

## **Online Business Systems Announces Availability of Lightstream Reporting Interface on Genesys AppFoundry**

Marketplace of business applications focused 100% on customer experience; *Online Business Systems leverages industry-leading Genesys Customer Experience Platform to deliver world-class solutions*

Online Business Systems (Online) has launched the Lightstream Reporting Interface on the Genesys AppFoundry – a newly available online marketplace focused on customer experience solutions. The AppFoundry allows Genesys customers to discover, research and connect with a broad range of customer experience applications, integrations and services that address their unique customer needs.

Online's Lightstream Reporting Interface is an alternative user interface for Genesys historical reporting needs that is easy to configure, highly responsive, and reliable – all with minimum overhead. It enables contact centers to drive up customer service ratings – while driving down service costs.

Built on the Genesys Customer Experience Platform, Lightstream is currently available on the AppFoundry.

"Genesys is founded on a history of collaboration and openness and with the AppFoundry we are launching a global call to action for partners to create world-class applications and solutions to help our customers take their customer experience to the next level," said Merijn te Booij, Chief Marketing Officer at Genesys. "Companies like Online Business Systems are harnessing the power of the AppFoundry and the Genesys Customer Experience Platform in creative ways to help our customers differentiate through a single marketplace that addresses their unique needs."

A Genesys services partner since 2005, Online provides extensive CX consulting expertise across the full suite of Genesys customer care solutions. This enables us to provide powerful solutions – like Lightstream – that extend organizations' investments in Genesys technology.

"Agents are a cost center's most valuable asset, and their most costly. Maximizing their efficiency is essential to a winning strategy, but that's impossible to do without timely insight into their operations," said Tim Siemens, Chief Technology Officer at Online. "With Lightstream, acquiring this insight for optimizing agent efficiency and service delivery is quick and easy."

Lightstream includes industry-standard contact center KPI's that can be sliced by handling Agent, location, client, time, and more. It allows contact centers to identify when they are off-target and analyze their performance over time, quickly identifying areas of poor performance. It does all this quickly (most customers are live in 30 days), with a very easy to learn and intuitive interface. Lightstream is powerful, with near instant response time on data volumes of billions of records across thousands of users.

### **About Online Business Systems:**

Founded in 1986, Online is a leading North American business and IT solutions provider. We focus on ensuring our clients' success through our services, which range from strategy to implementation to ongoing support.

As a Genesys services partner since 2005, and with service capabilities across the full suite of Genesys customer care solutions, Online Business Systems helps organizations get the most from their Genesys investment. We have completed hundreds of Genesys project engagements and support Genesys Professional Services and Genesys end users both on-premises and in the Cloud.

For more information, visit [www.obsglobal.com](http://www.obsglobal.com).