



Success Story:
Insurance

Groupama





Groupama
France
www.groupama.com

Industry	Insurance
Total Assets	€600 million
Number of Agents	400
Call Volume	1 million per year

In the summer of 2005, a division of the French insurance giant Groupama started a technology revolution within the firm by bringing the power of the Internet to the company's contact centers. The division, Groupama Rhone Alpes Auvergne (GRAA), was the product of a merger that increased its operations to include 600,000 customers and 2,000 employees. GRAA is a relatively small part of Groupama, which is the largest insurance company in France with more than 30,000 employees and nearly 13 billion euros in revenue. GRAA's IP contact centers, managed by Genesys SIP Server, have led the company into the future of customer service with multi media contact centers that integrate voice, data, and video communications.

The innovative new architecture at GRAA continues Groupama's dual commitment to

superior customer service and new technologies to improve service and reduce costs. The division has five contact centers staffed by more than 400 agents who respond to one million customer calls per year. Many of these calls arrive via traditional telephones. The GRAA contact centers include a TDM network supported by the Genesys Customer Interaction Management (CIM) Platform plus Inbound Voice for the routing of calls.

The hybrid architecture also includes an IP network that carries a broad range of multi-media communications between GRAA customers and agents. The underlying standard, called the session initiation protocol (SIP), supports the convergence of voice, data, and video applications, and Genesys brings these advantages to the contact center. With the Genesys SIP Server, the advantages of SIP are joined with the functionality of a

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DSI, Manager of System and Network Infrastructure,
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comprehensive contact center application – including customer segmentation, call queuing, skills-based routing, screen pop, reporting and management.

Today, GRAA customers are able to communicate with the company in ways that redefine customer service. Customers can contact the company using a traditional telephone, by sending an e-mail or text message. GRAA is considering the use of kiosks in local branch locations which would allow real-time video conversations with company agents.



Challenge

In 2005 the GRAA division considered its future needs in light of its then current technology infrastructure. It found that an earlier decision, to build its contact centers

on Genesys technology, left GRAA perfectly positioned for the multi-media future.

In 2002, Groupama followed the advice of system integrator NextiraOne and abandoned its ACD-based contact center architecture in favor of a Genesys T-Server system, transforming its multiple contact centers into one virtual center. There were several advantages to this move. The ACD-based architecture required a server at each of the call centers which added a layer of maintenance costs to Groupama’s operations. The need for site-based ACDs also restricted the company’s ability to quickly establish new centers as needed.

Adopting Genesys T-Server ended the need for expensive servers at each site, decreased maintenance overhead, and most of all improved routing strategies and staff utilization by giving management a view of all available agents.

Challenge:

- > Engage internal R&D team to explore broader range of multi-media customer interactions including VoIP, e-mail and video in contact center environment
- > Develop plan to manage VoIP, video, and other IP media interactions with sophisticated contact center tools in the future including skills-based routing, screen pop, reporting, and management oversight
- > Develop contact center architecture that allows for maximum flexibility in deployment of agents, including the ability to add new agents on the fly
- > Reduce overhead expenses associated with PABX hardware, hard-phones, and licenses

Virtualization leveraged the power of the Genesys CIM Platform plus Inbound Voice, which can now route calls to the best available agent anywhere on the network. It also allows for multi-site quality monitoring with Genesys CC Pulse.

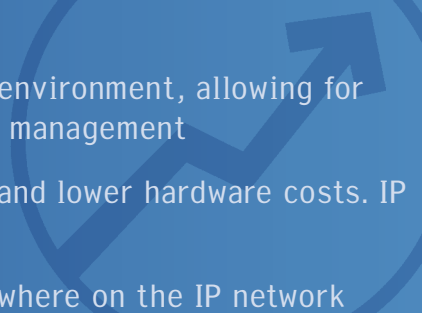
GRAA needed technology that could support the easy addition of new contact center agents anywhere in the country. Based on history, the company knew that over the next two years, nearly 40 percent of its new workers would have different jobs within the company. In addition, it was clear that the future of telephony resided in smart phones that accommodated voice, SMS messages, photographs, and video transmissions. To be prepared for these advances, GRAA sought to adopt a technology that could support a broad array of media choices. GRAA was determined to preserve the Genesys contact

center features – including screen pops on agent desktops, skills-based routing, and management reporting tools – that had contributed so greatly to its productivity since 2002.

Solution

GRAA decided that the future of customer service was in the multi-media communications made possible by the Internet protocol. With a contact center operating over IP, GRAA agents could work anywhere in the country – from their homes or satellite offices – simply by logging onto the decentralized IP network. And IP communications, supported by the SIP standard, supported all modes of communication that customers were becoming accustomed to from their Internet experience, including voice, data, and video.

Results:

- > Reduced average call duration time by 20 to 30 seconds
 - > Delivered all the functions of traditional contact center to the IP environment, allowing for screen pops of customer data, skills-based routing, reporting and management
 - > Realized cost savings from reduced telephony costs through VoIP and lower hardware costs. IP network eliminates need for additional PABX infrastructure
 - > Flexibility over staffing through on-the-fly addition of agents anywhere on the IP network
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To deliver all of the functionality of a contact center to the world of IP communications, GRAA chose Genesys SIP Server. GRAA's previous reliance on Genesys proved that Genesys could provide all of the productivity and management features required, and the Genesys SIP Server brought all of those functions to the world of IP. In addition, Genesys could apply to the IP contact center the same business rules and routing strategies used on the TDM side. Also, Genesys followed an open architecture approach that allowed the company to choose any hardware vendor.

Systems integrator NextiraOne developed an innovative solution in which Genesys SIP Server technology was integrated into the existing TDM solution. Interactions with customers by TDM Voice and IP/SIP Voice use the same Universal Queue and the same

applications and processes. Contacts are routed through the different virtual sites on the basis of agent skills and caller profiles. On the IP side, Genesys SIP Server provides screen pops from the Siebel customer relationship management (CRM) program, routes calls to agents based on defined business rules, and delivers the power of Genesys CCPulse+ and Content Analyzer to perform real time statistical analysis and maintain call logs. Genesys SIP Server also provides management with Workforce Management capabilities.

Although still only in pilot phase at present, GRAA is looking into video capabilities that take full advantage of the new IP backbone. One capability under consideration would outfit some IP agents with web-cams and enable real-time video interactions with customers using branch-office video kiosks.

Genesys Solution:

- > **Genesys SIP Server** brings new levels of scalability and reliability to open IP environments, enabling new forms of customer interactions by combining voice, video, and instant messaging
- > **Genesys Customer Interaction Management Platform** captures, processes, routes and reports on all interactions
- > **Genesys Inbound Voice** manages all incoming calls and delivers callers to the right agent
- > **Genesys CCPulse and CC Analyzer** provides real-time and historical reporting of vital contact center metrics to improve operations

Results

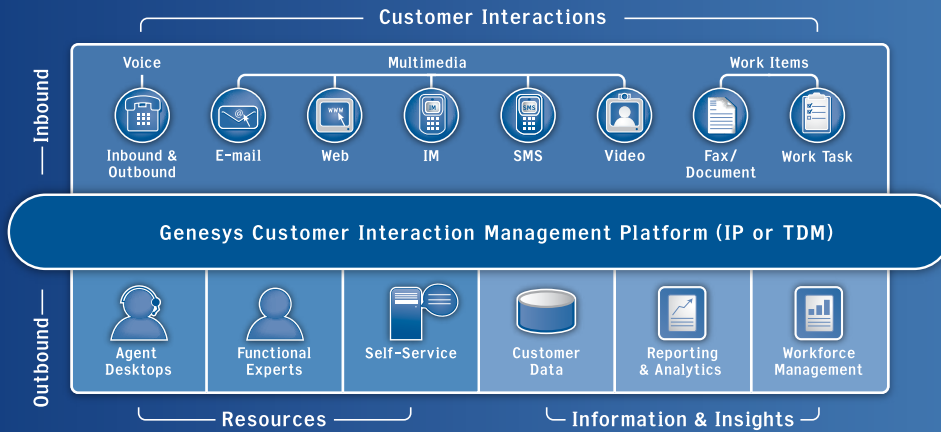
With Genesys SIP Server, GRAA will continue efforts to expand the range of its customer communications to include a full range of media, with the ability to manage, route, and report on those communications across a decentralized, virtualized contact center. GRAA can now manage VoIP communications and route them to agents along with screen pops of customer data, and report on the productivity of each interaction.

With Genesys SIP Server, the company can also dynamically manage staffing needs as employees change jobs and new contact center agents are hired. With Genesys SIP Server in place, managing the IP contact center is simplified and offers capability for anyone, anywhere to be added as an agent on demand. Agents can log into the contact center, open up the desktop application and

softphone, and register with SIP server to accept routed calls.

“Thanks to the VoIP Genesys solution using the SIP protocol, we have improved customer service while reducing our costs through more efficient balancing of workloads across our staff network,” said Patrick Hirschberger, DSI, Manager of System and Network Infrastructure, GRAA. “Customers are now more willing to call the contact center for help now that wait times are reduced and skill-based routing delivers them to the best available agent.”

Numerous cost savings have been realized including reduced telephony costs through VoIP and lower hardware costs such as ACD's and PBX's. Call duration times have been reduced by 20 to 30 seconds per call.



Genesys Product Suite

Genesys provides an open system platform designed to integrate with more hardware and software applications than any other leading contact center software company.

The new Genesys solution provides management reporting across the virtual network to track metrics and drive operational improvements. In addition, GRAA now has the flexibility to integrate Genesys with any future technologies by leveraging the standards-based SIP.

“Genesys and NextiraOne have allowed our customers to contact GRAA using whatever communications method they prefer,” said Hirschberger. “The TDM/IP hybrid architecture supports traditional voice communications as well as e-mail, Web chat, video and the communications methods to come.”

In the future, GRAA plans to integrate its other customer relationship centers into the IP contact center. The company is also looking to strengthen its operations with Genesys applications such as voice call-back,

self-service, and e-mail. The Genesys Outbound solution is also under review as a way to blend incoming and outgoing calls within the same agent group.

By establishing a solution based on the standards-based SIP and Genesys, GRAA is well positioned to create a highly successful contact center to provide exceptional customer service today and in the future.



Genesys is the world's #1 contact center software company

- 5 of the 15 world's largest insurance companies use Genesys
- 2 of the 5 world's largest securities companies use Genesys
- 4 of the 5 world's largest commercial banks use Genesys



Genesys Overview

Genesys, an Alcatel-Lucent company, is 100 percent focused on software for contact centers. Leading companies in the Global 2000 and Fortune 1000 use Genesys to deliver interactions that drive better business. With 3,300 customers in 80 countries, Genesys directs more than 100 million customer interactions every day. Genesys allows enterprises to achieve key business objectives by tying together customer interactions in both traditional telephony and IP environments. Sophisticated routing and reporting across voice, e-mail, documents and Web interactions, coupled with integrated self service, ensure customers are connected to the right resource - the first time.

Genesys Contact Information

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Additional Information

To learn more about Genesys solutions, please visit www.genesyslab.com