



HIGHLIGHTS

- Rapid return on investment with quick deployments
- 70% less development time using pre-built applications
- Easy integration with customer data and business logic support true omnichannel conversations
- Business users configure and manage applications via unique interface
- Dynamic and personalized call flows made easy
- Deeper insight into customer behavior with powerful tracking and reporting
- Better customer experience and self-service rates using proven applications

Genesys App Automation Platform

Is Your Phone Self-Service Delivering the Experience Your Customers Deserve?

Long and confusing menus, difficulties getting to the right information and incorrect routing are cited by customers as the most frustrating things about using automated telephony systems. Poorly designed and outdated [Interactive Voice Response \(IVR\)](#) increases customer effort, destroys customer satisfaction and results in higher cost to serve.

Unlike a traditional IVR which presents the identical menu to every caller, Genesys Voice Applications apply business logic to consider caller identity, intent, preferences, and context in order to determine the most appropriate and personalized next step.

Genesys acquired SpeechStorm, a leader in phone self-service, to provide a range of proven applications with out-of-the-box capability that deliver a cost-effective customer service approach, in December, 2015. Genesys Voice Applications are pre-built phone [self-service](#) applications, fully configurable and managed through a business user interface that enables:

- Rapid deployment of friendly, effective self-service
- 70% less effort than traditional IVR development
- Real-time performance management and instant changes to call flows and prompts
- Increased automation for shorter call handling times, reduced costs, and better customer experience
- Personalized interactions deliver experiences that are effective, easy to use, and enjoyable
- Continuous improvement from powerful reporting capabilities which provide insight into customer behavior

All voice applications are optimized for Genesys Voice Platform (GVP) with seamless access to both Genesys CTI and routing capabilities. Applications can also take advantage of native integration with [Genesys Conversation Manager](#) to support effective omnichannel customer experiences.

Key Features

- Intuitive, web-based business user interface
- 80+ pre-built, proven application call flows
- Leverage industry best practices across verticals including retail, financial services, utilities, telecom, and the public sector
- Speech, touchtone, and mixed mode dialogues
- Pre-recorded and text-to-speech (TTS) prompts
- Innovative personalization capabilities
- Powerful reporting & analytics to track actual customer behavior in the IVR
- Visual call flow with drag-and-drop design
- Integrated test environment

Benefits

Rapid Return on Investment

Whether you are considering a new Genesys Voice Platform implementation or already a customer, Genesys Voice Applications will have you up-and-running with dynamic, personalized call flows within weeks, not months.

Personalized and Dynamic

Genesys Voice Applications enable a whole new approach to the design and management of self-service applications providing rapid delivery, instant changes, and unlimited flexibility. They allow you to deliver an individually tailored experience on every call. For example:

New customer—"Hello. As it's the first time you've used this service, let me quickly take you through your options ..."

Existing customer—"Hi, the current balance on your account is \$280.46. Would you like to pay that now?"

Customer with a pending delivery—"Hi, your order is scheduled to arrive on Tuesday, 20th at 2 p.m. Would you like to change the delivery?"

What's more, by monitoring the actual paths taken by callers to the IVR combined with iterative design and champion/challenger capabilities, gives you the opportunity to test alternative call flows on selected calls, so you can find out what works best for your customer and for you.

Genesys App Automation Platform

Genesys IVR Framework – the foundation for all voice applications, with powerful call steering and personalization capabilities, reporting options for enhanced performance management, and a high availability option to provide resilience.

Personas—language, tone and voice driven by customer profile, preferences, or behavior to support multilingual deployments and a differentiated and engaging customer experience.

Customer Journeys—end-to-end tracking of the actual paths taken by every customer through the IVR, and presented graphically for ease of understanding.

Pre-built applications—a wide range of applications suitable for all industry sectors, and which can be configured and customized to meet specific business needs.

Payments—credit card payment capture applications with integration to a range of third-party payment gateways, suitable for self-service and secure agent-assisted payments (PCI PA DSS certified)

Surveys—easy to configure self-service, post-call or outbound surveys for employee and customer satisfaction surveys including Net Promoter Score (NPS) and Customer Experience Index.

Technical Requirements

Genesys Voice Applications are compatible with:

- Genesys Voice Platform (GVP) 7.6, 8.1, and 8.5
- Genesys Conversation Manager, Context Services and Rules System

Genesys Voice Applications can be used in conjunction with existing VoiceXML applications.

About Genesys

Genesys® powers 25 billion of the world's best customer experiences annually, putting the customer at the center of all it does. More than 10,000 companies in 100 countries trust the industry's #1 customer experience platform to orchestrate omnichannel customer journeys for lasting relationships. Genesys is the only company recognized by top industry analysts for leadership in both cloud and on-premise customer engagement solutions. Connect with Genesys via www.genesys.com, social media, and the Genesys blog.



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