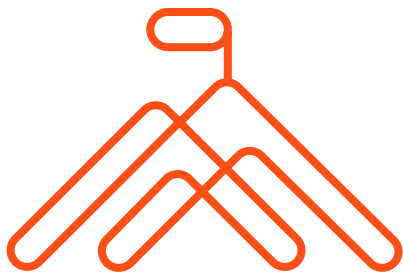


Genesys PureSuccess:

A customer experience services framework

Flexible success offers for your whole journey



PureSuccess

Benefits

- **Comprehensive offers:** All offers contain services for different phases of your journey, whether you're establishing your vision or tuning up your IVR.
- **Levels of engagement:** The offers define what role Genesys will play in your success—whether we're in the background, leading you with hands-on consultations or enabling you as a reseller.
- **Flexible subscription:** Increase your engagement level when you face new challenges or objectives; decrease your level when you improve and require less assistance.
- **Unified experience:** You no longer need to pay for services one engagement at a time. Your PureSuccess subscription gets you access to our service catalog through a single contact.
- **Continuous enrichment:** All offers are standard with educational materials and training to improve your customer experience capabilities year after year.

Customer success

The customer experience you provide should set you apart from your competitors. It should be the type of experience that wins loyal fans and creates a strong brand reputation.

But customer experience vendors don't provide enough ongoing guidance to see you through to the finish line—unless you pay extra. Running a premium customer experience is complicated; you shouldn't feel abandoned or have to figure out how to succeed alone.

Genesys PureSuccess is a promise that you'll have everything you need to win—no matter what you're trying to do or how prepared you are.

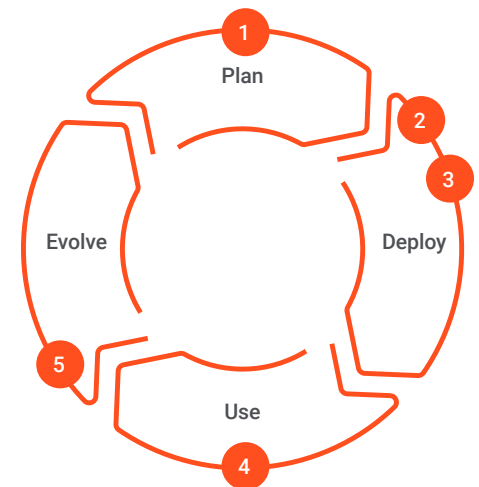
Here's the Genesys plan for your success.

Services for all phases of operation

You'll need different types of help as you design, deploy and operate your customer experience—and no two businesses are at the same point in their journey to customer experience mastery. Genesys will help you when you need it, meaning that services for all journey phases are included in every offer.

PureSuccess services

1. **Set your strategy:** Establish the objectives and set benchmarks for success.
2. **Get your people ready:** Teach your organization the skills and procedures needed to win.
3. **Get your technology ready:** Integrate new technology to power your interactions.
4. **Operate and improve:** Deliver a dependable experience and advance your customer experience awareness.
5. **Maximize your value:** Monitor your use to gather data to make informed optimizations.



Three levels of expert engagement for customers

One size doesn't fit all; engagements are tailored to the level that's most appropriate to your degree of readiness and to your expected outcomes. These three success offers for customers define the type and level of relationship you want with Genesys.

Drive: Dedicated experts bring hands-on assistance

"I want Genesys at my side to lead me toward success."

Guide: Instructor-led training and live consultations

"I want Genesys to teach me how to do this."

Equip: World-class tools, knowledge and materials

"I want Genesys to give me the tools to do this myself."

Continuous capability enrichment

Our goal is to see you become savvy in conducting customer interactions. That's why all Genesys PureSuccess offers contain:

- Materials to polish your vision and strategy;
- Full access to an eLearning library for using Genesys software;
- Access to the community site to engage others;
- Best practices for operating and testing customer experience technology;
- Invitations to webinars and quarterly "hot topic" sessions.

Meet your needs as you change

All success offers entitle you to supplementary services from the PureSuccess catalog; you can use these as needed—at no additional cost. Talk to your Genesys Advisor to schedule various types of engagements from change management coaching to full system optimization.

Cultivate a powerful brand

Not knowing if you're doing all you can with your customer experience software is frustrating. Now, you don't have to figure it out alone.

Technology only gets you so far; maximizing the value of your investment depends on people. PureSuccess is designed to help you use Genesys technology to its full potential, so you can run the types of interactions that win customers and beat the competition.

Genesys Advisor

Introducing your Genesys Advisor. This central role provides regular checkpoints to keep you on track and growing professionally throughout your journey with 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 10,000 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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