

Genesys

builds trusted relationships between customers and agents

InfoArmor plans to automate and optimize contact center operations to double customer base without adding new agents



Customer: Infoarmor
Industry: Privacy Protection
Headquarters: Scottsdale, AZ

Challenges:

- Inability to scale to meet dynamic business demands and fast-growing customer base
- Inability to customize IVR to meet unique customer needs
- Lack of adequate, accurate reporting and data insight
- Agent dissatisfaction

Solutions:

- Genesys Customer Experience Platform
- CX Analytics Suite
- CX Builder
- Genesys Voice Platform (GVP)

InfoArmor delivers employee identity protection and advanced threat intelligence to help businesses combat data theft and digital fraud for their employees. More than 700 companies, including 40 from the Fortune 500 and 10% of the Fortune 50 companies rely on InfoArmor to keep their employees, customers, and data secure. InfoArmor operates in a highly competitive market, and is focused on protecting their customers and delivering great customer experiences—just like their website states: “Our technology keeps clients safe. Our personalized service keeps them happy.”

The Genesys Customer Experience Platform

powers the InfoArmor cloud contact center, making it easy for them to keep their customers at the forefront of every service initiative. Premier Edition allows InfoArmor to streamline operations, enhance the customer experience, and improve business agility to stay in front of the competition.

Treating every caller like a CEO

Doug Kaplan, Director of Customer Care at InfoArmor has a saying that he instills in agents: “Every caller is a CEO.” He wants a consistent, white-glove level of treatment for every customer interaction so they feel important and valued. Creating customer loyalty one interaction at a time is especially important for InfoArmor, whose business is all about providing protection. With a growing base of large corporations, delivering exceptional customer experiences to every participant directly impacts the satisfaction and retention.

Before Genesys, InfoArmor reporting and analytics limited their ability to make data-driven decisions and the legacy phone system couldn’t scale to keep up with demand. On average, InfoArmor faces 50% variability in call volume, which can be primarily attributed to bringing on new customers, alerting participant

to fraudulent activity or dealing with a security breach. Plus, the legacy phone system lacked the ability to offer a customized experience for each customer's individual needs. For example, trying to customize simple tasks such as skipping over [IVR options](#) to go straight to an agent may seem minor, but unfortunately, this was time consuming. Kaplan said, "It's a big deal when companies are choosing what company to go with for ID theft protection."

The only true cloud contact center in the market with level 1 PCI compliance

InfoArmor selected the Genesys cloud contact center in part because of their shared value in approaching data security. The backbone for the successful modernization of the support center lies in the security of not just the customer, but also storing and transmitting the customer's data amongst parties.

Genesys delivers the infrastructure and stability required to protect a company's brand at the highest levels as the only cloud vendor that is fully PCI DSS 3.0 Level 1 compliant.

"Anything related to security in our line of business is critical, and Genesys met our high security standards," said Kaplan.

Customization and scale to drive customer satisfaction

Genesys has transformed the customer experience InfoArmor now delivers with its flexibility, scalability and insight needed to succeed in a dynamic business environment.

The InfoArmor team can now easily customize IVRs with CX Builder to keep up with changing customer needs. CX Builder allows InfoArmor to know the customer behind the call, identifying the caller's company, plan, and priority level to provide a level of personalization that is key in delivering exceptional customer experiences. This flexibility also lets InfoArmor appropriately route callers to the best agent with the appropriate skillset. Direct-to-best agent routing allows supervisors to create skill-based routing scenarios quickly, without any downtime, getting customers to agents for issues regarding account updates or technical support, or to those special agents skilled in handling serious issue resolution, such as identity theft.

Looking ahead, InfoArmor will be implementing additional functionality, including Workforce Management (WFM), automation functionality, and post-call surveys. The Premier Edition WFM suite is powered by a Monet integration, and will maximize agent and scheduling efficiency based on contact center analytic data.

Deep insight into data drives better results

Genesys delivers full transparency into InfoArmor's customer and operations data for continuous business process improvement. Since InfoArmor was able to transition from limited insight from their legacy phone system to deep, actionable insight, both the agent and customer experience has improved dramatically as the company works to proactively respond to call variability.

Previously, InfoArmor needed insight to key metrics such as abandonment rate, missed calls, and agent efficiency. Today, with [Genesys CX Analytics](#), they now have immediate access to an enormous amount of CX trends. A key area of improvement is understanding call patterns—specifically, scenarios where callers drop from the queue, and insights that enable forecasting hour-by-hour call volumes. This ensures the company has the staff to deliver exceptional service, even during heavier call times. In one instance, data compiled from the Genesys CX Analytics suite revealed higher weekend call activity based on events during the previous week, which drove the decision for 24-hour staffing to satisfy client demand.

Since the transition to Genesys, InfoArmor now averages 85% of calls answered within 20 seconds with optimal staffing levels—a 7% improvement. The company has also seen an improvement in dropped or abandoned calls, not to mention SLA improvements by 12%.

InfoArmor customers have also experienced dramatic improvements with access to real-time data, such as knowing how many of their employees called within a certain timeframe. The result is a competitive advantage, as customers now understand the number of employees using the InfoArmor platform with detailed metrics that prove the true value-add for a business that strives to attract and retain employees.

"The partnership with Genesys has opened doors that 'wow' customers and can scale our business. We're trying to do one thing at a time, but that's hard to do because there are so many great projects possible with Genesys. The InfoArmor roadmap for innovation is booming, and agents are excited about the limitless Genesys tools."

Doug Kaplan

Director of Customer Success

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Doug Kaplan, Director of Customer Success

A long-term partnership to scale and “WOW” customers

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Genesys delivers the automation and efficiencies to assure that InfoArmor is poised for growth and innovation. As the company looks to double its customer base by 2017, Kaplan is counting on Genesys to continue to drive efficiencies that will allow him to avoid adding new agents.

“My goal is to grow my staff to scale even as my client base grows tremendously. If we can reduce our non-critical call volume even by 20% through the self-service IVR, it would be a huge gain for us,” said Kaplan.

“The partnership with Genesys has opened doors that ‘wow’ customers and can scale our business. We’re trying to do one thing at a time, but that’s hard to do because there are so many great projects possible with Genesys,” said Kaplan. The InfoArmor roadmap for innovation is booming, and agents are excited about the limitless Genesys tools.

According to Kaplan, “The Genesys team is always looking out for me and my business, and we have a very strong relationship built on mutual trust. We get a lot done, we have a lot of fun doing it, and it’s going to be a long-lasting partnership.”

RESULTS

Level 1 PCI

compliance

Automation

and scalability support

85% of calls

answered within 20 seconds with optimal staffing levels

Hour-by-hour

call volume forecasting enabled

Improved SLAs

and reduced dropped and abandoned calls

Increased

agent satisfaction

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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