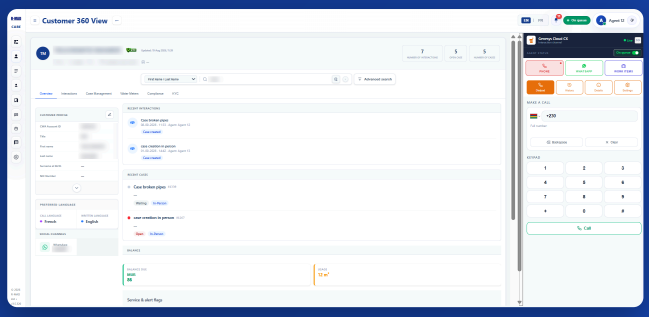
R-MAD CARE

Case management for the whole customer journey, front office to back office

R-MAD CARE is a case management system built on the Genesys Cloud platform. Agents get one workspace to talk to customers, see their full history and raise cases. Managers get one view of the work all the way to resolution.



Customer 360 View with the built-in softphone. Customer details blurred.

Customer 360 View

Profile, recent interactions, open cases, balance and usage, compliance and KYC on one screen, so the agent knows the customer before saying hello.

Case management

Create a case in seconds from any interaction: category, priority, due date, queue and assignee. Park and resume drafts, list or board view.

Built-in softphone and digital channels

Voice, WhatsApp and other digital channels are embedded. Agents go on queue, answer and dial without leaving R-MAD CARE.

Work Automation

Cases sent to the back office are routed by Genesys to the right person, so back-office work is pushed, measured and held to SLA like any call.

One login, secured by Genesys

Users sign in once with their Genesys Cloud login for both R-MAD CARE and Genesys. No double logging: all authentication is handled by Genesys.

Cases without an agent

Customers can open a case directly on WhatsApp or any other digital channel, or a Genesys AI virtual agent creates it for them.

WORK AUTOMATION

Every case is pushed to the right person, with or without an agent

R-MAD CARE's work automation is linked to Genesys Work Automation. However a case is created, it becomes a Genesys work item and Genesys routing decides who receives it, based on skills and availability. It arrives like a phone call or a WhatsApp, so the back office no longer cherry-picks from a list.

Customer, then agent
Voice, WhatsApp or in person. The agent creates the case in R-MAD CARE.

Customer on digital channels, no agent
WhatsApp or any other digital channel: the conversation is converted into a case directly.

Customer and Genesys AI virtual agent
The AI talks to the customer and creates the case in R-MAD CARE itself.

▶

Genesys Work Automation

The case becomes a work item and is routed by Genesys logic: skills, queue, availability, priority.

▶

Right agent, measured

Delivered like any interaction. Handle time and SLA tracked until the case is closed.

~75%

of contact-centre interactions are estimated to be resolved in the back office, yet most organisations only measure the front office.

- **One view of front and back office** in the same Genesys reporting.
- **Average handle time for back-office work:** every work item is timed.
- **SLA control:** cases approaching or past SLA are flagged on the dashboard.
- **Fully integrated:** one login and one routing engine for voice, digital, AI and cases.

REPORTING WITH R-MAD.AI

Just ask how your business is doing

Nothing to type, no reports to build. Managers talk to R-MAD CARE through R-MAD.ai and get the answer.

"How many cases do we have today?"

"Which cases are close to SLA breach?"

R-MAD Ltd
R-MAD CARE: case management on Genesys Cloud

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