



Genesys Cloud-Based Self-Service IVR and Call Center Solutions for Retail

New technologies continue to change the way the world communicates, gets its news, and even how it shops. The demand for 24/7 access to information has set the bar high for today's retailers to meet shopper expectations and differentiate their offerings. The challenge is to provide high-quality service across every customer touchpoint while at the same time managing costs.

Genesys solutions extend the in-store customer service experience to the telephone. The fully on-demand Genesys IVR and call center offers provide a cost-effective, efficient platform to optimize the retail customer experience, as well as manage costs, increase productivity, and even generate new revenue.

Retailers leverage the Genesys on-demand Self-Service IVR solution to quickly and easily deploy a complete voice solution. This cloud-based solution is flexible and scalable to meet a retailer's ever-changing business requirements at a moment's notice, from busy holiday demands to complex call routing needs. Plus, full integration capabilities ensure seamless access to customer account information or to existing payment systems.

Convenient, Quick Access to Information

The Genesys Self-Service IVR solution enables customers to obtain information or complete simple transactions at a time and place that is convenient to them. The intelligent voice solution facilitates dynamic interaction with the caller, empowering customers to resolve inquiries quickly and easily.

Store Locator

Help customers find the store closest to them, increasing in-store traffic and revenues. They can search by more than 120 different ways, including zip code or area code, to find the location nearest them.

Virtual Call Center

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

Promotion Hotline

Provide targeted, customized promotional messages to your callers, enhancing the sales process.

HR Applications

Provide direct access for your employee benefits information including the ability to enroll over the phone. Or, ease the burden of screening job applicants with a phone-based application survey.

KEY FEATURES

Highest Level of Security

- 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 all your customers.

Analytics & Reporting

- Powered by MicroStrategy, Business Intelligence gives you detailed reporting and drillable reports of your solution performance.

Easy Integration with Your Enterprise Data Systems

- Complete, seamless integration with your backend databases or CRM systems provides unlimited opportunities to personalize customer interactions.

“We determined that our ideal solution would be easy and fast to implement, offer plenty of flexibility for changing content and increasing call volume. We found that only Genesys offered all of those features and at a price point that met our needs.”

Louann Seguin,
Customer Satisfaction Manager
National Vision

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

Secure Transactions and Data Management

Processing transactions has never been easier – or more secure. The Genesys solution integrates with 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.

Payment Line

Give customers the option to make a payment over the phone, easily and securely, any time that is convenient to them.

Product Line

Allow customers to find, order, and get the status on products at any time, simplifying and expediting the purchasing process.

Gift Card Management

Provide your customers access to individual gift card information. The Genesys solution can help check balances, add value, or buy new cards without requiring a live agent.

Complete Data Capture and Analysis

Simple touch-tone or voice-enabled responses allow you to gather more accurate data to help you enhance your market research, customer satisfaction or employee feedback effort.

Customer Satisfaction 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.

Employee Notifications

Alert, notify and inform employees on store closings, hour adjustments, benefits information, and more.

Store Reporting

Give employees easy access to report information on inventory, receipts or other reporting requirements.

