Project Brief - Retail - Best Buy

Original Systems

- NC3
- Telecom Services by Star Telecom
- Avaya Premise - 3rd Party BPO
- Salesforce
- Premise PBX used as call center telephony technology for some departments
- Star - Telephony
- Star - IVR
- Geek Squad IVR hosted by US Division - limited control and no access for changes
- Star Auto Alert Voice & SMS

Business Challenges

- Disparate systems between departments/partners
- Lack of total control over technology to drive customer experience and outcome
- Lack of centralized call center stat reporting (reporting had to be provided to Best Buy Canada v. generated themselves)
- Inability to make frequent IVR changes themselves, requiring IT resources and time
- Limited/no integration to Salesforce

Current Systems

- Genesys Cloud CX
- Salesforce
- Telecom Services by Star Telecom
- Star Auto Alert - Voice & SMS
- Salesforce integration with Genesys

Outcomes

- Single unified omni-channel partner shared between BBYC divisions and partners
- Single Reporting view on all customer activity across the organization - all channels
- CRM integration allows agents to view customer summaries on-demand and per interaction - more personalized experiences
- Ability to make customizations as needed to flows across all divisions
- Direct access to call/screen recordings as needed
- Platform base for future technology adoption - bots/voice biometrics/API integrations