GENESYS CLOUD CX

The all-in-one customer experience solution

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Imagine the world's most efficient customer experiences, delivered with empathy and personalized care.

Now make it a reality with Genesys Cloud CX.

Customer relationships can be complex, but they don't have to be difficult. The Genesys Cloud CX™ platform makes interacting with prospects and customers simple. Built to handle any channel, Genesys Cloud CX can turn calls, email, chats, text messages and social comments into one seamless conversation — all while empowering your teams to deliver exceptional customer experiences (CX).

This unified, all-in-one solution uses artificial intelligence (AI) to help you easily:

Connect with customers

Genesys Cloud CX simplifies the way you connect with customers across channels, providing all the context you need to deliver more personalized experiences and build stronger relationships.

Understand your business

With real-time dashboards and up-to-the-second analytics, Genesys Cloud CX provides the insights you need to run your business — no matter where your agents are located or which channels they handle.

Empower your teams

Give your employees the information they need in a tool they'll love using. Get an all-in-one platform built to engage your employees and boost your team's performance.

Innovate with empathy

Our award-winning composable software platform deploys in days, is intuitive to use and continually evolves with innovative upgrades each week. It's powerfully simple — and simply powerful.

"In a world where customer service expectations are changing at lightning speed, GENESYS CLOUD CX gives us a serious competitive ADVANTAGE."

Ian Roberts

Operations Leader, Quicken Customer Care

Empower agents to deliver faster, smarter, more personalized customer service

Genesys Cloud CX is transforming the contact center industry by delivering innovation to companies of all sizes, everywhere. There's a reason it's a leading platform for seamlessly integrating voice and digital channels — empowering agents, delighting customers and creating better business outcomes.

Consider some of the main features of Genesys Cloud CX:

Intuitive design for effortless experiences

Get up and running with a solution that's simple to deploy, administer and train employees to use with ease in a matter of days. An integrated, intuitive interface makes it virtually effortless for employees to start helping customers quickly.

Unified CX and WEM, enhanced with AI

Oversee customer experiences and workforce engagement management (WEM) with ease. Let advanced AI and self-service automation capabilities liberate agents from routine tasks — while leveraging your data to provide essential insights.

90%

First-call resolution

26.7%

Average TCO savings in first five years for customers migrating to Genesys Cloud CX

20%

Boost in agent productivity

Modern, cloud-native architecture for maximum flexibility

Born in the cloud, Genesys Cloud CX is nimble, resilient and powerfully adaptable. Through a microservices-based architecture that enables IT professionals to easily mix and match components, the platform provides maximum flexibility and security.

A composable and future-proof platform

Be prepared for anything. Compose your ideal solution from an array of native components, a vast partner ecosystem and open APIs. Solve tomorrow's problems today and keep your business fueled for the future with our cloud-first strategy.
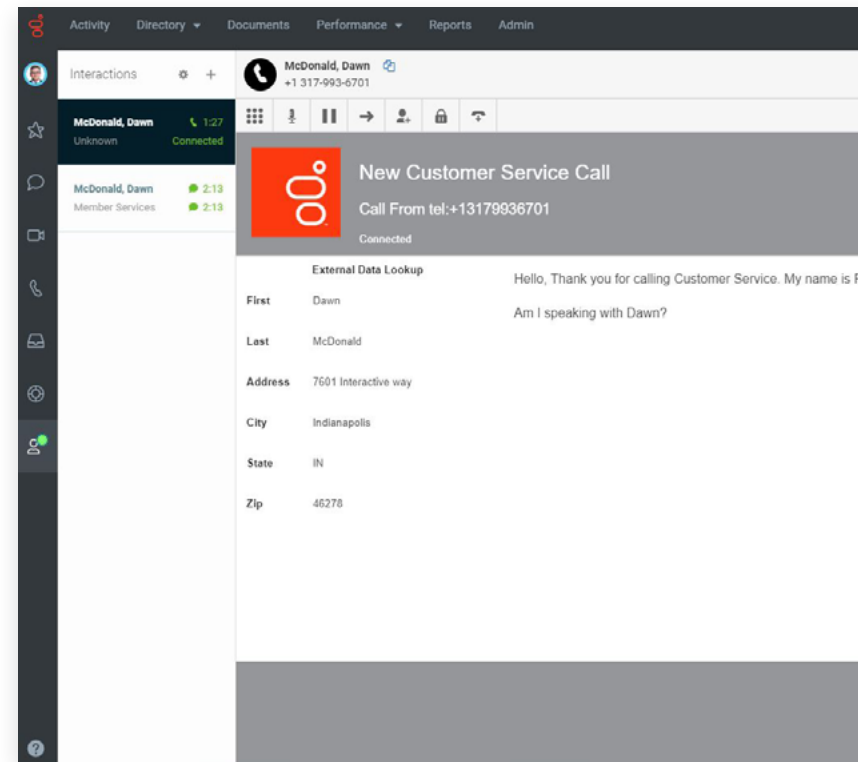
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Genesys Cloud CX

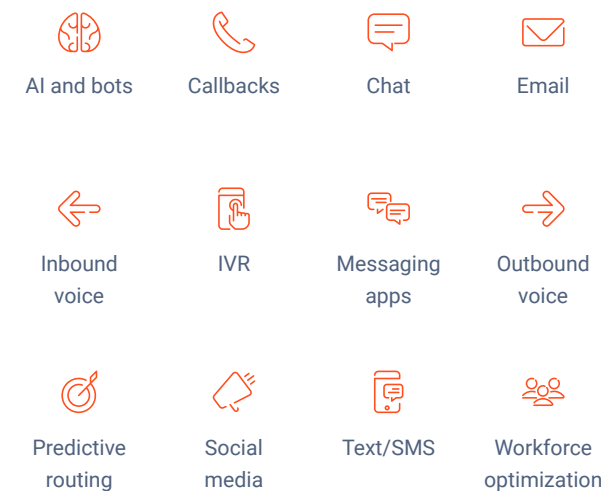# CAPABILITIES

An all-in-one, AI-powered omnichannel platform

Built from the start to create seamless conversations, Genesys Cloud CX eliminates the need for multiple systems and applications. It's a seamless, all-in-one contact center platform with a unified agent desktop that encompasses voice and digital channels. It uses a common routing engine for all interaction types so you can easily control utilization and agent blending. And it ensures conversations are delivered to the employees who are best equipped to handle them.

Agents receive interactions from any channel in a single and consistent interface, allowing them to easily blend real-time (voice calls and chats) and asynchronous conversations (text messages, email and social), all while reducing training time and errors.

Context about each customer and a complete interaction history let agents understand who each customer is and know each unique journey. Personalize dynamic scripts and responses while keeping agents on message and compliant.

A single agent interface seamlessly blends concurrent conversations and channels.

| AI and bots | Callbacks | Chat | Email |
| Inbound voice | IVR | Messaging apps | Outbound voice |
| Predictive routing | Social media | Text/SMS | Workforce optimization |

Routing and self-service automation

Customers expect personalized experiences — even when they choose self-service. The more context your company has about customers' previous voice and digital interactions, the better experiences you can provide. With Genesys Cloud CX, AI is infused with natural language processing, allowing you to leverage customer data for enhanced automation and more consistently personalized experiences.

Get customers to the best agents for them with AI-driven predictive routing. You can also provide 24/7 self-service and agent-assisted service with chatbots, voicebots and IVR flows you can administer using intuitive drag-and-drop editors. Configure prompts, data dips, submenus and transfers to fit your business needs — all without the need for professional service or downtime.

Give customers a conversational self-service experience. Choose from built-in automatic speech recognition or natural language understanding integration. And rest easy knowing our IVR has the security features you need to comply with regulations, so you can securely process credit card payments and adhere to privacy requirements.
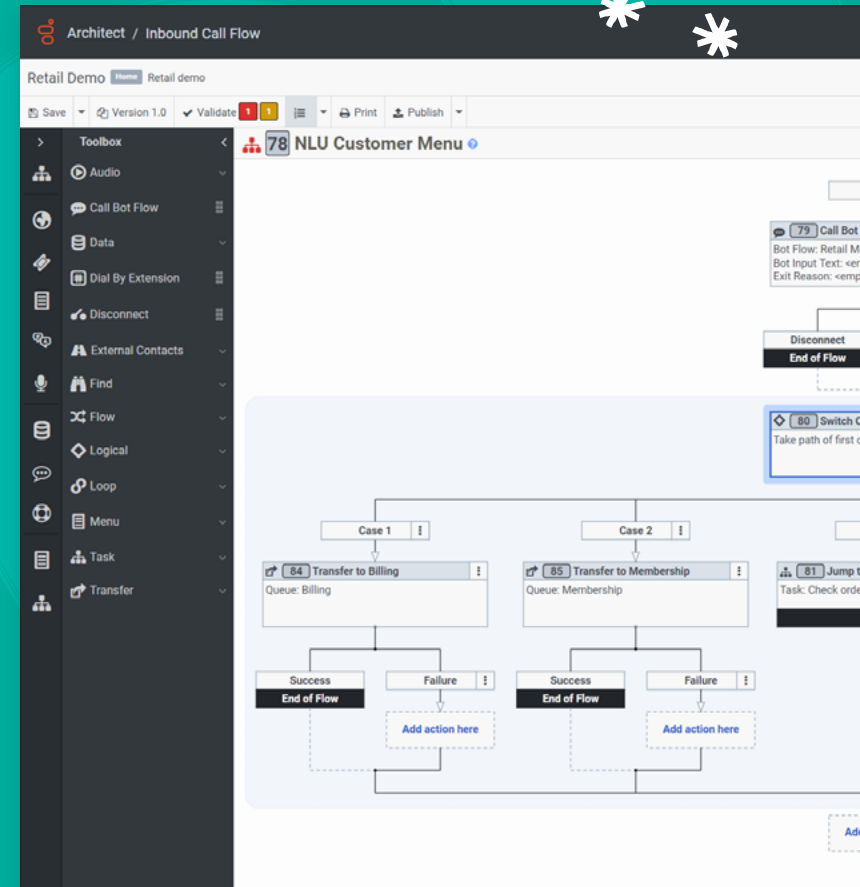
Simply drag and drop to update menus and build new flows on the fly.

Outbound campaigns

Optimize your campaigns while keeping agents productive, costs low and contact rates high.

A built-in automated outbound dialer has the features, power, scale and flexibility you need to increase campaign effectiveness. Align customer demand with agent utilization by blending inbound queues and outbound campaigns. And allow agents to move seamlessly between the two.

Accurately detect and filter out answering machines, busy signals, unanswered calls, disconnected numbers and fax machines — and configure campaigns with a variety of dialing modes. Help your agents spend less time waiting and more time connecting to customers. Stay in compliance with automated time-zone mapping for your campaigns.

VOICE

SMS

EMAIL
(coming soon)

WHATSAPP
(coming soon)

Custom dashboards and reports

Get the actionable insights you need to run and optimize your business — from one place, in real time.

Get virtually limitless reporting at your fingertips with Genesys Cloud CX. Layered dynamic views bring together metrics from every channel — inbound and outbound. Compare real-time and historical data in a single view to see how your current performance measures up to the past. Or filter, save and export unique views in seconds. Drill down for deeper details with a single click. Configure custom dashboards in minutes and use packaged integrations or open APIs to export data into a business intelligence database. You also can build highly customized wallboards and reports.

Whether you're walking the call center floor with an iPad or working at your computer, it's easy to stay connected and in control. Set alarms and get alerts when key metrics are out of bounds. You'll never miss an important detail.
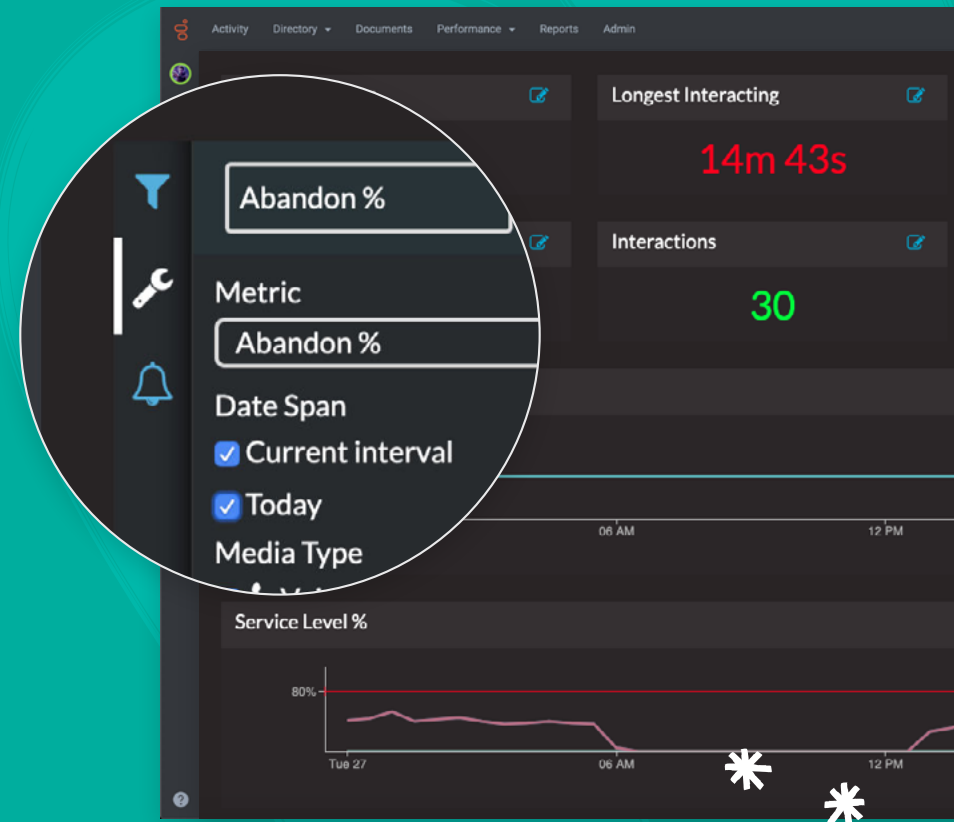
Configure custom dashboards to keep tabs on the metrics that matter most.

Harness the power of your people

Genesys workforce engagement management (WEM) capabilities boost employee productivity with built-in AI and automation features across the quality management, voice and digital recording, workforce management, and employee performance domains — all from a single intuitive application. Features include:

Quality assurance and compliance

AI powers our WEM tools. Follow interactions across channels to streamline evaluation processes. Record everything, including employee screens. These actions make it easier for administrators and supervisors to maintain quality levels. Plus, you stay in line with corporate and governmental compliance policies.

Employee performance

Manage and improve performance with better communication between supervisors and agents. Gamify KPIs to recognize and reward employees and coach them through improvements. Learning modules give you metrics to improve employee performance. These start during onboarding and continue with the agent as they grow in their position.

Resource management

Make sure the right staff is in place with AI-powered forecasts and scheduling. You'll be ready to plan for the demands of seasonal and unexpected conditions. Flexible tools let agents work anywhere across all channels.
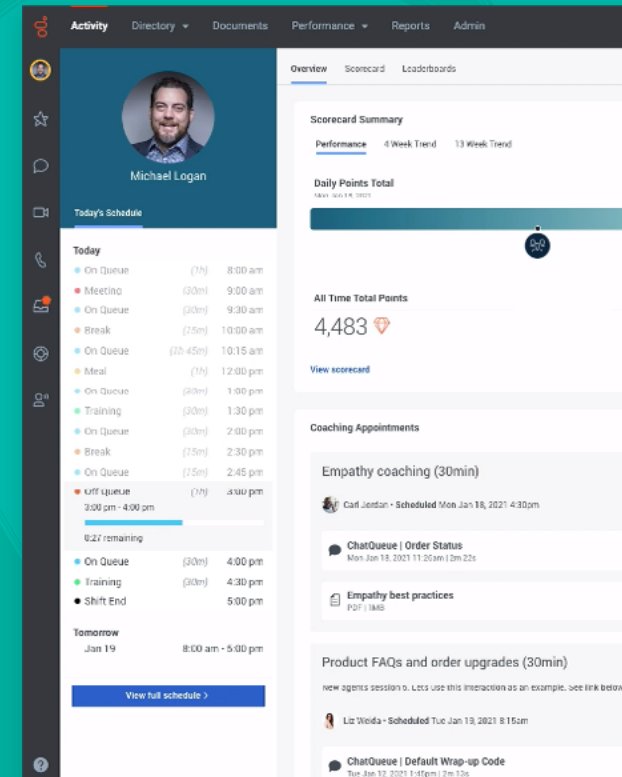
Flexible voice services

Making communication easy is essential to your business. That's why you need flexible options for voice connectivity.

Choose Genesys as your carrier

Keep things simple, fast and hardware-free with our internet-based telephony service, Genesys Cloud Voice. Get 100% cloud communications — with Genesys as your carrier. Port existing numbers or purchase new numbers right from the web interface to make and receive calls immediately.

Our usage-based pricing has no channel limits, no minimum commitments and a flexible month-to-month contract. High-quality SIP trunking eliminates the physical connection to a phone company, as well as all associated hardware, wiring and headaches.

OR

Bring your own carrier

With Bring Your Own Carrier (BYOC), you can use the telephony provider of your choice. The Genesys Cloud CX platform supports third-party cloud carriers, so you can make the most of your existing relationships and investments.

FAST FACTS

- Global coverage for outbound
- Registered provider
- Toll-free and DID numbers
- Multiple Tier-1 carriers
- G.711 and OPUS codecs
- Client-side TLS and SRTP encryption
- Mean opinion score

FAST FACTS

- Global carrier connectivity
- Release link transfer
- User-to-user information
- FQDN, TGRP, DNIS trunk support
- SIP trunking between third-party and cloud devices
- Optional AWS Direct Connect link

Unified communications

WebRTC and SIP softphone

Turn up voice calls for new agents, teams or sites in a flash — without MPLS circuits or the need for a VPN. The WebRTC Softphone lets agents immediately make and receive calls using only a browser and a headset — without the need for additional software or hardware. WebRTC technology provides secure voice connectivity over the open internet.

If you prefer to keep audio and signaling local, you can install the Genesys Cloud SIP Softphone application, which runs on Windows-based computers and can be used even when logged out of the solution. It has all the advantages of a hardware phone — with added portability.

Business telephony and more

Unify all the ways your business communicates. Adding Genesys Cloud Communicate seats lets you consolidate traditional business telephony features, like voicemail and group ring, with real-time collaboration tools, such as video conference, screen share, team chat, profile-driven corporate directory and document management. And iOS and Android applications give employees anytime, anywhere collaboration. It's all native and tightly integrated — in a single solution.
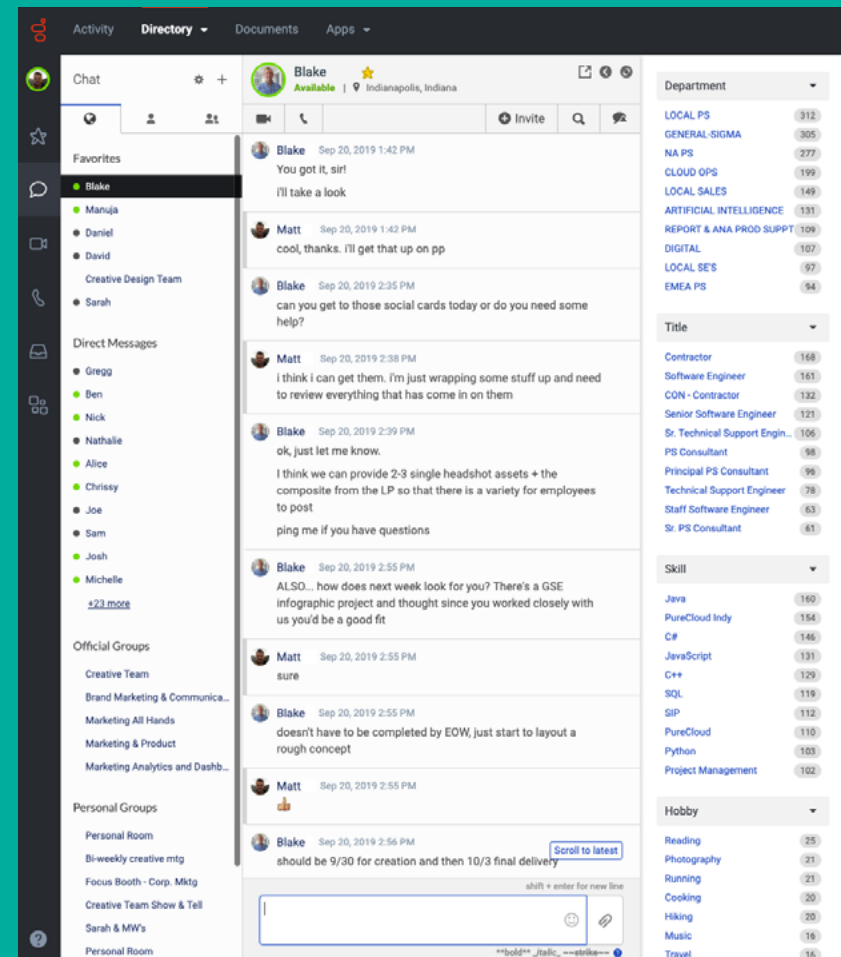
Easily find people throughout your organization and click-to-connect over chat, phone or video.

![Genesys logo]

Genesys Cloud CX

PLATFORM AND INTEGRATIONS

Enhance the flexibility of a composable platform with easy integrations

Innovate and differentiate

Genesys Cloud CX is built to leverage modern cloud strategies and technologies. A microservices-based architecture, API-first development, open data and AI give you rapid innovation, agility and resilience. The platform's composable design optimizes your CX tech stack so you can focus on configuring and harmonizing only the tools and capabilities your business needs, with minimal disruption.

Save time and resources

Use your own optimal mix of platform APIs and the industry's most comprehensive set of native productized features to create innovative experiences for customers and employees. Direct your IT department's development resources to high-impact projects instead of having them rebuild apps that are already commercially available.

Use Genesys AI or integrate third-party tools

Genesys Cloud CX unifies, orchestrates and optimizes your customer and agent experiences using native or third-party AI technologies. Integrate real-time and historical data, predict buyer-journey outcomes and trigger intelligent conversations with bots to save costs and deliver better results. Integrating the power of AI and automation tools is better for your customers and your business — and it makes your employees' jobs easier.

"The open APIs are a *BIG ADVANTAGE*, especially when integrating AppFoundry and GitHub applications. Now, our software developers quickly get to all the data they need and more. The other day we asked if they could create mini-dashboards taking various outputs from *GENESYS CLOUD CX*. After 30 minutes, they were back with a project plan."

Carl-Petter Udvang
Product Manager, Lowell Norway

Add new features or integrate existing systems

Extend your application. Whether you build or buy, you can easily add on pre-built integrations. The Genesys AppFoundry® Marketplace offers hundreds of out-of-the-box integrations — from business intelligence to gamification solutions.

Popular integrations (CRM, UCC, HR, bots)

Say goodbye to lengthy professional services engagements. Pre-built CRM integrations are available for all major systems, including Salesforce. These out-of-the-box integrations are quick to deploy and easy to configure, and they provide intelligent routing for all interaction types, automated logging and screen pops.

Present information to your agents in scripts, or act on data from your CRM system or any third-party solution that stores data and uses web services. Agents can even work directly in your CRM interface or any browser-based application using call controls and functionality embedded within Genesys Cloud CX.

APIs and software development kits (SDKs)

The Genesys Cloud CX solution lets you build almost anything, in any programming language, using the same fully secured and versioned Public REST API that Genesys developers use. Our APIs, SDKs and open-source projects are continually updated — and our developer community is eager to help.

App marketplace

Browse our growing AppFoundry Marketplace — featuring more than 350 pre-built customer experience applications and integrations from industry-leading vendors and technology partners, including Salesforce, Microsoft and Zoom. Whether you want to integrate with an existing workforce management tool or business intelligence system, or introduce new capabilities like agent gamification, the marketplace has a solution to meet your needs. And you can enjoy one-click installation and free trials.

Google Workspace

Active Directory

Microsoft Dynamics 365

ORACLE SERVICE CLOUD

salesforce

sugarcrm

zendesk

zoom

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Genesys Cloud CX

SECURITY AND TRUST

Trust it's stable, secure and scalable

Resilience and survivability

Genesys Cloud CX is built to deliver business continuity, offering unparalleled reliability and disaster recovery. It's deployed in multiple Amazon Web Services (AWS) Regions, each of which consists of multiple independent AWS data centers. This distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. And Genesys Cloud CX offers horizontal scalability and elasticity, so you can scale as high or low as you need — without affecting performance.

Deployed in the following AWS regions:

- US East (N. Virginia)
- US West (Oregon)
- Canada (Central)
- Europe (Frankfurt)
- Europe (Ireland)
- Europe (London)
- Asia-Pacific (Seoul)
- Asia-Pacific (Sydney)
- Asia-Pacific (Tokyo)
- Asia-Pacific (Mumbai)

Security and compliance

Genesys works hard to safeguard your critical data and protect your assets from threats. Genesys Cloud CX maintains strong encryption, logical isolation and stringent multi-tenant security standards. Key industry certifications and regulatory compliance mean you can trust that customer and business data remain private and secure — no matter your industry or location.

PCi | AICPA SOC | SSAE 16 | ISAE 3402 | GDPR | HIPAA | ISO

Trust and transparency

Trust and transparency are critical when choosing a cloud services provider. With the Genesys Cloud CX platform, you gain visibility into SLAs, current system status and a history of incident resolution.

Genesys Cloud CX by the numbers:

99.999%
uptime, the most reliable CCaaS solution available

14 MILLION
conversations hosted daily

80+
countries, with thousands of customers served

260+
features released in 2020 through a continuous delivery approach

Realize the potential of an all-in-one composable CX platform

See what makes Genesys Cloud CX the leading cloud contact center solution.

"The GENESYS CLOUD CX solution has great APIs and was easy to integrate with our other systems. Our sales teams connect with MORE BUSINESS opportunities and feel more motivated."

Tobias Zackrisson

Nordic Sales Development Manager, Elkjøp AS

"What sold us on the GENESYS CLOUD CX solution was the simplicity. The cost is straightforward, it's QUICK AND EASY to implement, and it just works... all the time."

Lindsay Hull

Associate Director, Rose-Hulman AskRose

Summary

Genesys Cloud CX creates fluid conversations across digital and voice channels in an intuitive, all-in-one interface. Provide exceptional experiences for employees and customers, and reap the benefits of speedy deployments, reduced complexity and simple administration — transforming your contact center into an experience center virtually overnight.

For more information, contact:

COMPANY**LOGO**

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NExT STEPS

Explore the interface, features and functionality of Genesys Cloud CX.

Don't take our word for it. See what customers are saying.

Schedule a demo today.

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ABOUT GENESYS

Every year, Genesys® orchestrates more than 70 billion remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service℠, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine Genesys enables true intimacy at scale to foster customer trust and loyalty.