



CASE STUDY: Routing Strategies and Custom Reporting

Vicert Develops Routing Strategies and a Custom Reporting Solution



Challenge

Kaiser’s primary business objective was to offer its customers the option of using a wider range of automated services to complete their inquiries, provided by the Interactive Voice Response system (IVR). To achieve this objective, Kaiser Permanente chose the Genesys GVP and Enterprise Routing Solutions.

Also, to collect and present relevant customer reporting data across nationwide call centers, Kaiser decided to implement a Custom Reporting solution, based on Crystal Enterprise Server and Genesys Call Concentrator.

Our Solution

Kaiser Permanente adopted their Comprehensive Delivery Process (CDP) as the standard and made it mandatory throughout the project phases. Following CDP reaped many rewards during the project, but at the same time required the engagement of highly skilled consultants familiar with the methodology.

It was Genesys’ challenge to engage such resources, and they opted to look for an adequate partner company that could support them with CDP-like expertise and the ability to engage skilled consultants across multiple sites at the same time.

Genesys’ decision was Vicert. Vicert was engaged for Infrastructure-Architecture analysis, GVP installation and configuration, Routing Strategies design, and Custom Reporting Solution development. During the engagement, Vicert delivered Infrastructure-Architecture CDP documentation, as well as comprehensive project documentation, covering all project phases including GVP installation and configuration, Custom Reporting Solution and Routing Strategies.

- Genesys URS
- Crystal Enterprise Server

Benefits to the Client

With help from Vicert, Kaiser achieved its primary business objective, and offered its customers a wider range of automated services. Completing more transactions within the IVR system reduces the number of agents and supporting staff required to otherwise handle those calls, significantly reducing costs.

For the pilot rollout, initial targeted percentages of callers that were able to successfully complete their transaction within the IVR were met, and even exceeded, improving Kaiser’s initial ROI.

		CALLS										
		Transfers					Calls Not Requiring CDRs					Unsettled
		In 150s										
Total Calls		Successful	Not Successful	Transfer to Other	Total Transfers	Ringed	Self Service	Total	Unsettled			
09/15/2003	Monday	100	100%	100%	100%	100%	100%	100%	100%	100%	100%	
09/16/2003	Tuesday	100	100%	100%	100%	100%	100%	100%	100%	100%	100%	
09/17/2003	Wednesday	100	100%	100%	100%	100%	100%	100%	100%	100%	100%	
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