



Five Capabilities to Look for in a Customer Experience Platform

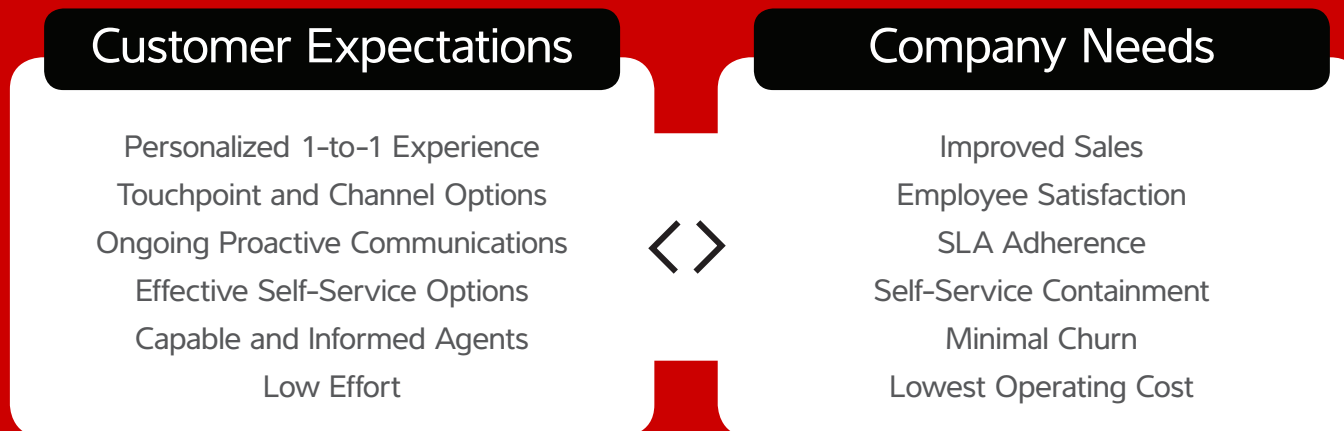
eBook



FROM CALL CENTERS TO CONTACT CENTERS AND NOW THE NEXTGEN CUSTOMER EXPERIENCE PLATFORM

Most contact center implementations today deploy siloed interaction channels (e.g. voice, chat, email, web, mobile and social) where each customer interaction is typically managed in isolation. This fragmented approach to customer engagement commonly results in customer frustration, missed sales opportunities and reduced operational efficiency.

With digital transformation and customer demands evolving rapidly, choosing the right technology to design and orchestrate your customer engagement is a foundational success factor to delivering on customer expectations while addressing your company needs. An effective customer experience platform must be proven, workforce aware, support omnichannel customer journeys, manage SLAs effectively across self- and assisted service channels, and be flexible to meet your unique deployment requirements.



#1: PROVEN CUSTOMER EXPERIENCE LEADER

Genesys - Gartner MQ for Contact Center Infrastructure (Past 7 Years)

Customer experience (CX) is critically important to your organization. When selecting your platform for customer engagement, choose a partner that has a proven track record, a strong vision, and the scale and expertise to partner with your organization to add value at every step.

Genesys has been a leader in the Gartner Magic Quadrant for Contact Center Infrastructure for 7 years running, and also demonstrates the greatest completeness of vision to help your organization deliver on your business goals.

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Magic Quadrant for Contact Center Infrastructure, Worldwide



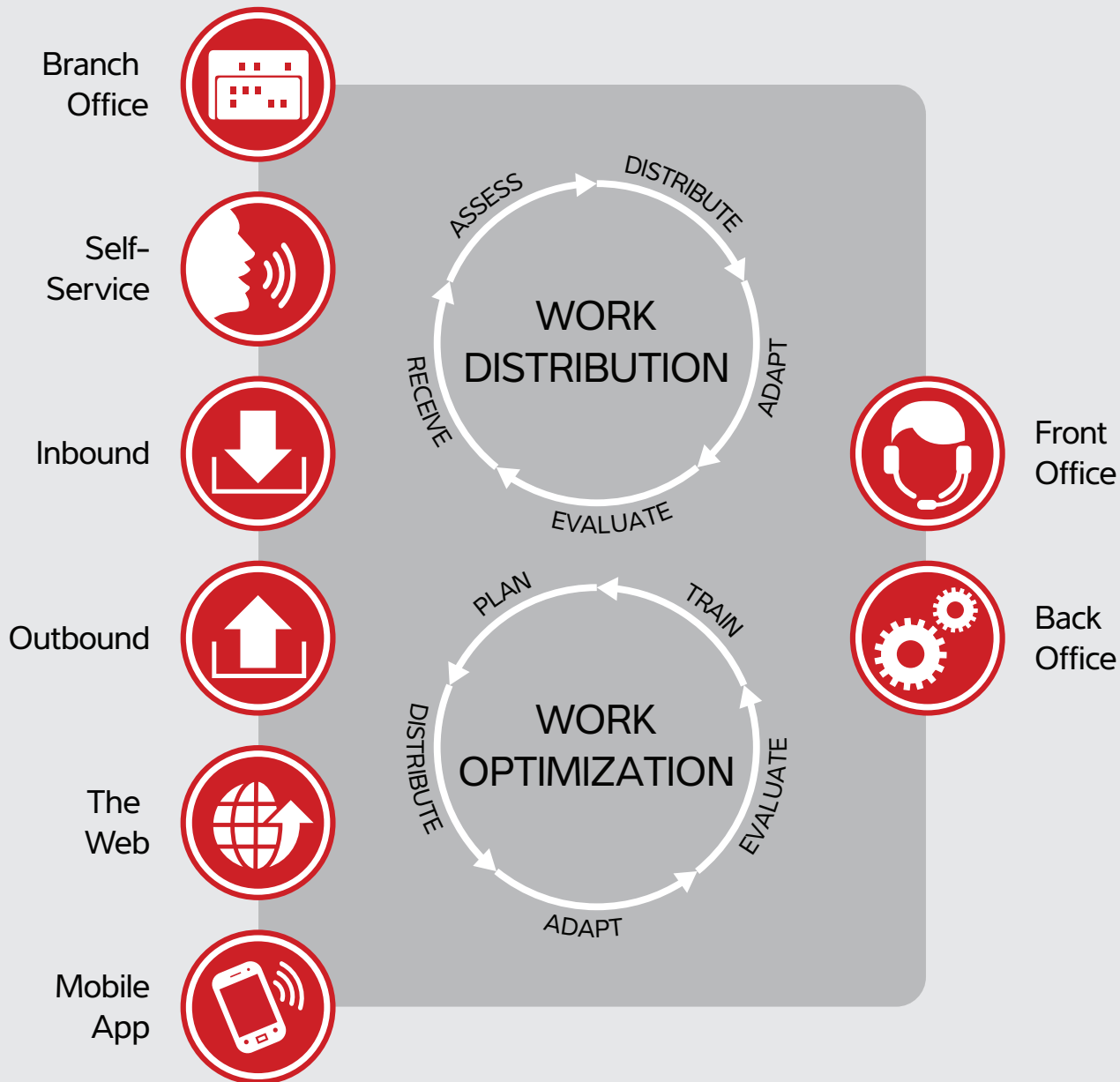
Source: Gartner (May 2015)

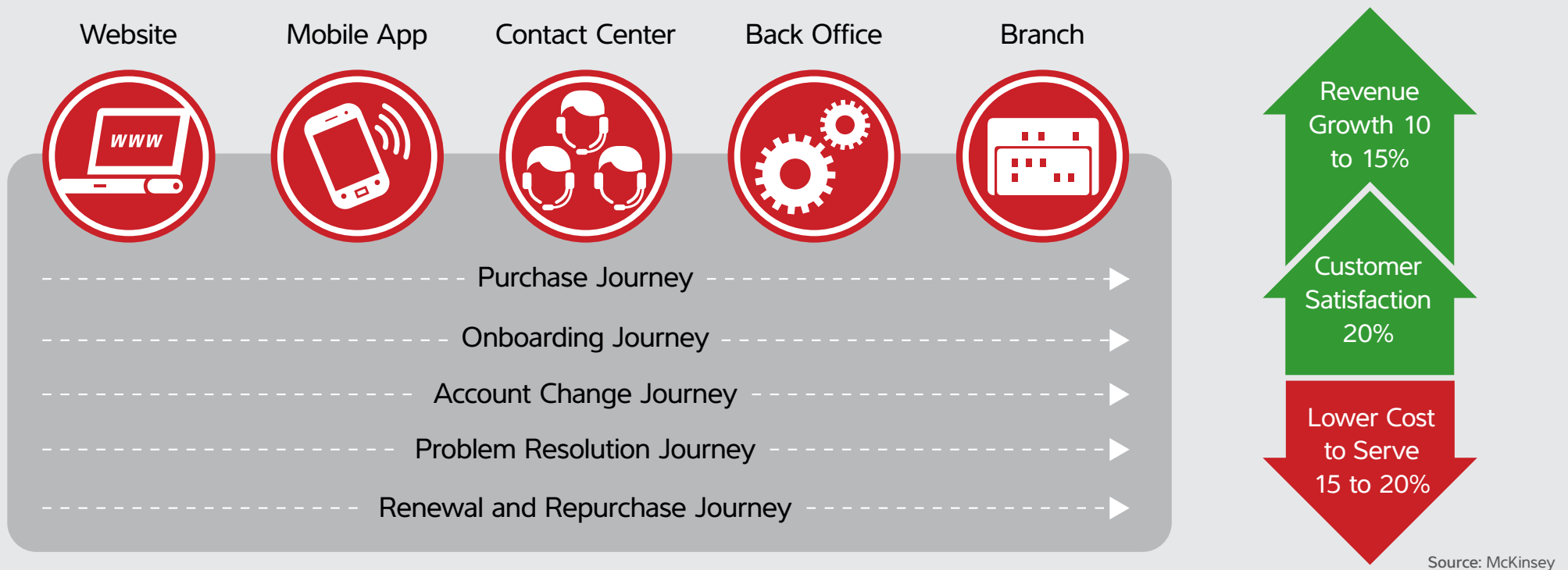
#2: A SINGLE, WORKFORCE-AWARE PLATFORM

Second, look for a continuous workforce optimization solution that's seamlessly integrated with the routing capabilities, enabling you to obtain both workforce optimization capabilities and your contact center infrastructure from one vendor.

A workforce-aware CX Platform will:

- Reduce over & understaffing
- Increase influence on schedule
- Guard quality & compliance
- Improve QM process efficiency
- Provide better use of training budget
- Find 'root cause' to improve business processes
- Reduce operational overhead





#3: PERSONALIZED, OMNICHANNEL JOURNEYS

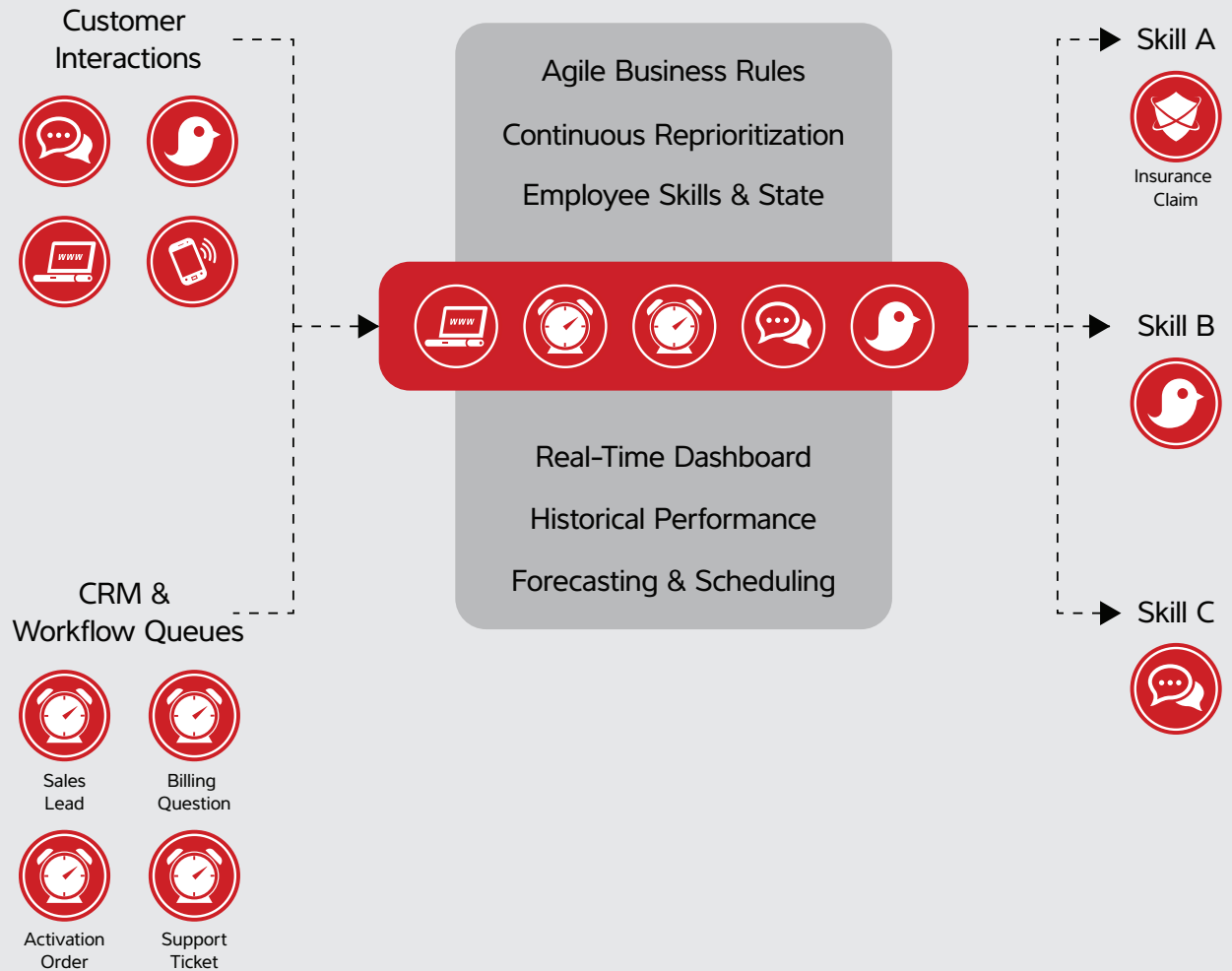
Companies focused on the end-to-end journey perform better

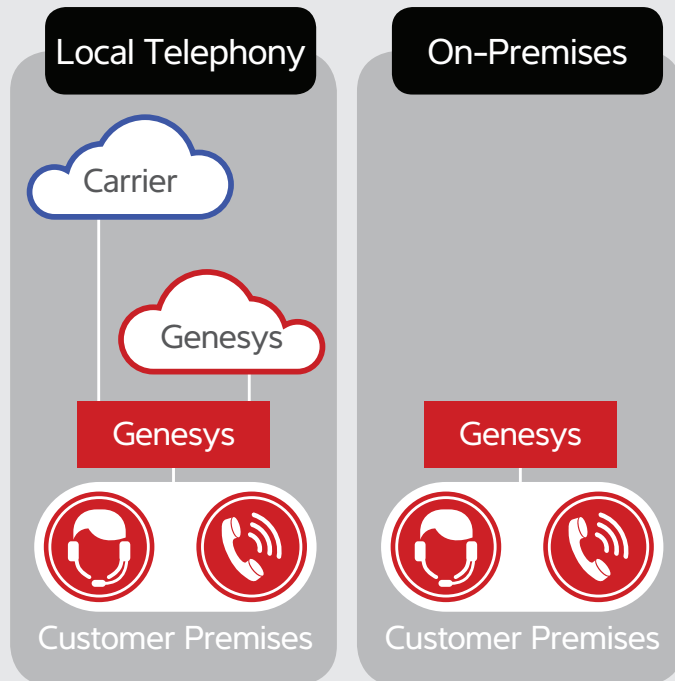
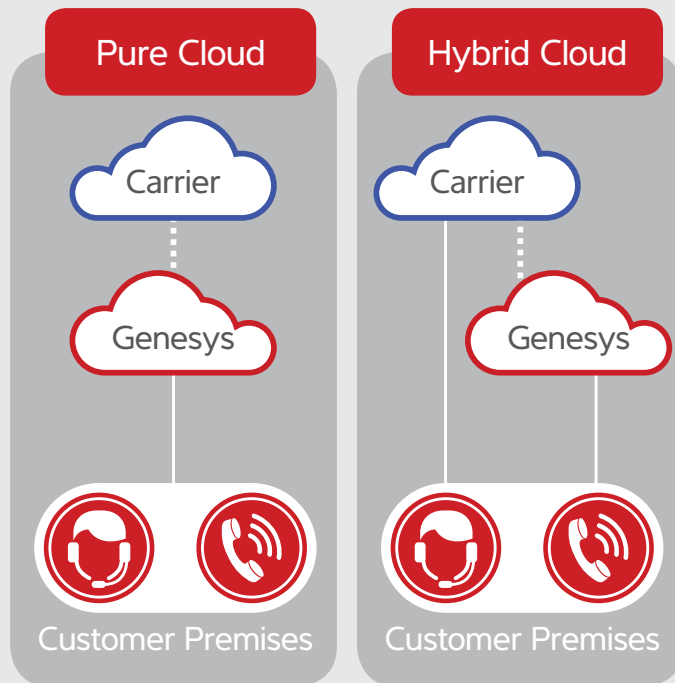
Delivering exceptional customer service can be a competitive game changer. Getting to exceptional, however, requires supporting personalized customer journeys consistently across each and every touchpoint, whether self-directed or with an agent. This paradigm shift to omnichannel (where personalized service is consistently delivered across all channels) is driving a refresh of customer engagement solutions within the contact center and also across the enterprise including marketing, sales and service.

Choose a platform that can move you beyond random interactions to orchestrated journeys, while supporting the eventual shift from single channel, single department solutions to an enterprise-wide customer engagement solution. While the transition for most companies will naturally be phased, many key elements are readily achievable today, from ensuring transitions from self- to assisted service are seamless to empowering agents with full visibility of the customer's journey history to supporting multimodal interactions to reduce customer effort.

#4: SLA ADHERENCE ACROSS ALL CHANNELS

A single universal queue is a foundational capability for consistently managing SLAs across all channels - digital, voice and in store or branch. Look for a single queue that's continuously reprioritized via agile business rules to ensure your workforce is optimally utilized, working on the right task at the right time, and managing SLA adherence across your work inventory. Along with the ability to forecast and schedule the workload across all channels and work items, your organization will benefit from real-time dashboards and insight in historical performance.





#5: FLEXIBLE DEPLOYMENT TO MEET YOUR NEEDS

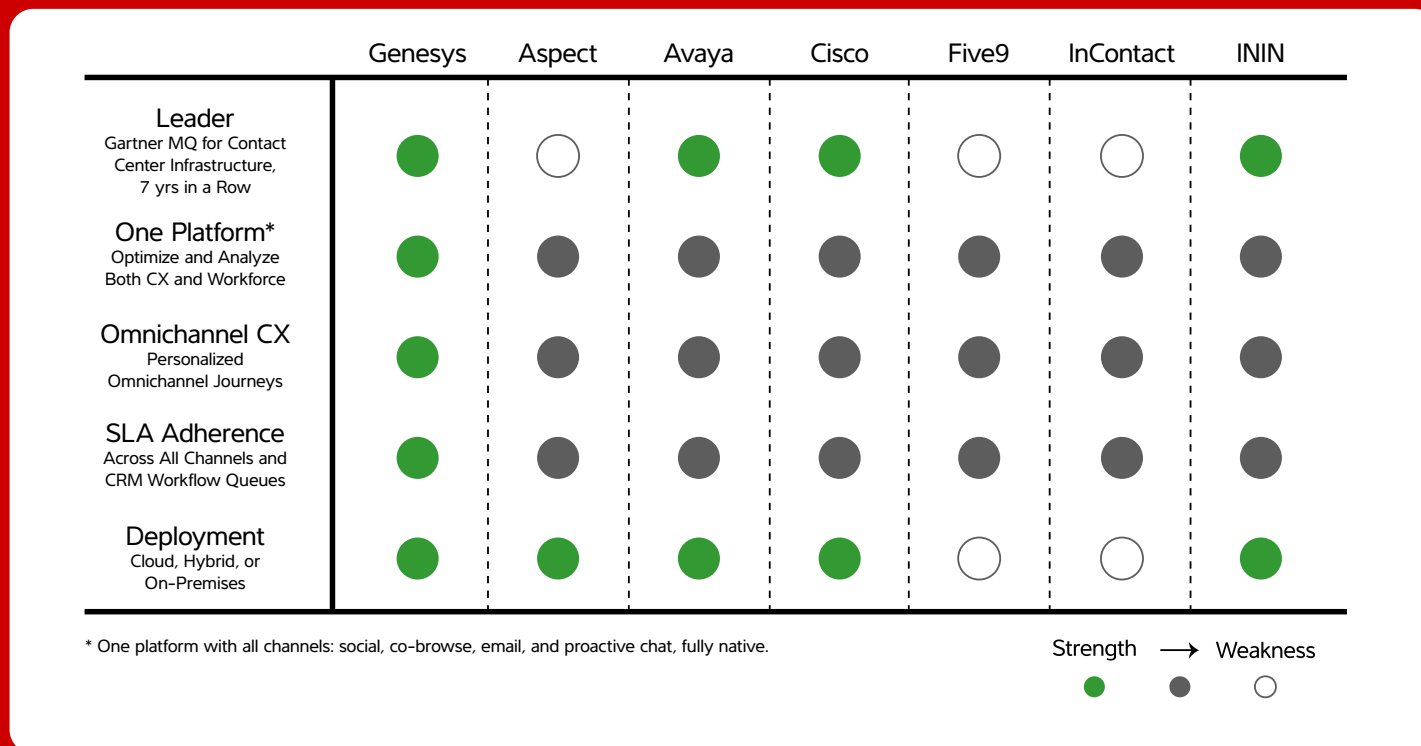
When it's time to deploy your contact center or extend its capabilities to deliver effortless omnichannel CX, choose a vendor that can tailor the implementation to best address your technical, operational, economic and regulatory requirements. Given that your requirements will evolve and expand over time as your business grows, look for a proven solution with deployment options across the spectrum from pure cloud to fully on-premises that can flexibly scale to grow with your needs.

With a cloud deployment, the contact center services are entirely located in the Cloud allowing you to deliver, secure and scalable best-in-class customer experience without any infrastructure or compliance responsibilities on your company's IT department. With hybrid, the contact center services are optimally distributed between your site and the Cloud, allowing for powerful integration options. As a direct extension of your existing contact center applications, the hybrid approach extends an on-premises solution to add new channels into the Cloud, scale on-demand to meet seasonal needs, or supplement your on-premises functionality with new services like speech and text analytics.

5 CAPABILITIES TO LOOK FOR IN A CUSTOMER EXPERIENCE PLATFORM

Only one vendor delivers on these 5 capabilities. With over 20 years of expertise, Genesys provides a single, omnichannel platform that goes beyond routing to orchestrate customer engagement across the full journey lifecycle, while delivering the flexibility to support cloud, on-premises and hybrid deployments.

As the global leader in customer experience and contact center solutions, Genesys is trusted by over 4,500 customers to orchestrate more than 100 million digital and voice interactions each day.



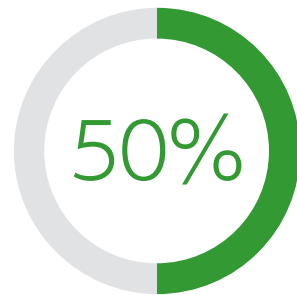
TAKE YOUR CUSTOMER EXPERIENCE TO THE NEXT LEVEL

Whether your goal is to modernize your contact center, increase workforce quality and efficiency or drive better customer experiences, Genesys offers an open and scalable platform that efficiently fits into your existing infrastructure and reduces total cost of ownership.

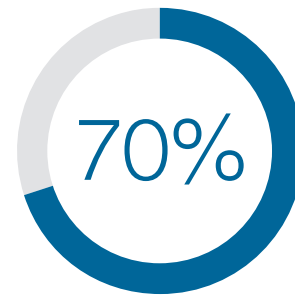
Industry leaders have achieved amazing results with the Genesys Customer Experience Platform such as:



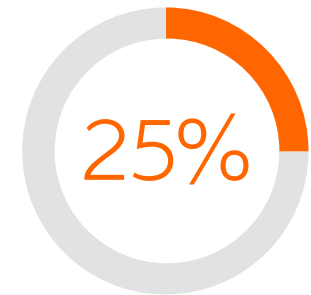
Increase in Revenue



Increase in Agent Productivity



Increase in First Call Resolution (FCR)



Increase in Net Promoter Score (NPS)

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Website: www.genesys.com Contact Us: **1-888-GENESYS**



Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises. For more information www.genesys.com.

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