Genesys®

Multimedia Connector for Skype for Business

Deep integration with Microsoft Skype for Business brings the power of unified communications into the contact center and the extended enterprise. The Genesys integration with Skype for Business is also compatible with Lync 2013.

Putting the Extended Enterprise at the Service of the Customer

When customers interact with a company, they want it to be easy. They want to communicate through the channel of their choice, and connect with an agent who can rapidly address their question or inquiry. Genesys now brings the best-in-class contact center together with best-in-class unified communications solutions from Microsoft, helping companies deliver upon customers' ever-growing expectations by extending the reach of agents to other experts across the business to help resolve their inquiry. Agents now have access to the expertise they need to respond quickly and delight customers with immediate resolution of their issues. And in the process, companies reduce their costs by improving first contact resolution and thereby eliminating repeat contacts.

Agents are empowered to quickly collaborate with any available expert across the enterprise to expedite resolution of customer inquiries, truly putting the enterprise – not just the contact center -- at the service of the customer.
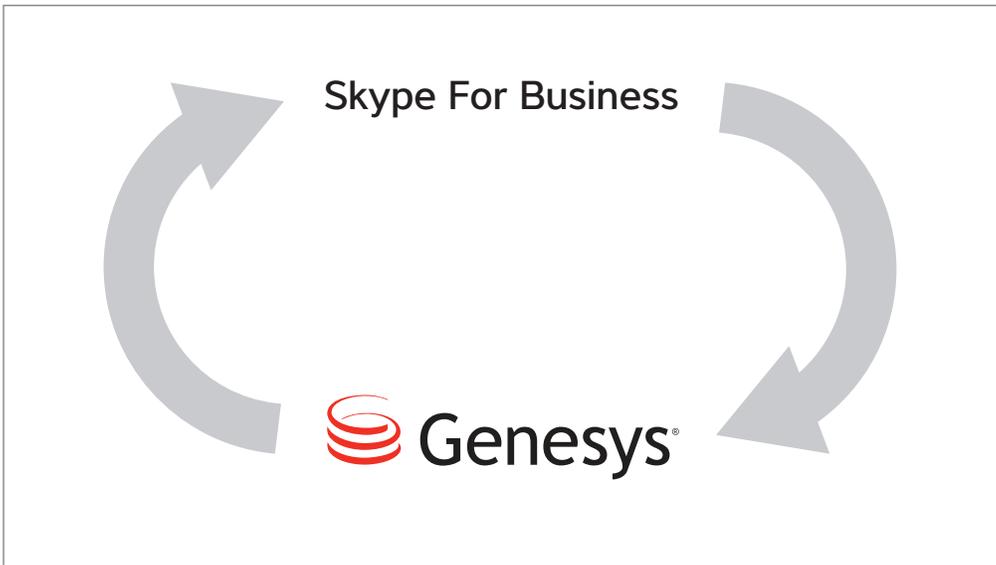
Supporting Your Customers in a Changing World

Through a tight integration with Skype for Business, Genesys enables robust voice, IM and Presence interoperability, enterprise-wide collaboration, and video capabilities – whether customer-to-agent, agent-to-expert, or a collaboration of customer, agent and expert.

Customers have the flexibility to contact a company through one channel, and effortlessly transition to any other channel within the same interaction. What began as a voice or chat interaction can seamlessly move to video. For example, a consumer who wants advice from a financial advisor might place a phone call initially, and then decide on a face-to-face conversation to boost his or her comfort level with investment decisions. Companies dramatically enrich their customers' journeys when they enable this type of omnichannel customer experience.

Simplification of Infrastructure

As forward-looking companies seek a unified communications solution to lower infrastructure and integration costs, they are eliminating compromises made in the past. No longer are they willing to compromise on interoperability; spending their IT budgets on expensive integrations of multimedia solutions is not an option. They require a single infrastructure that provides the reliability and scalability their businesses require to take them into the future.

Genesys and Microsoft deliver upon these requirements with a unified solution that scales from small to large, that enables enterprise-wide collaboration between the contact center and branch office employees, mobile workers, and other knowledge workers throughout the enterprise. As a result, companies can be more responsive and accessible, and more agile in delivering a customer experience their competitors can't match.

BENEFITS

- Facilitate an omnichannel customer experience
- Video-enable the contact center
- Accelerate collaboration with available experts throughout the organization
- Drive immediate resolution of customer issues

"Integrating Genesys Business Edition with Microsoft Lync gives us a whole lot of advantages. With more dynamic and flexible communications we've improved collaboration, while moving to a software-based system means we can easily assimilate acquired companies' systems."

Luc Greefs, Director of Shared Technology and Infrastructure Delivery at Cegeka

Skype For Business

Technical Specification

Server specifications
- Genesys Customer Experience Platform
- Microsoft Windows Server 2008 or 2012
- Microsoft Lync 2013
- Microsoft Skype for Business

Agent desktop specifications
- Microsoft PC running Windows 7 or Windows 8
- Workspace Desktop Edition 8.5.106.16 or later

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.

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