

# Genesys Intelligent Automation



**Webinar**  
>> Thursday 10th May 2018  
**ChatBots and  
Artificial Intelligence  
in the Contact Centre**

A cartoon robot character with a green body, orange accents, and a friendly face, positioned on the right side of the banner.

# Meet John

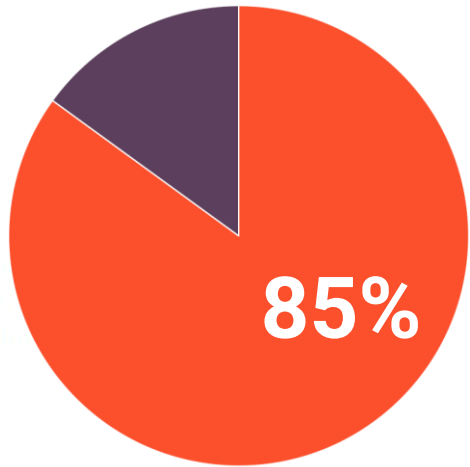
**He cannot deliver omnichannel self-service with dated technology**

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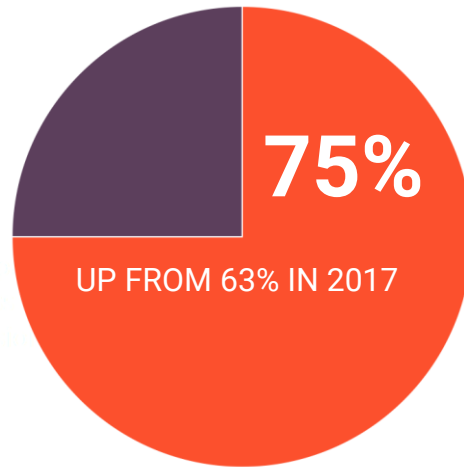
- Inconsistent self-service experience across IVR and digital channels
- Unable to Innovate with Artificial Intelligence and meet market needs
- Dependence on IT to make changes to IVR applications impacting routing and reporting



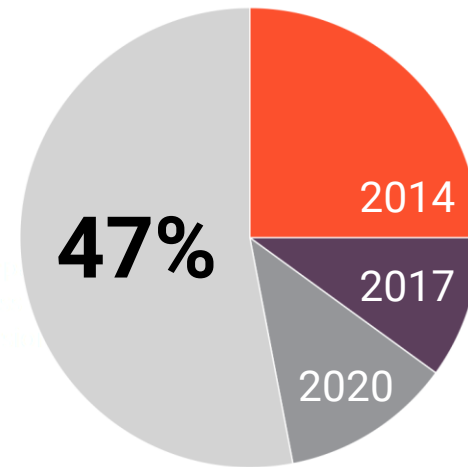
# Is Your Business Ready for the New Consumer?



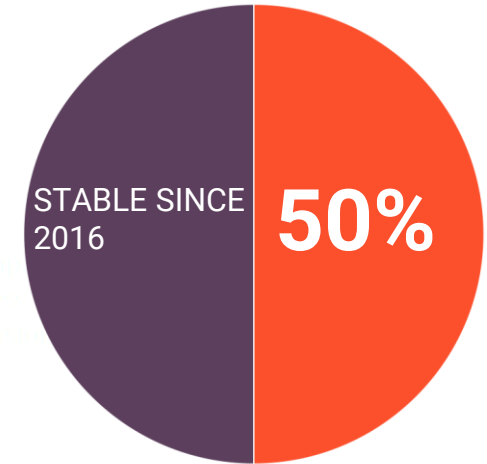
CUSTOMERS ALREADY ON THE WEB WHEN ENGAGING



EXPECTED INCREASE IN SELF-SERVICE BY 2020

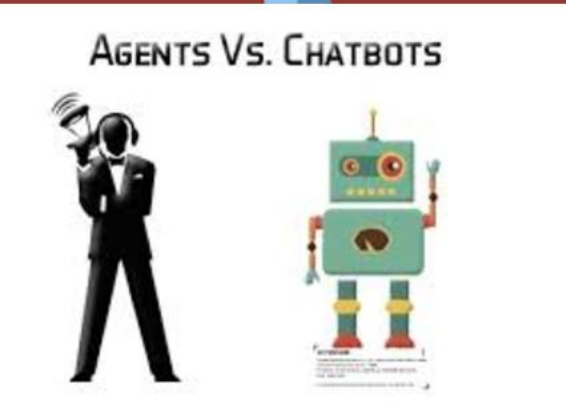
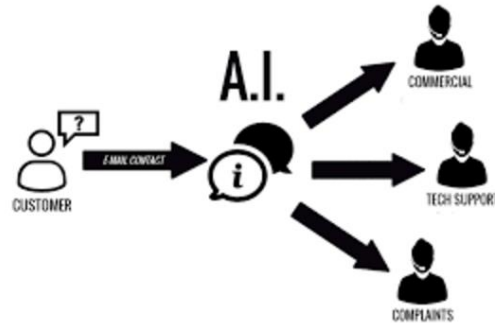


NO OF CUSTOMERS THAT USE 4 TOUCHPOINTS OR MORE



CUSTOMERS THAT PREFER VOICE FOR COMPLEX ISSUES

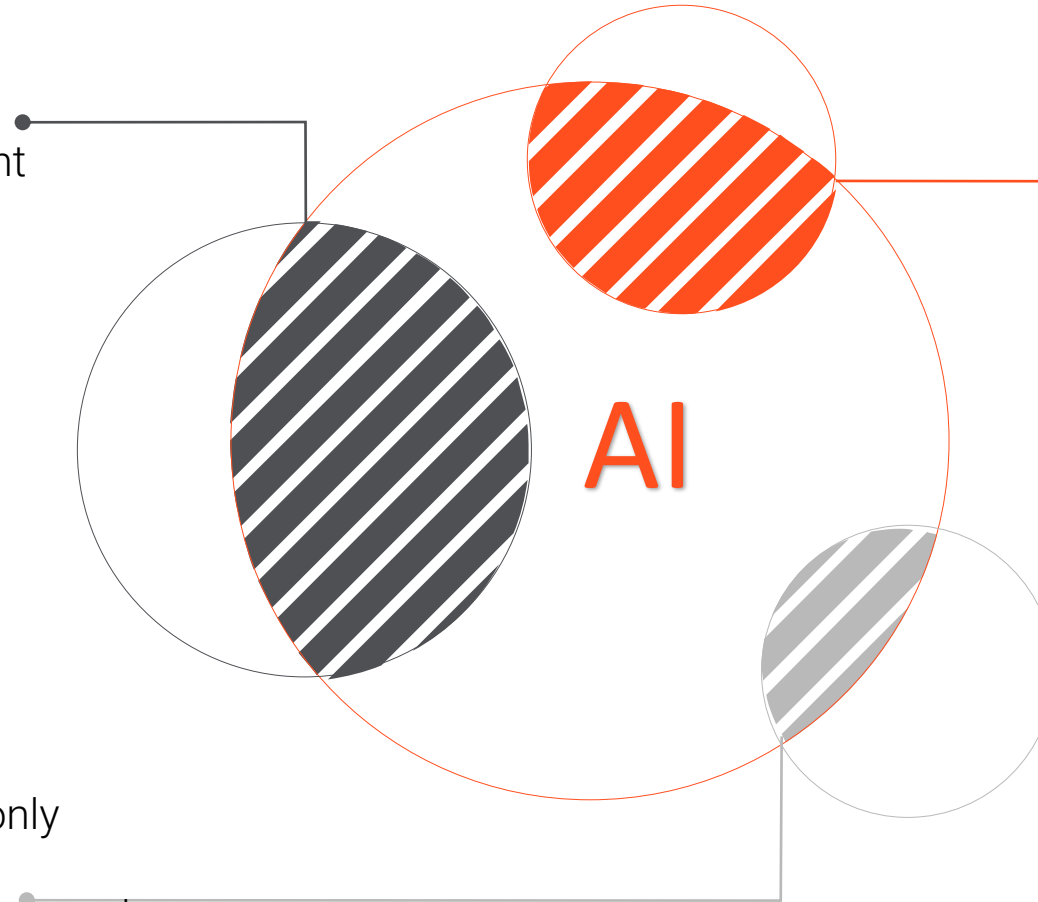
# By 2020, Customers will Manage 85% of their Relationships with Organisations without Interacting with a Human



# Our Focus is Customer Experience AI

## General Purpose

- Like Watson
- Focus is conversational intent
- Requires a lot of services



## Genesys

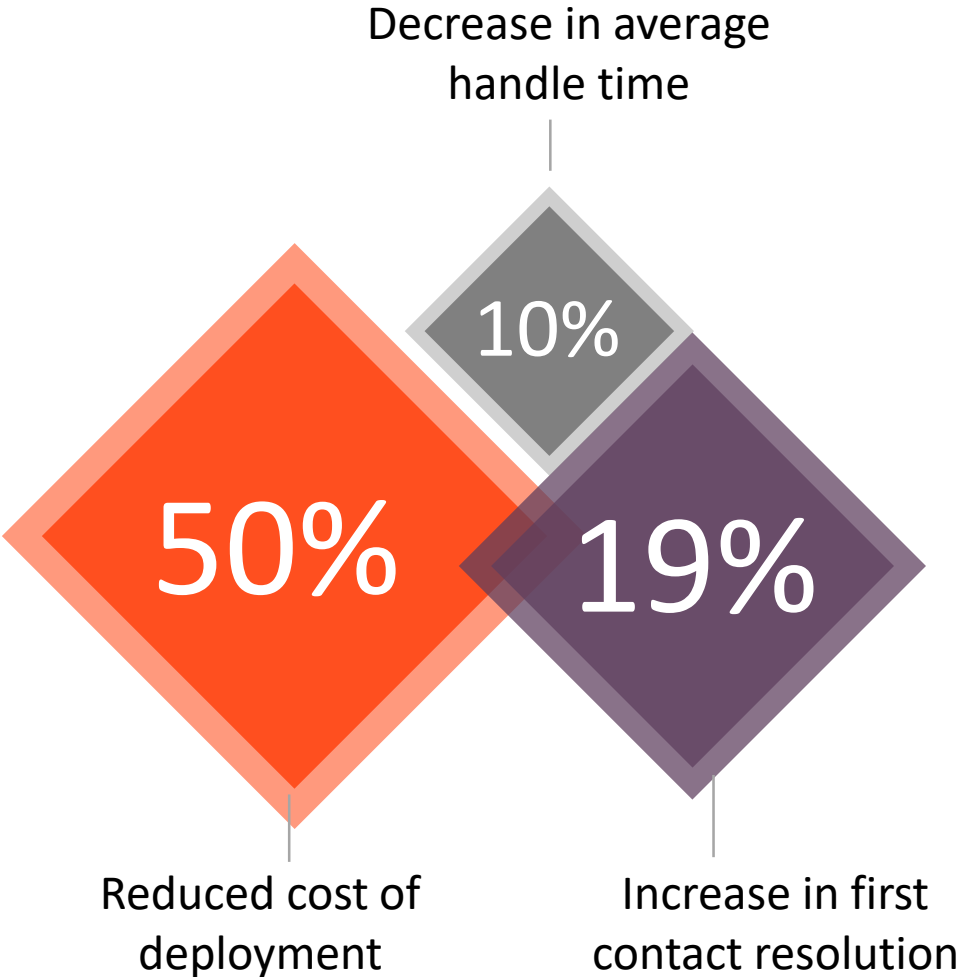
- Understands journeys and behaviors
- Focus is on CX, including the employee side
- Enables seamless transition to the power of the human touch

## ChatBot Vendors

- “Front end” chat channel only
- Focus is on deflection
- Lacks integration to human touch

# Proven Benefits from Omnichannel Self-Service

John can deliver omnichannel self-service across voice, and digital channels with Genesys.



# Genesys Self-Service Benefits



## Improvement in Containment Rate

Design, deploy, and manage inbound or outbound IVR conversational flows through an on-demand point-and-click web portal. Genesys Self-Service call data can be analyzed for continuous iterative improvements such as optimizing containment rate.

**27%**  
**Conservative**

**32%**  
**Likely**

**37%**  
**Optimistic**



## Lower Cost of Deployment

Pre-built application modules make deployment faster and cost less than traditional IVR builds

**43%**  
**Conservative**

**50%**  
**Likely**

**58%**  
**Optimistic**



## Lower Self Service Administration

Genesys IVR tools allow business users to easily make changes to an IVR flow. This lowers administration costs and allows businesses to keep up with changing IVR interaction requirements.

**43%**  
**Conservative**

**50%**  
**Likely**

**58%**  
**Optimistic**

# Kate and Blended AI Videos

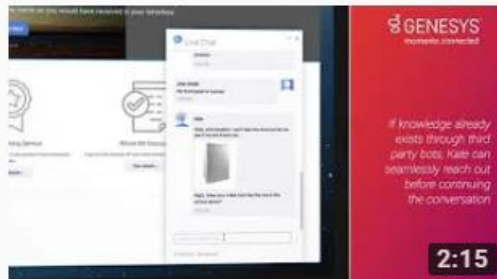
Check out on the [Genesys YouTube channel](#)



## Blended AI by Genesys with Proactive Chatbot

Genesys • 1.4K views • 4 months ago

**Blended AI** by Genesys is revolutionizing the customer journey. Learn how you can enhance customer engagement and increase



## Blended AI by Genesys with Bot Chaining

Genesys • 1.5K views • 4 months ago

Watch how Genesys Customer experience **AI, Kate**, utilizes **artificial intelligence**, bots, micro-apps and more to deliver a



## Blended AI by Genesys with Facebook Messenger Bot

Genesys • 1.1K views • 4 months ago

Watch this video to learn how you can increase customer engagement with the Facebook Messenger Bot powered by **Kate**. Visit [http](http://)



# John is...

ready to innovate and reduce costs

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- Design once, deploy on any channel
- Innovate with Artificial Intelligence including directed dialogs
- Empower business users



# Thank You

Visit [www.genesys.com](http://www.genesys.com) or call +1.855.821.0932 for more information



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