Collect the dots,
Connect the dots,
Predict the next dot
Optimize with PureEngage 9 Analytics

Praphul Kumar & Hardik Modi
Product Management
Get ready to meet Kate

Genesys will be introducing customer experience A.I. called Kate – combining artificial intelligence, machine learning, bots, micro-applications and more to deliver personalized, proactive and predictive experiences for smart businesses
Business Challenge

Will this agent give you the BEST Business Outcome?
What is Predictive Matching?

Leverage omnichannel data and adaptive learning to pick the most qualified agent and deliver optimal business outcomes.

Score = 8
Score = 10
Analytics Architecture

**Applications**
- Predictive Models
- Routing Integration
- Journey and Event Tagging
- Next Best Action (web engagement integration)

**Visualization**
- Agent Desktop
- Genesys Pulse
- Customer Experience Insight
- 3rd Party

**Data Processing and Storage**
- Kafka
- Distributed
- Icon
- Info Mart
- Historical
- Real Time

**Data Sources**
- Structured Data
- Unstructured Data
- Workforce Management
- Designer
- Voice
- Digital Channels
Wayfinding...

It's seeing where you're going in your mind. Knowing where you are by knowing where you've been

--- Maui
Value Curve

Which channels need to be routed through Predictive Matching?

Does the environment collect relevant data?

Are metrics tracked in real time?

Are systems in place to measure impact?
What it Takes?

Data Collection → Analysis → Testing

Use Case Selection → Data Collection → Data Preparation → Value Assessment

- Business Drivers
- Business Sponsors
- NPS, CSAT, Churn, Sales
- Identification
- Sourcing
- Assessing
- Record Linking
- Data Cleansing
- Inter Agent Variance
- Interaction Context Variance

Feature Generation → Feature Selection → Quality Assessment → Impact Assessment

- Start Simply
- Domain Insight
- Automated Methods
- Standard Measures
- AUC
- RMSE
- Simulation
- Production A/B Testing
How do I select my Use Case?

• Business needs to identify metrics that need to meet goals
• Data should be available for past performance
• There should be an agent pool available to model
• Success criteria should be measurable
Data Collection and Preparation

Predictive Model

Agent
- NPS
- Location
- Skill

Interaction
- Priority
- Campaign
- Intention

Customer
- Segment
- Location
- Credit Score

Outcome
- NPS
- Revenue
- FCR
Model Training and AB Test

Source data → Eliminate → Model → Train → Relevant data → Test → Model

AB Testing Chart
• Predictive Matching Engine
• Agent State Connector
• Routing Strategies
We will do 3 things

1. Upload Dataset
2. Define a Predictor
3. Train a model
Predictive Matching optimizes business KPIs at routing point of interactions to agents.

Use case definition is the most important step in deployment.

Agent, Customer, Interaction and Outcome data is input for model training.

Predictive Matching works with existing Genesys routing.

A/B Testing is built into the Predictive Matching application.
Visit the Analytics Demo Booth in the Partner Pavilion to see Genesys Predictive Matching first hand