

Connecting Global Support in the Cloud with the Genesys Customer Experience Platform



Customer: Red Hat Software

Industry: Software

Location: Raleigh, NC

Challenges:

- Lack of true business continuity and high availability
- Siloed, disconnected regional contact centers
- Unsupported rapid growth

Solutions:

- Genesys Customer Experience Platform
- Genesys Workforce Planning

As a leading global provider of open source software solutions, Red Hat operates from 80 offices and 30 countries and has more than 8,000 employees. Critical to the company's success is world-class customer service and IT support that is consistent across the globe.

Red Hat has established a truly global service department of 500 contact center associates that's built on the Genesys Customer Experience Platform—a reliable, unified system deployed completely in the cloud. In partnership with Genesys, Red Hat has successfully laid the foundation for future phases, such as a universal queue of omnichannel customer interactions, that will enhance operational visibility and functionality.

Shedding Business Disruption, Complexity of Legacy Systems

Red Hat serves customers across all global regions 24 hours a day, seven days a week. Unfortunately, their legacy system was siloed, complex, and required a great deal of manual intervention to reroute calls to associates in various regions. The result was disrupted capacity planning and a disjointed customer experience (CX). The company needed a system that delivered consistent customer service, greater agility, and true business continuity.

Global Voice Queue Supports Unified, Virtual Team

Red Hat turned to Genesys to create a unified cloud contact center that would allow incremental growth. They first created a global voice queue, which enables the whole company to function as one virtual team and easily manage all voice interactions in a consistent, seamless manner across the world. With flexible, real-time routing, any qualified agent in any location with the appropriate language and support skills can efficiently assist customers.

With an integrated, cloud-based platform, Red Hat is able to link all their different business units—from sales to customer service to technical support—in a way that creates a cohesive team. Every contact center associate uses the same set of tools to deliver a consistent CX across the entire company.

With a single, flexible system that intelligently routes both voice and non-voice interactions to the best available agent, the company is able to handle more volume with their existing staff while enabling customers to move seamlessly between phone and chat sessions with Red Hat associates.

Optimizing Resources to Cut Costs, Create Work-Life Balance

Genesys has also improved the company's ability to manage workflows and ensure the right people are working on the right tasks. Consolidated, automated reporting provides fresh insight into staff productivity and service consistency, giving contact center associates and team leads new visibility and the ability to accurately predict staffing and better engage with customers. By replacing manual scheduling processes with Genesys Workforce Management, Red Hat has minimized overtime, boosted service levels, and cut costs on underutilized staff. Knowing when and where call volumes are going to spike, Red Hat can now adjust resources so associates don't have to work outside of normal hours.

"We have very dedicated people that service our customers," said Lee Congdon, CIO. "Now they can spend more time with their families and have more work-life balance, because we have the ability to align our workforce needs with our customer requirements."

Shaving 90 Seconds off Every Call with Salesforce Integration

In their old contact center environment, the first 90 seconds of each call was spent validating caller details. To the customer, that 90 seconds often felt like an eternity. By integrating Genesys with Salesforce, agents now spend those first 90 seconds engaging in more meaningful, relevant interactions. Now, when a customer calls, the IVR prompts her/him to enter an open case number (or identifies the caller by phone number if there isn't an open case) and automatically routes the call to the engineer best suited to help—often the last engineer the customer spoke with. The agent then sees a screen pop with customer details, entitlements, and case history via the Genesys Agent Desktop. This has eliminated the need for associates to flip back and forth between screens and enabled them to solve the customer problems more efficiently.

The Cloud: Getting Agile, Going Global

The Genesys platform was a perfect solution to the strategic mandate from Red Hat senior management to move infrastructure and services to the cloud and drive agility, scale operations, and shorten time to market.

"A big part of thinking strategically and breaking out of silos includes looking at new delivery models," said Congdon. "With a cloud contact center model from Genesys, we've been able to reduce maintenance and management expenses, while the seamless failover capability meets our global disaster recovery and business continuity requirements."

"The most impressive thing is the great redundancy, since we had nothing like that before," said Chrissy Linzy, Supervisor, Global Voice and Video Collaboration. "And we still maintain control over call routing and business rules with the cloud."

“By offering this solution in partnership with Genesys, we’ve really exceeded the goals and aspirations of our internal customers.”

Lee Congdon, CIO, Red Hat

Delivering a Consistent Customer Experience

By working with Genesys as a trusted partner, Red Hat has transformed their global CX. In the first three months after the Salesforce integration, Red Hat routed 15% of all calls to the last-assigned engineer and cut handling time by 10%.

“By offering this solution in partnership with Genesys, we’ve really exceeded the goals and aspirations of our internal customers. Genesys makes us a better supplier to them, but more importantly, it makes them better solution providers to our customers,” said Congdon.

As Red Hat looks ahead in its partnership with Genesys, the ability to create an always-on, omnichannel environment to connect with customers and to pull together all elements of the customer relationship will be crucial to delivering a consistent solution that serves and delights customers at every touchpoint.

“Working with Genesys has been one of the more rewarding customer and vendor relationships that I’ve had in my career. And this is just the tip of the iceberg,” said Linzy. “We’re so excited to continue our work with Genesys.”

RESULTS

Unmatched redundancy
ensures business continuity

Can take calls
in minutes in case of an outage

Improved workflow
management and customer experience

10% reduction
in handling time

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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