

Vivonet

Genesys cloud platform helps POS technology provider deliver superior tech support



Customer: Vivonet
Industry: POS and payment technology for the hospitality industry
Year founded: 2000
Number of employees: Approximately 170
Number of contact center locations: Two
Number of contact center agents: 30 in Vancouver and 28 more to be deployed in the next few months (Columbus, OH). Total of 58 agents.

Challenges:

- Unreliability results in customer dissatisfaction and undue costs
- Lack of features and poor quality performance limit efficiencies
- Minimal omnichannel functionality hinders ability to serve customers

Lightning-fast deployment and ease of use result in increased operational efficiencies, improved customer satisfaction and reduced costs

Vivonet offers cloud-based point of sale (POS) and powerful back-office reporting and analytics solutions to help hospitality, restaurant, and food services companies manage their data, improve operations, and better position themselves for growth.

The PureCloud by Genesys platform enables the Vivonet contact center to provide the most reliable tech support, while giving them powerful and easy to use omnichannel customer engagement and collaboration features for improved service.

By ensuring effective, uninterrupted service, PureCloud by Genesys is helping Vivonet fulfill its mission of offering solutions that optimize its customers' business.

Outages increase costs, compromise customer service

Vivonet had been using a cloud contact center solution developed exclusively for Skype for Business. The solution was delivered via a fully managed model hosted from a service provider's data center. Vivonet was leasing a tenant on a remote Skype for Business server, and contact center was another virtual machine offered on top of that service. Its tech support agents would use Hosted Skype for Business to collaborate and an add-on utility for contact center functionality.

"A major challenge we faced was data center integrity, with our third party" said Shafique Adatia, Vivonet Team Lead, System Administrator. "Service was interrupted weekly. Lack of availability with uptime in the low double digits was killing our business."

Solutions:

- PureCloud by Genesys, a unified, all-in-one, AWS-based cloud customer engagement and employee collaboration solution
- PureCloud 3 supports 30 tech support agents, which includes several teleworkers
- PureCloud Voice with WebRTC offers built-in telco services and the ability to make IP-based phone calls and video chats

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Shafique Adatia

Vivonet Team Lead, System Administrator

Lack of analytics, reporting and other features limit efficiencies

Vivonet was also experiencing data inconsistency. “We were tracking metrics on our own throughout the day, but when we generated a report within the contact center, it wouldn’t match up,” Adatia said. “So if I ran call detail reports every day, then ran one for the week, the metrics weren’t consistent. This meant we couldn’t track the data that was being presented to us, which made it hard to increase efficiencies and understand how we could better serve customers.”

Vivonet also found that other promised functionality either didn’t work properly or was lacking altogether. “We were completely missing advanced call routing and email routing,” Adatia said. “And whisper and listen features were difficult to use and constantly failing so new hires weren’t able to shadow experienced agents. This hurt our ability to get agents trained quickly and effectively.”

Omnichannel promised but not delivered

The legacy contact center also lacked the omnichannel features that Vivonet needed to take its service to the next level. “We were promised omnichannel functionality but only got basic contact center features,” Adatia said. “We couldn’t offer website chat, co-browsing, or advanced email routing. Basically, we couldn’t engage with customers using the method of their choice, which was unacceptable given our omnichannel service goals.”

Through test environment

Following the Vivonet request for proposal (RFP), the company narrowed the competitive field to cloud-based solutions from Five9 and Genesys. The company requested test or “sandbox” environments from both vendors. It tested the two solutions across nearly 300 touchpoints and ultimately selected PureCloud by Genesys.

“The Five9 user interface wasn’t intuitive and it took us about three weeks just to get a test environment set up,” Adatia said. “Handing it off to a contact center manager to maintain would’ve been impossible without a heavy investment in training. Also, the way the solution was architected just wasn’t as resilient as we needed.”

Vivonet selected PureCloud for its intuitive user interface, all-in-one feature-set, and AWS-based architecture, which made it reliable and easy to deploy and manage.

Lightning-fast deployment

“At the time we only had one help desk specialists so we hired two interns with no real-world experience to learn the system, help deploy it and train our employees to use it,” Adatia said. “With just the PureCloud documentation and sandbox environment, our interns got the system mirrored and running within two days. They had our other contact center employees trained in a week. That was a huge win.”

Rich customer engagement features

The company is using PureCloud 3 to support its Vancouver contact center of 30 tech support agents, which includes several teleworkers. Vivonet uses it for advanced call routing, speech-enabled IVR, chat, quality monitoring and reporting. It also uses PureCloud Voice with WebRTC, which gives the company built-in telco access, while enabling users to make calls and initiate video chats through any computer and most tablets.

Ease of use speeds ROI, increases operational efficiencies

Vivonet has realized numerous benefits from the intuitive PureCloud user interface and simple administration.

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Vivonet also cites PureCloud Voice as adding to these benefits. “I trained our interns on PureCloud Voice in an hour and they were able to set up our phones within a couple of hours,” Adatia said. “This included assigning and porting DID numbers and setting up voicemail. This would’ve taken about five days with most other products.”

The PureCloud ease of use has also enabled Vivonet to leverage its larger team. “Our interns were able to train all our contact center leaders to administer PureCloud,” Adatia said. “By spreading this task over multiple people instead of a single, dedicated tech person we’ve improved resource utilization, which means increased operational efficiencies.”

SUCCESS STORY: VIVONET

In addition, Adatia points to PureCloud support resources for allowing the company to continue to learn and troubleshoot the system quickly.

"The documentation on the PureCloud Online Help center, combined with its web portal, phone support and developer forum give us fast, easy and convenient ways to get more out of the system. Also, the transparency Genesys offers with its portal for viewing real-time metrics for system performance is something I've never seen from another vendor."

Increased reliability improves customer satisfaction, reduces cost

Since deploying PureCloud, Vivonet uptime has increased dramatically. "PureCloud has enabled us to increase our uptime dramatically" Adatia said. "As a result, customers are more satisfied because they have reliable access to support, which is reflected in our net promoter score statistics."

The increase in uptime has also led to cost benefits, according to Adatia. "Our agreement with customers includes service level commitments," he said. "Prior to PureCloud, we gave customers credits based on support unavailability, which translated into refunds."

Quality monitoring, analytics and chat result in better service

According to Adatia, the PureCloud dual tone listening feature has helped Vivonet improve service. "The PureCloud dual tone listening mode is great because we can isolate agent and customer recordings," he said. "Even better, we have insight into the customer's experience as soon as they dial our number. We know what IVR option they pressed to get to an agent, if they were transferred, and so on. This enables us to make changes that positively impact the customer experience."

Since deploying PureCloud, Vivonet has also improved analytics. "When we first deployed PureCloud I had the interns play around with the

API to supplement built-in reporting capabilities," Adatia said. "We can now do a mass data dump and our contact center managers can mine that with Power BI. As a result, we can staff more efficiently, which contributes to better service."

Vivonet replaced a legacy chat tool with PureCloud chat, which has also helped improve service. "Our old chat tool didn't retain historical information," Adatia said. "PureCloud gives us unlimited chat histories so we can reference interactions as far back as we want. Agents also use it internally to leverage more advanced staff to resolve customer issues faster."

Co-browsing and more on the horizon

While Vivonet is using many of the PureCloud features, it has plans to take even fuller advantage of the solution's rich feature-set, including co-browsing.

"Co-browsing is really important to us because we can use it to send customers documentation so they don't have to wade through 50 steps to solve a problem," Adatia said. "We want to integrate it with web chat so agents can visually walk a customer through what they want to accomplish online. Because most people retain information far better through visual learning, this will help us reduce repeat inquiries, while giving more effective support."

Several other PureCloud features were also important to Vivonet when it evaluated PureCloud. "We really liked that PureCloud had built-in workforce management, speech analytics and agent scorecard functionality," Adatia said. "The beauty of PureCloud is that it's not only full-featured, but it's fast and easy to add new functionality when we need it."

According to Adatia, PureCloud has given Vivonet solid value for the money. "The breadth and depth of the PureCloud omnichannel features, combined with the company's professionalism, knowledge and collaboration, have given us the best value for the money."

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RESULTS

4-week

deployment from sign-off to go-live for fast return on investment

Ease

of use enables administration by entire contact center leadership team for increased operational efficiencies

99.99% uptime

results in improved customer NPS, and a reduction to contact center costs

Rich

feature-set gives increased insight into customer experience and improved collaboration for better service

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