



Genesys Cloud-based IVR and Call Center Solutions for Finance

The Financial Services industry is reinventing itself into a more cost-effective and customer-focused industry. At a time when financial institutions are under increasing pressure to drive profits and win back customers, Genesys cloud-based solutions offer a guaranteed way to improve your overall customer experience and your bottom line – fast.

At Genesys, we understand that being able to offer personalized care to your customers is necessary to remain competitive and successful in today's economic environment. The cloud-based Genesys IVR and contact center solutions provide a cost-effective, efficient platform for optimizing your customer experience while reducing operating costs, increasing productivity, and even generating new revenue.

Leveraging the Genesys on-demand platform for banking, capital markets, wealth management, and other business segments, you can quickly and easily deploy integrated, multi-channel customer experience solutions. The flexible, scalable Genesys platform is equipped to handle repetitive calls efficiently, such as calls to check a bank account balance, make a stock trade or wire funds. Full integration capabilities ensure seamless access to customer account information and the ability to monitor functionality through embedded business intelligence analytics. By providing relevant information quicker than a live agent can and at a lower cost, we help companies like Western Union and TransUnion save literally millions of dollars a year.

Convenient, Quick Access to Information

Genesys solutions enable customers to gather information or complete simple transactions at a time and through a channel that is convenient to them. The Genesys platform facilitates dynamic interaction with the customer, empowering customers to resolve inquiries quickly and easily.

Auto-Attendant

Automate routine processes such as account balance inquiries by integrating your voice applications with your back end databases for quicker customer access to the information they are seeking.

Voice Secure

Authenticate customer identity for secure access to information through voice biometrics capabilities.

Virtual Contact Center

When calls require an agent, the Genesys Virtual Call Center ensures you can effectively and seamlessly route callers from an IVR to an available – and the appropriate – customer service rep.

Secure Transactions and Data Management

Processing transactions has never been easier – or more secure. Genesys integrates with all major customer databases and payment systems, enabling you to accept credit card information, provide information on product features, and more – without the need for a live customer service representative. Genesys is Level 1 PCI compliant which guarantees secure transactions for your customers.

Highest Level of Security

- The Genesys service offers the highest level of security with Level 1 PCI compliance, SSAE-16 compliance and geographically dispersed, fully redundant data centers.

Customer First Design

- Customer First design employs a system of best practices to ensure a customized and productive experience for the caller.

Analytics & Reporting

- Powered by MicroStrategy, Business Intelligence gives you detailed reporting of the performance of the entire application.

Easy Integration with Your Enterprise Data Systems

- Complete, seamless integration with your back end databases or CRM systems provides unlimited opportunities to enhance customer relationships.

Financial institutions have access to business intelligence reporting and monitoring to keep tabs on their business while on-the-go.



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

Automated Stock Purchases

Make stock trades, confirm buys/sells, check balances and easily transfer funds with secure Genesys self-service capabilities.

Fraud Support

Utilize the automated Genesys service to securely and quickly check the identity of a customer or confirm additional information as needed.

Wire Transfers

Customers can securely and easily make wire transfers without agent support. The secure Genesys environment gives the highest level of protection for important customer data.

Complete Data Capture and Analysis

Simple touch-tone or speech-enabled responses allow you to gather more and better data to help you enhance your market research, customer satisfaction or employee feedback effort. Fully embedded business intelligence allows for a deep level of reporting, analysis and dashboards.

Customer Survey

Whether you are conducting an outbound survey or gathering information from those that call you, the telephone provides a quick, reliable and convenient method to maximize your response rate.

Outbound, Data-Rich Notifications

Provide targeted, customized alerts and messages about new services and account changes for your customers.

CTI Call Center Integration

Proactively provide agents with complete information on the caller – including call history, recent reservations made and more – saving time and optimizing the call for both individuals.



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