

# Exceptional service at your customers' fingertips

Deliver intelligent, integrated customer care with Genesys Messaging for Apple Business Chat Beta



In today's digital environment, people want customer service that mirrors their personal preferences. For businesses, that means delivering new support tools that integrate with existing platforms, and work across new devices and channels.

The growth of messaging applications is one of today's most important customer experience trends:

#1

Choice of contact channel for consumers between the ages of 23-34 is messaging apps<sup>1</sup>

“

By 2022, 72% of customer interactions will involve an emerging technology such as machine learning applications, chatbots or mobile messaging, up from 11% in 2017<sup>2</sup>

+5B

Active monthly users on messaging apps<sup>3</sup>

Connect with your customers where they live – on their Apple iPhone. And deliver seamless customer experiences with intelligent technology from Genesys, the global leader in Customer Care.

## Gartner MQ for CCI Genesys Named a Leader 9 Years in a Row\*

Figure 1. Magic Quadrant for Contact Center Infrastructure, Worldwide



- Make it easier to connect**  
 Reduce customer effort with direct access to service and support using the Messages app.
- Deliver connected customer experiences with persistent context**  
 Support continuous, personalized conversations with a single omnichannel customer experience platform. Customers can communicate with a brand during moments of found time, drastically lowering their required effort, even for complex issues.
- Create rich agent and customer experiences**  
 Deliver superior visual and functional integrated experiences on iOS and agent applications.
- Take advantage of Genesys patented Blended Artificial Intelligence (AI).**  
 Enable seamless AI handoff to a live agent, with full context across channels.
- Improve employee productivity and intelligent workload distribution**  
 Prioritize and manage workload including escalations with full visibility.

Apple Business Chat Beta is a powerful new way for customers to quickly and easily connect with your business, all from the palm of their hand.

### Apple Business Chat Beta

- Offers purchases and payments through Apple Pay.
- Creates simple and visual lists for making selections and scheduling appointments or deliveries.
- Enables seamless experiences with deep links to iOS apps.



Getting started is as easy as:

1

Apply for Apple Business Chat Beta

2

Select Genesys as your Customer Service Platform provider

3

Notify your Genesys Account Executive

1. Source: Dimension Data Global Benchmarking Report 2017

2. Source: Gartner "Plan Now for Critical Shifts in Customer Interaction Patterns" by Michael Mao, Jun 27, 2017

3. Source: <https://research.hubspot.com/charts/messaging-apps-have-over-4b-monthly-active-users>

\* This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Genesys.

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