



## **FOR IMMEDIATE RELEASE**

September 12, 2005

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### **Genesys Takes Control- Selects TeleSmart to Customize Worldwide Customer Support Program**

SAN FRANCISCO- TeleSmart Communications has been selected as the exclusive vendor to design and develop a proprietary training program for Genesys' Technical Support Organization on telephone effectiveness. The request came as a result of Genesys' declining customer response and resolution time, which indicated a need for essential telephone and e-mail communication standards. Genesys' goal was to maximize the customer satisfaction experience through effective telephone and on-line communications, while becoming more customer and partner focused on a global scale.

"We selected TeleSmart to develop and customize an exclusive program for our worldwide technical support organization," said Scott Chaykin, Director of Genesys' Worldwide Technical Support organization. "TeleSmart immediately identified our critical needs and developed an excellent program to train and certify our team."

TeleSmart hit the ground running by conducting an in-depth needs assessment and interviewing Genesys directors and managers from their California, Canada, UK and Australia headquarters. Based on the findings, TeleSmart designed a 4- part program titled "Taking Communications Control", which included the subtopics Voice Tone and Word Choice, Managing Expectations, Taking Control and Foreign Communications Mastery. TeleSmart delivered this program and certified the Genesys trainers.

Josiane Feigon, president of TeleSmart, said of the program, "The results have been fantastic. We have raised the awareness of their phone and on-line communications."

Chaykin agrees. "We have deployed this program on a global scale and the results have been very positive. TeleSmart is a pleasure to work with," he said.

#### **About Genesys Telecommunications Laboratories, Inc.**

Genesys, an Alcatel company, is 100 percent focused on software for contact centers. Leading companies in the Global 2000 and Fortune 1000 use Genesys to deliver interactions that drive better business. With 3000 customers in 80 countries, Genesys directs more than 100 million customer interactions every day. Genesys allows enterprises to achieve key business objectives by tying together customer interactions, people and customer information in both traditional telephony and IP environments. Sophisticated routing and reporting across

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voice, e-mail, documents and Web interactions, coupled with integrated self service, ensure that customers are quickly connected to the right resource - the first time. Genesys solutions stop customer frustration and allow enterprises to deliver superior customer satisfaction and improved business results. For more information visit [www.genesyslab.com](http://www.genesyslab.com).

### **About TeleSmart Communications Inc.**

TeleSmart is a 12-year global training company based in San Francisco. They specialize in developing efficient, focused, and strategic telephone and on-line communications for inside sales teams and managers. Last year, clients such as **Agilent, Documentum, Genesys, Siebel, VeriSign** chose TeleSmart as their worldwide solutions provider for inside sales. The TeleSmart 10- Sales Booster Series has become a "must-have" for any growing inside sales organization. TeleSmart provides on-site training, consulting and productivity coaching.

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