



Sunsuper slashes customer response times with CX offering from Genesys

Genesys PureConnect gives Sunsuper a boost to its contact centre functionality and flexibility, driving customer satisfaction

Sunsuper, one of Australia's fastest growing superannuation funds, selected Genesys® (www.genesys.com/anz), the global leader in omnichannel customer experience (CX) and contact centre solutions, to refresh its CX capabilities to support business growth and has already seen impressive results. Sunsuper's previous contact centre system needed between two and three business days to respond to emails and web queries. Since switching to Genesys PureConnect™ inquiries are now resolved in a matter of hours. By integrating web chat functionality across key online functions – member join and pay super online fulfilment rates have also improved. Enhanced features and new functionalities have given Sunsuper members greater choice on when and how they want to engage, lifting customer satisfaction by 2% and increasing the number of members who have judged their experience with Sunsuper as 'excellent' or 'above and beyond'. QPC, a partner specialising in contact centres, worked to identify key business objectives as part of overhauling Sunsuper's CX capabilities. After 10 years of solid growth, Sunsuper needed a solution that was faster and more efficient to enable better business performance to provide a seamless customer and user experience. QPC recommended the Genesys PureConnect™ omnichannel contact centre solution, after close consideration of all market options, for its unified approach to managing multichannel customer interactions. Amalie White, Head of Customer Interactions, Sunsuper, said the Genesys PureConnect platform was the right solution for them as it met their core values of being a customer-centric organisation. "Its intuitive features and ability to streamline tasks across different communication channels, has led to real, tangible results for the business already. "Our initial trial of the Genesys PureConnect platform began with 80 customer representatives; it has since been rolled out to 250 Sunsuper staff, representing nearly a quarter of the organisation. This is a testament to the capabilities and intuitive nature of our refreshed customer offering," said Ms White. In addition, Sunsuper expects more business performance improvements. Previously, contact centre agents were juggling multiple, disparate systems and onboarding/training of new staff was lengthy and costly. Genesys PureConnect solution has paved the way for a frictionless, easy and immediate customer journey. Happier customers have also led to a positive impact on staff satisfaction. By streamlining administrative tasks, staff are able to focus on more rewarding conversations with members. Gwilym Funnell, Vice President of Sales and Managing Director, Genesys Australia and New Zealand, said the increasing digitisation across all industry sectors has put pressure on businesses to keep up with the pace – or risk losing out to competition. "Genesys has built a reputation for developing some of the world's most sophisticated contact centre solutions to support organisations and their evolving customer and business needs. We are pleased to see Genesys PureConnect equip organisations like Sunsuper for success today and into the future," said Mr Funnell.

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