



GENESYS®

Unleash Your Company's Potential

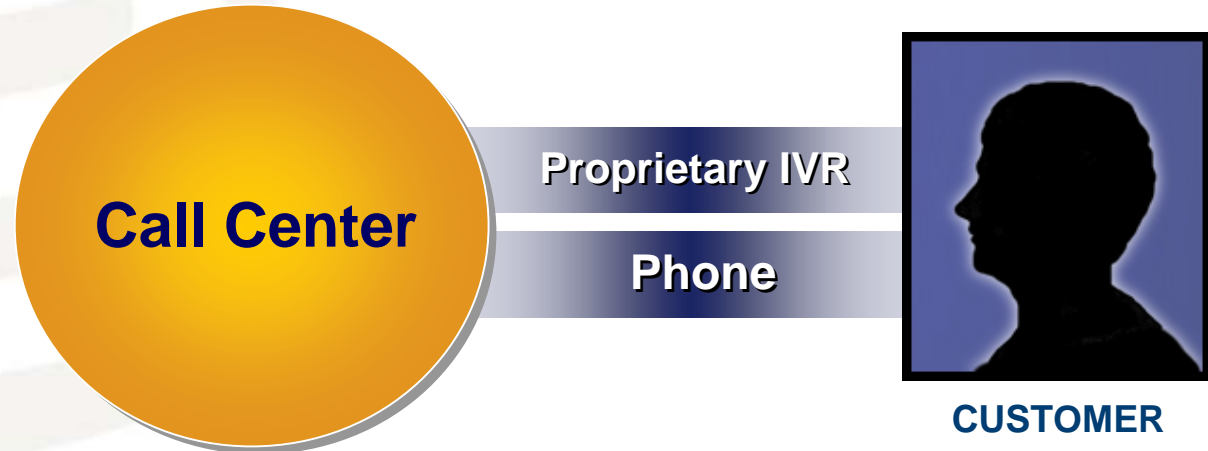
Ad Nederlof
Chairman / Genesys

AN ALCATEL COMPANY

Agenda

- Yesterday
- Today
- Tomorrow

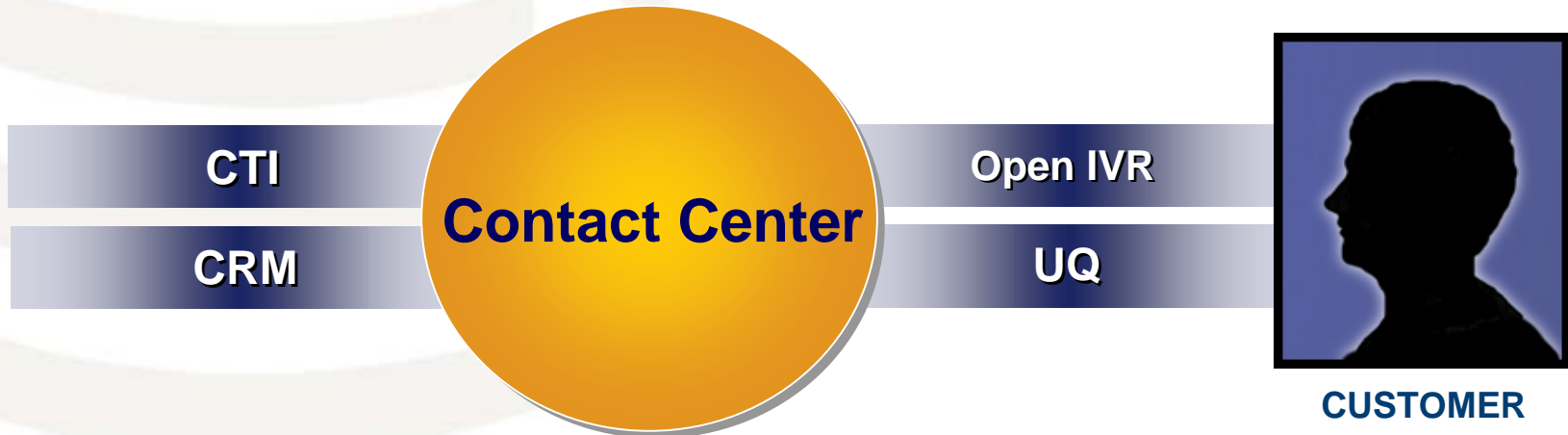
Customer Interaction Yesterday



- ✓ Basic Assistance
- ✓ Call Forwarding

IT WAS A COST CENTER

Customer Interaction Today



- ✓ **Faster Service**
- ✓ **Communication with Information**
- ✓ **Consistent Access**

Customer Expectations Today

Fast Answers
First Call Resolution
Personalized Serviced

BETTER SERVICE



Live Interview in Manhattan



WE STILL HAVE WORK TO DO

Customer Interaction Today

PLEASE CHOOSE FROM ONE OF THE FOLLOWING OPTIONS

Contact Center

I NEED BROADER ACCESS



CUSTOMER

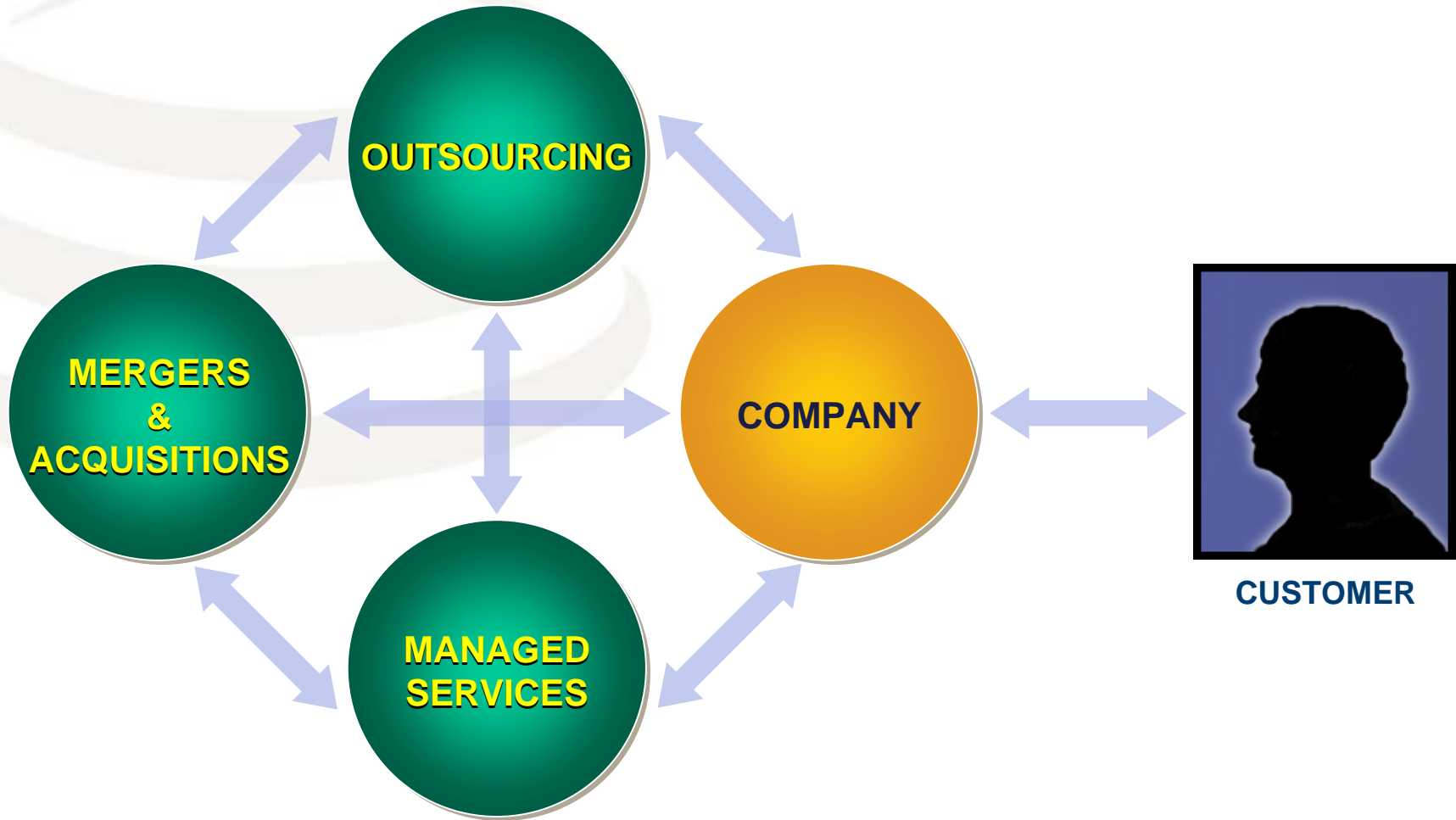


Customer Expectations *Tomorrow*

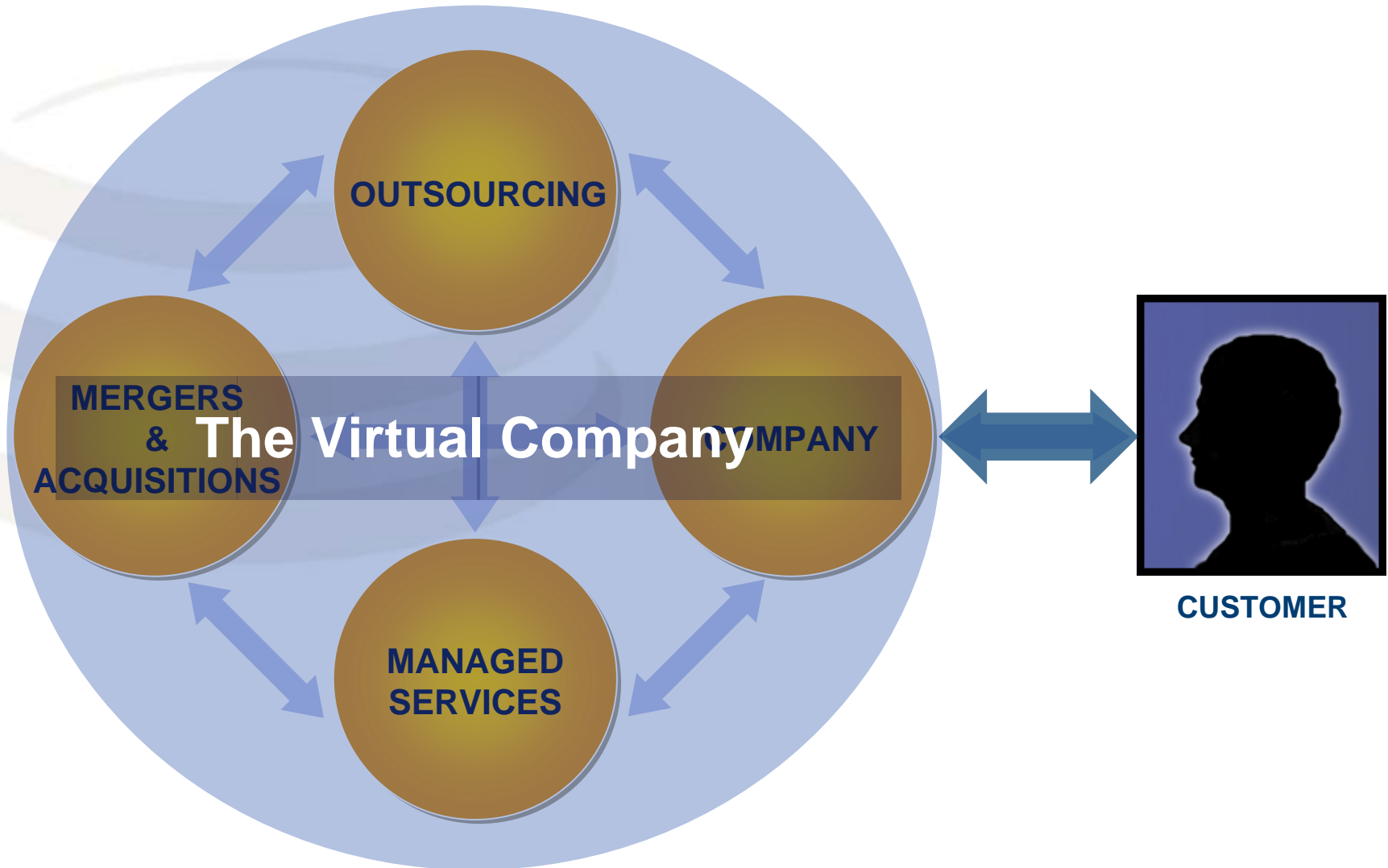


Total Access
Consistency
Fast, Easy, Personal
Conversational Self Service

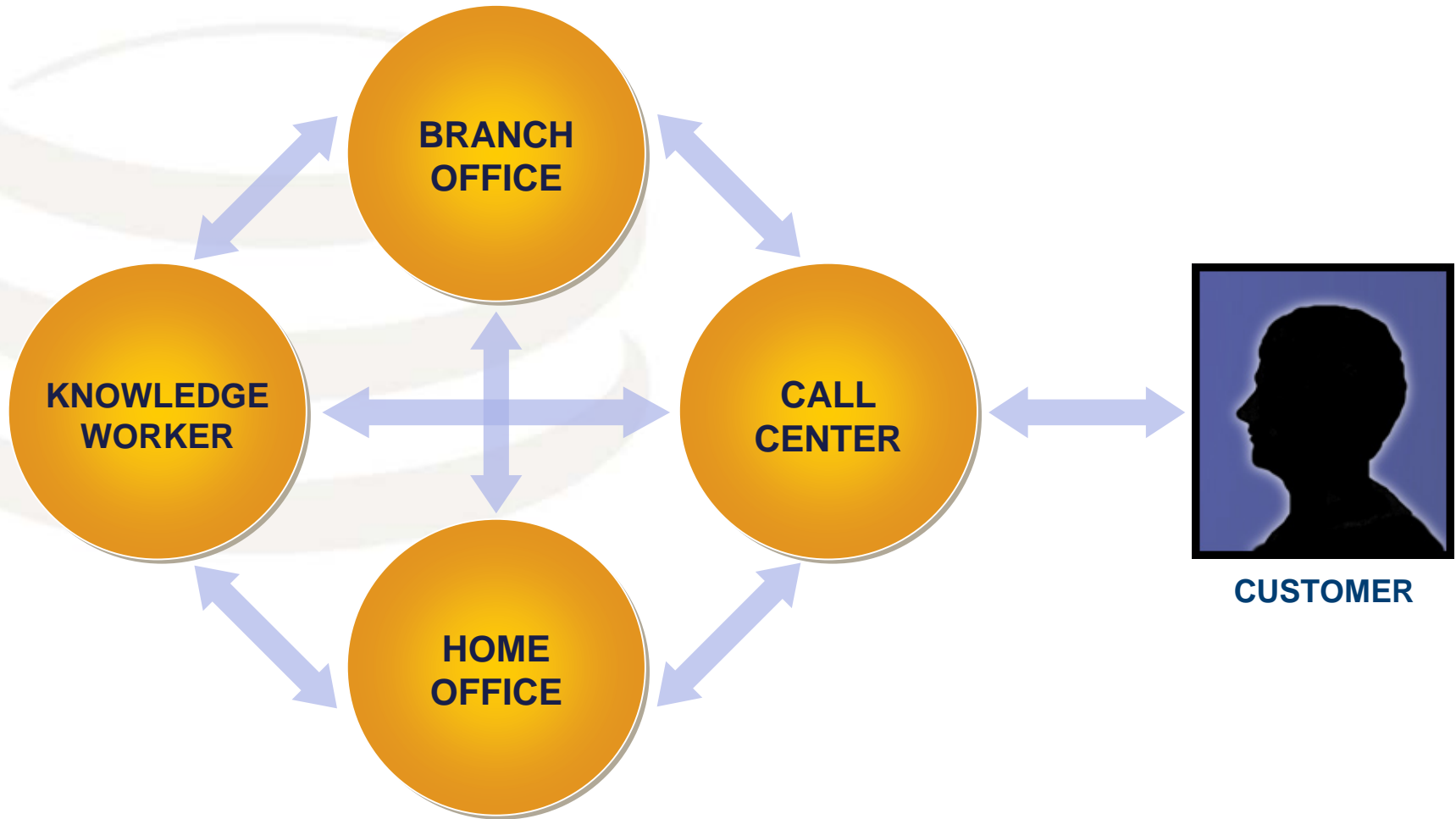
What are the Business Trends?



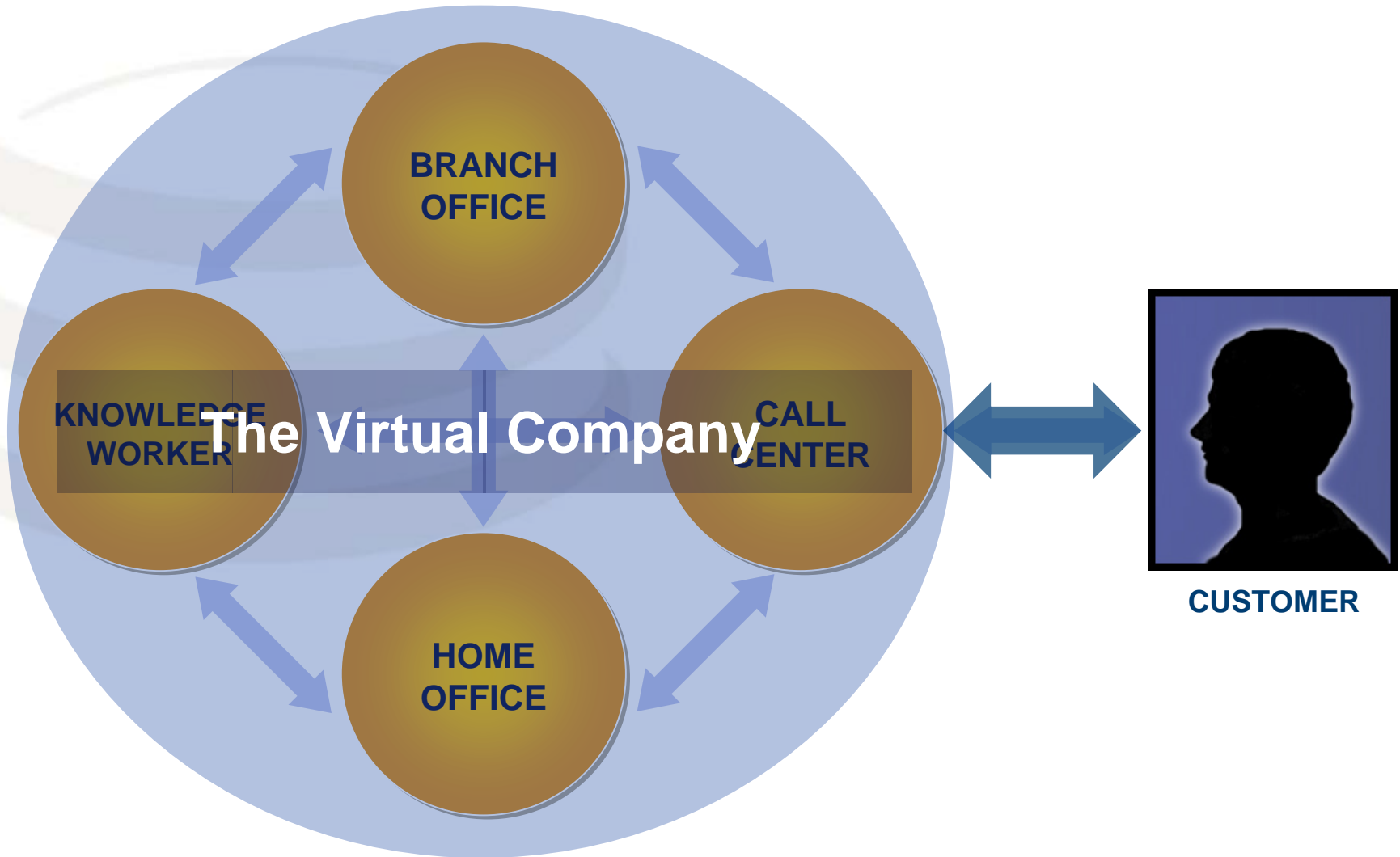
What are the Business Trends?



What are the Customer Contact Trends?



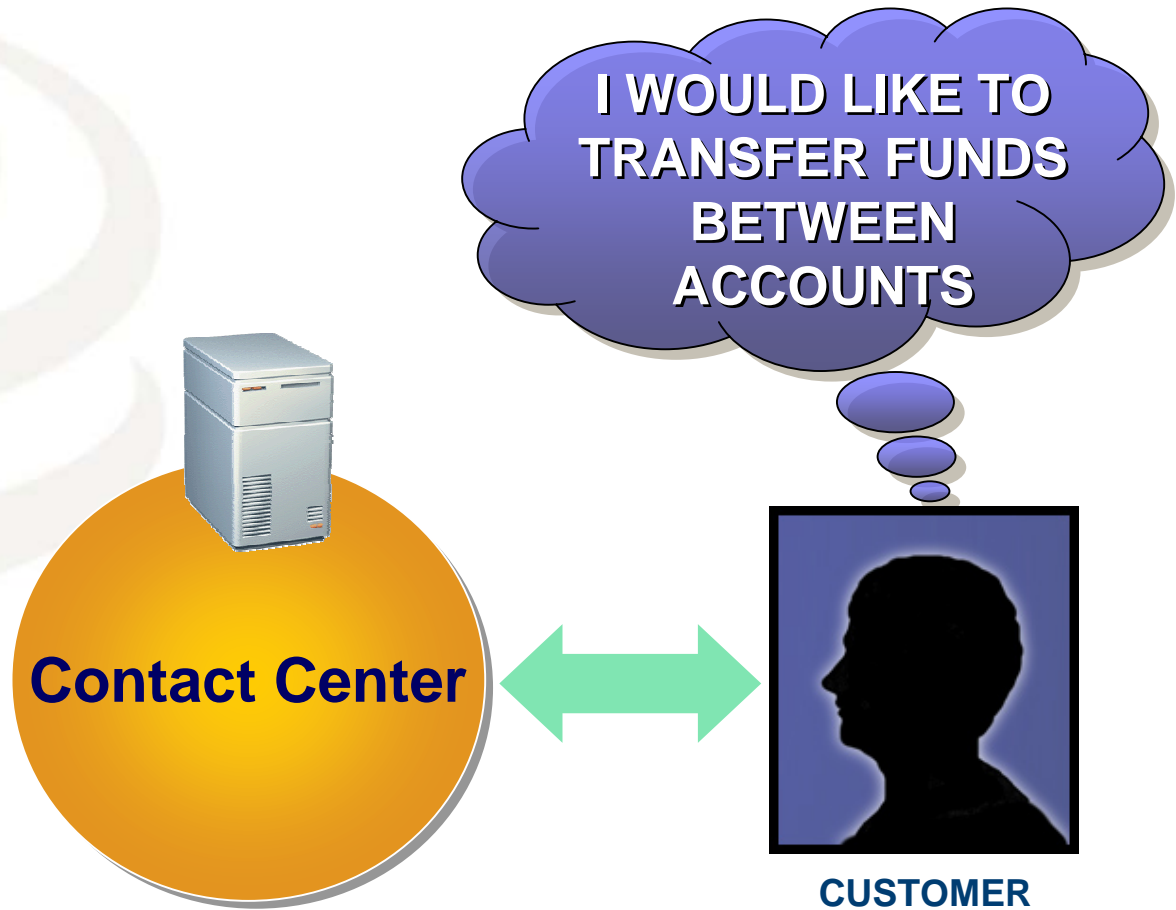
What are the Customer Contact Trends?



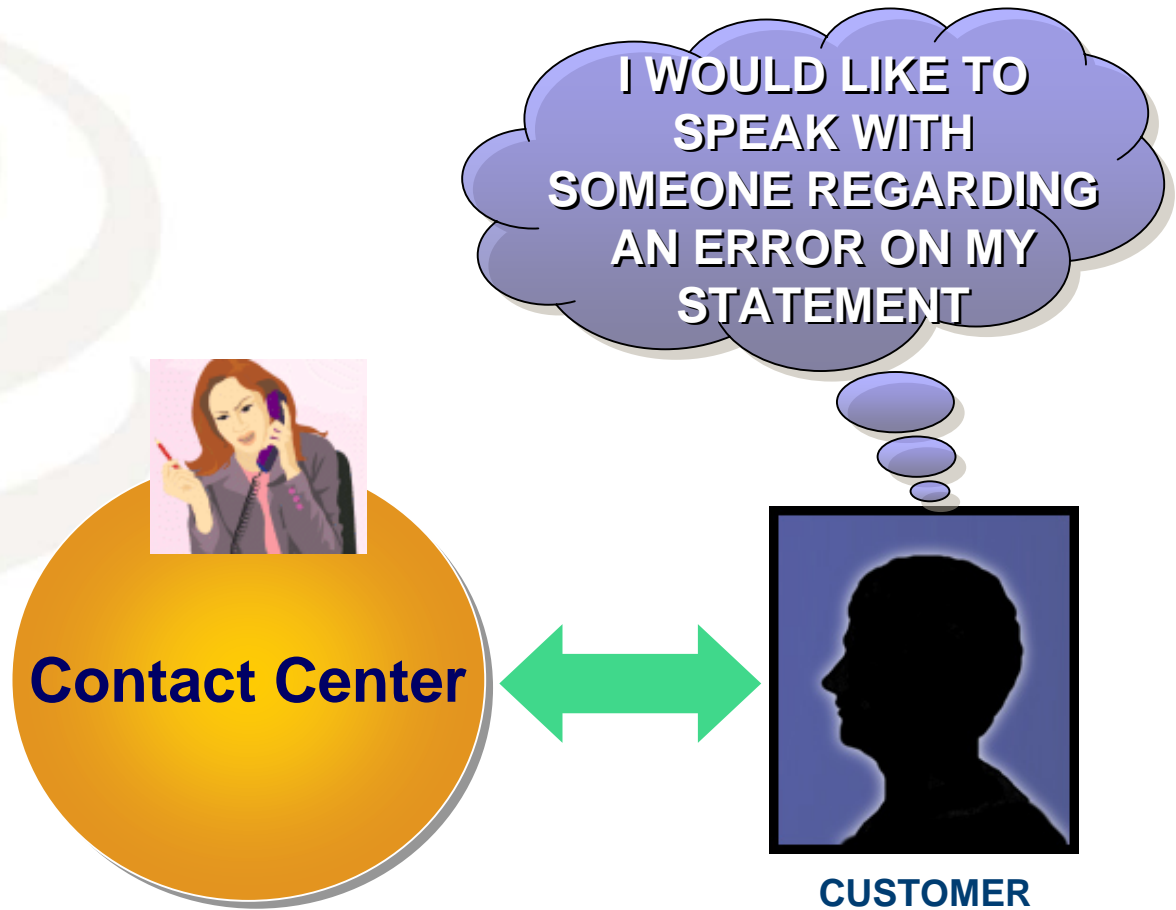
Customer Interaction Tomorrow



Customer Interaction Tomorrow



Customer Interaction Tomorrow



Virtualization

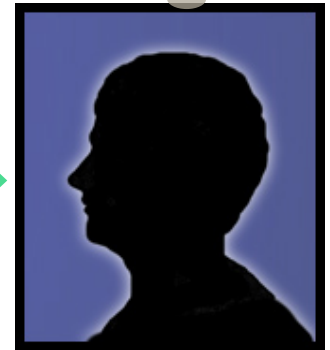
Unleash Your Company's Potential



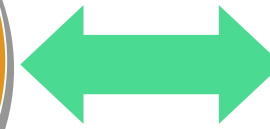
Field Service

Contact Center

**I WANT TO CHANGE
MY CABLE
INSTALLATION
APPOINTMENT**

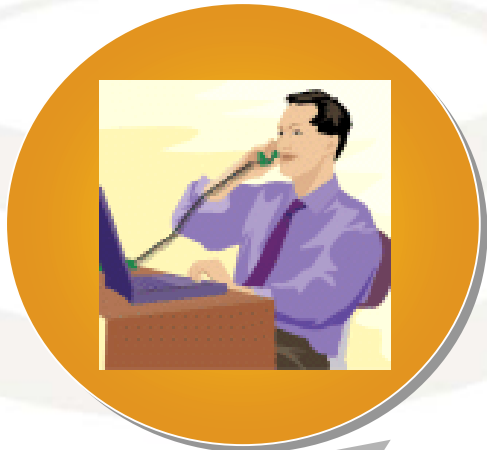


CUSTOMER



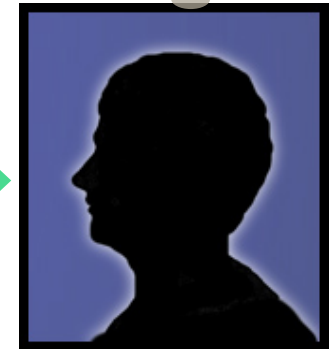
Virtualization

Unleash Your Company's Potential



Contact Center

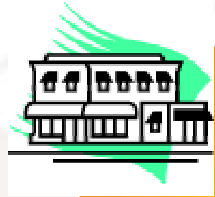
HI, I WANT TO
SPEAK TO MY
PORTFOLIO
MANAGER



CUSTOMER

Virtualization

Unleash Your Company's Potential



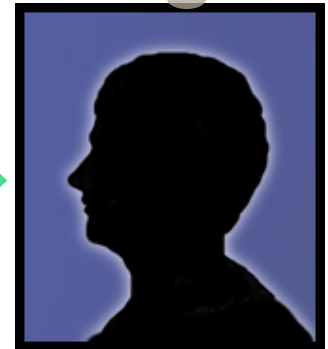
Branch Office



Contact Center



**I NEED TO SPEAK
WITH SOMEONE
REGARDING MY
RETIREMENT PLANS**



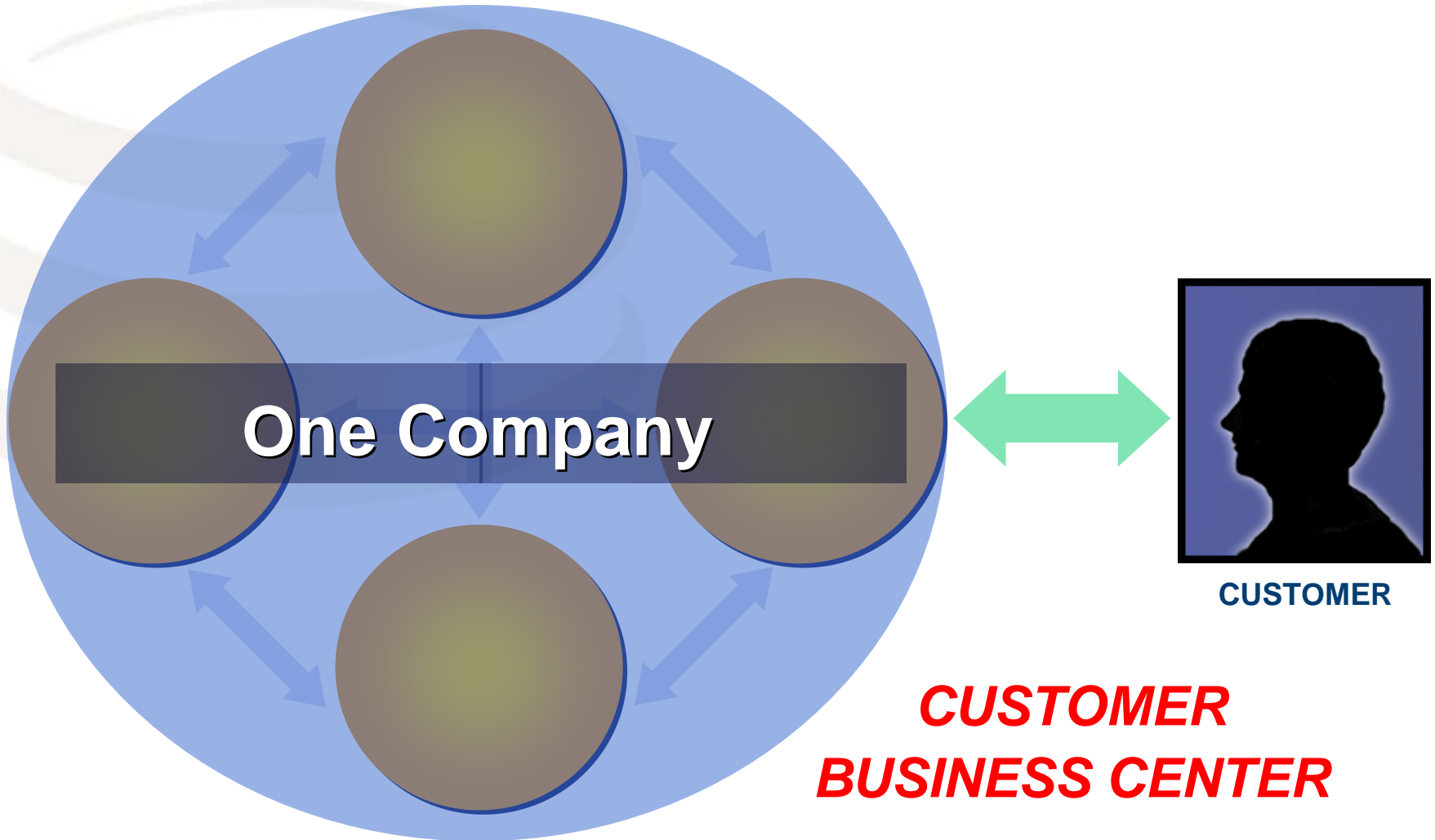
CUSTOMER

Virtualization

UNLEASH YOUR COMPANY'S POTENTIAL

Virtualization

Unleash Your Company's Potential

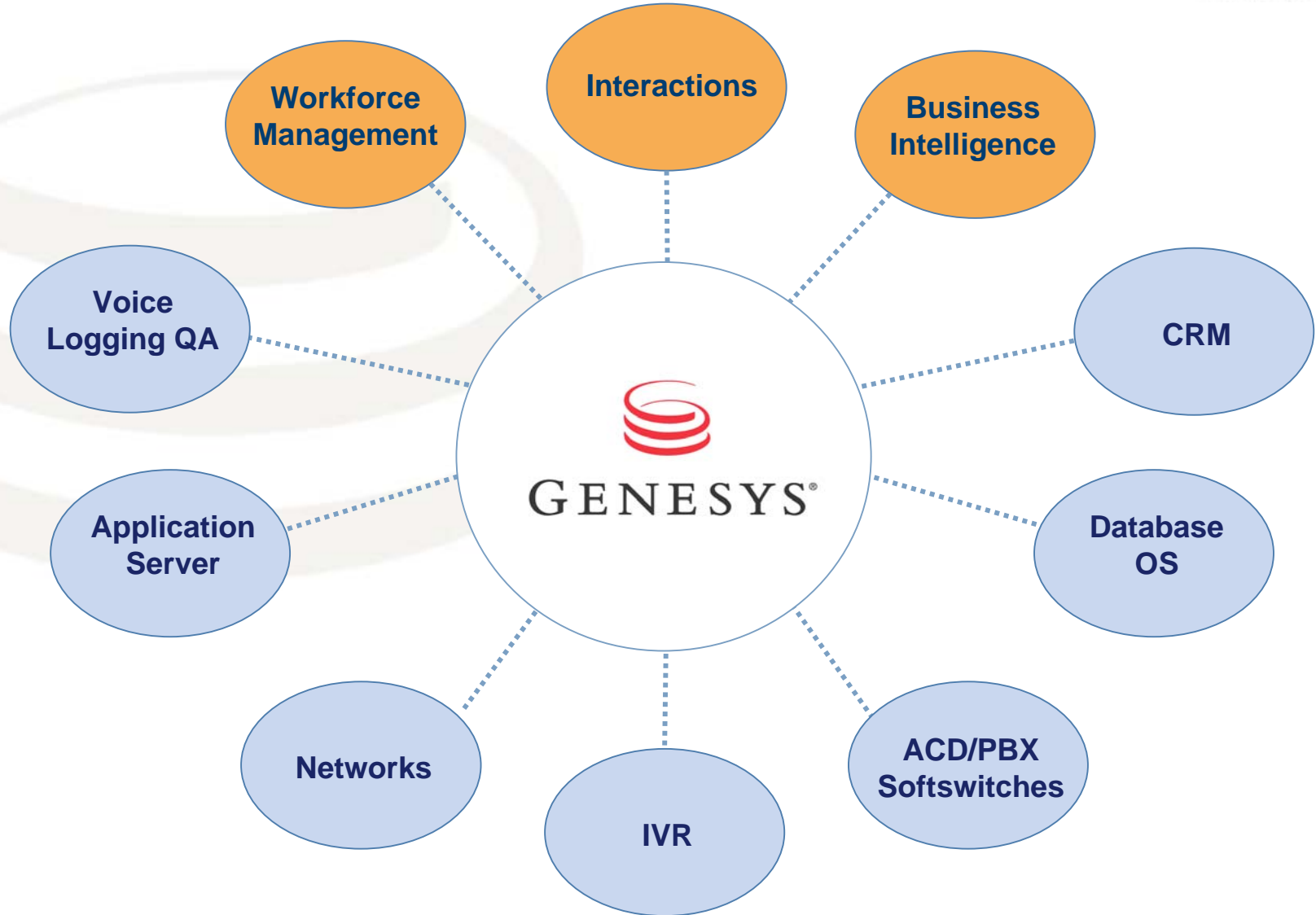


Bridging Information and Communication Throughout the Enterprise

How to get there

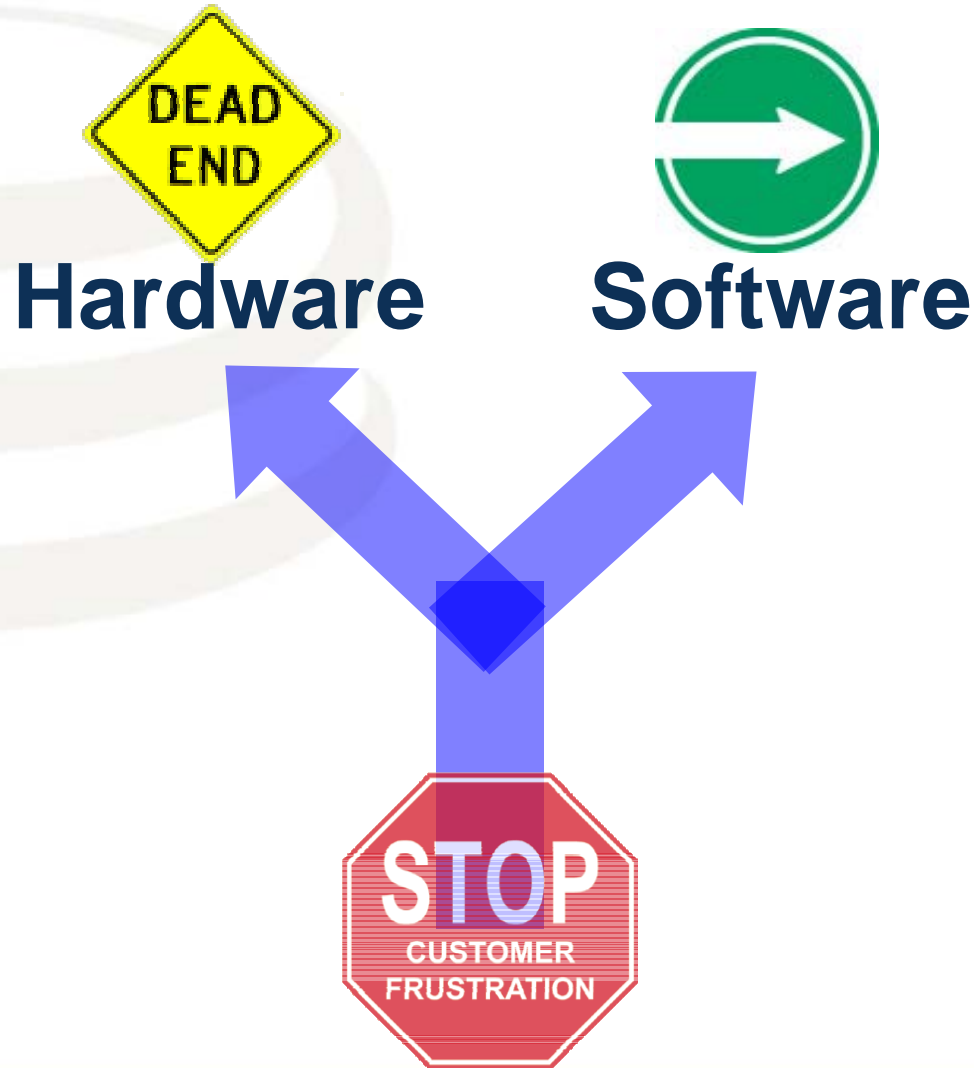
- Assisted Service & Self Service
- Voice & Web
- Multimedia & Business Routing
- IP Telephony or TDM or both
- Premise or Network or both
- In-house & Outsourced Capabilities or both

Open Architecture



Virtualization

The barrier or the path





86%

**of IT heads do not like the concept of being
locked into a single vendor relationship**



67%

of IT heads think that hardware vendors try to lock them into single vendor relationships



- Losing ability to shop around for the best deals (64%)
 - Lack of power to negotiate lower costs (49%)
 - Losing awareness of new technologies on the market (28 %)
 - Being too risky for a company to have all its eggs in one basket (27%)
 - Can be forced to upgrade products according to the vendor's schedule instead of own needs (22%)



Choice Consistency Control

Source: © Dynamic Markets Limited, April 2004

WHAT ARE THE EXCUSES NOT TO BUILD A VIRTUALIZED ENTERPRISE

Virtualization

The Barriers

- I don't have the budget
- My company is not structured in a way that makes this change possible
- We do not make these business decisions - the CEO, CFO, and other "C" types do
- We don't have the bandwidth. We have too many projects on our plate
- We're doing just fine providing excellent customer service. No need to change here. Thanks but no thanks!

Excuses are our limitations

TAKE OWNERSHIP!

**YOU HAVE THE
EXPERTISE AND
THE EXPERIENCE**

**IF YOU PREPARE YOURSELF
IN THE FUTURE FOR THE
FUTURE, YOU'RE TOO LATE**

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