

Meeting customers where they are drives up conversion rates and sales

Polycom adopts Genesys Altocloud to improve their digital customer engagement strategy



Customer: Polycom
Industry: IT solutions
Location: United Kingdom

Challenges:

- Lack of flexibility of existing chat solution
- Limited functionality to meet growing customer needs

Platform:

- Genesys Altocloud

Polycom, the leading global provider of voice, video, and content sharing solutions for more than 400,000 businesses, uses a live chat feature on multiple websites for digital customer engagement and lead generation. Their previous live chat platform came with a variable cost that increased as more customers and agents engaged. And it didn't offer the scalability required to meet the fluctuating needs of this global enterprise.

"The tool worked for chat, but it did not offer the functionality we needed to truly engage with prospects and customers in a way that gave us insight into the buyer's journey," said Niki Hall, Vice President of Corporate Marketing at Polycom. "As a company that lives and breathes human collaboration, we needed a tool that reflects our desire to meet people where they are and engage with them intuitively and effectively, while driving lead generation and sales conversion. Chat is a huge lead generator for us, but we needed a tool that does more than just chat."

Digital empowerment for customers

Polycom turned to Genesys Altocloud for innovative digital engagement solutions, subscribing to customer journey analytics, which connects the dots to discover, analyze and understand customer behavior patterns in real time. They also use digital messaging, which allows agents to handle all messaging on the platforms of the customer's choice, as well as real-time communications for live voice, video and screen-sharing interactions. The solution was wrapped in an enterprise package with full contact center and marketing automation integration.

"Genesys Altocloud delivers more than chat. Their suite of digital engagement services comes at a reasonable, fixed cost and they offer deep customer journey analytics that let us see, understand and engage digital users in real time," said Hall. "Now we can provide key customer journey information to our agents

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Niki Hall, Vice President of Corporate Marketing, Polycom

while the customer is visiting our websites. That data empowers our agents to work smarter, more effectively, and ultimately leads to higher customer satisfaction.”

In the first four months after implementing Genesys Altocloud solutions, Polycom realized a 72% savings in costs per chat and a 62% savings in costs per lead.

“In addition to savings, it’s about improved functionality and making it easier for us to connect with our customers,” said Andrea Kolstad, Senior Director of Web Marketing and Operations at Polycom. “From an operational standpoint, Genesys Altocloud had us up and running in 10 languages within two weeks—it was extremely easy to implement.”

In addition to chat, Polycom can conduct surveys and push content that deepens engagement. Agents report that the solution’s tight integration with Salesforce makes it easier for Polycom teams by streamlining leads and automatically entering transcripts into Salesforce.

“We couldn’t be happier with Genesys Altocloud solutions and service. Their team is awesome to work with; their senior leaders are involved in our weekly calls and they are continually open to discussing feature enhancements and tweaking things to fit our needs. It’s truly been a positive experience that is helping us achieve our digital engagement goals,” said Kolstad.



RESULTS

Saved 72%

in costs per chat in the first four months

Saved 62%

in costs per lead in the first four months

Support for 10 languages

Integration with Salesforce

streamlines leads and transcripts

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 11,000 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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