GENESYS™

Genesys Cloud Predictive Routing

The challenge

Modern contact centers have outgrown traditional, manually built skill- and queue-based routing methods for matching customers to agents. Manual rules can drive basic routing, but as contact centers grow, complexity increases as customers and agents generate large amounts of data. The sheer amount of data generated makes it impossible to handle with manually built, static "if-then" rules.

The solution

Genesys Cloud Predictive Routing works in real time, using artificial intelligence (AI) to analyze hundreds of data points to match customers to agents most likely to deliver the best customer experiences. By continuously learning from real-time and historical data, it helps optimize important KPIs like average handle time, first-contact resolution (through next contact avoidance (NCA)) and more. NCA is a KPI that tracks whether customers return after an interaction. Models are automatically retrained based on outcomes, reducing the configuration work needed to manage complex queues and improving routing performance.

Benefits

Drive better business results by improving important KPIs

Increase customer satisfaction with smarter, AI-driven matching

Build trust and alignment with transparent, explainable AI

Key Features

- **AI made easy**. You don't need to hire AI experts. Free up employees' time by letting predictive routing automation do the hard work, from assessing queues for the highest KPI improvement potential to automating routing decisions and optimization.

- **Explainable data-driven actions.** Dedicate your business and technical resources in understanding what actions, patterns or behaviors have greater impact on your business goals through the built-in predictive routing performance and explainability reports.

- **Rich built-in data pipeline for AI models.** With predictive routing, you can easily start using AI models. It's like having a data scientist on demand. All your data is automatically leveraged for AI-driven routing decisions, making it easy to test and configure predictive routing for your queues across voice and digital channels.

The Genesys Advantage
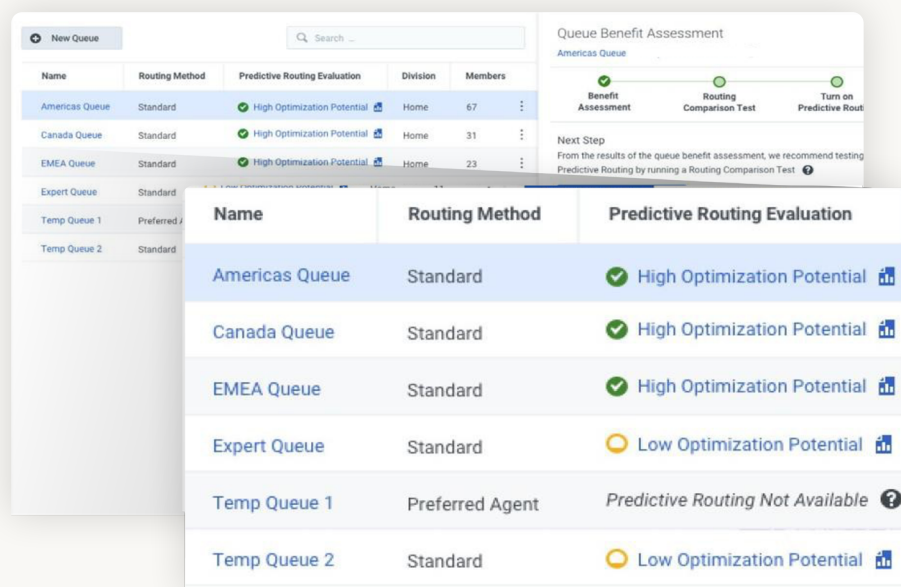
Full AI automation

- Ability to identify queue potential before deploying
- Customer/agent matching outcome prediction
- Customer/agent pattern discovery
- Full transparency with AI explainability reports

Genesys suite integration

- Coexists with existing routing logic for simplified A/B testing
- Access to a wealth of Genesys AI-driven data and insights for personalizing experiences at scale
- Leverage workforce engagement data and insights into AI models

Self-service user experience

- Intuitive configuration UI with minimal support needed
- Configure and run tests easily
- Optimize to multiple KPIs and use cases
- No need for data wrangling
- Open AI for third-party data onboarding

Activate predictive routing with built-in benefits assessment to pinpoint the best queues for A/B testing and measure ROI.