

Genesys Cloud Outbound

Engage and automate outreach

Genesys Cloud Outbound powers proactive engagement through intelligent, agent-assisted and automated campaigns — delivered from a single platform to boost satisfaction, reduce churn and improve efficiency.

Organizations can easily design and launch timely, personalized outreach across voice and digital channels using flexible campaign logic and real-time analytics. Campaign management is simplified with intuitive tools, centralized control and seamless scalability.

Whether you're sending reminders, generating leads or delivering urgent updates, Genesys Cloud Outbound helps you engage customers at the right moment by streamlining operations, increasing connect rates and turning outreach into a strategic advantage.

Solution overview

Being able to seamlessly blend interactions, pass context across all channels and cater to today's mobile consumer frees your contact center from single-channel communication silos. It lets you reap the rewards from omnichannel engagement.

Design outbound campaigns to drive high-value inbound calls or create others to deflect avoidable calls by managing customer expectations and providing information. Regardless of your industry, proactive communication is beneficial.

Benefits

Automated campaigns

Operational efficiency

Advanced list management

Improved customer experience



Benefits

- **Operational efficiency:** Coordinate outreach across digital and voice channels on a single platform.
- **Unified customer engagement:** Manage inbound and outbound interactions in one place.
- **Performance optimization:** Maximize your contact rates with flexible engagement strategies.
- **Improved customer experience:** Proactively address customer needs before they become issues.
- **Automated campaigns:** Reach your customers at the right time with proactive voice and digital campaigns.
- **Scalability:** Handle large volumes of outbound communications and adapt.
- **Campaign list management:** Gain precise targeting, smarter segmentation and higher efficiency.
- **Real-time monitoring:** Track campaign performance and agent activity so you can adjust.
- **Detailed reporting:** Gain insights into campaign effectiveness and agent performance.



The Genesys advantage

A single platform for multichannel outreach

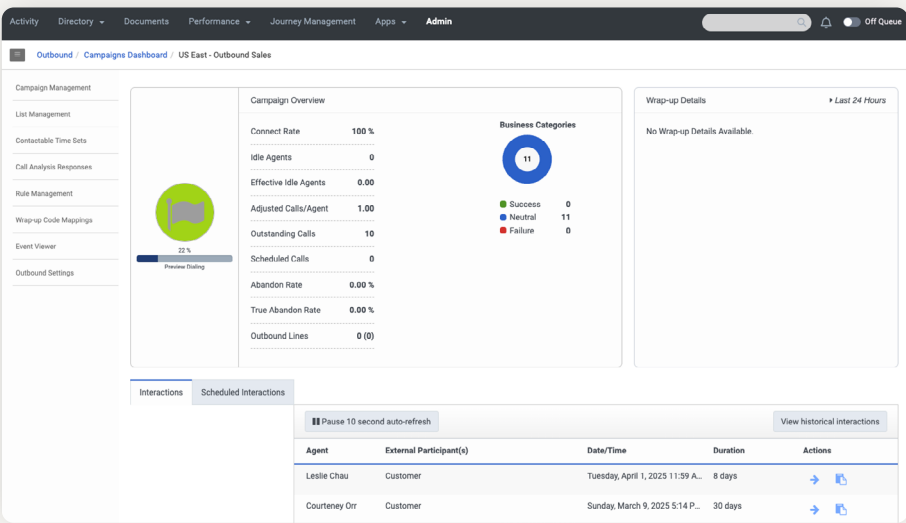
Organizations can blend multiple communication channels for seamless outbound campaigns, all managed and measured through a single platform with unified reporting. Built-in intelligence allows for easy suppression of campaign calls based on inbound activity, helping to reduce customer frustration and enhance the overall experience.

Proactive, personalized engagement

Outbound delivers industry-leading dialing performance with patented call progress detection and a smart pacing algorithm. Calls are intelligently launched for each agent based on predicted availability – ensuring optimal timing, increased efficiency and a smoother experience for agents and customers alike.

Simplified administration, smarter execution

Agile campaign management is empowered through customizable rule sets that trigger dynamic, automated actions to ensure every interaction is timely and relevant. Real-time updates, including filtering and sorting, can be made on the fly without disrupting agents or pausing campaigns – keeping operations smooth and responsive.



Having the right data and insight at your fingertips can be the difference between successful and poor campaign performance. Take your outbound campaigns to the next level with integrated Genesys reporting for agents and campaigns.

About Genesys

Genesys empowers more than 8,000 organizations in over 100 countries to improve loyalty and business outcomes by creating the best experiences for their customers and employees. Through Genesys Cloud™, the AI-Powered Experience Orchestration platform, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experience at scale. As the trusted platform that is born in the cloud, Genesys Cloud helps organizations accelerate growth by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements.

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