

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.

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.

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

The Genesys Advantage

Full AI automation

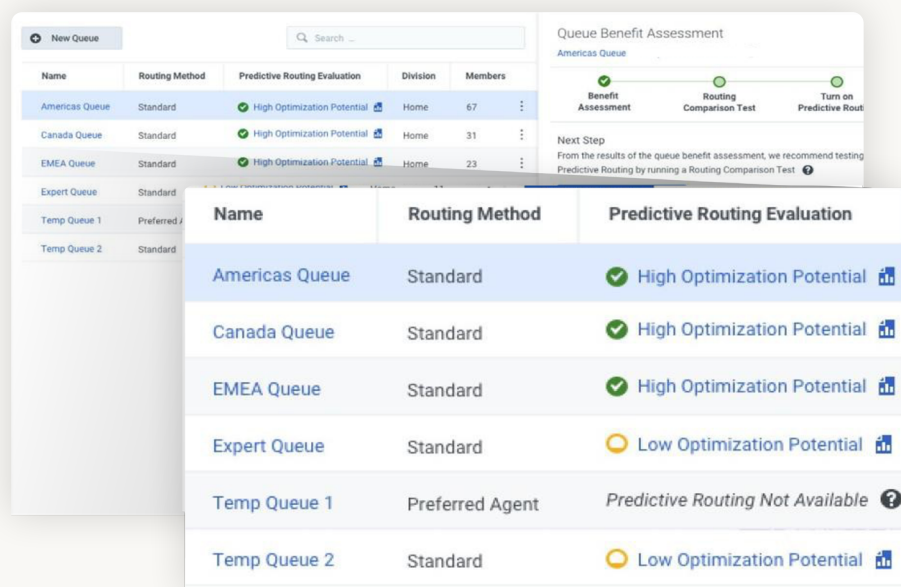
- Ability to identify queue potential before deploying
- Customer/agent matching outcome prediction
- Customer/agent pattern discovery
- Full transparency with AI explainability reports

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



The screenshot displays the 'Queue Benefit Assessment' interface. It features a table with columns for Name, Routing Method, Predictive Routing Evaluation, Division, and Members. The table lists several queues: Americas Queue, Canada Queue, EMEA Queue, Expert Queue, Temp Queue 1, and Temp Queue 2. The Predictive Routing Evaluation column shows green checkmarks for 'High Optimization Potential' for the first three queues, a yellow circle for 'Low Optimization Potential' for the Expert Queue, and a greyed-out state for the Temp Queues. To the right of the table, there is a 'Next Step' section with a recommendation to run a Routing Comparison Test.

Name	Routing Method	Predictive Routing Evaluation	Division	Members
Americas Queue	Standard	✓ High Optimization Potential	Home	67
Canada Queue	Standard	✓ High Optimization Potential	Home	31
EMEA Queue	Standard	✓ High Optimization Potential	Home	23
Expert Queue	Standard	○ Low Optimization Potential		
Temp Queue 1	Preferred Agent	Predictive Routing Not Available		
Temp Queue 2	Standard	○ Low Optimization Potential		

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

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. Visit us at genesys.com or call us at +1.888.436.3797.

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2025 Genesys. All rights reserved.