



Publishers Circulation Fulfillment, Inc.
Towson, Maryland, USA
www.pcfcorp.com

Industry	Outsourcing
Employees.....	350 agent seats
Customers.....	60

Publishers Circulation Fulfillment (PCF) is the largest U.S. independent distributor of delivered newspapers, handling publications including The New York Times, The Wall Street Journal, and USA Today. The company also provides contact center outsourcing for media companies.

PCF serves its customers' needs with two primary contact centers in Pensacola, Florida and Rockleigh, New Jersey, and two remote contact centers in Fargo, North Dakota and Campbellsville, Kentucky.

Challenge

PCF used Aspect ACD's to handle calls and network in a queue to send calls back and forth between locations. Within that environment, call centers had to be managed as independent islands. PCF could never leverage the entire workforce as one holistic pool of agents for routing calls.

As the business grew, the existing system couldn't handle the e-mail, faxes and mail communications that had begun to come in. Customers were becoming frustrated, and PCF needed a way to funnel requests from all these channels through a single system to be able to resolve them quickly and report on them.

Like many contact centers, PCF has a volume pattern in which calls peak in the morning and drop in the afternoon, creating the need to optimize resources and achieve full agent productivity throughout an entire 8 – 5 shift.

Solution

After looking at several vendors, it became clear that Genesys could provide a single solution to all of PCF's needs. Today, their Genesys solution includes inbound and outbound voice, Genesys Enterprise Routing, Virtual Hold for Genesys, and Workforce Management.

“What we were trying to bring to our organization at that time was an all-in-one solution where we could get data and be able to report on the activities of the call center itself. So, we looked at different vendors, and Genesys brings us a holistic approach to everything we do in our contact centers,” said Bernard Pearson, Manager of Call Center Applications.

“By utilizing Genesys and being able to make sure that we're adhering to the service levels that are set one, by our client, and then, two, ultimately by our customers, is what we were able to achieve by putting Genesys in place.”

Results:

- > Cut call abandonment rate by 2.5 to 3% with Virtual Hold for Genesys, allowing PCF to better meet customer KPI's
- > Using Genesys on top of Aspect ACDs allows PCF to funnel calls, e-mails, faxes, and mail through a single channel for resolution and reporting
- > Optimized resources and gained a competitive advantage in acquiring new business with Genesys Workforce Management



GENESYS
AN ALCATEL-LUCENT COMPANY

“Genesys Workforce Management is the brains of what we do in the contact center. We understand that you have to have the right people in place to handle the call volume, and if you don’t, you pay for it one way or another.”

Bernard Pearson
Manager, Call Center Applications
Publishers Circulation Fulfillment

Products & Services

- > Genesys Inbound Voice
- > Genesys Outbound Voice
- > Genesys Enterprise Routing
- > Genesys Workforce Manager
- > Genesys Virtual Hold



Results

Genesys has helped PCF better run its contact centers to meet customer metrics, save money, and even to acquire new business. According to Pearson, results include “a better utilization of our agents, and definitely a savings in regards to how we manage our overall call center.”

By implementing Genesys Enterprise Routing, PCF is able to send calls to the best agent, based on whatever variable they set, such as “longest idle agent.”

“I know for a fact that with the implementation of Virtual Hold, we were able to see a reduction of about two-and-a-half to three percent in our abandonment rate,” Pearson said. He added that since PCF is held to such metrics as part of its client KPIs, “reduction in abandonment was a huge gain for us.”

In fact, PCF records all of its Virtual Hold calls, to understand what customers are saying and what they experience when they get the call. “We’ve only heard positive things from customers regarding the Virtual Hold experience,” Pearson said.

Genesys Workforce Management allows PCF to see historical trends and call patterns and predict what’s going to happen today and in the future, and strategically put people in line to handle the calls as they arrive.

“We can achieve the service level objectives and also make sure customers are satisfied,” Pearson said. “We also see that by managing the call volume and the historical versus the current trend, it reduces our operational cost.”

“The newer functionalities in Workforce Management allow the agents to do shift bidding and shift swapping online, so it empowers the agents themselves.”

Genesys Workforce Management is also helping PCF acquire new business, by allowing them to use the virtual scheduling feature to create “what-if” scenarios for potential new clients.

“When we’re writing an RFP for a new client and we obtain that client’s data, we can now go to that client and present an accurate quote for the work they are requesting of us,” Pearson said. “It puts us in a space where we can be more competitive in regards to acquiring new business.”

Genesys Worldwide

Genesys, an Alcatel-Lucent company, is the world’s leading provider of contact center and customer service management software — with more than 4,000 customers in 80 countries. Genesys software directs more than 100 million interactions every day, dynamically connecting customers with the right resources — self-service or assisted-service — to fulfill customer requests, optimize customer care goals and efficiently use agent resources. Genesys helps organizations drive contact center efficiency, stop customer frustration and accelerate business innovation.

For more information: visit us on the Web: www.genesyslab.com, or call +1 888 GENESYS (1-650-466-1100).

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