ESRI Ensures a Single, Seamless Conversation with Customers Across All Channels

Esri is the world's premier provider of GIS mapping software solutions. GIS technology leverages geographic insight to address social, economic, business, and environmental concerns at local, regional, national, and global scales.

To keep up with the needs of a fast growing customer base, Esri turned to Genesys solutions to redesign the overall customer service experience. As a result, Esri now offers seamless voice, Web chat, and email customer interactions that meet — and exceed — their customers' unique service demands and expectations.

AT A GLANCE

ESRI
http://www.esri.com
Redlands, California, USA

Industry: **Technology**

Revenues:
Around USD$1 billion

Number of Employees:
3,000

Number of Agents: **300**

Number of Customer Interactions:
500,000 per year

CHALLENGES

- Complex product offering/ support environment with wide range of agent skills
- Need to integrate large files into customer service records
- Rapidly growing customer base
- Lack of visibility into service levels and efficiency
- Manual routing processes delayed resolution times for complex problems

California-based Esri is the world's leading provider of geographic information system (GIS) mapping software solutions. Esri's software is used by governmental entities, financial institutions, retailers, utility companies, mining concerns, transportation firms, health and human services departments, and many other industries. Integrating GIS into an organization's problem solving and competitive strategies enables them to visualize, interpret, and analyze data to reveal relationships, patterns, and trends.

Charting a New Course

As Esri's business expanded over the years, customer support interactions became increasingly complex, which made it harder to ensure that service levels were met. In order to better support their diverse customer base — many of whom integrate the company software in their own solutions — Esri sought new ways of optimizing the customer experience. First steps were to identify outdated processes, design new ones, and then implement new technologies.

One clearly outdated process was a customer support system that could not scale. Until just a few years ago, processes for handling incoming customer queries required manual tracking and routing. And while customers could call or send an email to request support, the engagement was mostly offline. As a consequence, the service outcome was less than optimal. For example:

- Incoming phone calls went into a general queue and callers often had to leave a voicemail message. The customer support staff would typically call back at a later time, rather than pick up and engage the customer directly. Some calls would be transferred several times until the person with the right expertise to resolve the customer's query could be reached. Customer issues were rarely resolved on the first contact.
- Emails (or Web-submitted forms) went into an email queue where they languished until a customer support agent could manually review and pull the cases they wanted to answer.

- Because of the complexity of GIS, customers seeking assistance often needed to provide a file along with a support case. But, because files with geospatial data can be too large to send as email attachments, customers would have to ship hard drives to Esri, where someone there had to connect it with the right support source.

Overall, complex cases could take up to 10–15 days to resolve, and Esri had little visibility into what kind of service levels they were delivering or how effectively they were using agent time.

Redesigning the Customer Experience

Says Michael Kim, Director of Support Services: "We needed to stop and rethink because customer satisfaction was falling. We knew we needed to take a multi-channel approach, since many customers were demanding that we offer different support options." After evaluating several vendors for new contact center and customer service software, Esri selected Genesys. "I liked the fact that Genesys doesn't lock you into a hardware infrastructure," continues Kim. "I knew that it was flexible enough to meet our unique needs."

Esri worked with Genesys partner Contact Center Service (CCS) to implement the Genesys Digital Customer Service solution that Esri needed to build a multi-channel desktop supporting chat, voice, and email interactions in a single interface. "We had several goals," says Kim. "We wanted to give customers a choice of channels, we sought to ensure that the same agent could handle a customer interaction even when it crossed channels, and we wanted to make sure that we achieved first contact issue resolution."

"We are now delighting our customers, because they know that we can go the extra mile for them. In fact, one of our competitive brand differentiators is that we have the ability to deliver *consistently* superior experiences for customers. "

MICHAEL KIM,
DIRECTOR OF SUPPORT SERVICES,
ESRI

Connecting Customers with the Right Resource the First Time

Today about 300 agents handle voice, email, and Web chat interactions. Each agent works across all channels, and their unique desktop can handle all channels simultaneously.

Esri's interaction routing uses business rules to automate the routing of calls, email, and chat sessions according to pre-defined criteria including agent skills and availability. Since every agent handles all interaction channels, the routing solution also considers the number and types of interactions the agent is handling at any given time. Customer information that is attached to the voice, email, or chat interaction is maintained throughout the life of the interaction.

The flexibility means that agents can work on multiple media simultaneously, seamlessly convert a voice interaction to an email interaction, and transfer email interactions to a virtual queue for further intelligent processing.

Integrating Web Channels

As part of its Genesys-based solution, Esri added chat support, using customized Web Chat with integrated file transfer capability for their specific requirements, including:

- File attachments up to 1 gigabyte integrated with the chat window

- Ability to 'remote desktop' — take control of the customer's desktop for uninterrupted troubleshooting sessions

Customers can open a chat window and attach documents, notes, hyperlinks, and the problem file — all while chatting in real time with the agent. The customer can also allow the agent to take control of the window to find or correct a software setting quickly and effectively, and resolve any issues of concern. Says Kim: "While fifty percent of interactions occur on the phone and forty percent via email, ten percent of our interactions are chat-based, and that number is growing."

Measureable Improvement in Customer Experience

"Now, about seventy percent of issues are resolved on first contact, which is a huge improvement," states Kim. "Even with our most complex application development issues, we're able to resolve thirty-to-forty percent of issues on the first call — and that includes reengineering code over a phone conversation. What's more, seventy percent of first email interactions are completed, and that just never happened before."

Prior to implementing Genesys they didn't have key performance indicators (KPIs) to see how well they were resolving customer queries. Now, with Genesys Reporting, Esri has real-time visibility into all channels. Supervisors have visibility into historical interactions, agent pool capacity, and KPIs for all media types waiting in queue and being worked on by the agents. They also have real-time reporting on service levels delivered. Every 15 seconds they can assess service levels across all channels and track KPIs.

SOLUTIONS
- Genesys CIM Platform
- Genesys Web Customer Service (a key component of the Genesys Digital Customer Service Solution):
  > Genesys Email
  > Genesys Chat
- Genesys Voice Portal
- Genesys Interactive Insights and Genesys Info Mart
- Genesys Universal SDK

BENEFITS
- Customer survey satisfaction ratings increased from 82% to 93%
- 25 point increase in Net Promoter Score
- Increase in first call resolution from near zero to 70%
- Real-time and historical insight into service levels
- Improved support efficiency through interaction management and routing

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> DIRECTOR OF SUPPORT SERVICES,
> ESRI

Esri has seen measurable and sustained improvements in metrics reflecting the customer experience, including:

- **Time to resolution:** Since implementing Genesys, Esri has experienced nearly a 70% reduction in mean time to resolution. In 2008, the most complex incidents took 10–15 days to resolve; today the longest incidents take 4 days.

- **Improved customer satisfaction ratings:** Since implementing Genesys, customer survey satis-faction ratings increased from 82% to 93%.

- **Net Promoter Score (NPS®):** The Net Promoter Score metric tracks how many customers would recommend your company. Esri has experienced a 25 point jump in its NPS since 2009. The score variance is lower, which indicates that service levels are more consistent.

"The better we get at using Genesys customer service solutions, the higher our ROI keeps getting," concludes Kim. "We are now delighting our customers, because they know that we can go the extra mile for them. In fact, one of our competitive brand differentiators is that we have the ability to deliver *consistently* superior experiences for customers. They know — even before they engage with us — that they will get the answers that they need!"

BUSINESS PARTNER

Contact Center Services (CCS), is a contact center and computer telephony integrator (CTI) services company. As a Genesys partner and Esri System Integrator, CCS provided insight and direction in architecting and defining the Genesys road map for Esri, as well as implementing the Genesys platform for voice and chat. Says Kim: "CCS demonstrated a willingness to go beyond expectations and consistently performed at a high level."   www.ccsgis.com

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

Visit us at www.genesys.com or call us at +1.888.436.3797