



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 Pamet. Pamet was engaged for Infrastructure-Architecture analysis, GVP installation and configuration, Routing Strategies design, and Custom Reporting Solution development. During the engagement, Pamet 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 Pamet, 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									
		To CDP					Calls Not Reaching CDPs				Unknown
Total Calls	Handled	New	Handled	Number to Other	Total	Hang-up	Self Service	Total	Unreached		
09/01/2003 Monday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/02/2003 Tuesday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/03/2003 Wednesday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/04/2003 Thursday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/05/2003 Friday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/08/2003 Saturday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/09/2003 Sunday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
09/08/2003 Monday	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		
Overall 9/01/2003-9/15/2003	500	10.0%	10.0%	10.0%	70.0%	10.0%	1.0%	10.0%	10.0%		