ENABLE YOUR EMPLOYEES TO DELIVER A DIFFERENTIATING CUSTOMER EXPERIENCE

Genesys

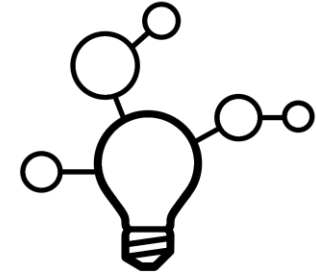# CUSTOMER EXPERIENCE PLATFORM **PORTFOLIO**

PURE**CLOUD**

BY GENESYS

PURE**CONNECT**

POWERED BY
CUSTOMER INTERACTION CENTER (CIC)
FOR BOTH ON-PREMISE AND CLOUD (CAAS)

PURE**ENGAGE**

POWERED BY
GENESYS ENTERPRISE EDITION
FOR BOTH ON-PREMISE AND CLOUD

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EXECUTIVE SUMMARY

◎ Sometimes customers just need or want to deal with a human.

◎ Employees need to provide consistent, intelligent and insightful answers.

◎ Any omnichannel solution needs to be technically and operationally efficient.

A Genesys Omnichannel solution:

Manages all interaction channels	Provides context and knowledge	Drives efficient transaction processing
Increases IT agility to meet business needs	Reduces TCO of providing omnichannel	Reduces cost of IT & business administration

Delivers significant business results:

More sales: conversion rates ↑3%	Improved NPS: ↑4%	Lower calls abandoned ↓50%	Higher agent productivity ↑15%	First Contact Resolution ↑30%

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CUSTOMER EXPERIENCE MATTERS

74

% of companies say improved CX **increases revenue/profits**

77

% of companies show **cost savings** via improved CX

83

% of companies say CX is a **competitive differentiator**

An excerpt from "2016 Global Contact Center Benchmarking Report" by Dimension Data

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YOUR CUSTOMERS HAVE SO MANY CHOICES

- Your customers now choose which channel they use

- They will use different channels for different purposes

- They will use different channels during the same journey

- This makes it hard to manage their experience

- And hard for you to be efficient

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WHAT'S THE IMPACT ON…

Your Customers?

- They expect to be known and remembered
- They need the process to be easy
- They want you to know what they want
- They expect access to someone who is personal and personable

Your Business?

- Employees need to be kept occupied
- The work needs to be balanced
- Staff are more efficient
- Staff need context and knowledge to improve quality
- Their needs to be consistent processes
- You must be compliant

Your IT?

- Building it is expensive
- Using your CRM system limits flexibility and puts 'all your eggs in one basket'
- Multiple systems can have overlapping or conflicting functionality
- Operations are inefficient

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KEY BENEFITS OF AN OMNICHANNEL SOLUTION

EFFECTIVE

- Employees have all channels that they need in one place
- Context and knowledge is provided in a timely way
- Collaboration is embedded and simplified
- Processes are integrated for compliance and standardization

EFFICIENT

- Any employee can handle any interaction, in any channel, wherever they are
- Context and knowledge provided to employees reduce interaction times
- Processing is integrated to remove system 'hopping' and cut & paste
- Easier interactions = happier customers = happier employees

ELEGANT

- Clear IT architectural functional boundaries
- Development flexibility through separation from other CRM applications
- Easier desktop deployment and management through a single UI
- Simplified system and business administration

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