

## Delivering a brain around the business and a heart around the customer

### Why Genesys?

- **Differentiate faster**

Build functionality that sets your organization apart. Mix and match the largest all-in-one set of innovative capabilities with rich APIs, integration methods and dev tools. Deliver experiences customers and employees won't find anywhere else using rapidly composable data systems and channels.

- **Adapt Faster**

Empower every layer of the business to pivot in real time. Add capabilities instantly from a continuously expanding product set. Use plug-and-play apps and integrations to innovate, connect new systems, and synchronize data and channels. Use a low-code toolset to evolve orchestration across building blocks with ease

- **Architect better**

Seize opportunities and fend off threats with agility, enterprise-grade resiliency and better economics. A highly composable modern cloud architecture brings all four building blocks together, including an all-in-one product set designed from the beginning to work together, to provide maximum flexibility.

### Product overview

Customer and consumer expectations have dramatically evolved in the past few years, and the pandemic has only accelerated those changes. Gone are the days of a one-size-fits-all CX, and with it CX automation that focuses on cost-savings vs. customer experience. Successful brands in the future will be focused on knowing their customers as individuals, and provide customized empathetic exchanges at every interaction in all channels: voice, digital, in-person, etc. Through our cloud-based CCaaS products, your organization can achieve deeper brand loyalty and extended engagements with customers, Genesys provides a brain around the business and a heart around the customer with both Genesys Cloud CX™ and Genesys CX on AWS™.

### Product features

#### Artificial Intelligence and Automation

Make agents' jobs easier, boost revenue and grow customer loyalty with artificial intelligence (AI). Gain the benefits of bots and automation tools that help customers self-serve.

#### Analytics and Reporting

Empower your teams with easy-to-use tools and relevant data. Unlock interaction insights that make it easy to deliver cross-channel customer experiences.

#### Digital Customer Engagement

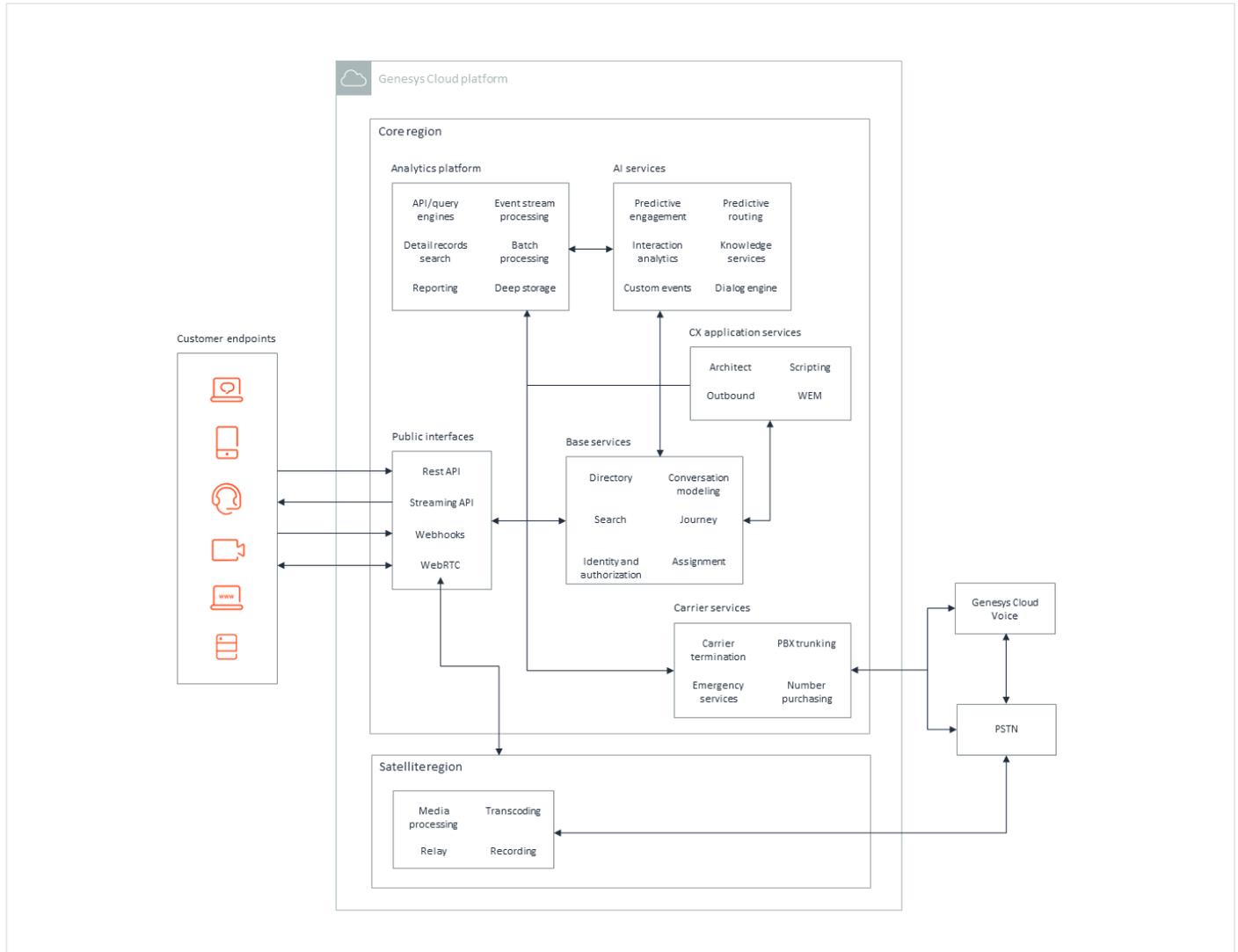
Enable your agents to engage customers and each other.

#### Workforce Engagement Management

Drive employee retention and satisfaction with a unified workforce optimization tool.

## How it works

Genesys easily integrates and leverages machine learning and other services across the AWS ecosystem, such as Poly, Lex, Kendra and Sagemaker. Genesys AppFoundry makes it easy for you to take advantage of pre-built solutions to extend the Genesys solution to meet specific vertical and business needs, opening the door to new revenue streams



## Differentiators

- Respond faster: Open APIs give you better tools to navigate change with speed and ease..
- Expand easily: Add features and functionality to your solution as your needs evolve.
- Access innovations: Gain instant access to simple to operate artificial intelligence (AI) innovations
- Add smart automation: Develop smarter, more personalized experiences for your customers.

## Data Points

90%

First call resolution

20%

Boost in agent productivity

<90 days

Time to value

99.999%

Availability

## Additional Resources

- [Gartner® CCaaS Magic Quadrant™](#)
- [Explore the Genesys Cloud CX platform](#)
- [Explore the Genesys CX platform \(Multicloud\)](#)
- [Architecture Blueprints – Genesys Cloud CX](#)
- [Architecture Blueprints – Genesys CX \(Multicloud\)](#)
- [Genesys/AWS alliance](#)

## What our customers are saying



*Our agents have had a very positive experience and say the solution is faster and easier to use. Cost-wise we are paying around 50% less and have transitioned to 100% virtual in Tulsa and reduced to a single on-site campus in Tampa for Customer Care.*



**- Nicole Thomas, VP Customer Care Center, Coca-Cola Bottlers' Sales and Services**



*The Genesys platform with its scalability, flexibility and blended routing is absolutely critical to our success. Now we can service customers when they need us, in the channel that they need us, at the time that they need us — in 200 markets around the globe and in 24 different languages, efficiently and effectively.*



**- Brad Strock, CIO, PayPal**