
Features	<ul style="list-style-type: none"> • Fully hosted model – Fully integrated with Telstra’s carrier-grade SIP network, so calls can be delivered over the PSTN to a fixed landline number • The WebRTC (softphone) option only requires internet access • Staff desktops and data are accessed via the public internet • We also offer dedicated network models to connect your network/ dedicated Telstra SIP Trunks 	<ul style="list-style-type: none"> • Annual upfront or monthly price per seat for 12, 24, or 36 months with the ability to burst capacity on demand • Calls to the agent leg and outbound calls to fixed line numbers within Australia are included in the shared network model
Benefits	<ul style="list-style-type: none"> • Ready-to-go – no dedicated network or complex data and voice design required 	<ul style="list-style-type: none"> • Avoid large capital outlays on infrastructure • Predictable costs for easier budgeting • Easily match demand fluctuations • Simpler pricing with included fixed line calls



Why Telstra?



Vast experience

We manage 40,000+ contact centre seats taking over 100 million interactions a year, run one of Australia's largest integrated contact centres, and are fast expanding globally. Telstra have managed over 100 customer cloud migrations in the last 2 years giving us a great insight into the needs of our customers.

Take advantage of our expertise in customizing, configuring and integrating solutions, as well as training and ongoing advice.



Local control with global reach

All data is stored in Australia for data sovereignty, but you can scale across multiple servers and global data centres for fast access from devices.

As well as internet access, the platform is integrated with our SIP Connect networks and private IP networks. The dedicated model allows you to connect your dedicated Telstra SIP trunks and private networks to Contact Centre Genesys Cloud. Our reach, reliability and security help ensure your services work at their best.



Simple and cost-effective network models

Have the simplicity of one point of contact and one charge for your entire solution across platforms and networks. Our price includes all calling costs from fixed line inbound to agent desktop, and fixed line outbound costs for agent transfers.



The combined strengths of Telstra and Genesys

As Genesys' partner, we offer expert knowledge of their solution. Our partnership provides a unique network architecture, enabling us to deliver a simple to manage and cost-effective solution.

Telstra is the only provider with the 100% in-the-cloud Contact Centre Genesys Cloud solution in Australia.



The ability to unify collaboration and contact

We make it easy to link customer contact with Unified Communications solutions from Cisco, Microsoft and Telstra.

Take advantage of seamless collaboration across your entire business to empower productivity and customer service.

Telstra has been awarded Hosted Contact Centre Provider of the Year from 2009 to 2017 by Frost and Sullivan and has been named as Genesys Asia Pacific Cloud Partner of the Year in 2019.

Genesys is recognised as market leader in Gartner's Magic Quadrant (Contact Centre Infrastructure and Contact Centre as a Service).



Things you need to know

- IVR for Contact Centre Genesys Cloud has an included number of minutes (based on your Contact Centre Genesys Cloud licence type and number of licences) in your plan. Any additional usage above the included minutes are charged on a per minute basis.
- Based on your subscription plan, you are allocated a monthly allowance of data storage. Any additional usage above the included usage is charged retrospectively. All usage can be monitored from the user interface.
- You must use Telstra Inbound Services (1800/1300/13 numbers) and ICCD (in control call direct) for the delivery of inbound calls.
- A minimum spend of \$1000 per month on a Contact Centre Genesys Cloud plan is required.
- If you choose the Dedicated Network Model, network access must be a via Telstra Next IP® network service, and SIP trunks via Telstra SIP Connect.
- For the Dedicated Model, network costs are additional to Contact Centre Genesys Cloud costs.
- Variable usage charges may apply when you use Predictive Events, SMS or Bring-your-own technology, such as Google Dialog flow and Amazon Lex.





For your Telstra Platinum Partner; MobileCorp

1800 243 252

www.mobilecorp.com.au