Simplify the Delivery
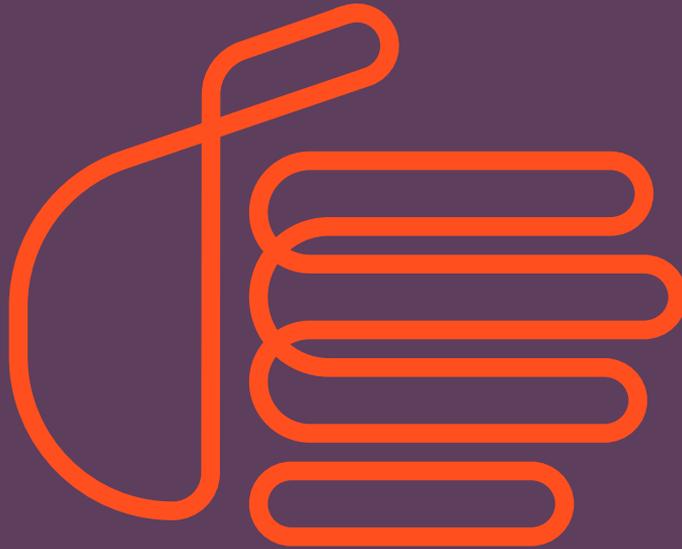## of a Next-Generation Customer Experience

PureConnect

GENESYS

Simplify and Ensure the Quality of Customer Relationships

Meet Increased Customer and Employee Expectations

Give customers and employees what they need and deserve with an all-in-one platform. Instead of the spending the time and money to upgrade an outdated and complex infrastructure, choose a solution that lets you engage customers and employees today and as their expectations evolve. The right all-in-one single platform solution:

- Strengthens customer loyalty because they can communicate with you the way they want.
- Empowers agents to engage with customers properly and succeed at their jobs.
- Simplifies performance measurement and management across channels for supervisors and managers.
- Frees IT staff to deliver what the business needs, when it's needed.
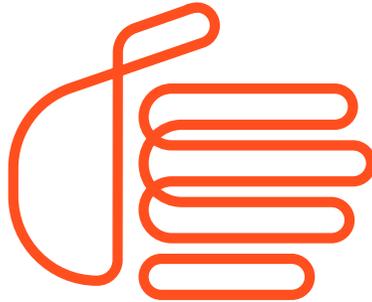
PureConnect

PureConnect is part of the Genesys Customer Experience Platform portfolio, designed to help your business deliver a consistent, seamless, and personalised next-generation customer experience.

Simplify for a Better Customer Experience

PureConnect is an all-in-one multichannel engagement solution that is rapid to deploy, simple to administer, flexible, easily tailored, and cost-effective for mid-size to large organisations. Available both in the cloud and on premise, PureConnect lets you replace multiple point solutions with a single platform that supports empowered employees and loyal customers.

Do more with less
An all-in-one multichannel platform enables you to deliver a better customer experience while greatly simplifying administration, increasing operational performance, and reducing total cost of ownership.

Speed time to value
A single set of broad and deep applications allows you to rapidly deploy and turn on new applications and services when you're ready— new functionality is built right into existing interfaces

Maximise flexibility and protect investments
An open, standards-based architecture gives you the flexibility to tailor applications to meet your unique business requirements. You also protect investments by integrating PureConnect with any existing application.

Reduce risk
The market-leading PureConnect platform reduces your business risk. For cloud customers, you can minimise risk with your own instance of the application, have the option to keep voice traffic and recordings on your network, and control the timing of updates.

What You Can Accomplish with PureConnect

Flex the way you need to—add channels, make changes, scale for seasonality, or virtualise the operation when bringing new locations online.

Let's say you need to deploy a new digital channel. It requires an upgrade to one of your applications. It becomes one of the many projects IT must get done and busy season is around the corner.

The PureConnect all-in-one platform takes the peril out of this scenario. You can deploy the new channel without disrupting your staff or operations. This is just one of the tremendous business advantages of moving to PureConnect.

"(PureConnect)) immediately stood out from other vendors based on its rich feature set, integration capabilities and value. We also liked that we could customise PureConnect to match the way we operate—today and tomorrow—while giving us the internal control that's right for our business."

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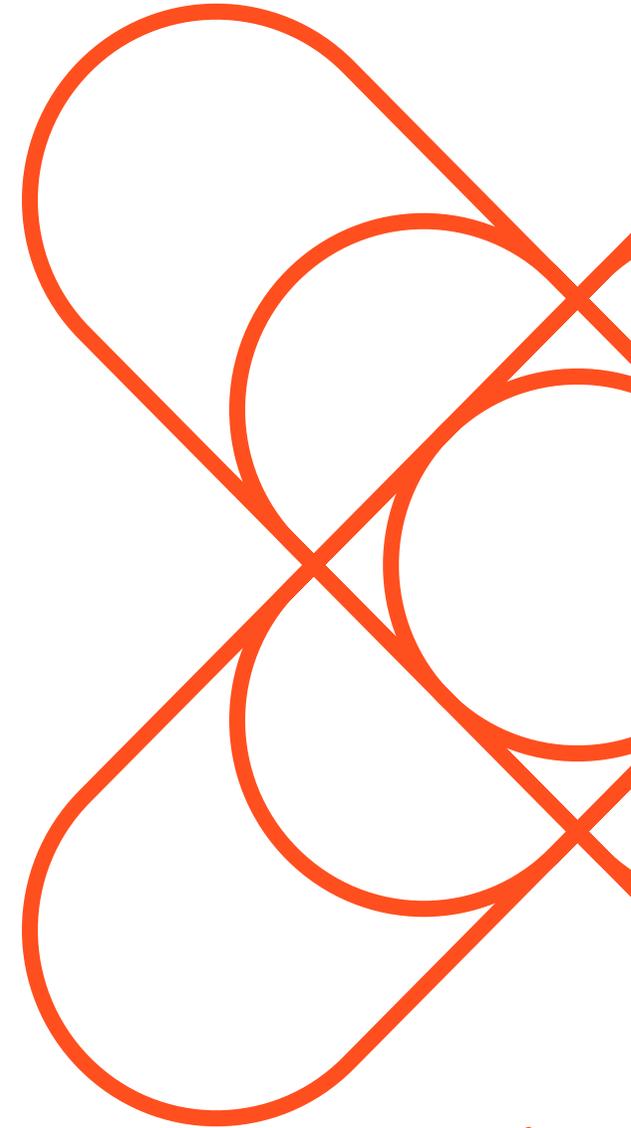
Replace a Complex Infrastructure with a Single Platform

Collapse complex environments with the PureConnect all-in-one architecture to make life simple, improve performance and, most importantly, provide customers a more effortless experience regardless of how they choose to engage with you. Support up to 10,000 concurrent agents on one server with a single set of integrated applications. Now, you can easily replace an existing complex, brittle infrastructure with a single elegant platform.

Access a Broad and Deep Set of Solutions

Quickly access self-service, inbound digital, outbound, workforce optimisation, analytics and integrations solutions. Unlike other vendor offerings, our solutions are purpose-built to work together from the beginning. So, you can add new digital channels or real-time speech analytics in a snap, as soon as you're ready, all while maintaining a single view of the customer across channels using a real-time dashboard.

Upgrade Without Headaches

Never worry about upgrades. New functionality is built right into the single omnichannel desktop that agents and supervisors are already using. There's no lengthy deployment, integration, or extensive training required.

Adapt to Changing Needs without the Help of IT

Make changes without the help of IT with the easy to configure PureConnect platform. Even create contact flows and self-service recordings with built-in speech recognition and callback capabilities. You and your customer experience team can react quickly to changing customer and business needs.

No matter how your business strategy evolves, you can keep up with new requirements with our open, standards-based architecture. Customise and easily integrate with new and existing applications using packaged integrations and a single set of robust APIs.

If you need business communications, simply turn that on, as well. There's no need to go through a separate PBX/UC deployment.
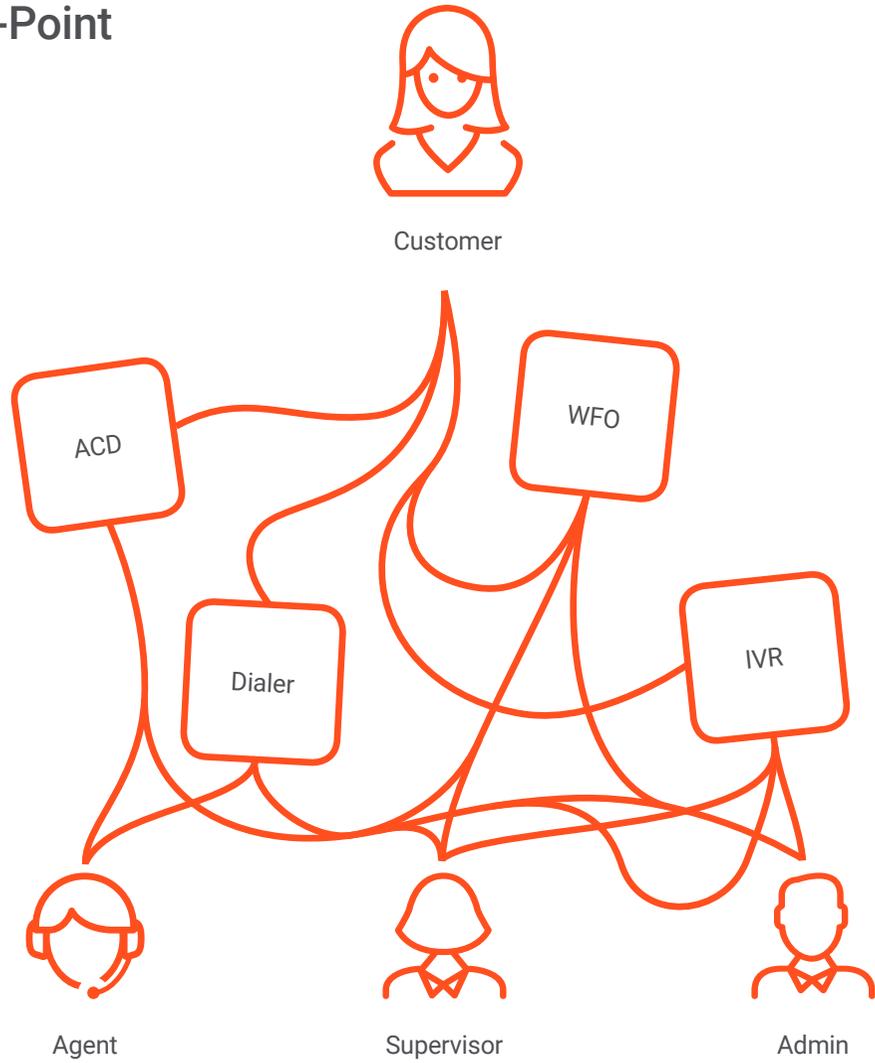
Achieve Security and Compliance in the Cloud

Take advantage of maximum security and control in the cloud. You're covered for PCI, HIPAA, JITC or EU-US Privacy Shield standards. Applications are not shared, and networks can be private. Voice traffic and recordings can be kept on your own network, too.
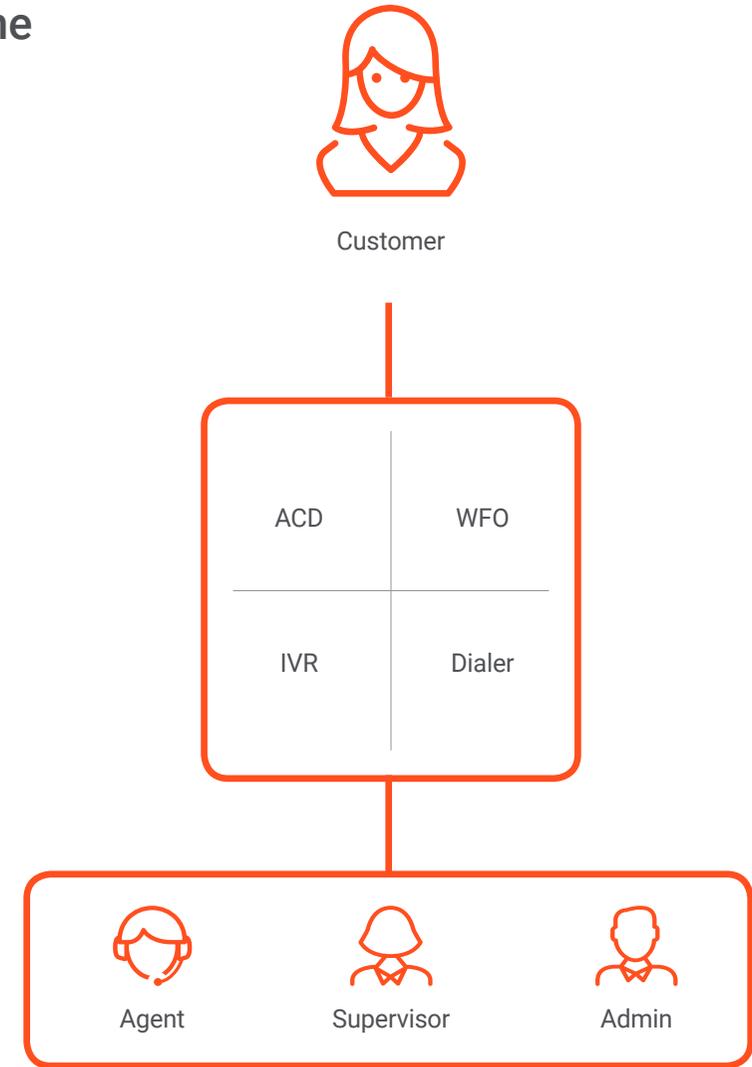
"We selected PureConnect because unlike competitive vendors whose offerings amounted to an amalgamation of proprietary products, it gave us an open, single-platform architecture for faster start up."

ESM

Multi-Point

Customer

ACD

WFO

Dialer

IVR

Agent

Supervisor

Admin

All-in-One

Customer

ACD | WFO

IVR | Dialer

Agent

Supervisor

Admin

"PureConnect all-in-one architecture has enabled us to support both our PBX and ACD users companywide via a single administrative interface...significantly simplified system management for increased operational efficiencies."

Revitalise Your Environment and Deliver Effortless Experiences

It's time to replace outdated, disconnected infrastructure and point solutions with an elegant all-in-one platform. Let employees focus on developing personalised relationships with customers—and make it simple to engage and be engaged. Put new insights at the fingertips of supervisors and managers so they can effectively monitor and optimise performance across channels. Deliver what your business needs, when you need it. In short: Deliver exceptional, effortless experiences.

When you modernise your infrastructure and applications with PureConnect, you get more than updated technology and streamlined IT operations. You'll be working with the customer experience leader, as recognised by top industry analysts, consultants, and thousands of customers worldwide.

About Genesys

Genesys® powers 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 100+ countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement, performing equally well across all channels, on-premise and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering.

Visit us at genesys.com/uk or call us at +44 (0)2038 083 999

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