

10 Reasons Why the Genesys Customer Experience Platform is the Right Choice for Your Contact Center

#1 End-to-End Omnichannel Journey Management

Many organizations offer multiple channels for customer service, yet these channels are often controlled by disparate systems. This creates erratic experiences and significant manual work for your contact center operations team. Our powerful platform unifies all communication channels, interactions, and work items so you can design, monitor, and tune the entire customer journey and deliver a consistent, [omnichannel customer experience](#) improving topline and bottomline growth.

#2 Acceleration of Desired Business Outcomes

The [Genesys Customer Experience Platform](#) is designed to boost measurable improvement of KPIs such as Net Promoter Score, customer satisfaction, and topline and bottomline business goals. Our solutions also give you the ability to meet more traditional call center metrics, including First Call Resolution (FCR), Average Handle Time (AHT), employee occupancy, transfer rate, and more.

#3 One Solution for Infrastructure and Workforce Optimization

The Genesys Customer Experience Platform integrates [workforce optimization](#) with your contact center infrastructure, vastly simplifying your operations. Powerful features allow you to identify high-performing areas as well as inefficiencies and gaps—and then use that information to vary routing, work assignments and supplement agent skills. With precise, multi-channel forecasting, you can anticipate workload demands and address unexpected fluctuations. Optimize processes, refine services, and ensure regulatory compliance with our single, integrated platform that delivers a unified 360 degree customer view.

#4 Integration with Existing Architecture

Having a platform that manages only interactions and work items is not enough. You need a solution that interoperates with your existing systems, so you can leverage contextual data to orchestrate your customer journeys. The Genesys Customer Experience Platform [integrates](#) with leading CRM software—such as Salesforce, Oracle, SAP, and Zendesk—right out of the box. You can also use our rich APIs to combine the power of Genesys with your specific IT systems and transform your overall customer experience.

#5 An Omnichannel Agent Desktop

One of the challenges of multi-channel operations is that agents often are forced to use different desktop applications when engaging with customers. This hinders their ability to automate tasks, limits insight into customer journeys, and introduces operational inefficiencies. A [single desktop](#) application that works with your CRM applications and controls all interactions and work items enables your agents to provide consistent, contextual customer service.

#6 Effective Administration of Distributed Contact Centers

Large contact center operations that use disjointed systems that are distributed over many locations—including branches, back offices, and outsourcers—present challenges and inefficiencies. With the Genesys Customer Experience Platform, you can create a virtual workforce pool, achieve economies of scale, and exert greater control over all locations and operations. Integrated multi-channel [dashboards](#), workforce planning, and skills management applications empower your team to meet SLAs across all digital channels and voice every single day.



#7 Flexible Deployment

Our platform scales with your needs and supports any type of deployment: on-premises, cloud, or hybrid. Unlike other vendors, our solutions are tailored to the needs of contact centers of all sizes, budgets, and customer support requirements. Choose from the [Genesys Premier Edition](#), [Genesys Business Edition](#), and [Genesys Enterprise Edition](#). Each robust edition features a range of capabilities to help differentiate and personalize customer service and support.



#9 Recognized as a Gartner Magic Quadrant Leader for Seven Consecutive Years

Genesys has been a Leader in the Gartner Contact Center Infrastructure [Magic Quadrant](#) for seven years in a row and leads the industry in what Gartner calls “completeness of vision.” Our proven track record in contact center and CX innovation creates a solid foundation for building and executing your CX strategy.



#8 Trusted, Global Expertise

With more than 20 years of experience, Genesys will ensure a [successful deployment](#) and help optimize your contact center operations. Our subject matter experts will design strategies to fit your needs, help you add applications faster, raise productivity, and satisfy your regulatory compliance requirements. We work with your team to share robust technical knowledge, best practices and offer flexible training options—so your team can get the most from your Genesys Customer Experience Platform.



#10 CX Innovation and Contact Center Expertise

Genesys is 100% focused on [customer experience](#) innovation. It’s all we do. Unlike our competitors in the market who sell networking and telephony equipment, at Genesys, we focus on one thing: helping organizations achieve the best possible outcomes by [modernizing their contact centers](#) to deliver better customer experience.

“With more than 20 years of experience, Genesys will ensure a successful deployment and help optimize your operations.”



Request a demo at genesys.com/request-a-demo.

About Genesys

Genesys, the world’s #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises. For more information www.genesys.com.

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