



One Tampa City Center  
201 N. Franklin St  
Suite 3410  
Tampa, FL 33602  
[www.gammaengineers.com](http://www.gammaengineers.com)  
[sales@gammaengineers.com](mailto:sales@gammaengineers.com)

**Managed Statistical Routing**



# The Real Routing Power of Genesys. Intelligently.

REALTIME, REAL WORLD STATISTICS HAVE A SIGNIFICANT IMPACT ON PERFORMANCE

Few contact centers have undertaken any significant improvements in interaction routing since the dawn of the ACD. The technology underlying interaction routing has gotten significantly more capable and powerful over the years, but with each new implementation, only minor tweaks have been made. Some of this is due to the natural time pressures around those implementations, some of it is due to the need to not break what is already working, and most of it is due to a lack of awareness of the actual potential of making significant improvements. At Gamma Engineers, we are working to help our customers identify that potential and implement it within their routing environments.



## THE BUSINESS VALUE

- Use statistical analysis to determine places for routing efficiencies
- Ongoing analysis to evaluate and document improvements
- Increasing levels of statistical improvements

## We deliver contact center business value to your bottom line

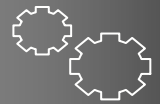
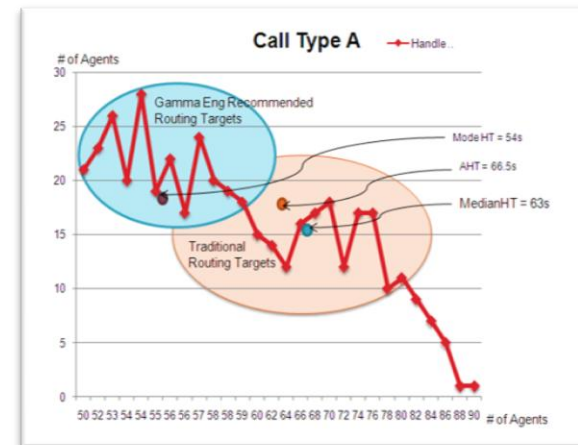
## MANAGED SOLUTION, CONTINUOUS IMPROVEMENT

As a managed solution, our customers can focus on the decrease in costs, improvements in customer service and increase in sales instead of worrying about the technology and it's management.

100,000 calls/month
❖ 12.5 seconds per call saved
= 3,500 hours of saved agent time
❖ \$26.25 (your agent cost per hour)
= \$91,875 (hard savings)

## RESEARCH DONE BY Ph.D'S

The research behind this solution is based on the work of a group of Ph.D's and a former CTO of a contact center infrastructure vendor. We have taken that research and built it into a productized solution that your contact centers can benefit from in a very short period of time. The analysis is complicated and requires a very specialized skill set, the savings and improvements are easy to understand and see in practice



**IMPACT PERFORMANCE**  
Improve upon routing strategies and improve performance.



**BETTER CUSTOMER EXPERIENCE**  
Route the right call to the right agent..the first time.



**SAVE MONEY**  
Save money by resolving issues faster

