STREAMING QUEUE MUSIC FOR GENESYS ENGAGE

AN INVESTMENT IN CUSTOMER EXPERIENCE

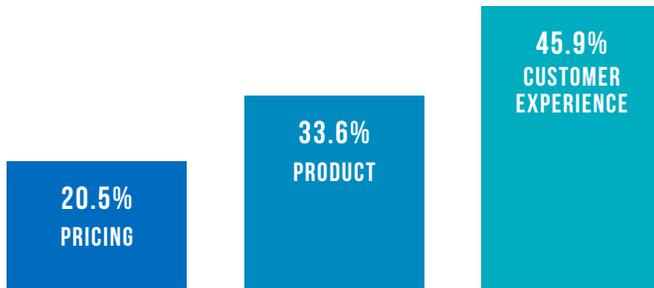It's time to reassess the way your contact center platform handles customer hold time.

Unlike static IVR/queue voice files, audio streams in the hold queue are easily managed by marketing teams, taking into account caller profiles and various stages in the customer journey. To bring in live streaming content, Easy On Hold® has developed STREAMING QUEUE MUSIC™, a scalable, end-to-end customized solution that works with Genesys Engage.

easyon**hold**®

GENESYS™

AppFoundry Partner

FOCUS: CUSTOMER EXPERIENCE

What causes a customer to stick with your brand?
Price? Product? Not today. Customers stay loyal as a result of the *experience* they receive from you.

45.9%
CUSTOMER EXPERIENCE

33.6%
PRODUCT

20.5%
PRICING

A [Qualtrics study](#) confirms that investments in customer experience create success in revenue growth, profitability and employee retention. Customer needs are rightfully receiving ultimate priority in today's business strategy.

Brands need modern tools to quickly and efficiently satisfy customer needs, which is why contact center technology is more important than ever. Platforms such as *Genesys Engage* bring together multiple customer touch-points (chat, social, voice, etc.) to accommodate customers regardless of the communications channel they choose. Still, the channel of choice continues to be voice (the phone).

A 2019 [Clutch Survey*](#) concluded, "Nearly 9 in 10 people (88%) prefer speaking to a live customer service agent over a phone menu, indicating the importance of a human touch." And that was before the COVID-19 pandemic made face-to-face interaction obsolete, causing spikes in call volumes and epic hold times. 86% of consumers say they have to wait on hold every time they call a business (as [reported by talkto.com](#)).

In light of the importance of customer experience, the significant preference for the voice channel and the inevitability of hold-time, contact centers must reassess the way callers are brought into queues and held while waiting for the human voice they desire.

Working with Genesys, Easy On Hold® has replaced repetitive, inflexible queue music and messaging with an automated, dynamic, manageable alternative.

*Clutch surveyed 501 people who called a business at least three times in the past six months to understand consumer opinions of phone menus.

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>
> There's been a major move to chat, email and other channels. But COVID-19 has shown the importance of voice as a channel; and for most organizations, voice it isn't going away. COVID has highlighted a new need for contact centers to be resilient. And nothing is more resilient — or faster to respond to changing problems — than an agent on the phone.

—Craig Robinson in the [Genesys Blog](#)

THE OLD QUEUE NO LONGER WORKS

IVR/QUEUE MESSAGING IS BEING REPLACED BY STREAMING HOLD AUDIO QUEUES

Why replace the typical IVR/queue voice interruptions over a background music track?

The common format brings to mind countless unhappy experiences.

In most communication platform design, the customer journey begins with an automated greeting. Next comes queue audio, (not the "on hold" audio), typically a background music file that repeats. The IVR is programmed with a variety of announcements, anything from, "all agents are busy" to information about self-help options, etc. These announcements "barge in" to interrupt the music.

This arrangement *sounds* like a queue. It is what we think of when we think of waiting for an agent.
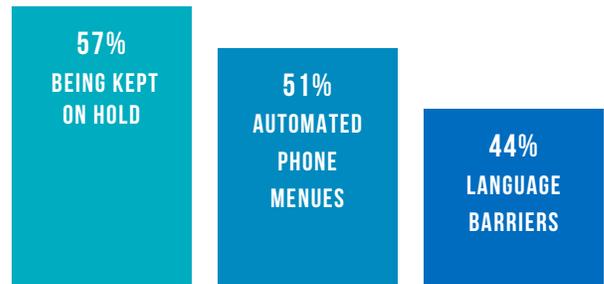
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the combination of being put on hold, the stupid music and the automated message system while waiting for customer service makes my blood boil

1:51 pm · 28 Dec 2020 · Twitter for iPhone

First off there's a 2 1/2 minutes of intro , then you're put on hold & waiting over 10 minutes to get through

11:46 am · 8 Mar 2021 · Twitter for iPhone

57% BEING KEPT ON HOLD

51% AUTOMATED PHONE MENUES

44% LANGUAGE BARRIERS

What do people find frustrating when calling a business? (Clutch survey.)

MISS-QUEUES

THE COMMON SHORTCOMINGS OF THE IVR/QUEUE WHEN USED AS MUSIC AND MESSAGES ON HOLD

» Voice recordings are interruptive, abrupt and unprofessional

» Music is limited to "royalty-free" sound; the best music is licensed

» When background music "loops" or repeats, callers feel their hold time is longer

» IVR announcements often fail to address caller needs; lack of customization

» Voices and voice quality change throughout caller experience, causing concern

» IVR announcements are owned by the contact center, not marketing or business teams

» IVR announcements are often programmed with no plan to change and update

WHAT IF YOUR HOLD QUEUE DIDN'T SOUND LIKE A QUEUE?

Instead of the typical on-hold approach, business and marketing teams can be empowered to design meaningful and unique caller hold experiences. This means integrating several streaming audio experiences that target caller groups with engaging content.

The tool that does this is called STREAMING QUEUE MUSIC™ , which serves contact centers of any size.

HERE IS WHAT'S DIFFERENT ABOUT STREAMING QUEUE MUSIC™

SQM introduces streams of customized audio to serve customers while they wait.
It opens up new creative possibilities, controlled in the EOH content control panel.

MUSIC

» Chosen to represent the brand
» Unlimited variety of fully-licensed music
» Unlimited number of tracks
» Never interrupted
» Instrumental or popular vocal hit music (no sound-alikes!)
» Varying song lengths make hold time seem shorter than it is
» Callers no longer will be able to count how many times the music has looped
» Randomization removes predictability
» Schedule different mixes of music at various times

VOICE

» Carefully crafted "for the ear"
» Automated start and stop dates, or specific times of the day or days of the week
» Out-of-date messages never play
» Prerecorded emergency announcements that can be launched with a click
» Brief (50 words or less)
» Never interruptive or jarring; smooth, professional sound
» Choose how often voices play
» Set priority of each topic, so time-sensitive, critical messages are heard more often

HOW STREAMING QUEUE MUSIC™ WORKS IN GENESYS ENGAGE

For **Genesys Engage**, the EOH team customized their Streaming Queue Music™ (SQM) software to deliver a specific type of HLS stream suitable for the Engage Media Control Platform (MCP). SQM can operate in the cloud or as an on-premise appliance, and can handle large numbers of concurrently-held calls. The software controls volume and sound EQ as well as monitoring, logging and redundancy/fail over.

CASE STUDY
FLEXIBLE QUEUE STREAMING

By updating to STREAMING QUEUE MUSIC™ from Easy On Hold®, a national broadband provider was able to move quickly to satisfy callers in an emergency situation.

A national broadband service provider using the **Genesys Engage** on-premise platform has integrated the EOH SQM cloud solution, which serves several call queues (skills). Queues are organized by region and caller type (residential, business, entertainment, etc.). Messaging plays between popular songs with fresh updates on service offerings, customer resources and other relevant, time-sensitive topics.

As sometimes happens with utilities, there was a problem in one area of the country, causing thousands of customers to loose connectivity.

Contact center managers logged in to their Easy On Hold® customer portal to launch emergency messaging for that particular region. A prerecorded announcement let callers from the affected region know that the engineering team was aware of the outage and was hard at work to restore services.

The number of calls in queue climbed to 600 before the emergency announcement was deployed. Afterward, the queue was reduced to less than 60 callers holding. The use of multiple, unique queues meant unaffected customers had no idea there was a problem.
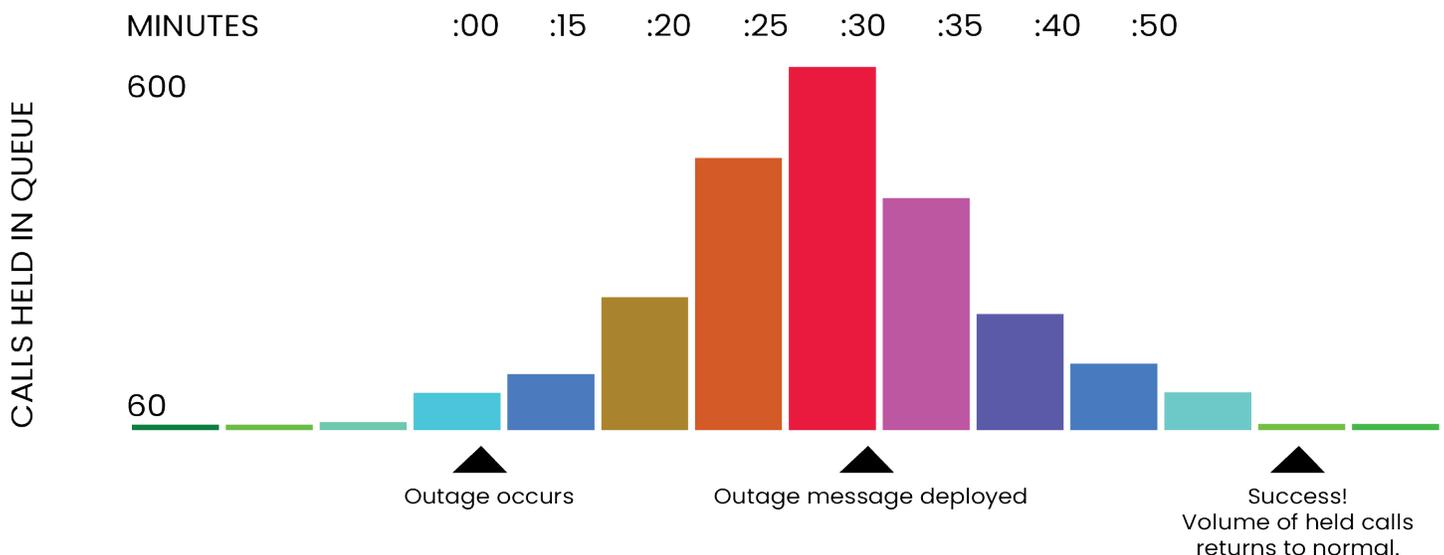

MINUTES :00 :15 :20 :25 :30 :35 :40 :50

CALLS HELD IN QUEUE
600
60

Outage occurs   Outage message deployed   Success! Volume of held calls returns to normal.

Illustration: the positive effect of agile, real-time hold messages on call-on-hold queues. Based on actual deployment.

TECH NOTES

- » The EOH Streaming Queue Music™ appliance (cloud or premise) transcodes to one or more customized HLS stream (standard HLS does not work in MCP).
- » Streams are generated by proprietary EOH streaming engine in 128k or 192k http mp3.
- » MCP handles streams as MOH resources assigned to skills.
- » The use of caching web proxy servers on-prem will reduce incoming traffic.
- » If necessary, MCP can failover to static, local audio files and attempt stream re-connection.
- » SQM is load balanced to provide redundancy.
- » Stream status and connectivity is continuously monitored.
- » Logging and monitoring is viewable in SQM dashboard (where made available).
- » Volume and audio EQ can be modified in SQM.

easy on hold®

STREAMING QUEUE MUSIC™ FOR GENESYS ENGAGE

Now, with the Streaming Queue Music solution for Genesys Engage, larger contact centers can say with true confidence that they're innovating to generate "delightful customer experiences."

BEFORE EOH SQM

Replying to @deadrndishwtr

Still on hold while the horrible music, clearly intended to drive you to madness and force you to hang up, loops over and over and over.

12:50 pm · 18 Feb 2021 · Twitter for iPhone

AFTER EOH SQM

Eduardo 🚀 @EddieeeGonzalez · 2 Dec 2020

I was calling **EOH CLIENT** and was on **hold** but didn't mind they were playing good music

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"Businesses all over the world are choosing Genesys because we have the right technology, innovation strategy, team and ecosystem to help them address consumers' preferences for differentiated and delightful customer experiences and the changing nature of work."

– Genesys CEO Tony Bates

CONTACT

Timothy Brown, Vice President
tim.brown@easyonhold.com

Amy O'Boyle, Business Development
amy.oboyle@easyonhold.com

PH: +1-888-798-4653 (Eastern)