



**Customer
Experience
Tips from
Great Contact
Centres**

Webinar

>> Thursday 11th February 2021

**“You’ve got to start with
customer experience and
work back toward the
technology – not the other
way round”**



Mike Murphy
Genesys

- * Technology traps
- * Make it easy
- * Your time for customers.



Technology traps



- * Overestimate the acquisition
- * Underestimate Do It Yourself
- * Upgrades / End of Life
- * Pretend Cloud
- * AI initiatives difficult

Easy / Simple / Elegant

- * Always on
- * Continuous improvement
- * Single platform
- * Easy to learn, easy to use
- * Leverage AI throughout



Time back for customers not tech



- * Reporting
- * Integration errors
- * On boarding new initiatives
- * Experience as a Service
- * Costs

Thank you

michael.murphy@genesys.com

