Digital
Route Digital interactions to the Right Resources—Email

This use case describes how Genesys Digital helps you identify customer context, route emails to your best-fit agents by analyzing its content and assign a category.

**Value of Genesys Use Cases**

Achieve your business goals
Implement business flows based on real global examples, addressing and solving typical pain points.

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

Incremental benefits
Evolve your customer experience maturity at your own pace. Implement use cases with predictable outcomes, and a modular approach designed to optimize investment.

Easily personalize
Pre-built for quick implementation, and flexible to adapt to specific requirements. Then personalize with your own business parameters.
Digital

1. Customer sends email to company

2. Arriving email captured by Genesys

3. Customer contact verified or created
   Any following messages and agent replies are stored in contact history

4. Interaction stopped

5a. New email
   System analyzes content and classifies email
   NO
   CUSTOMER EMAIL ADDRESS ON BACKLIST?
   YES
   END

5b. Customer reply
   System will attempt to route reply to previous agent
   NO
   END
   YES
   5c. Automated reply
      Email not distributed to an agent and flow stops

6. Receipt acknowledgment email sent
   Predefined template for the “To” address

7. Email distributed to best-fit agent
   Based on email classification and any available contact history is also displayed

8a. Agent marks email as done
   NO
   IS REPLY NEEDED?
   YES
   8b. Agent creates an outbound reply email
      Can use suggested response template

9. Agent records the outcome
   For reporting purposes

10. Email reviewed by supervisor
    (Optional)
   END

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

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