

# Building an innovation platform on cloud

Enable an agile and flexible future  
through cloud migration



**"It is our customers, their needs and expectations that drive our activities and processes."**

Helmut Reisinger, CEO of Orange Business Services

**"Our vision is to bring the world's best cloud customer experience solutions for all Indian businesses. With Genesys Cloud CX™, enterprises have the ability to scale, save costs and have agility in innovation offered by cloud deployments."**

Raja Lakshmiathy, Managing Director, India & SAARC, Genesys

# Introduction



The COVID-19 pandemic has changed how companies engage and serve their customers.

With work-from-home mandates, many contact centres find themselves migrating operations on to the cloud as soon as possible – or fail to provide the quality of customer service that their already digitalised competitors are providing. However, now it's a good time to reflect if these hastily deployed solutions can serve as an agile and flexible infrastructure for the long-term. Shifting old solutions online without proper planning will only retain the same limitations.

While every company's journey is unique, this eBook walks you through the step-by-step process of migrating to the cloud. This is important because if done right – you will be able to create the customer experience (CX) solution for the future.

## Top priorities for CX leaders in India

# #1 Building an innovation platform that is up to date and relevant

Digital engagement channels such as web chats and social media platforms are gaining traction. As the global hub of contact centre service providers, Indian enterprises need to invest in a platform that can easily innovate and integrate with cutting edge technologies to stay relevant in the international market.

**Over 71%**

of customers are now open to interacting with bots<sup>1</sup>

<sup>1</sup> Customer contact week digital (2020). 8 CX design & strategy trends you need to know: Looking back on the 2019 contact center.



## Top priorities for CX leaders in India

# #2 Managing compliance, security and privacy

Data localisation, especially Personally Identifiable Information (PII) and call recordings, is a primary concern for most Indian enterprises. Adhere to regulations ensuring that your customers' data are kept safely within the country and perform consistent system vulnerability assessments to foster trust between you and your clients.

India experienced **4.5m**  
cases of cyber attacks in July 2020<sup>2</sup>

<sup>2</sup> Business standard (2021). India becomes favourite destination for cyber criminals amid Covid -19



# Top priorities for CX leaders in India

## #3 Enabling Work from Anywhere

With the recent enabling of flexible working solutions by the Indian government, it is pertinent that companies are able to switch between working on-premise to work-from-anywhere with ease. This adaptability ensures your customers can continue receiving the support they seek and maintain business continuity during a pandemic while keeping employees safe.

**58%** of Indian companies perceive medium to high levels of readiness to support business continuity<sup>3</sup>

<sup>3</sup> Twimbit, Genesys. (2020). Asia-pacific customer experience transformation readiness index 2021.



## Top priorities for CX leaders in India

# #4 Enhance employee performance and experience

Excellent customer experience is empowered by great employee experience. The best companies recognise this and are offering their employees the needed support. In turn, their agents have the capacity to provide empathetic and efficient service that exceeds customer expectations.

**77%** of Indian companies place a high degree of emphasis on employee experience and measure it in a holistic manner<sup>3</sup>

<sup>3</sup> Twimbit, Genesys. (2020). Asia-pacific customer experience transformation readiness index 2021.



## Top priorities for CX leaders in India

# #5 Leverage AI and use automation for personalisation and anticipating customer needs

A lot of technological innovation in the customer engagement sector is rooted in utilising artificial intelligence (AI). The technology can analyse customer's data, learn patterns, anticipate client's needs and create personalised service. It can also automate simpler jobs like answering frequently asked questions (FAQ) – freeing up agents to perform more complex tasks.

**74%** of companies are utilising AI enabled technologies like AI powered chatbots and voicebots<sup>3</sup>

<sup>3</sup> Twimbit, Genesys. (2020). Asia-pacific customer experience transformation readiness index 2021.



# Benefits of cloud



## Scalability & flexibility

Scale the number of employees as and when required without massive changes in infrastructure. Ensure business continuity by allowing agents to access the applications needed to serve clients from anywhere. Furthermore, the ability to have a unified platform will streamline your agents' workflow, helping them to deliver great customer experiences.



## Access to the latest technological advancements

Do not worry about building new solutions from scratch. With cloud, you can select a platform with microservice architectures. This takes away the complexities of incorporating new functions to your contact centre software, reliably addressing your customer's diverse needs.



## Optimise spending

Only pay for capabilities that your contact centre requires without upfront investments in infrastructures. Some cloud solutions offer BYOC (Bring Your Own Carrier), so you have the option of maintaining your existing carrier and realise additional cost reductions.



## Speed to market

Cloud allows you to procure new functionalities instantly whenever they are available. You no longer need to go through long phases of development, testing and integration to bring your clients the latest innovations. And this sets you apart from your competitors.

# 7-point checklist to ensure a successful cloud migration



## 1 Understand operation baselines and set business outcomes

- ✓ Perform an audit of your architecture to ensure all your stakeholders understand current system baselines
- ✓ Envision future business goals that you would like to achieve through this migration

## 2 Select a cloud solution that allows the most agility and flexibility

- ✓ **Core requirements**
  - Build with an Application Programming Interface (API) architecture for agile technology integration
  - Ensure an intuitive and easy to deploy web and mobile user interface with historical and real-time statistics
  - Provides multiple telco options such as Bring Your Own Carrier (BYOC) that allows local termination whenever you want to switch to a telco provider of your choice.
- ✓ **Omnichannel**
  - Supports a single view across diverse digital channels for a seamless customer, agent and business management experience, like unified inbound and outbound channels, universal queue-routing, workforce management and analytics
- ✓ **Workforce engagement**
  - Provides workforce management tools for agents that gamifies performance reward systems
  - Predicts staffing needs based on real-time data

# 7-point checklist to ensure a successful cloud migration



## 3 Keep robust cloud security measures in mind

- ✓ Ensure end-to-end security across cloud infrastructure and applications so that your sites, data and traffic are not exposed to the public internet and potential external attacks
- ✓ Able to perform back-up and disaster recovery
- ✓ Have access to certified cloud security experts with in-depth knowledge of cloud technologies

## 4 Meet compliance requirements

- ✓ Address data residency, in-country recording and storage requirements
- ✓ Adhere to in-country regulation requirements (PDPA, GDPR, cyber laws)
- ✓ Comply with industry specific regulations

## 5 Set up a migration plan

- ✓ Select preferred deployment model of either a pure cloud solution (complete migration to the cloud) or a cloud service solution (adopting cloud services while maintaining certain on-premises infrastructures)
- ✓ Create a detailed migration strategy inclusive of your business case, estimated delivery times, pricings and a demo of selected cloud capabilities

## 6 Migrate

- ✓ Run pilot migration
- ✓ Perform mini-migrations to ensure all essential core contact centre systems are migrated safely

# 7-point checklist to ensure a successful cloud migration



## 7 Perform optimisation and ensure target outcomes are achieved

- ✓ Add innovative channels and technologies like AI to anticipate customer needs and improve employee engagement

Remember to measure Key Performances Indicators (KPI) to track of your goals during and after migration. You will understand what is working out for you and what isn't and make changes accordingly. This ensures that you achieve the business goals that your company has envisioned at the start of your migration journey.

**Genesys Cloud CX™ is compliant with the Indian government regulations** for all interactions, local or international. Your Call Detail Record (CDR) data and call recordings are readily available and stored within the country, allowing you and your customers a peace of mind. New cloud capabilities are available in India from April 6, 2021, visit Genesys to find out more.

# Enabling remote workforce during a crisis

A leading global ICT solutions provider needed to ensure its employees' safety and continued productivity by equipping them with the right tools to cope with the swift change to remote working models while delivering customer services during a global health crisis.



## Challenges

- Potential disruption to the workflow due to the pandemic
- Lack of technologies to enable remote work
- Ability to address unprecedented surge in call volumes

## Solutions

- Centrally managed Flexible Contact Center providing agents full interaction visibility directly from the web
- Mobile SSL VPN connection to meet capacity demands for secure corporate access from any device to the contact center platform

## Benefits

- Teleworking agents are equipped with a full customer interaction history, enabling geographically dispersed, home-based agents to collaborate and perform more effectively
- Flexible and scalable contact center solution to manage unpredictable call volumes
- Ease of use to execute its customer service contingency plans

# Manifesting CX with a safe and seamless payment process

A global information technology provider sought to streamline and secure its payment processes to tackle the increase in online sales and improve customer experience during the pandemic.



## Challenges

- Significant increase in transaction traffic for equipment and consumables over the phone during lockdown
- Complex multichannel checkout processes for small but regular purchases due to homeworking system used by agents
- Urgent need for an efficient payment method to prepare for a surge in traffic and sales during the 2020 Black Friday rush
- Rising pressure to comply with Payment Card Industry (PCI) protocols to prevent cyber criminality

## Solutions

- Implemented Genesys-based Cloud Contact Centre integrated with Voxpay secured payment applications
- Rolled out solution in two phases – first phase to 2,900 agents in the US, second phase to 12,000 agents worldwide

## Benefits

- Achieved user-intuitive application with ergonomic design
- Cost effective solution enables customers make frictionless and secure payments
- Faster processes, increased conversion rate, reduced cart abandonment rate
- Unlocked ability to react swiftly to new business opportunities and adapt to changes in context or customers' behaviours

# Leveraging an omnichannel platform for improved customer experience

Europe's leading distributor of electrical, electronic, mechanical components and health and safety products was struggling with its legacy solution. It aimed to unlock an omnichannel platform that simplifies business processes and integrates innovations easily for better customer experience.



## Challenges

- Business operations are suffering from hard-to-use systems and lack of integrations between legacy platforms and applications
- Need to replace end-of-support telephony and contact centre platform
- Limited support from the existing provider to push innovation

## Solutions

- Adopted the Unified Engagement Suite by Genesys and transitioned to a fully integrated voice and cloud customer interaction platform
- Integrated Microsoft Teams, Systems Applications and Products (SAP) Customer Relationship Management (CRM)
- Ensured omnichannel PCI compliancy and process automation
- Global production: 1,300 agent seats worldwide
- Implemented a Business Consulting approach

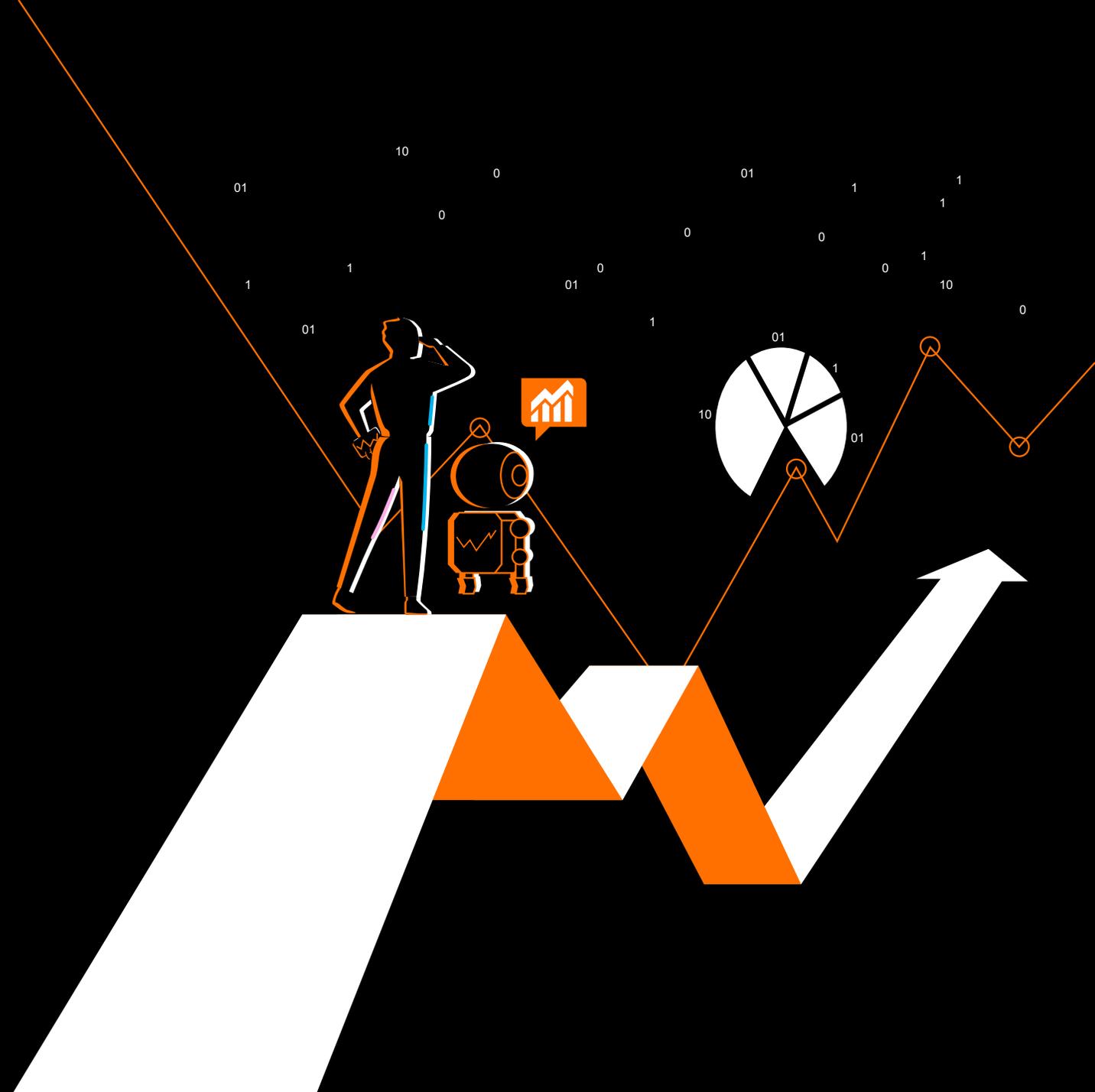
## Benefits

- Enabled the creation of new services and maintained the company's position in a highly competitive marketplace
- Increased business agility, simplified business processes and achieved PCI Data Security Standard (DSS) regulatory compliance
- Ensured consistent experience of customers and partners through multiple engagement channels, telephony and online
- Unlocked remote working by upgrading the company's contact centre workplace capabilities

# Why Orange and Genesys are your preferred CX deployment partner

**A large-scale IT service provider and a global Experience-as-a-Service provider join forces to meet the needs for customer service.**

For over two decades, Orange and Genesys have come together to help companies embrace and face customer experience challenges head-on. With a Gold-level partnership, we are currently at the forefront of cloud contact centre and AI solutions.





## Orange Business Services: A unique expertise - A global network-native digital services company

- 1 Global scale with local representation
- 2 Network provider and system integration specialist
- 3 Relentless focus on security, privacy and data governance
- 4 Deliver end-to-end digital value chain
- 5 Supported by global Tier 1 service management
- 6 Prioritise customer experience
- 7 Robust security
- 8 Unmatched call collection coverage
- 9 Multi-vendor approach
- 10 Global footprint with 24/7 support



## Genesys is the global leader in cloud customer experience and contact center solutions

- 1 Built in the cloud, for the cloud
- 2 Natively built all in one omnichannel platform
- 3 Micro-services architecture with higher reliability, flexibility and better scalability
- 4 Open API seamlessly connecting data, systems and processes
- 5 Cloud security certified architecture
- 6 Flexible deployment models
- 7 Provides all solutions from WFM to employee engagement
- 8 Allow technology to work harder and smarter
- 9 Increased productivity and consistent employee experience
- 10 One solution for infrastructure and workforce optimisation

# Summary

Once you have properly migrated to the cloud, you will get the desired results. Like realising how much more streamlined your business processes have become with better customer experience and the cost savings you achieved. There will also be points for improvements. Listen to your customers and your team, and you will be able to create a solution that exceeds both employee and customer expectations.

Together, **Orange Business Services** and **Genesys** will ensure that you and your business can achieve better CX along with faster deployment times, enhanced security features, simplified infrastructure and significant savings in resources.

[Visit us now](#)

For a more tailored consultation on how Orange can help you transform your CX, get in touch with our team: [marketing.india@orange.com](mailto:marketing.india@orange.com)

