



## BENEFITS

- Market-leading all-in-one functionality
- Meet your customers' expectations for a consistent experience over the channel of their choice
- Pre-configured routing and analytics options for rapid deployment and lower cost of ownership
- Best-in-class routing delivers optimal customer experience with the lowest cost
- Support for growth while protecting your legacy investments
- Ease of deployment through cloud, on-premises, or hybrid cloud helps you get up and running faster

## Genesys Business Edition

All-In-One Offer with Unmatched Breadth that Deploys Rapidly and Is Easy To Use

### Your Customers Want a Consistent and Personalized Experience

Although your customers want self-service capabilities, self-service often isn't enough. They want to interact with a real person over the channel they choose, without waiting, repeating themselves or being transferred to another person. How can you offer consistent, seamless, personalized customer experience that spans self-service and human-assisted interactions?

With the Genesys Customer Experience Platform you will power optimal customer experiences that deliver consistent, seamless and personalized journey-appropriate experiences across all touchpoints, channels and interactions. By journey-appropriate we mean that the experience delivered, whether via self-service or human-assisted, matches the expectations of your customers, aligning with the stage and type of their present journey. This approach will drive your Net Promoter and Customer Effort scores in the right direction.

### Power the Optimal Customer Experience (CX)

Built on the Genesys Customer Experience Platform, the Genesys Business Edition delivers the optimal customer experience with the simplicity and functionality required by mid-sized contact centers ranging up to 1,000 seats. The edition has best-in-class capabilities delivered with simplicity to maximize first contact resolution, meet customer SLAs, improve web site sales conversions, optimize cross-sell revenue from existing customers and improve customer loyalty. It also improves employee satisfaction and results, and reduces the cost of operations through efficiency gains. All of this is delivered over your customers' channels of choice, with minimal customer effort.

### Choosing the Right Solution for Your Business

The Business Edition is designed for midsize contact centers that require all-in-one functionality that deploys rapidly, is easy to use, and scales as your contact center grows. With this edition, customers can choose to run their contact center in the cloud, on-premises with a pre-configured appliance or in a hybrid cloud configuration. The on-premises appliance comes in multiple configurations. Hybrid cloud options allow you to use your existing telecommunications providers, store sensitive data locally or augment existing Genesys on-premises deployments. The Business Edition offers workforce management and mobile options to optimize the efficiency of your workforce and to deliver a great customer experience, however your customers choose to engage.

## Key Capabilities

- Scale up to 1,000 seats
- Pre-integrated hardware appliances for on-premise deployments
- Local telephony delivery model

### Inbound and Outbound Multi-Channel

- Channels: voice, email, chat and SMS
- Mobile app integration and services

### Self-Service IVR

- Unlimited inbound IVR ports with analytics
- Voice and SMS Channels
- Speech Recognition and Text-to-Speech
- Optimal time routing to most appropriate agent or worker

### Routing

- Simplified and pre-configured routing options for rapid deployment
- IVR variable routing, with context delivered to agents with calls
- Skills based and agent proficiency routing for matching customers with the right resources

### Proactive Communications

- Proactive notifications and surveys
- Campaign optimization
- Preview and predictive dialer
- Unlimited outbound IVR ports

### Multi-Channel Workforce Optimization

- Workforce management
- Quality management
- Coaching
- Speech analytics
- Text analytics
- Call recording with screen capture

### Third Party Integration

- Web services with RESTful APIs
- Legacy PBX integration

## SIP Communications Services

- Telephony for local, home and remote workers
  - Scalable to 100,000+ simultaneous calls
  - Call control
  - Voice mail
  - Soft and hard phone options
- Optional hardware
  - SIP hard phones
  - VoIP gateways
  - Session border controllers
- Integration with third party unified communications
- Enterprise worker presence, availability and interaction routing across enterprise, branches and remote locations
- WebRTC support

### Analytics

- Business intelligence level analytics with interactive drill paths
- Visual, interactive real-time performance and operational monitoring and analysis for greater efficiency with Genesys Pulse
- Historical reporting on IVR, agents and routing for enhanced performance management
- Complete end-to-end reporting and comprehensive metrics for better contact center insights

### Supervisor Functions

- Supervisor web-based desktop simplifies agent management
- Call monitoring, agent coaching and barge-in for workforce optimization
- Real-time and historical metrics and reports for continuous improvement

### Agent Functions

- Easy-to-use agent web-based desktop application for faster case resolution
- Whisper messages and screen pops deliver data and context with the interaction to reduce customer frustration and improve efficiency

### About Genesys

Genesys is a leading provider of customer experience and contact center solutions. With over 3,500 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact center and back office. Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

For more information visit: [www.genesyslab.com](http://www.genesyslab.com), or call +1 888 GENESYS.

