



Genesys IVR Application Development **for Logistics Service Provider**

Client Profile

Customer is a leading virtual contact center provider and the first US company to deploy Genesys technologies.

Company Profile:

Sensiple Inc. is a world class FinTech solution provider based out of New Jersey, offering state-of-the-art technology solutions and IT services across BFSI Industry. Sensiple's expertise is built upon 2500+ man years of experience with center of excellence and dedicated R & D team. Sensiple was an early adopter of FIX protocol and it offers solutions to client's business needs across the entire spectrum of banking, financial operations and trading workflow complementing with latest technology which aids market participants to maintain a competitive advantage in the current scenario.

For more info, visit: www.sensiple.com

Technology Used

Genesys Environment Technology: Genesys Interaction Routing Designer Tool



Business Benefits

- Callers benefited from optimized intelligent call routing that expedited call transfers to the right agents more quickly than ever before
- Improvement in Call center service levels and cost efficiencies

Business Challenges

- Increased call volumes causes long wait time in the queue
- Needed a system to efficiently handle routine customer inquiries
- Implement routing strategy for Genesys platform for their dispersed call centers

Solution Provided

- Using Interaction Routing Designer, implemented the call flows & customized routing strategies
- Developed an Interactive Voice Response (IVR) to provide automated service through speech recognition or touch-tone commands

Reach us

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