

than just your human interactions too. Your automated telephone voice self-service operations can apply similar personalization principles.

Both you and your customers will benefit from the open architecture. You gain business agility and maximize IT resources by tapping your enterprise application assets instead of relying on the common historical approach of running separate data systems. Your customers enjoy a consistent service experience regardless of the self-service media channel employed.

Avaya



Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

Avaya's unique combination of communications applications, software and services helps companies simplify complex communications and integrate with technologies from other vendors, enabling customers to unlock value and potential from their network. By embedding communications into the business processes of an enterprise, Avaya helps improve the way organizations work - making people more productive, processes more intelligent and customers more satisfied.

Avaya focuses on these major businesses

Unified Communications:

Avaya's unified communications solutions help companies increase employee productivity, improve customer service and reduce costs by integrating multiple forms of communications, including telephony, e-mail, instant messaging and video. With Avaya unified communications, customers can communicate effectively regardless of location or device.

Avaya's open, standards-based UC software and hardware are widely recognized as the most reliable, secure and comprehensive offerings in the industry.

Contact Centers

Avaya is the global leader in the contact center market. Avaya offers highly reliable, scalable communications solutions that improve customer service and help companies compete more effectively.

Avaya's contact center solutions include intelligent routing, self-service and proactive contact applications that drive effective communications and transactions with customers. In addition, Avaya's analytics and reporting platform, Avaya IQ, provides companies with detailed customer information that improves profitability and customer retention.

Integrated Office Communications

Avaya's Integrated Office Communications unit is focused on enterprises with up to 250 employees. Its flagship product, IP Office, is a complete solution for telephony, messaging, networking, conferencing and customer management designed for the requirements of small and medium enterprises. The products and services are sold primarily through Avaya's global channel partners.

Avaya consistently is recognized as a global leader by industry and technology experts and has achieved worldwide leadership positions in the following:

- No. 1 in Worldwide Unified Communications and Telephony Systems
- No. 1 in Worldwide Contact Center
- No. 1 in Worldwide Enterprise Messaging
- No. 1 in Worldwide Audio Conferencing
- Leader in Worldwide Hardware Maintenance and Software Support Services

*Delivering the
right contact center
solution for
your business*



GENESYS
AN ALCATEL-LUCENT COMPANY



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ACCESS GROUP



About Access

Access Group is a name that is synonymous with great service offerings. Be it Data Network Operations, Customer Relationship Management Systems, Mobile Solutions, Satellite Solutions etc. Introduced in 1995, Access Group initially focused on the developing a clientele based on providing the first Data Network Operators (DNoPs) within Pakistan and went on to add numerous other services that offered customer satisfaction.

We have catered to the financial and telecom sector and have offered the best solutions to that pertain to specific customer needs. These solutions are made available to our customers based on our partnership with world leading solution providers like Oracle Siebel, Cisco, Avaya, Genesys, Fundamo, iDirect, OneEmpower, and Safenet.

Contact Center Trusted Advisors

As your trusted advisor, Access Group offers you a comprehensive and expanding set of business consulting services supporting areas, such as:

- Business case development
- Strategy and roadmap development
- Focused engagements to optimize your contact center; including, skills based routing, management reporting, inbound marketing and more

We use our extensive knowledge of contact center best practices to evaluate four key areas of your business: customer strategy, technology, people, and process. You know your business and resources. We know contact center best practices and technology. Together, we will accelerate business innovation and deliver breakthrough results.

Access Group has a team of consultants with deep contact center experience and knowledge. With predefined and customized services available, our goal is to optimize your customer service solutions and help you identify and achieve improvements with demonstrable, reportable returns.

Allow Access Group to become your business advisor, providing strategic advisory services around the areas of contact center technology, business objectives, operations and process.

Contact Center Service Portfolio

Partnering with leading contact center brands like Avaya, Genesys & Cisco enables Access Group to be a "One Stop Shop" of top of line contact center solutions. Customers constantly demand new options for communicating with companies. Successful businesses are not the ones who offer the best products or a wide variety of products, but those who have more customers, or at least, the most profitable customers.

Contact Centers help you boost customer satisfaction and loyalty by letting customers interact with all company departments, taking care of customers at any moment and being also a valuable source of information and a decision making tool for the organization.

Services provided with the solution:

- Multi-channel contact center infrastructure (telephony, e-mail, instant messenger etc)
- Agents and supervisors training
- Specialized software for monitoring inquiries and interaction with customers
- Computer telephony integration (CTI) & Interactive Voice Response (IVR)
- Integration to legacy systems and databases
- Technical support, applications maintenance and upgrades

Case Studies

Faysal Bank



Faysal bank, one of Pakistan's leading commercial banks with over 100 branches, required an IVR call flow, which could handle customer calls and queries using automated voice responding system. Faysal bank chose Access group to provide them with a solution for developing and integrating IVR call flows. Access Group thus offered Faysal Bank to implement Cisco IPCC Express integrating interfaces to develop the interactive voice response flows.

Interactive Voice Response technology is used to automate customer centric business processes and relieve the pressure on live agents handling consumer calls. The Cisco IPCC Express Edition Workflow Editor is the service creation and scripting environment that helps enable complete customization of call-flow behavior and call treatments.

IVR system at Faysal bank automates inbound call processing by retrieving information according to the caller's requirements from bank's database which is linked to the IVR system. The IVR system contains hardware and server software that can analyze touch-tone inputs.

Based on the information entered, the IVR system allows the customer to both perform self-service and access the required data, or routes the caller to a particular agent group in the call center equipped to handle such call requests. IVR technology is widely considered to be the most ubiquitous technology in call centers.

Genesys



Consumers today expect good service whether they contact companies by phone, e-mail, video, SMS, IM or over the Web. They expect speed, accuracy and easy access to information. To deliver the level of service that today's customers expect, your company's software applications, communications infrastructure, and customer information must all come together in real-time to provide a superior customer service experience. Genesys is 100% focused on call center software, delivering real-time interaction solutions to medium- and large-sized businesses and contact centers of all sizes.

As the market leader in contact center software, Genesys knows what superior service means. And so do the companies that run the Genesys suite. Genesys has delivered contact center software and services for more than 15 years, pioneering the development of computer telephony

integration software and developing a range of award-winning products for live support and self-help. Genesys delivers solutions for inbound customer service, collections, help desks, order desks, workforce management, and outbound telesales and service.

Today, more than 4,000 companies worldwide trust Genesys for contact center solutions.

The Genesys Product Suite:

Designed to improve customer satisfaction, the Genesys Product Suite enables sophisticated routing and reporting of customer interactions across voice, e-mail and Web channels. Genesys ensures that your customers are quickly connected to the best available resource - the first time.

Genesys software is based on an open platform approach, enabling businesses to deliver customer service across any network and any site, leveraging investments and existing infrastructure.

Genesys software is based on open standards and can be quickly integrated with leading CRM applications, ensuring effective application integration and better use of customer information for personalized service.

To support your long-term growth, Genesys offers the most scalable contact center software in the industry, with the ability to route nearly 1 million contacts and more than 40,000 e-mails per hour.

The results for businesses are more satisfied customers and greater market share.

Genesys solutions can be deployed over any communication infrastructure, TDM, IP or SIP as well as in the premise, in the cloud thru the hosted contact center service offerings of its partners or both.



Cisco

At Cisco customers come first and an integral part of their DNA in creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success. The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.

Customer care has never been more important to an organization's success and profitability than it is today. Creating unique customer-centric experiences is crucial to enhancing customer loyalty and retention—making your investment in customer service a proven path to greater revenue and profitability. Cisco Unified Customer Contact solutions can help you extend customer care beyond simple phone transactions and the traditional contact center. With Cisco offerings, you can personalize your communications with customers through a variety of channels, including voice, Web, e-mail, and video.

The comprehensive portfolio of Cisco® Unified Customer Contact solutions provides capabilities you can profit from:

- Route contacts to the most appropriate agent based on your own business rules and objectives
- Stream call-event and customer-profile information to your agents' desktops for a more personal interaction with your customers
- Transparent inclusion of agents working from home or while mobile
- Provide contact center managers and supervisors with comprehensive information about agent productivity and customer service experiences throughout your enterprise
- Generate reports specific to the management of your contact center business based on an enterprise wide view of timely and accurate data that puts you in control. You can improve more