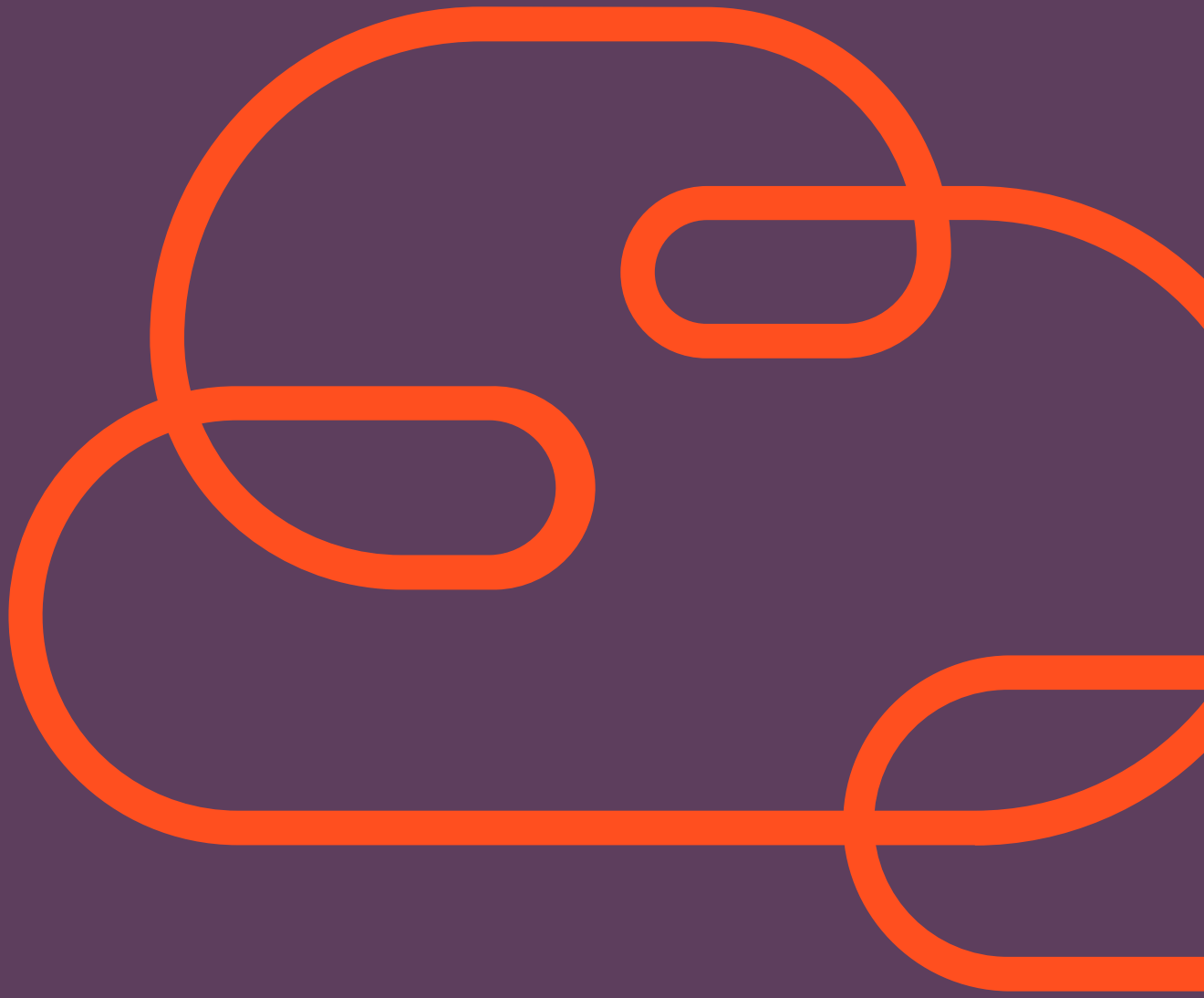
GENESYS

CloudComm 360

Genesys Cloud



A Genesys ebook

Powering customer communications
Creating great customer relationships

Customer relationships can be complex, but that doesn't mean they have to be difficult. The **Genesys Cloud™** solution makes interacting with prospects and customers simple. Built to handle any channel, Genesys Cloud can turn calls, email, chats and social comments into one seamless conversation — all while empowering your teams to provide exceptional customer experiences. It lets you easily:

Connect with customers

The Genesys Cloud solution simplifies the way you connect with customers across channels, providing all the context you need to deliver more personalized experiences and build stronger relationships.

Empower your teams

Give your employees the information they need in a tool they'll love using. Get an all-in-one application built to engage your employees and boost your team's performance.

Understand your business

With real-time dashboards and up-to-the-second analytics, the Genesys Cloud solution provides the insights you need to run your business — no matter where your agents are located or which channels they handle.

Our award-winning software deploys in days, is intuitive to use and continually innovates with upgrades each week. It's powerfully simple — and simply powerful.

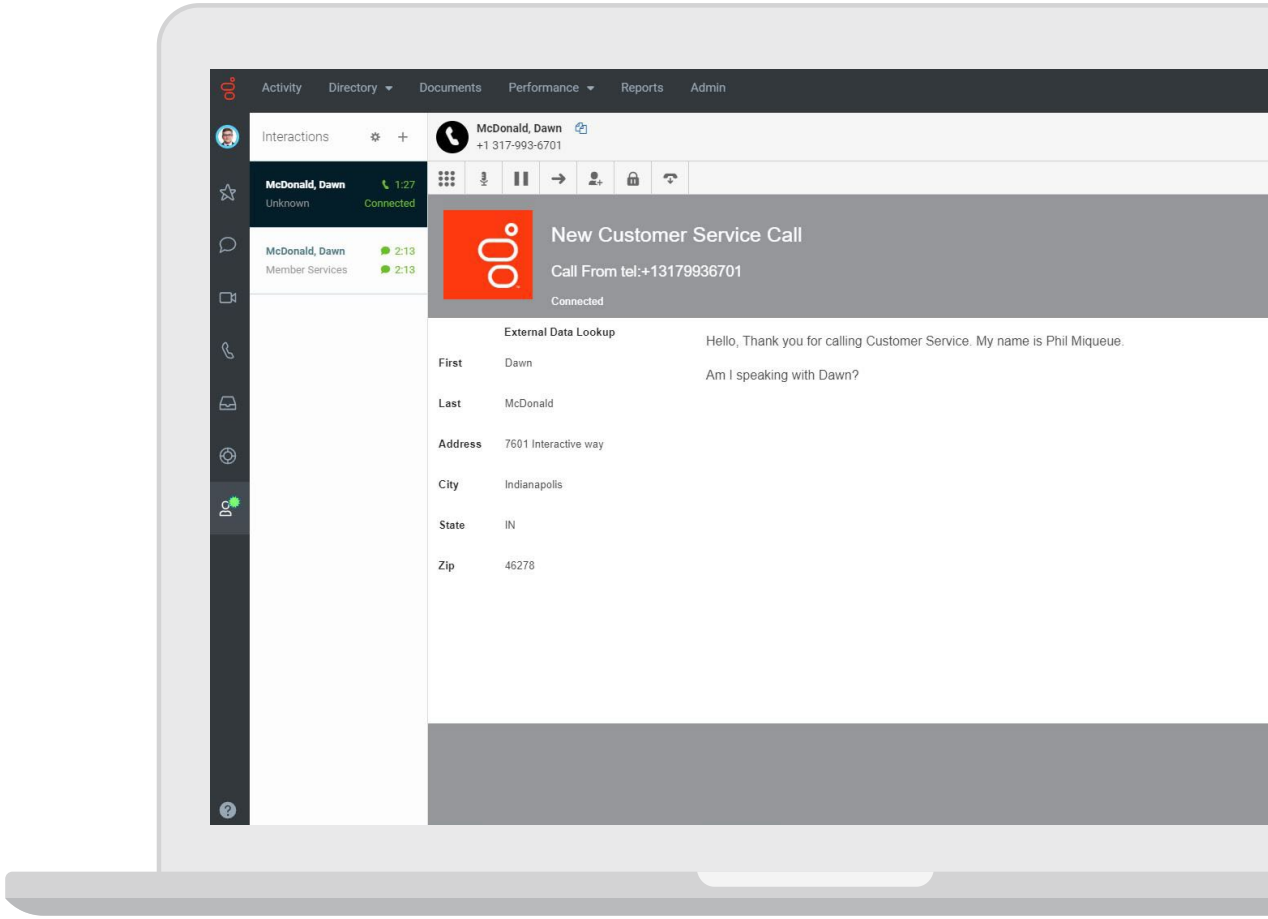
> "In a world where customer service expectations are changing at lightning speed, Genesys Cloud gives us a serious competitive advantage."
>
> ***Ian Roberts, Operations Leader,***
> Quicken Customer Care

All-in-one omnichannel

Built from the start to create seamless conversations, Genesys Cloud eliminates the need for multiple systems and applications. It's an all-in-one solution that provides a unified experience, across all channels. It uses a common routing engine for all interaction types so you can easily control utilization and agent blending, while ensuring conversations are delivered to the agents best equipped to handle them.

Agents receive interactions from any channel in a single and consistent interface, allowing them to easily blend real-time (voice calls and chats) and asynchronous conversations (text messages, email and social), all while reducing training time and errors.

Context about each customer and a complete interaction history let agents understand who each customer is and their unique journey. Personalize dynamic scripts and responses while keeping agents on-message and compliant.



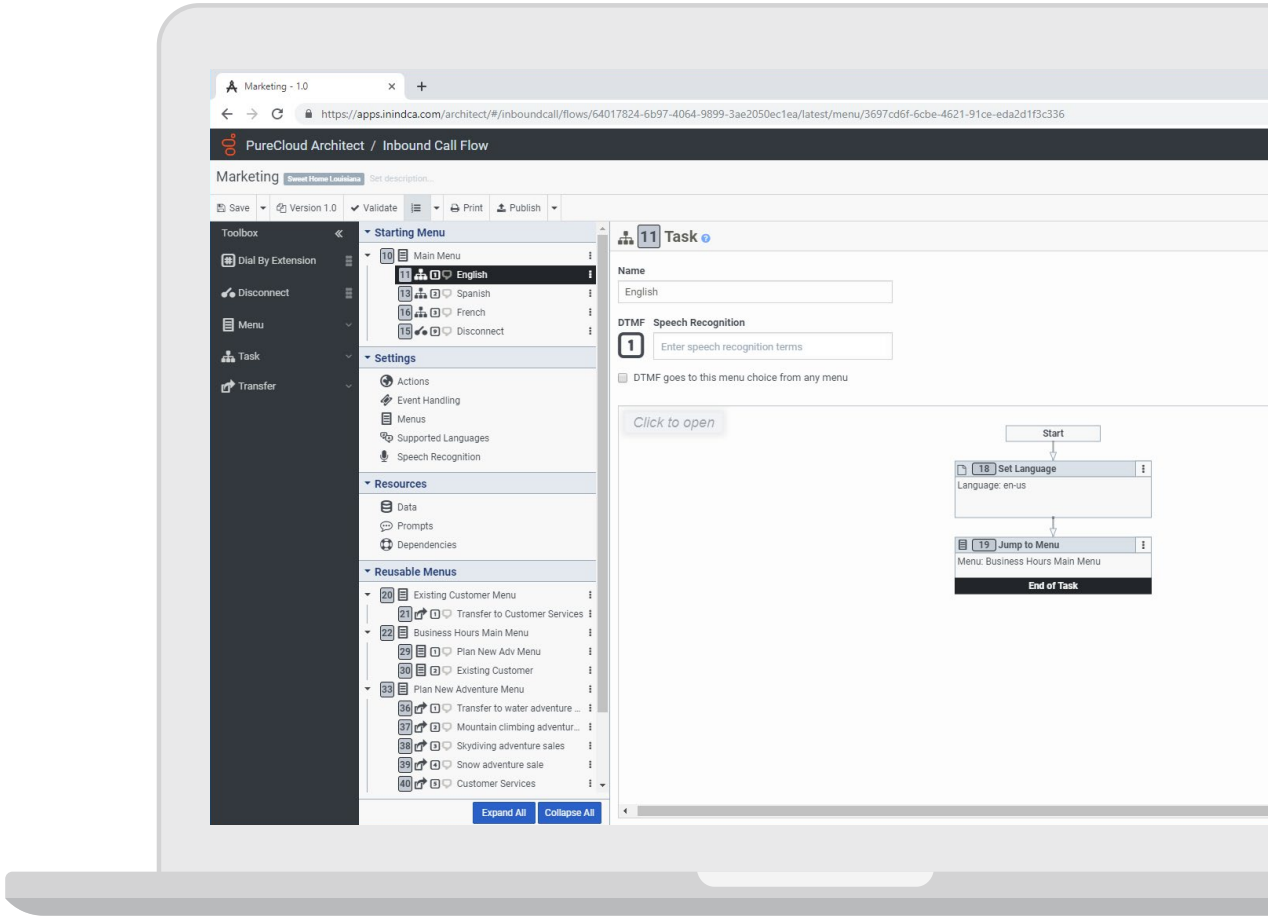
A single agent interface seamlessly blends concurrent conversations and channels.

- Inbound voice
- Outbound voice
- Callbacks
- IVR
- Email
- Chat
- Text/SMS
- Messaging apps
- Skills-based routing
- Bullseye routing
- Priority and availability-based routing
- Agent utilization

Self-service

Provide 24/7 self-service and agent-assisted service via IVR flows you can administer yourself using an intuitive drag-and-drop editor. Configure prompts, data dips, sub-menus and transfers to fit your business needs — all without the need for professional service or downtime.

Give customers a conversational self-service experience. Choose from built-in automatic speech recognition or natural language understanding integration. And rest easy knowing our IVR has the security features you need to comply with regulations, so you can securely process credit card payments and adhere to privacy requirements.



Simply drag and drop to update menus and build new flows on the fly.

Outbound campaigns

Optimize your campaigns while keeping agents productive, costs low and contact rates high. A built-in automated outbound dialer has the features, power, scale and flexibility you need to increase campaign effectiveness. Align customer demand with agent utilization by blending inbound queues and outbound campaigns, with agents moving seamlessly between the two.

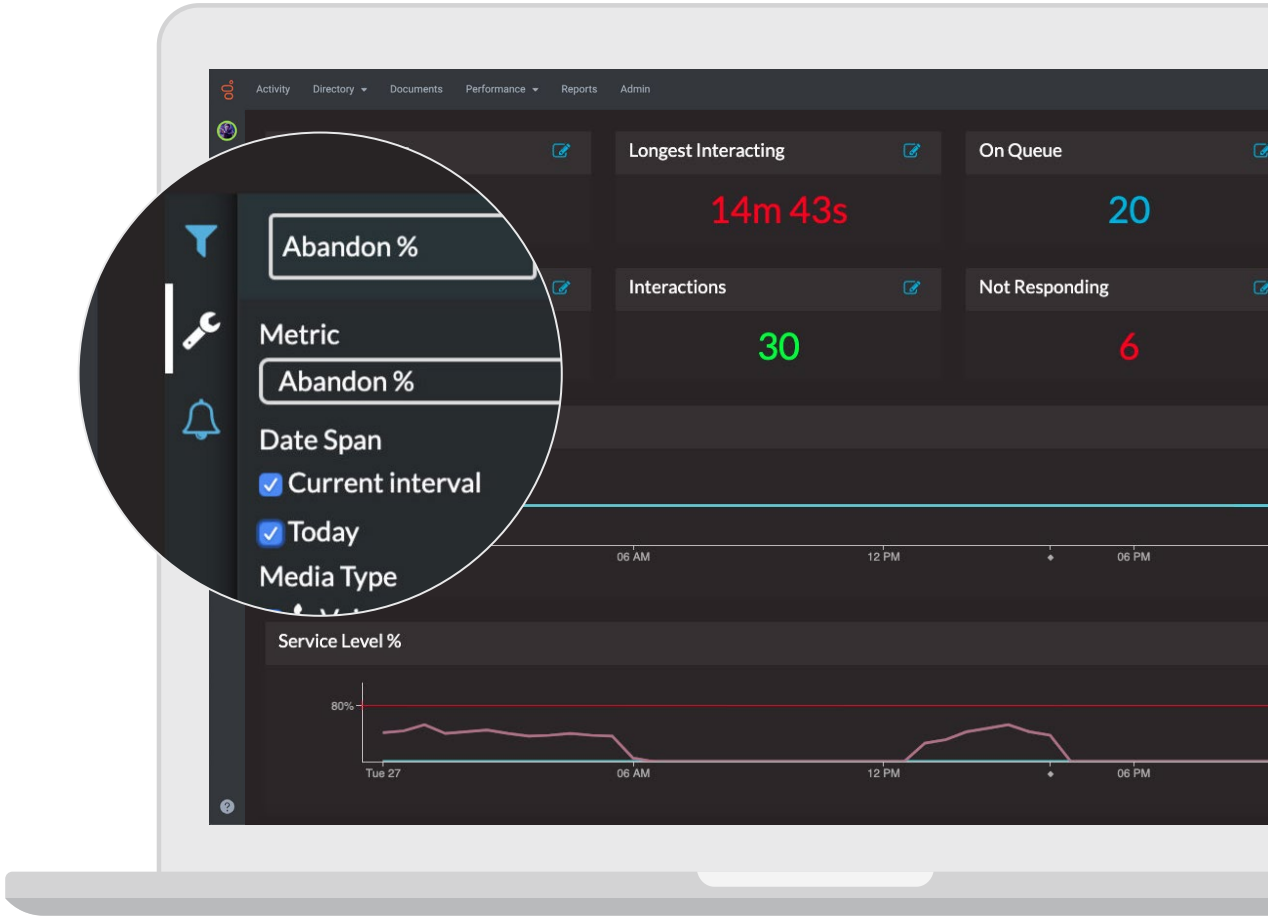
Accurately detect and filter out answering machines, busy signals, unanswered calls, disconnected numbers and fax machines, and configure campaigns with a variety of dialing modes. Help your agents spend less time waiting and more time connecting to customers. Stay in compliance with automated time-zone mapping for your campaigns.

Custom dashboards and reports

Get the actionable insights you need to run and optimize your business — from one place, in real time.

Virtually limitless reporting is at your fingertips in the Genesys Cloud solution. Layered, dynamic views bring together metrics from every channel — inbound and outbound. Compare real-time and historical data in a single view to see how your current performance measures up with the past. Or filter, save and export unique views in seconds. Drill down for deeper details with a single click. Configure custom dashboards in minutes, and use packaged integrations or open APIs to export data into a business intelligence database. You also can build highly customized wallboards and reports.

Whether you're walking the call center floor with an iPad or working at your computer, it's easy to stay connected and in control. Set alarms and get alerts when key metrics are out of bounds, so you never miss an important detail.

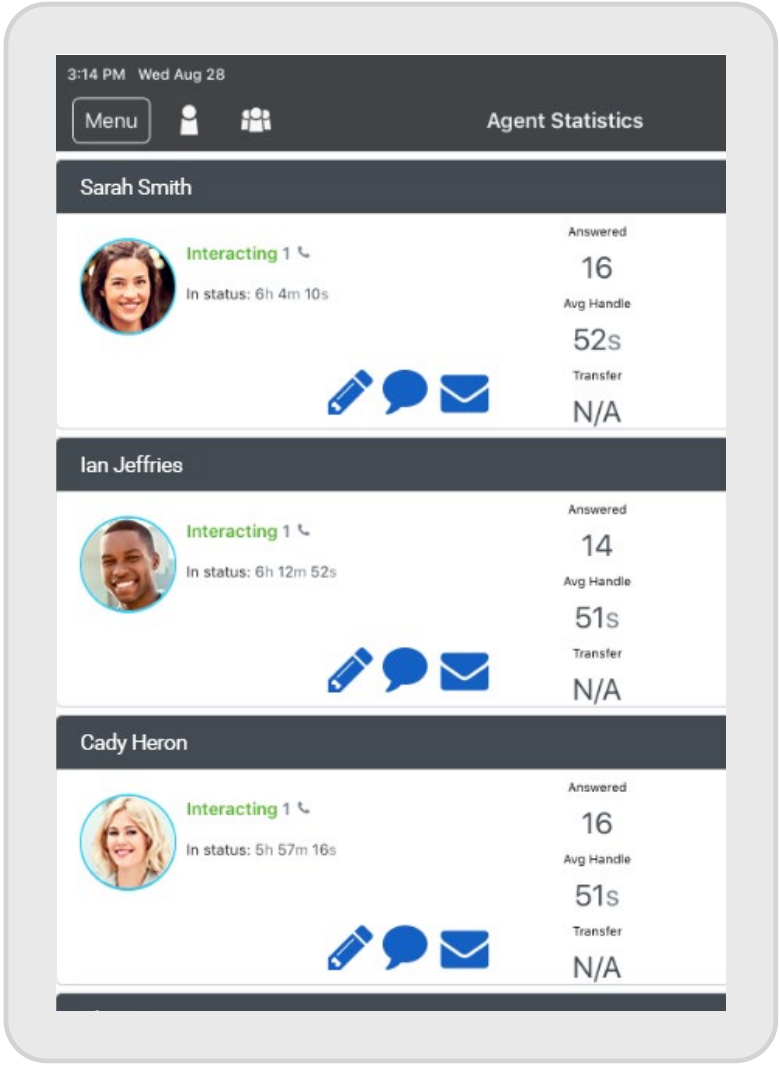


Configure custom dashboards to keep tabs on the metrics that matter most.

Workforce engagement management

Genesys Cloud Workforce Engagement capabilities boost employee productivity with built-in artificial intelligence (AI) and automation features across quality management, voice and digital recording, workforce management, and employee performance domains — all from a single intuitive application.

Intraday monitoring and real-time adherence views help you track outliers and react. It takes just 30 seconds for the Genesys Cloud solution to take your historical data and blend with more than 20 forecasting methodologies to predict and track all interaction performance. A comprehensive view across all channels ensures you can thoroughly evaluate interactions to provide your agents with effective coaching and performance reviews.



Use the iPad Supervisor application for powerful, portable analytics.

Flexible voice services

Making communication easy is essential to your business. That's why you need flexible options for voice connectivity.

Choose Genesys as your carrier

Keep things simple, fast and hardware-free with our internet-based telephony service, **Genesys Cloud Voice**. Get 100% cloud communications — with Genesys as your carrier. Port existing numbers or purchase new numbers right from the web interface to make and receive calls immediately.

Our usage-based pricing has no channel limits, no minimum commitments and a flexible month-to-month contract. High-quality SIP trunking eliminates the physical connection to a phone company, as well as all associated hardware, wiring and headaches.

Fast facts

- Global **coverage** for outbound
- Registered provider
- Toll-free and DID numbers
- Multiple Tier-1 carriers
- G.711 and OPUS codecs
- Client side TLS and SRTP encryption
- Mean opinion score

OR

Bring Your Own Carrier

With Bring Your Own Carrier (BYOC), you can use the telephony carrier of your choice. The Genesys Cloud solution works with third parties — whether it's an on-premises PBX or a cloud carrier — so you can make the most of your existing relationships and investments.

BYOC is available as two distinct offerings: on-premises or cloud, based on where the connection terminates. You can even use it with Genesys Cloud Voice to deliver calls.

Fast facts

- Global carrier connectivity
- Release link transfer
- User-to-user information
- FQDN, TGRP, DNIS trunk support
- SIP trunking between third-party and cloud or on-premises edge devices
- Optional AWS Direct Connect link

Unified communications

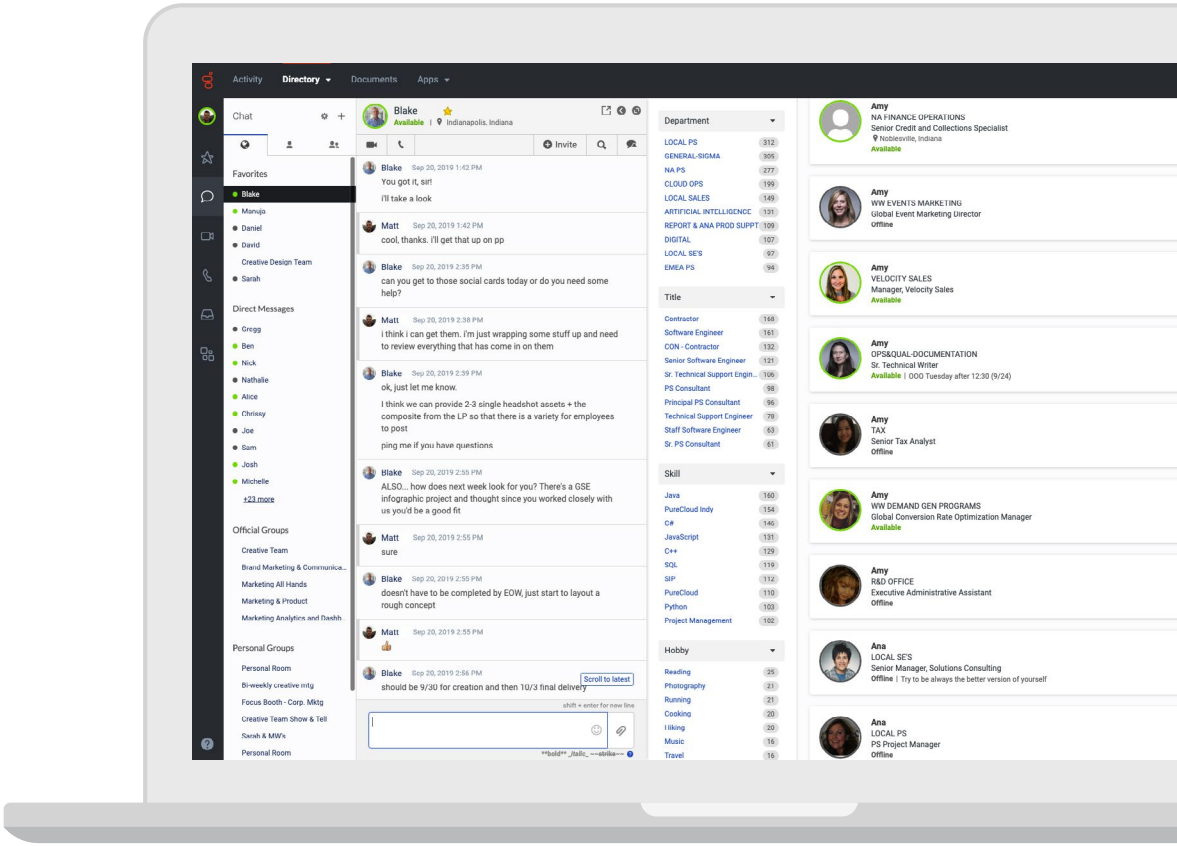
WebRTC and SIP softphone

Turn up voice calls for new agents, teams or sites in a flash — without MPLS circuits or the need for a VPN. The **WebRTC Softphone** lets agents immediately make and receive calls using only a browser and a headset — without the need for additional software or hardware. WebRTC technology provides secure voice connectivity over the open internet.

If you prefer to keep audio and signaling local, you can install the Genesys Cloud SIP Softphone application, which runs on Windows-based computers and can be used even when logged out of the solution. It has all the advantages of a hardware phone — with added portability.

Business telephony and more

Unify all the ways your business communicates. Adding **Genesys Cloud Communicate** seats lets you consolidate traditional business telephony features, like voicemail and group ring, with real-time collaboration tools, such as video conference, screen share, team chat, profile-driven corporate directory and document management. And iOS and Android applications give employees anytime, anywhere collaboration. It's all native and tightly integrated — in a single solution.



Easily find people throughout your organization and click-to-connect over chat, phone or video.

Build or buy?
With Genesys, it doesn't have to be a choice.

From straightforward to sophisticated, there's virtually no end to the ways you can deploy and use the Genesys Cloud solution. It's flexible enough to meet all your business needs because it's both an application and a platform.

There's freedom to:

Buy out-of-the-box applications to go far, fast. Use as they are or you can customize your IVR, routing, recording, dashboards and more.

Build on the platform to create your own customer service ecosystem. For more specialized customizations, leverage a full set of open REST APIs, **documentation** and our **engaged community** of Genesys Cloud engineers.

Extend your application. Whether you build or buy, easily add on pre-built integrations. The **Genesys AppFoundry Marketplace** offers over 300 out-of-the-box integrations — everything from business intelligence to gamification solutions.

> "The Genesys Cloud solution has great APIs and was easy to integrate with our other systems. Our sales teams connect with more business opportunities and feel more motivated."
>
> ***Tobias Zackrisson, Nordic Sales Development Manager,*** Elkjøp AS

Easily integrate with the systems you already have in place

CRM integrations

Say goodbye to lengthy professional service engagements. Pre-built CRM integrations are available for all major systems, including **Salesforce**. These out-of-the-box integrations are quick to deploy and easy to configure, and they provide intelligent routing for all interaction types, automated logging and screen pops.

Present information to your agents in scripts, or act on data from your CRM system or any third-party system that stores data and uses web services. Agents can even work directly in your CRM interface or any browser-based application using embedded Genesys Cloud call controls and functionality.

HR integrations

Keep everything accurate and up-to-date without manual intervention. Populate and sync user profiles with Active Directory, HR systems or any SQL database, to automatically sync bi-directional data between your systems and Genesys Cloud users.

The Genesys Cloud solution also integrates with popular single sign-on services to make access even easier.

Make it your own

App marketplace

Browse our growing **Genesys AppFoundry Marketplace** — with more than 350 pre-built customer experience applications and integrations from industry-leading vendors and technology partners. Whether you want to integrate with an existing workforce management tool or business intelligence system, or introduce new capabilities like agent gamification, the marketplace has a solution to meet your needs. And enjoy one-click installation and free trials.

APIs and software development kits (SDKs)

The Genesys Cloud solution lets you build almost anything, in any programming language, using the same fully secured and versioned Public REST API that Genesys developers use. Our APIs, SDKs and open-source projects are continually updated, and our Developer Community is eager to help.

> "The open APIs are a big advantage, especially when integrating AppFoundry and Github applications. Now, our software developers quickly get to all the data they need and more. The other day we asked if they could create mini-dashboards taking various outputs from Genesys Cloud. After 30 minutes they were back with a project plan."
>
> ***Carl-Petter Udvang, Product Manager,***
> Lowell Norway

Trust it's stable, secure and scalable

Resilience and survivability

The Genesys Cloud solution is built to deliver business continuity, offering unparalleled reliability and disaster recovery. The entire Genesys Cloud solution is deployed in multiple Amazon Web Services (AWS) regions, each of which consists of multiple independent AWS data centers. This distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. And Genesys Cloud offers horizontal scalability and elasticity, so you can scale as high or low as you need — without affecting performance.

Deployed in the following AWS regions:

- US East (N. Virginia)
- US West (Oregon)
- Europe (Frankfurt)
- Europe (Ireland)
- Europe (London)
- Asia Pacific (Seoul)
- Asia Pacific (Sydney)
- Asia Pacific (Tokyo)
- Canada (Central)

Security and compliance

Genesys works hard to safeguard your critical data and keep your assets protected from threats. The Genesys Cloud solution maintains strong encryption, logical isolation, stringent multi-tenant security standards and key industry certifications, so you can comply with regulations — no matter your industry or location.

Trust and transparency

Trust and transparency are critical when choosing a cloud service provider. With the Genesys Cloud solution, you gain visibility into **SLAs**, **current system status** and a history of incident resolution.

The Genesys Cloud solution by the numbers

16,000
logged-in agents supported in a single organization

25,000
configured agents supported in a single organization

60+
countries, with thousands of customers served

6 billion
monthly API requests handled

Realize the potential

> "What sold us on the Genesys Cloud solution was the simplicity. The cost is straightforward, it's quick and easy to implement, and it just works... all the time."
>
> ***Lindsay Hull, Associate Director,***
> Rose-Hulman AskRose

See what makes the Genesys Cloud solution the leading cloud contact center solution.

Start your tour

Summary

Genesys Cloud creates fluid conversations across digital and voice channels in an easy, all-in-one interface. Provide exceptional experiences for employees and customers and reap the benefits of speedy deployments, reduced complexity and simple administration — transforming your contact center into an experience center.

Next steps

Explore the interface, features and functionality of Genesys Cloud.

Take the tour →

Don't take our word for it, see what customers are saying.

View our customer stories →

Schedule a demo today.

Contact us →

GENESYS™

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 11,000 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

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