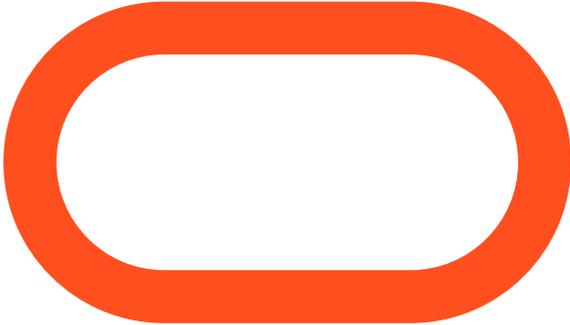
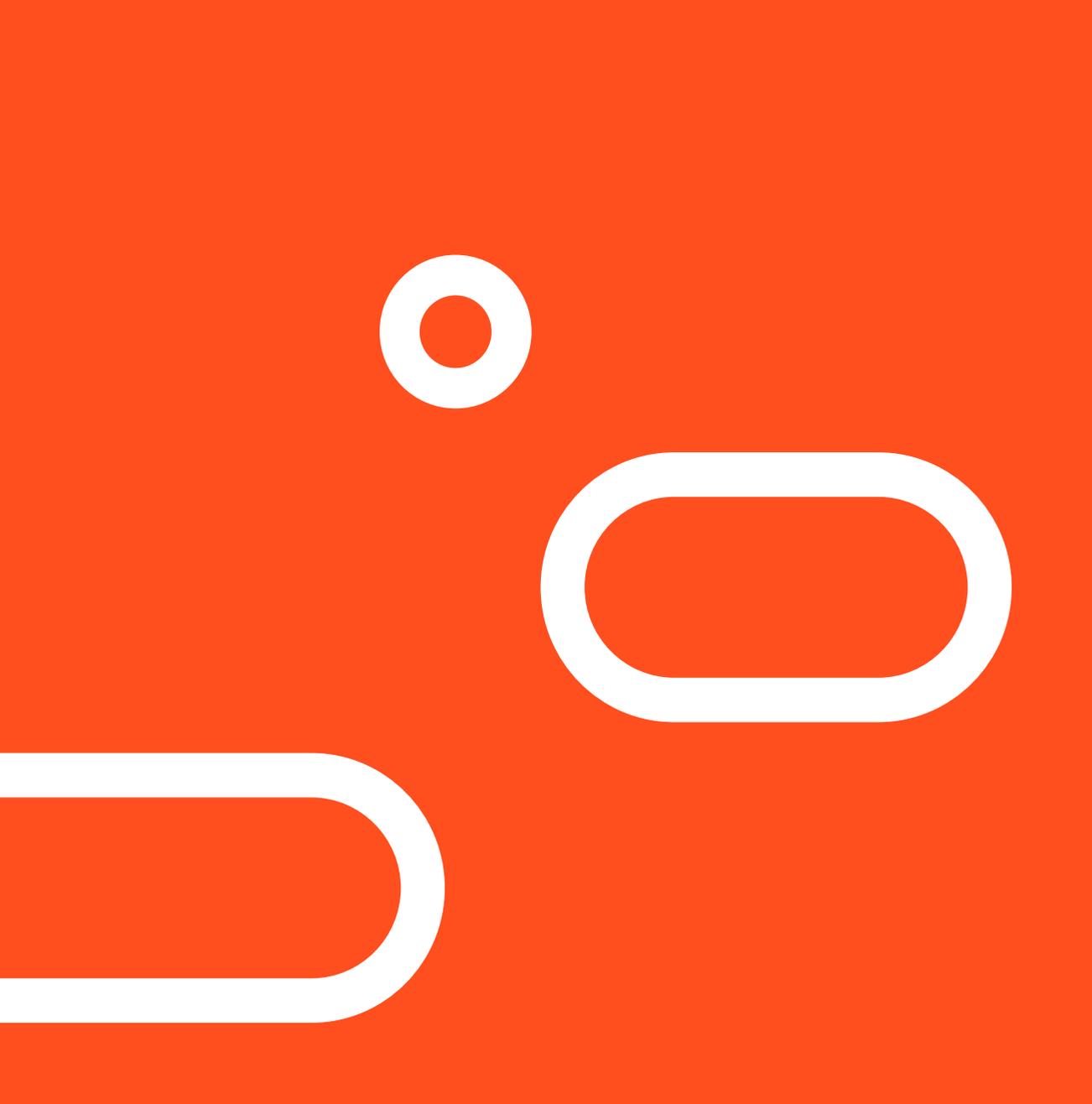


**Deliver the Gold Standard
of Customer Experiences Today**

Corporate Brochure





The Genesys Customer Experience Platform

Engage Your Customers

Engage Your Employees

Deliver Better Business Results



Win a new generation of customers with our next-generation solutions

Business is always changing and we count on that. Every change is a chance to be more responsive. Yesterday's customers were grateful when they didn't have to repeat information. Today, they expect a hyper-personalized experience over all channels and fast resolution times. We're already planning for what they'll expect tomorrow and we'll make sure you are ready.

Genesys powers more than 25 billion of the world's best customer experiences each year. We are the only company recognized by top industry analysts as a leader in both cloud and on-premise customer engagement solutions.

Our leading customer experience platform combines the best of technology and human ingenuity. It's fluid, instinctive and empowers you to connect customer moments into experiences that create exceptional customer relationships, engage your employees and build your business.

Create Exceptional Customer Relationships

Recognize every customer's intent, history and preferences, and identify the best action to take. Genesys unifies all voice and digital channels, self-service, inbound and outbound interactions, and work items to provide rich contextual insights at each moment. As a result, you can increase customer satisfaction, revenue and profitability with seamless, consistent and effortless customer experiences.

“Across the board, Genesys provided the customer experience platform that we needed to really see PayPal move to the next level. It was a huge game changer.”

Dar Andrews
Senior Director of Service Delivery
and Engineering,
PayPal

Make Your Employees CEO of Every Moment

Give your people—the most important asset in delivering customer experience—the power to resolve issues, answer questions and satisfy customers. Genesys administers agents and skills for all voice and digital channels in one place for routing, scheduling and forecasting. We put all customer moments across all channels in one screen for your agents. You gain more effective agents, improved employee retention and satisfaction, and stronger customer relationships.

Optimize and Differentiate Your Business

Optimize processes across your business to deliver the customer experiences that sets you apart. Genesys integrates channels and operations with centralized management capabilities that evolve with your business. You can ensure service levels are met across your operation, schedule correctly, and use context and business rules to identify the right people to address customer needs. Tasks are streamlined, costs are reduced and customers receive a personalized experience that builds loyalty.

“Genesys helps us deliver on our goal of a ‘life-rich’ banking experience, which means we are where our customers want us to be, making it easier for them to engage with us on their terms.”

Paul Cahill, Head of Digital Experience, Credit Union Australia

“This is the best contact center I could have imagined. We’ve been ranked the number one Vodafone contact center worldwide. And with the new innovative channels we’ve developed, we know there’s a lot more to come.”

Jörg Knoop, Head of Contact Center and Telesales Capability, Vodafone Germany

Get the Benefits of Working with the Leader

Deliver Exceptional Customer Experiences at Any Scale

Design and manage better customer journeys, whether your company has one location or thousands. The ability to connect all customer moments across all channels means you can personalize every experience and minimize customer effort. Genesys streamlines processes and operations so agents provide exceptional customer experiences in less time. As a result, Genesys customers have gained:

50%

Reduction in customer abandonment at key points in the customer journey

30%

Higher CSAT rating than competitors' scores

96%

First contact resolution

Improve

Employee Engagement

Make the Most of Your Most Important Asset

Genesys connects every customer moment in a single desktop, freeing your agents to focus on providing unmatched service. Your team can also improve skill-building and coaching, increase training and more accurately schedule and forecast, which increases agent satisfaction. With Genesys, customers have seen:

15%

Increase in agent productivity

700%

Improvement in task processing time

82%

Reduction in time to onboard or upgrade customers

Zero

Staff turnover, down from 20%

Deliver Better

Business Results

Create Better Business Outcomes

Keep customers, attract new ones and increase revenue with a gold-standard customer experience. Save money with better insights and streamlined operations. Maintain compliance and avoid penalties with purpose-built customer experience solutions. Genesys customers have achieved:

30%

Increase in eCommerce conversion

\$1.1M

Increased revenue

12.5%

Improvement in agent handle time

34%

Increase in back office productivity

\$2M

Annual operational savings

“Not only has Genesys enabled us to consolidate our previously disconnected channels into an integrated platform, it has considerably reduced the total cost of ownership for our company.”

The Genesys Customer Experience Platform

Personalize Your Customer Engagement

The Genesys Customer Experience Platform is a single, integrated platform that is purpose-built to deliver personalized customer engagement and real-time decision-making. It works across all customer touchpoints, integrating channels, context and the ability to optimize your workforce and processes. It connects to systems of record including financial, HR, order processing, inventory and CRM solutions. This fluid, flexible platform scales easily as customer expectations and requirements evolve.

“In a world where customer service expectations are changing at lightning speed, PureCloud gives us a serious competitive advantage.”

Ian Roberts, Operations Leader, Quicken Customer Care



Customer Engagement

Design exceptional relationships with all your customers

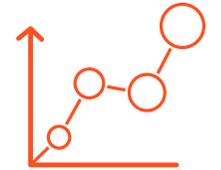
- Digital
- Inbound
- Outbound
- Self-Service



Employee Engagement

Empower your staff to be the CEO of your customers' journey

- Workforce Optimization
- Omnichannel Desktop
- Collaboration



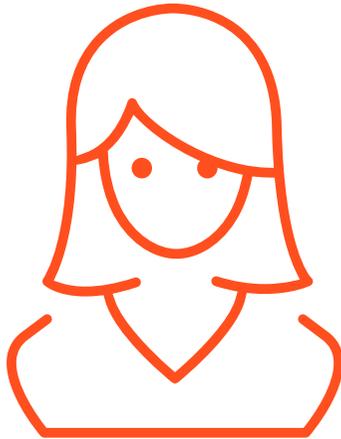
Business Optimization

Run your business as a smart business

- Workload Management
- Analytics
- Platform
- Integration

Genesys Omnichannel Engagement

Customer Experience Platform



Customer

- ✓ Deliver personalized, predictable and proactive experiences.
- ✓ Route each interaction to the best resource possible.
- ✓ Support all channels—voice and digital—across your entire enterprise.
- ✓ Monitor and manage your global operations.
- ✓ Consistently manage your workforce across all channels.
- ✓ Empower with a single omnichannel desktop.
- ✓ Proactively monitor and engage on your website or mobile application.
- ✓ Meet and predict customer commitments in real time.

Deliver Gold-Standard Experiences Today and Tomorrow

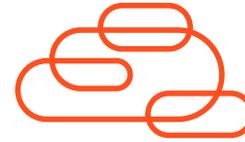
The Genesys Customer Experience Platform Portfolio deploys on-premises, in the cloud or in a hybrid configuration. No matter what size your company is today or how fast you want to grow, the Genesys Customer Experience Platform delivers a consistent, seamless and personalized next-generation customer experience across all touchpoints, channels and interactions.

158%
ROI Over Five Years

12.8
Months to Payback

\$20M+
Reduction in
Infrastructure Costs

\$7600+
NPV Per Agent License



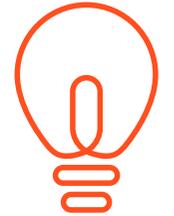
PureCloud

Deliver better customer experiences with this cloud-based, all-in-one communications and customer experience platform with a flexible architecture and features that are easy to learn and use.



PureConnect

Deliver an exceptional customer experience, simplify administration, increase operational performance and reduce total cost of ownership with an all-in-one platform.



PureEngage

Take advantage of global high availability, unlimited scalability, customization and integration capabilities in a true omnichannel engagement platform.

Genesys Timeline

1995

Call handling moves beyond simple call distribution via ACD to CTI, which provides relevant data to agents along with the call.

2001

Self-service evolves from IVRs with push-button functionality to VXML voice applications for more natural interactions.

2012

Companies seeking to implement more powerful contact centers at a lower cost drive the movement from on-premise to cloud.

1999

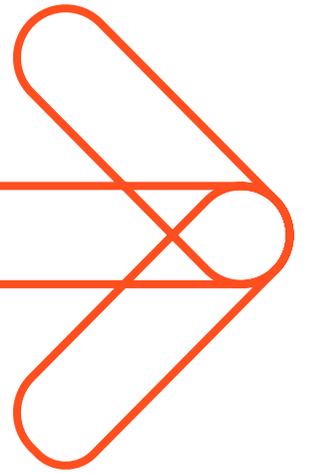
Interactions begin moving from voice-only to multiple channels as customers want more ways to contact businesses.

2006

Contact center infrastructure migrates from legacy TDM to SIP for reduced costs, contact center virtualization and multimedia interactions.

2016

Customer interactions evolve from many siloed channels into a single, seamless, omnichannel customer journey.



“People believe that products and experiences are different, when in fact the experience is the product.”

Steve Maidment, General Manager - Digital Channels and Innovation, Australia Post

About Genesys

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2017 Genesys. All rights reserved.

