



**200**  
**Webinar**

>> Thursday 19th April 2018  
**How to be World-Class  
at Customer Service.**

The graphic features a red background with a white border. At the top, the number '200' is displayed in a large, stylized font where the '2' is red and the '00' are yellow. Below this, the word 'Webinar' is written in a bold, red, sans-serif font on a white rectangular background. To the right of the text is a 3D illustration of a blue and yellow globe on a stand, topped with a gold crown. Below the globe, the text '>> Thursday 19th April 2018' is written in white, followed by the main title 'How to be World-Class at Customer Service.' in a bold, white, sans-serif font.

# Customer Engagement Challenges

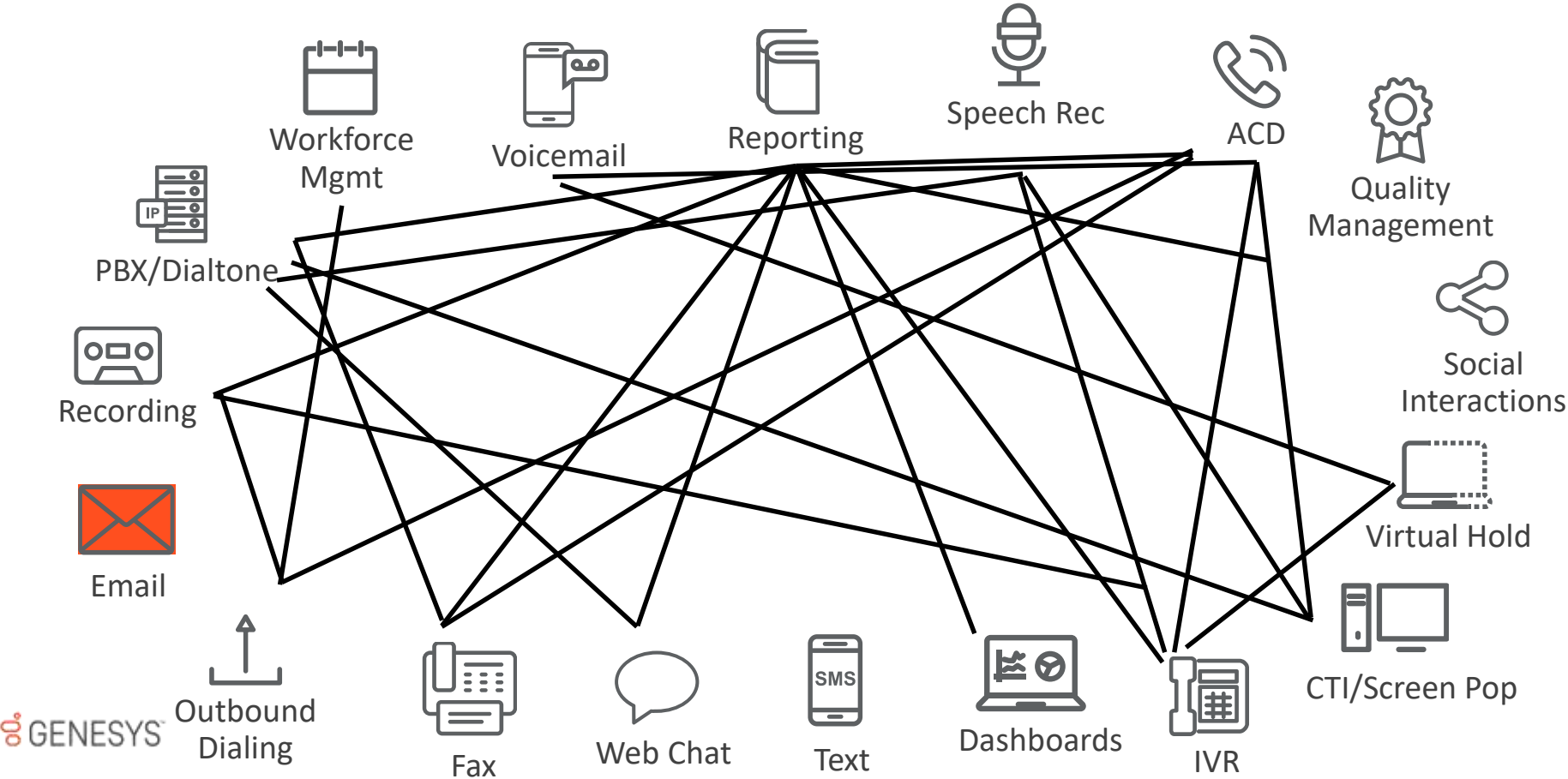
- Velocity of Change
- Balancing Priorities & Budgets
- Disparate, Aging Infrastructure
- Evolving Customer Expectations



# Started out simple enough



# Grew to be complex, disjointed



## Customer Channels

Phone  
Web Chat  
Email  
Web / Co-Browse  
SMS  
Social Media  
Mobile

Call Recording / Screen Recording    Realtime Monitoring

Quality Management    Workforce Management

Data and Analytics

## Performance

Blended  
Inbound and  
Outbound



Blended  
Inbound and  
Outbound

## Contact Centre Resources

In house agents  
Outsourced Agents  
Work at home Agents  
Experts  
Self Service

## Integrations

Journey Mapping    Object Routing

Webhooks    Screen Pop    CRM    WFM

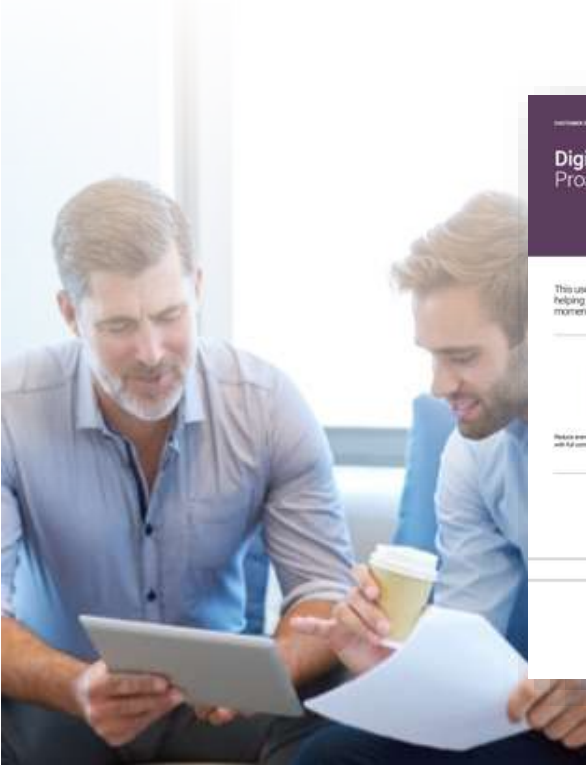
Data Dips / Web Services    Salesforce    Zendesk

# Achieve Business Outcomes

I need to know that this technology will help me  
**achieve my business outcomes**

# Genesys Use Cases

Minimize risk, reduce effort, and realize your desired business outcomes



GENESYS

## Digital Proactive Chat for Sales

This use case describes how Genesys Digital provides a business management environment, helping you track customer actions across channels, engage seamlessly and leverage the moment of opportunity, all in real time.

Efficiency	Experience	Revenue
 Reduce average handling time by providing agents with full context on incoming history.	 Provide agents with specific, contextual feedback on the website, and the opportunity of a timely resolution to critical sessions between Customer and agent.	 Increase revenue by increasing online conversion rates through proactively engaging the customer at critical points of their sales journey.

Value of SMART Use Cases

**Achieve your business goals.**  
Empower customer flows based on the global context, addressing and solving global pain points.

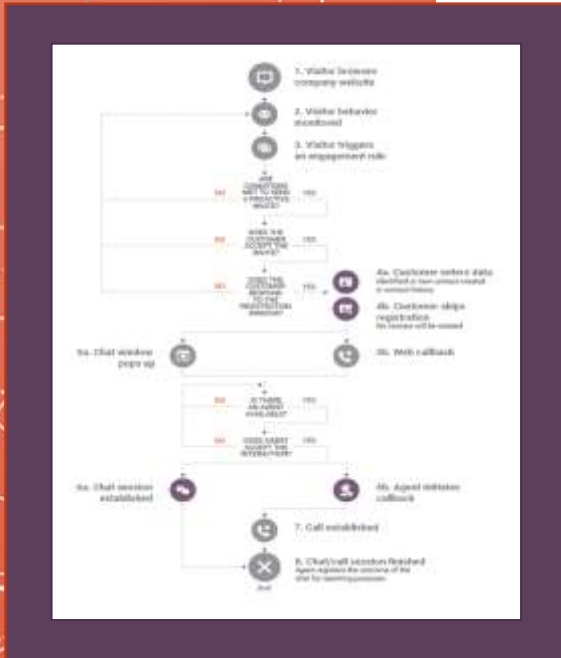
**Best practices**  
Designed to measure and achieve business outcomes, and optimized to deliver value fast.

**Incremental benefits.**  
Extend your customer experience flexibility at your own pace. Implement your needs with predictable outcomes, and a modular approach designed to optimize investment.

**Easily personalize**  
The tool for quick implementation, and flexible to adapt to specific requirements. Your personalization with your own business parameters.

- Focused on business outcomes
- Predictable, repeatable success
- Leverage global best practices
- Future-proof plan

# The benefits of defined use cases



- Clearly defined scope
- Reduced project time, effort, and cost
- Faster time to value, learnings, and growth
- Reduced risk



# Ensure Success

I want a trusted partner to help me be **successful**  
across all stages of my journey.

 GENESYS

# Your journey doesn't end at the purchase order



## { Typical Vendor Services }

Traditional Vendor Services leave you on your own at key points in your CX journey

## { Genesys PureSuccess }

Genesys PureSuccess is designed to provide you support for every phase of your journey

# Level of assistance needed

I need help!  
I want an  
expert by my  
side



Get me started,  
and I'll take it  
from there.



I can do it  
myself.



# PureSuccess offers to fit your needs

## DRIVE

“I want Genesys at my side to lead me towards success.”

Genesys **drives** customer success with dedicated experts bringing hands-on assistance.

## GUIDE

“I want Genesys to teach me how to do it myself.”

Genesys **guides** customers to success with instructor-led training and live consultations.

## EQUIP

“I want Genesys to give me the tools to do it myself.”

Genesys **equips** customers for success with tools, knowledge, and materials.

## SERVICE CATALOG

Provides **flexibility** with a la carte services when you need them



# Thank You

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



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