

## ಣೆ GENESYS

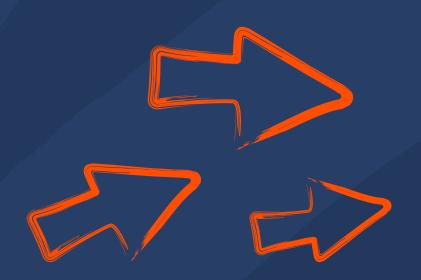
"You've got to start with customer experience and work back toward the technology – not the other way round"



Mike Murphy
Genesys

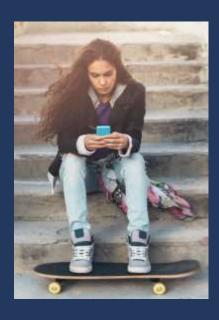


- Technology traps
- Make it easy
- **\*** Your time for customers





## **Technology traps**



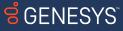
- **\*** Overestimate the acquisition
- **#** Underestimate Do It Yourself
- Upgrades / End of Life
- **\*** Pretend Cloud
- **\*** Al initiatives difficult



# Easy / Simple / Elegant

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





#### Time back for customers not tech



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



# Thank you

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