



STAR TELECOM



Client Engagement Journey

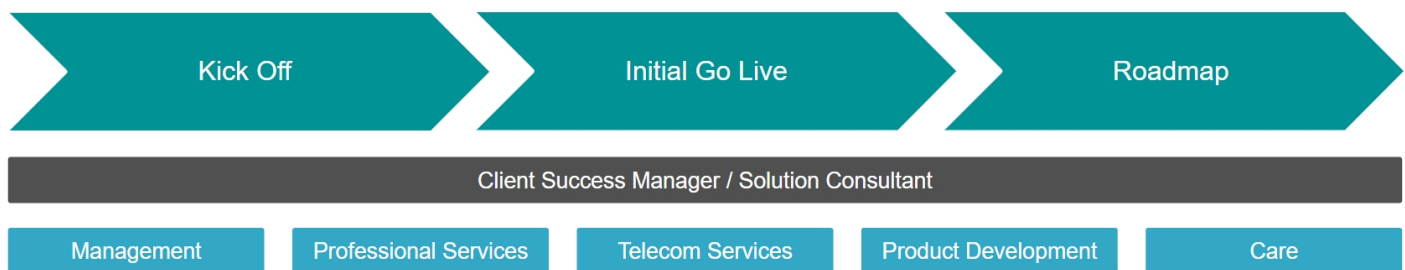


Maximize the results of your Genesys Cloud CX over the long term

Star Telecom's people and process are focused on delivering Genesys Cloud CX solutions that maximize results for our clients through a long term "engagement journey".

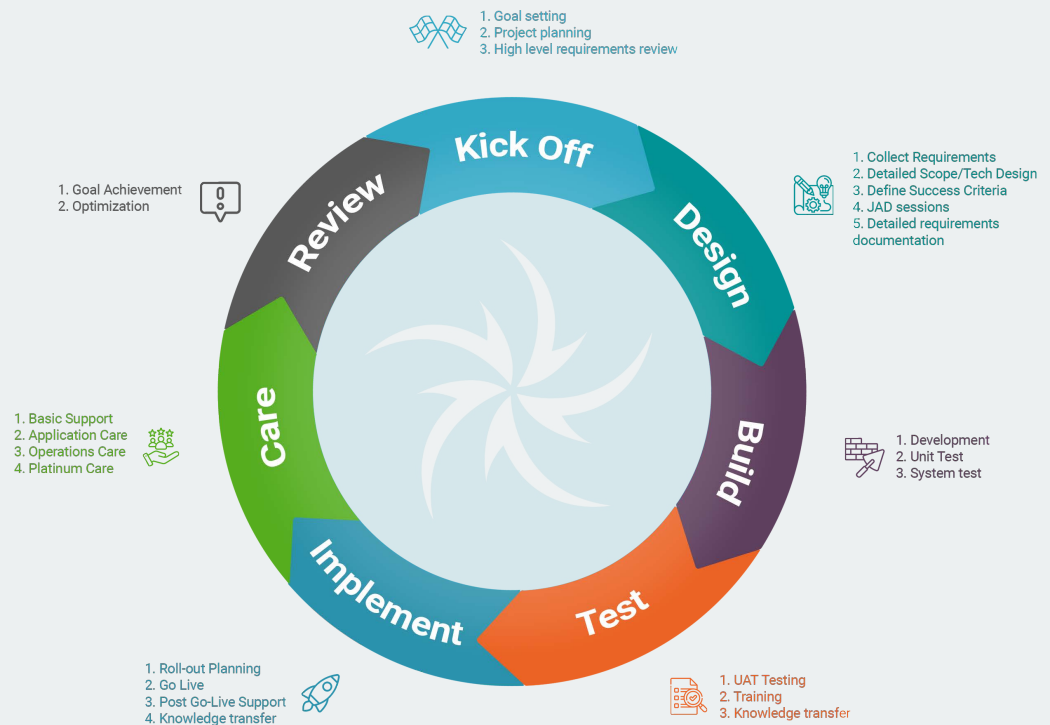
People

Each client engagement is led by a dedicated Client Success Manager and a Solution Consultant who work closely with the client's team. Their focus is to maximize customer satisfaction and the value of the Star Telecom solution to the client during the entire relationship. This includes the kick off of the engagement, the initial project go live and long term roadmap planning. They have access to all people within Star Telecom at any time to deliver the best possible service, including the management, professional services, telecom services, product development and care teams.



Process

Since Star Telecom's inception, our experts have developed a client engagement process to ensure that each project is completed on time and on budget, meets the client's solution requirements and delivers their desired business goals. The process is depicted in the diagram to the right and followed by a detailed description of each step below.



STAR TELECOM

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Kick-off

- Goal Setting
- Project Planning
- High-level Requirements Review

During Kick-off, Star Telecom's project team will meet with the client team to review the high-level scope of the solution, create alignment and agreement on project boundaries and document the business goals the project and solution are to address.

Based on requirements and scope, along with our expertise, we analyze and prioritize requirements. Collaboratively we define major deliverables, acceptance criteria and assumptions, and identify any constraints or risks.

All of this information gets compiled into an initial project plan which will identify the tasks and deliverables along with a timeline for completion. At this point, both Star Telecom and the client will assign resources to the tasks as appropriate. All milestones and corresponding dates should be agreed to at this time.

Design

- Collect Detailed Requirements
- Detailed Scope/Technical Design
- Define Success Criteria
- JAD Sessions
- Detailed Requirements Documentation

During Design, we move from high-level requirements to the details that allow your contact center to function efficiently. Our goal is to ensure all parties understand the capabilities of the Genesys Cloud CX platform and document the technical needs to provide the desired business outcomes. At this point, the Star Telecom team (typically comprised of the Solution Consultant and applicable Subject Matter Experts or "SMEs") work together to provide configuration and implementation details in a form that can be used and shared by the technical team on the delivery of the product. These details are typically applied back to specific client needs or use cases that, in turn, will be used to validate that the system works as designed and success criteria have been met.

Because the Genesys Cloud CX platform is a broad and comprehensive platform that covers many specialized functional areas, it is normal for a deployment to engage different resources for different areas of the solution. The combined efforts of the Star Telecom Project Manager and the client's project manager work to ensure each team understands how their work impacts and fits into the product, highlighting interdependencies and critical paths to keep things on track.

The Solution Consultant typically leads the JAD (Joint Application Design) sessions. These sessions are focused on distinct features or groups and follow a standard agenda:

- Review of the technology or feature in the Genesys Cloud CX platform (this could be via presentation, live demo, video or some combination of these) to level set what is possible
- Review of the SOW to align on what was purchased and is to be delivered
- Review of Best Practices and open discussion around why these are generally good guidelines to follow
- Review and documentation of the client specific needs and how that relates to the implementation



Output from the JAD sessions are captured in Detailed Technical Design and Detailed Requirements documents. The goal is to ensure all detailed requirements are reflected in the technical design of what is to be ultimately delivered.

An overall Solution Architect (which sometimes may be the Solution Consultant or another Star Telecom senior resource) reviews the individual design elements to ensure that the overall solution works together in a complimentary way (as opposed for example a solution where one channel is unintentionally maximized to the detriment of others.)

Build

- Development
- Unit Test
- System Test

At this stage, the actual buildout of the solution occurs. Using the detailed design and requirements documentation, Star Telecom's implementation and development team builds the solution. Developers test their individual components through unit testing and then the overall solution in system testing.

System testing may require access to test data and the ability to test 3rd party integrations if required. Client support is important through system testing. The more realistic and representative of the production environment in system test, the better user acceptance testing will be.

When system testing is complete and any uncovered issues are resolved, the solution is ready to be turned over to the client for user acceptance testing.

Test

- User Acceptance Testing (UAT)
- Training
- Knowledge Transfer

User Acceptance Testing is the final validation of the solution before Go-Live. At this point, clients should exercise the test cases necessary to gain confidence that all areas of the solution have been exercised and user scenarios have been covered. It's important to note any unusual or edge cases that may occur and ensure that the system handles them appropriately. Test data, including test cases, is critical. Clients need to have robust test data that mimics production to achieve reliable results and valid tests. Star Telecom assists client's UAT efforts by (1) researching identified issues, (2) validating against the design or expected format of test data to determine if changes are needed, and (3) making any changes necessary and testing them before turning them back to the client for validation. It is important to note, for the majority of full projects, that UAT needs to be completed at least four days prior to Go-Live to allow sufficient time for telecom changes etc. to be coordinated and scheduled.

UAT also coincides with training and knowledge transfer. Some training and knowledge transfer is performed as preparation for testers to be able to exercise the system.

However, formal training falls into these categories as applicable to the solution being delivered.

- System Administration & Training, including (but not limited to):
 - System Configuration
 - Call Flow changes
 - Prompt recording and activation
 - User Administration (MACs, Skilling)
 - Report access and generation
 - Status monitoring (user, queue, system)
 - Basic troubleshooting and escalation process
- Train the trainer including
 - Four 4-hour training sessions (as needed)
 - Training aids / job aids
 - User guides for various user levels (Admin / Manager / Supervisor / User)
- Agent Training (as needed)

While most clients choose remote training because of its flexibility and ability to include larger numbers without the need for separate facilities, etc., Star Telecom can perform on-site training if needed or desired by the client.

Implement

- Roll-out Planning
- Go-live
- Post Go-live Support

Roll-out planning begins early in the project and is finalized during UAT. Porting plans for the transition of Telecom Services and other migration efforts are itemized and planned out according to necessary lead times and requirements. The goal is to have everyone aligned on timing, resources ready to go and a clear plan of execution for the day the solution goes live.

The goal for Go-Live is to have a seamless cutover to the new solution. To ensure that occurs, roles and responsibilities during the transition are laid out and include regular checkpoints to ensure the solution is operating properly. Telecom porting is validated, calls are monitored and agent questions are answered. As all this happens, any issues are quickly investigated and resolved.

Star Telecom provides post Go-Live support for the time period identified in the scope of work (typically two weeks). This keeps the development team for the project on stand-by so they are ready to research and resolve any issues. Sometimes after go-live, opportunities to optimize the system configuration are identified as users become more familiar with the solution. Many times, these tweaks can be implemented in an agreed upon release schedule during the post Go-Live support period.

As Post Go-Live Support winds down, your project manager and Client Success Manager will walk you through a formal graduation process to Care.

Care

- Basic Support
- Application Care
- Operations Care
- Platinum Care

Genesys Cloud CX is a self-servicing platform designed to provide flexibility in configuring an organization. Since each customer organization is unique, Genesys' stated position is "the customer is responsible for maintaining and managing all configurable items within their organization". See this link for reference: [Genesys Cloud Customer Responsibilities](#). Because of this approach, Genesys' (and other cloud vendors') technical support is centered around Provision of Service and uptime of the platform. Things like call flow functionality, 3rd party integrations, end user connectivity support or any other client-specific configuration are not supported out-of-the-box.

At the same time, Genesys Cloud CX has a long list of value-add features that are continually being expanded and enhanced upon by Genesys on a weekly basis. After the initial deployment, clients who wish to maximize their return on investment need to understand how to utilize these features.

Star Telecom's Care offerings are designed to bridge the gap between the support that Genesys provides and enable clients to get the most value from their solution. We offer Basic Care, Operational Care, Application Care, Platinum Care plus a Retainer model. Each offer covers different portions of the solution in the areas of troubleshooting, issue resolution, proactive monitoring and operational assistance/managed services for moves, adds, and changes.

Star Telecom provides services for our clients across all functional areas by leveraging our team of 20+ Genesys Cloud CX certified administrators, WFM Analysts, SIP Telephony Engineers and self-service, product and API Developers.

Basic Support

This service is for clients who need problem resolution and monitoring of the solution. Our goal is to ensure our clients get mission critical assistance when they need it. As previously mentioned, the foundation of our engagement with each client is the Client Success Manager who acts as your primary point of contact with Star Telecom. All support services are available 24x7x365, with a Service Level Agreement (SLA) response time target of 10-minutes. Additionally, full phone, email or ticket support, platform monitoring and alerting and Genesys expense management services are included.

Operations Care

This service is for clients who need assistance supporting and enabling their agents and supervisors, and performing operational changes. It includes all the services which are available in Basic Care, plus a turn-key solution in which Star Telecom handles agent inquiries and issues directly. Also included are all Moves, Adds and Changes (MAC) needed within the Genesys Cloud CX infrastructure and access to training videos to assist with staff on-boarding and refresher training for agents.

Application Care

This service is for clients who will handle their own agent inquiries and MAC needs, but want the security of Star Telecom providing problem resolution of their unique application of Genesys Cloud CX. It includes all the services which are available in Basic Care, plus problem resolution of configurations, application code and integrations within their Genesys Cloud CX infrastructure.

The service provides peace of mind to clients who want to ensure their unique application solution is supported when something in their environment changes and creates application errors or end user impacts.

Platinum Care

This is a premium service for clients who need assistance with all operations of their Genesys Cloud CX environment and want to maximize their return on investment. It includes Basic Care, Operations Care and Application Care, plus a wide range of other tactical and strategic services to enable continuous improvement and growth. It also includes discounts for future professional services projects.

Retainer

This service is for Star Telecom clients who plan to maintain their own solution but want to augment their team with Star Telecom's expertise and assistance on a pre-arranged hourly basis. It includes Basic Care plus access to a variety of other support services that clients can choose from on an ad hoc basis.

Review

- Goal Achievement
- Optimization (Suggested Improvements)

As previously mentioned, the Client Success Manager is responsible for the on-going relationship and partnership between clients and Star Telecom. Your Client Success Manager becomes familiar with your business operations and goals and helps make sure your Star Telecom/Genesys Cloud solution evolves as your business evolves and continues to meet your contact center needs. Specifically, your Client Success Manager assists with:

- Ensuring the business goals of the solution are met as time passes and the system usage becomes ingrained in your contact center. The Client Success Manager will often assist you with identifying critical key performance indicators (KPIs) and the reports that will provide that data.
- Monitoring Genesys releases for new feature content and technology that might be beneficial to your organization and reviewing that technology with you or arranging for demonstrations as applicable.
- Looking at your contact center and identifying areas of opportunity to improve customer experience, agent experience, efficiency, and cost savings. This optimization process is on-going throughout your life as a Star Telecom customer.

Finally, areas of optimization are reviewed and discussed with you. Often they become projects of their own, starting the engagement cycle over again with the kick-off process, by setting goals and performing high-level planning and requirements gathering.