

CEdMA Certification SIG



GENESYS®
AN ALCATEL-LUCENT COMPANY

Thursday July 30, 2009

3.30 pm – 4.30 pm Eastern

“Twitter, Blogs and Forums within a Certification Program”

**Joan Lee, Certification Manager,
Genesys University**

CEdMA Anti-Trust Warning

CEdMA is a trade association which provides a unique opportunity for competitors to meet and discuss and learn from each other. Because of our status, however, we must exercise caution to assure that we protect CEdMA as an organization, as well as each of our individual members, from unintentional violations of the law. Please take a moment to review and familiarize yourselves with our **Antitrust Guidelines** on our website if you have any questions.

- What is Web 2.0?
- Popular Tools Used
- Pros and Cons of Web 2.0
- Web 2.0 and Genesys Certification
- How can we effectively use specific tools?
 - Twitter
 - Blogs
 - Forums
 - Online Communities
- Where can I get more information?

- Genesys - a wholly owned subsidiary of Alcatel - is the leading provider of customer contact center and interaction management solutions for enterprises of all sizes.
- Genesys delivers solutions to its customers directly and through its established channel partners
- Genesys developed the Genesys Certified Professional Program (GCP) for to assist its partners, customers and staff to validate their knowledge/skills using Genesys products.
 - Currently deliver proctored certification exams via Prometric Test Centers and at Genesys locations worldwide

What is Web 2.0?

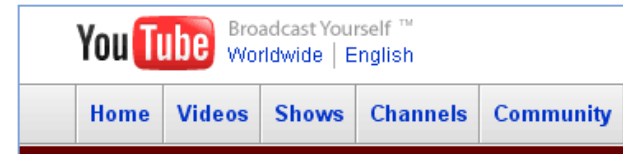
- Web 2.0 refers to the 2nd generation of the web
 - Evolution from individual websites to a collection of inter-connected applications and services
 - Although the new application and services would not be possible without these advancements, Web 2.0 is not necessarily defined by advancements in technology
 - Characteristics of Web 2.0 reflect not only a shift in how we communicate, but also how we perceive communication

- Web 2.0 is also a philosophy of open-dialogue among a community of individuals
 - Often referred to as Social Media
 - Individual has control to self-publish

- In the Web 2.0 world, the individual (as part of a collective) has the power to influence

■ Personal Tools/Sites

- Twitter
- Facebook
- UTube
- Blogspace
- Yelp
- Travelocity
- Trip Advisor
- Wikis
- Mashups



■ Professional Sites

- Linked In
- Plaxo



Do we understand these tools?

69% Of Adults Don't Know What Twitter Is

Silicon Alley Insider

By Preethi Dumpala

On Tuesday July 28, 2009, 10:31 am EDT

 Buzz up! 170  Print



69% of adults surveyed have little knowledge of what Twitter is, the LA Times reports, citing a LinkedIn Research Network/Harris Poll.

Of 2,025 adults surveyed, 69% said they didn't know enough about Twitter to comment on it.

More stats:

- Of 1,015 advertisers surveyed, 17% didn't know much about the microblogging service.
- 50% of advertisers surveyed said they expected Twitter to experience a huge growth in the next few years.
- 20% felt Twitter was only for young people.
- Only 12% of consumers surveyed said Twitter use would grow in the coming years, and an equal percent felt only young people used Twitter.

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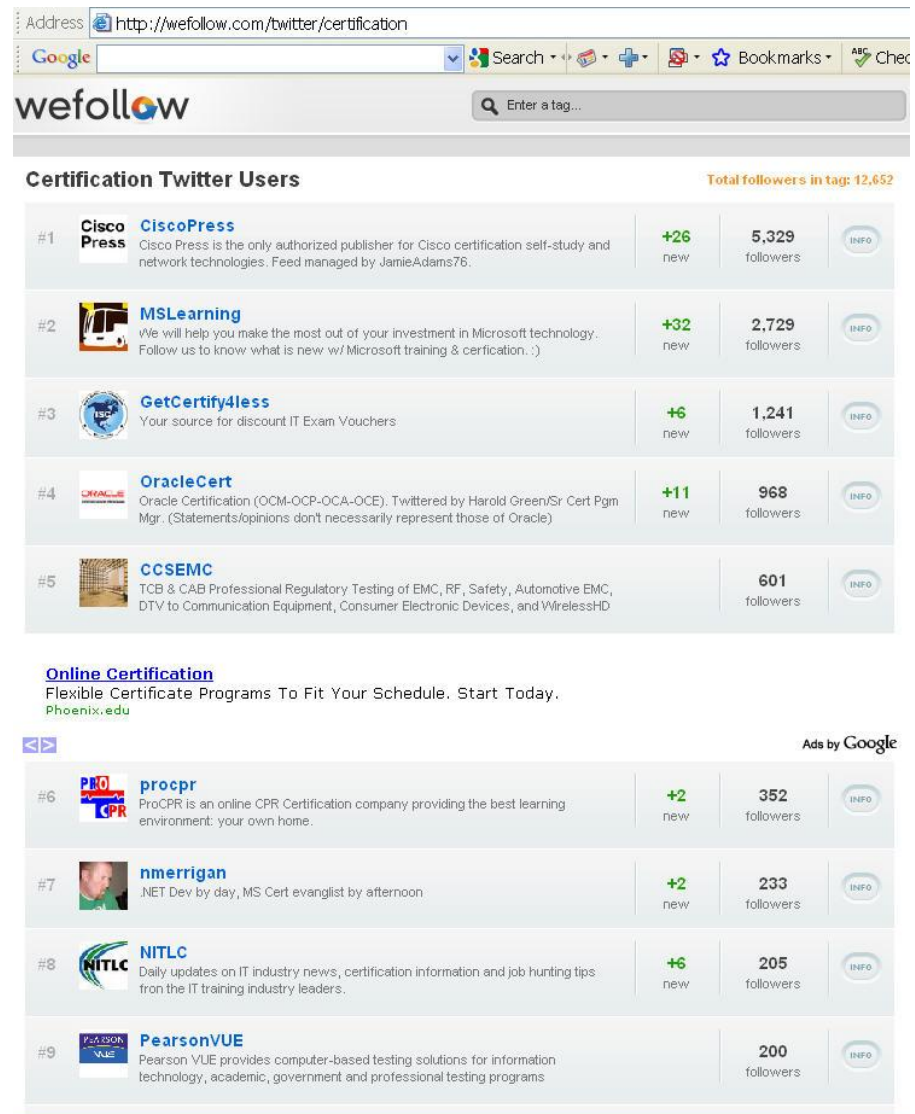
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Who is using this tool for certification?

■ Twitter

- wefollow.com








Address <http://wefollow.com/twitter/certification>

Google Search Bookmarks





wefollow Enter a tag...

Certification Twitter Users Total followers in tag: 12,652

#1	 CiscoPress Cisco Press is the only authorized publisher for Cisco certification self-study and network technologies. Feed managed by JamieAdams76.	+26 new	5,329 followers	INFO
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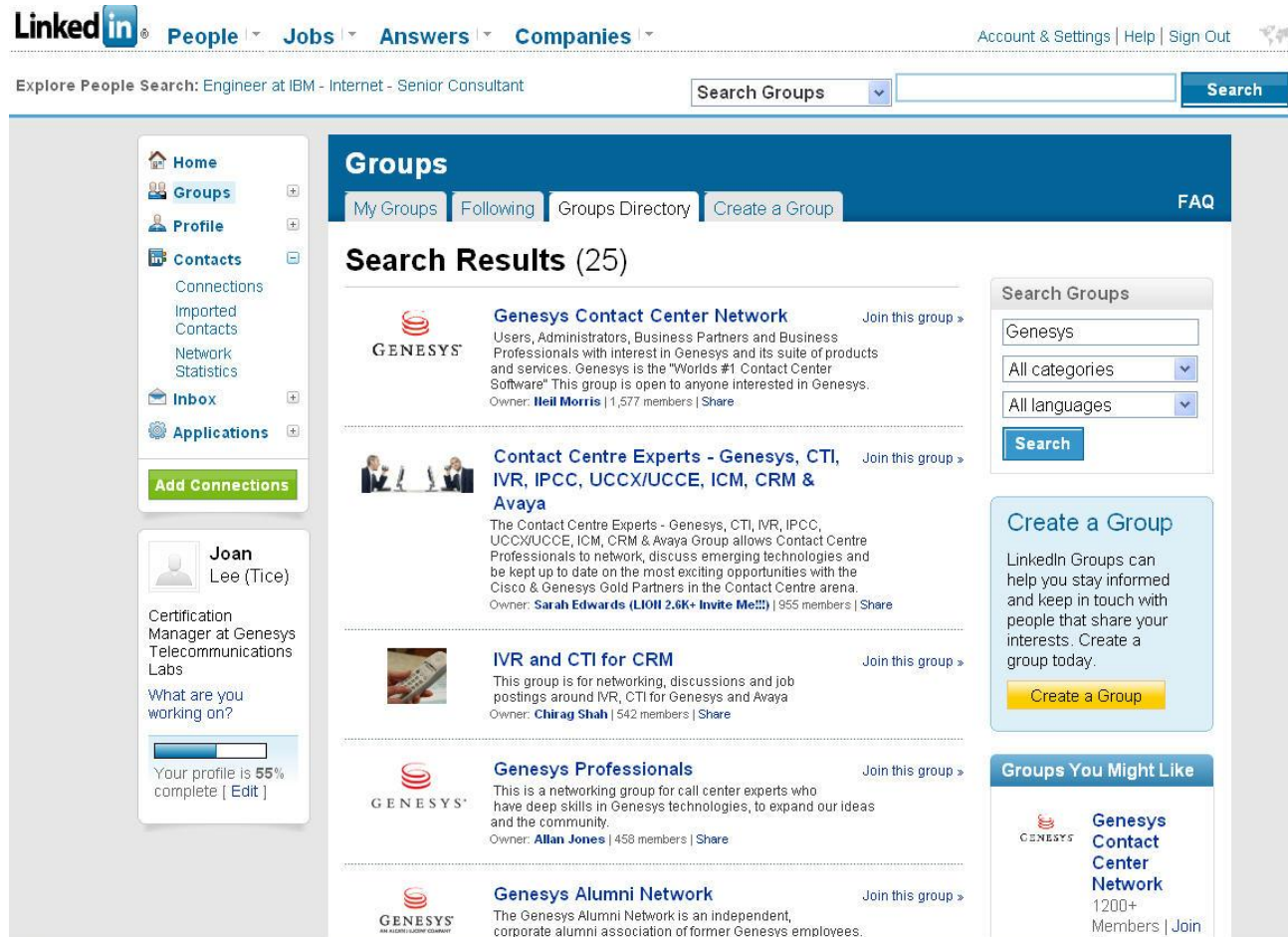
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Who is using this tool with Genesys?

- **LinkedIn**

- <http://www.linkedin.com/groupsDirectory>



The screenshot shows the LinkedIn Groups Directory search results for "Genesys". The page features a navigation bar with "People", "Jobs", "Answers", and "Companies" tabs. A search bar at the top right contains the text "Search Groups" and a search button. The main content area displays a list of search results for "Genesys" groups, including:

- Genesys Contact Center Network**: Users, Administrators, Business Partners and Business Professionals with interest in Genesys and its suite of products and services. Genesys is the "World's #1 Contact Center Software" This group is open to anyone interested in Genesys. Owner: Neil Morris | 1,577 members | Share
- Contact Centre Experts - Genesys, CTI, IVR, IPCC, UCCX/UCCE, ICM, CRM & Avaya**: The Contact Centre Experts - Genesys, CTI, IVR, IPCC, UCCX/UCCE, ICM, CRM & Avaya Group allows Contact Centre Professionals to network, discuss emerging technologies and be kept up to date on the most exciting opportunities with the Cisco & Genesys Gold Partners in the Contact Centre arena. Owner: Sarah Edwards (L10H 2.6K+ Invite Me!!!) | 955 members | Share
- IVR and CTI for CRM**: This group is for networking, discussions and job postings around IVR, CTI for Genesys and Avaya. Owner: Chirag Shah | 542 members | Share
- Genesys Professionals**: This is a networking group for call center experts who have deep skills in Genesys technologies, to expand our ideas and the community. Owner: Allan Jones | 458 members | Share
- Genesys Alumni Network**: The Genesys Alumni Network is an independent, corporate alumni association of former Genesys employees.

On the right side of the search results, there is a "Search Groups" sidebar with a search input field containing "Genesys", dropdown menus for "All categories" and "All languages", and a "Search" button. Below this is a "Create a Group" section with a description and a "Create a Group" button. At the bottom right, there is a "Groups You Might Like" section featuring the "Genesys Contact Center Network" group with 1200+ members and a "Join" button.

■ Pros

- Companies can build business awareness and direct customers to sites:
 - **“Dell Makes \$3 Million From Twitter-Related Sales”**
 - **Information Week, June 12, 2009**
<http://www.informationweek.com/news/hardware/desktop/showArticle.jhtml?articleID=217801030>
- Improve customer satisfaction
- Announce new products and services

■ Cons

- Individuals may misrepresent the information they publish online
- Companies may want to have a “corporate voice” when providing information
- Company confidential information may be leaked to public (exam content)

■ We are/will be using:

- Blogs
 - Monthly eNewsletters
- Private Forums
 - Private Forums enable us to monitor the content of the questions/responses
- LinkedIn Online Community
 - Our GU Marketing (and Corporate Marketing) will be able to promote GCP Certifications, answer questions about certification administration

■ We are not planning to use (in short term):

- Twitter
 - Still need to review how we can leverage the Tweets
- Public Forums
 - We are concerned about exposing exam content
- Plaxo
 - Not sure if this has enough traction yet.

Discussion: Do you use these tools? How?



- Twitter
- Blogs
- Forums
- Online Communities

Where can I get more information?

- Twitter

- <http://business.twitter.com/twitter101>

- Twitter Tutorial:

- <http://twitter.pbworks.com/Hashtags>

- Dell on Twitter:

- <http://www.informationweek.com/news/hardware/desktop/s/howArticle.jhtml?articleID=217801030>