# GENESYS™

Virtual Agent

Transforming self-service automation into a conversational brand with virtual agents

Genesys Cloud Virtual Agent

Genesys Cloud Virtual Agents can be very easily created with the use of simple prompts. A single description of a use case together with guardrails can generate action instructions to guide a virtual agent. The virtual agent uses AI in finding the best agent conversations to use as a base example to generate a flow. It simplifies the creation and management of Genesys Cloud Virtual Agents for contact centers, making it highly versatile for users without programming skills. This dynamic technique of a no-code visual builder is powered by Genesys Dialog Engine Bot Flows. It utilizes advanced natural language processing (NLP) to understand customer queries, identify intents, and recognize entities, providing accurate and context-aware responses. For creating virtual agents via prompts, it utilizes generative AI, large language models (LLMs) and AI-enabled knowledge retrieval-augmented generation (RAG) services to build intent and create virtual agents. Integrating with the Genesys Cloud™ platform, virtual agents can access customer data and support across all channels — ensuring a consistent experience across voice, chat, email and social media. The platform's analytics allow admins to gather insights and make improvements based on the real-time data.
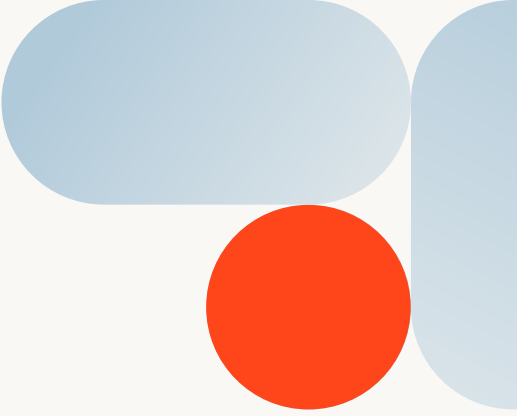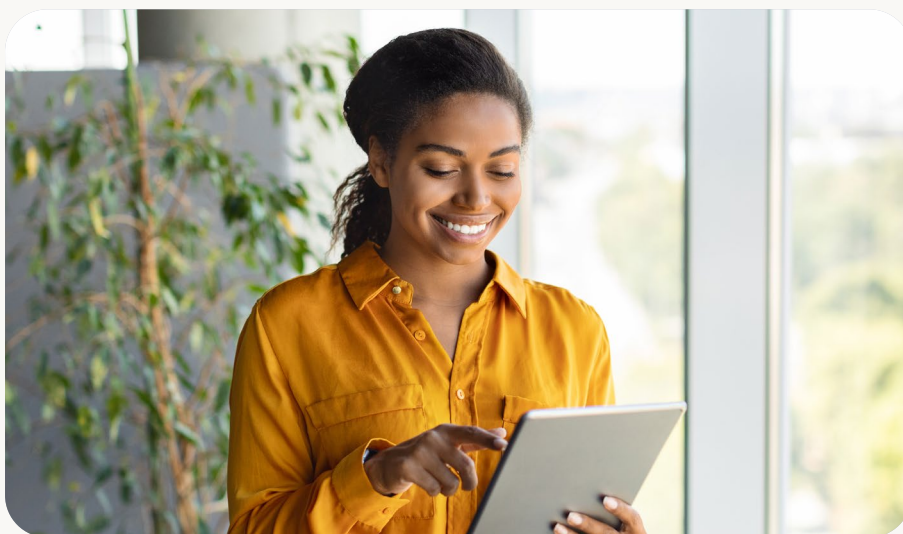
Benefits

Use a natural language description to build flows and virtual agents

Handle complex and ambiguous conversations like a human

Highlight answers and linked sources on self-service responses

Automate summaries and wrap-ups on call completion and handovers

Provide full clarity on performance with integrated analytics

Once deployed, the virtual agents can handle common and complex customer interactions, escalating unresolved issues to human agents with context and summaries — enhancing efficiency and customer satisfaction. Performance analytics tools help monitor and refine the virtual agents for optimal operation.

Actionable reports are available out of the box, enabling administrators to make data-driven optimization decisions and view virtual agent performance in real time. Genesys Cloud Virtual Agents are woven into the journey, providing a contextual handover to an agent with a summary, wrap-up code and other critical information – making customer interactions smoother with customers not having to repeat themselves. Genesys Cloud Virtual Agents are flexible, with usage spanning automated information requests, transactional support or full-service automation.

Solution overview

With Genesys, multilingual virtual agents are easy to build, measure and optimize. Genesys Cloud Virtual Agent, a drag-and-drop, no-code conversational designer is integrated into Architect. Conversational AI provides the ability to understand and respond; knowledge and Intent Miner accelerates Virtual Agent design; access to predictive and CRM data enables personalization; and out-of-the-box analytics support data-driven, real-time optimization decisions. Business users can add personalized, conversational Virtual Agents to interaction flows, increasing self-service without creating service dead-ends.

Benefits

- **Create a flow using generative AI:** Dynamically generate intents, descriptions and example utterances by providing a single description of your use case. Using generative AI, you can quickly create a guided flow by outlining what the virtual agent should do, simplifying the process of setting up a functional and responsive system.

- **Enhance conversations by leveraging LLMs:** Genesys Cloud Virtual Agent leverages a strong NLU model that uses a combination of utterances, intents and descriptions that can be easily fine-tuned with examples in natural language. Furthermore, LLMs are used to further enhance accuracy and coverage. Virtual agents also enable human-like talk such as humans going back and forth in a conversation to correct information. LLMs make it possible by gathering slot information across multiple turns and letting users correct mistakes easily without needing extra setup or complicated processes.

- **Make answers sound contextual and natural with RAG:** Genesys Cloud Virtual Agents use RAG to generate a tailored response to the user's question based on content from the articles. They will retrieve the right article, augment the query to the LLM and generate a tailored, conversational response to customer queries based on article content. They also link articles to ensure precision and build trust.

- **Build trust in automated responses with highlights and linked sources:** Automated self-service can often leave customers confused and frustrated by providing out of context responses. Genesys Cloud Virtual Agents help remove confusion and build trust by providing answers with a highlighted searched term or answer while keeping the original article intact for overall context. They can also link to a source for enhanced transparency.

- **Enable contextual handoffs and wrap-ups for self-service:** Contextual handovers make or break the customer experience. When a Virtual Agent successfully helps a customer, Virtual Agents perform the same post-interaction practices that you would expect from a human agent. In the case of escalation or handover, the virtual agent will add a wrap-up code, list a reason for contact and provide an outcome for the interaction along with the summary for a smooth hand-off.

- **Gain full clarity on performance at your fingertips:** Genesys Cloud Virtual Agent works with digital and voice conversations and draws intelligence from every step and interaction on the platform. A visual dashboard provides help with identifying and addressing performance discrepancies of virtual agents as well as ways to improve decision-making. Over time, teams can increase their efficiency and effectiveness.

- **Support your global brand in preferred languages:** Genesys Cloud Virtual Agent supports organizations in English, Spanish, French, Portuguese, German, Dutch and Japanese today with new languages being added to the pipeline regularly. Your teams can quickly build engaging conversational experiences in multiple languages across all voice and digital channels.

# The Genesys advantage

Adaptive with guardrails

Genesys Cloud Virtual Agents interact with customers in natural language powered by AI-powered knowledge, LLM(s) and RAG, making complex conversations easy with security built in. They can be created and maintained easily using natural language without the need of experts and data scientists. Guardrails can be created and maintained easily within the virtual agent environment and align with broader business goals and best practices.

Seamlessly integrated to Genesys Cloud

Genesys Cloud Virtual Agents are integrated with the Genesys Cloud and with that comes the advantage of being aware of the entire customer journey to tailor their experience no matter the channel. With interaction summaries and contextual handovers, virtual agents act and sound like human agents improving both customer and employee experience.

Hybrid approach to building virtual agents

Genesys Cloud Virtual Agents combine the no-code capabilities of Bot Flows with the power of LLMs to create robust conversational experiences by allowing users to define tasks as step-by-step flows; leverage LLM-based actions for focused tasks like information collection or content retrieval; and infuse generative AI at every step to maintain control, reduce risk and ensure the AI stays on task.
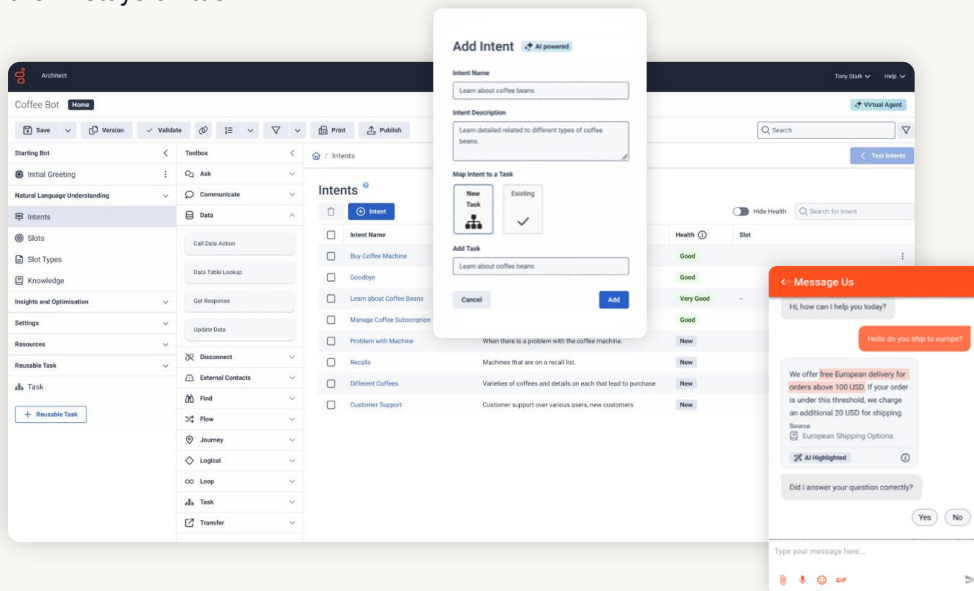
Self-service scenario with an AI-highlighted answer to customer questions (left side corner). Top right is an intent creation scenario using natural language and guardrails to ensure security.

*Some of the features are on the roadmap at the time of the datasheet creation.