Integrated Benefits
The Genesys Recording Ecosystem

Cameron Smith
Director of Solution Strategy – Employee Engagement, Genesys

Michiel Buurman
Senior Solution Architect – EMEA, Genesys
“Ping An is required by law to record every single customer interaction, 100%. Therefore, we must have an extremely reliable interaction recording system.

We have been using Genesys Interaction Recording since 2014 and we have never lost a single call.”

Director of IT, Ping An
Getting started with recording

Primary Elements:
• Customer Experience / Sip Communication platform

Capturing Services:
• Interaction Recording

CX-SIP Embedded

Targeted Reviews:
• Genesys Quality Management

Full CX & Engagement insights:
• Genesys Interaction Analytics
Genesys provides an Interaction Recording product which is Natively Integrated with the #1 Customer Experience Platform.

Legacy Third Party Recording + TCO

Genesys CX Platform Services
- Interaction Recording
- Agent & Group Admin
- Intelligent Routing
- Media Services
- Statistics & Reporting
4 Pillars of Genesys Interaction Recording

Genesys Interaction Recording is deployed in conjunction with the Genesys CX Platform and SIP Server to record calls and agent screens.

One Vendor: Seamless Integration, Common Admin

No Lost Calls: Integrated with SIP and Media Channels

Interaction Stitching and Rich Meta Data

Open: Customer Owned Keys, Non-Proprietary
GIR Components at a Glance

Contact Center Agent  |  Quality agent  |  Administrator

WWE/WDE  
Screen Recording Client

SpeechMiner Platform  |  SpeechMiner DB  |  SpeechMiner Interaction Receiver

Rec Crypto Server  |  Recording Web Services  |  Elastic Search  |  Cassandra

Muxer  |  Rec Processor  |  ICON DB  |  ICON

WebDAV

SIP Server  |  RM  |  MCP  |  SRS
GIR Key Updates

- Genesys Web Services and Recording Web Services are now separate processes (separate Jetty containers)
- IVR/VoiceXML Recording Support
- Hot Seating Support
- Custom Tags / Tag to “Protect From Deletion”
- Media Lifecycle Management – No Zip Option
- Interoperability with Skype for Business
Interaction Recording Roadmap Focus

Continue on delivering a robust and cost efficient Omni-Channel recording solution for Genesys CX Platform Customers

Omni Channel Customer Journey Capture and Stitching

Reduced Total Cost of Ownership and Hardware Footprint

Flexible Archiving and Storage Options

Application Enablement: Search, QM, Reporting & Analytics
GIR Medium Term Roadmap Items

• Multi-Site/Disaster Recovery Features for Screen Recording
• Self Healing Features for Interaction Pipeline
• Red Hat 7.x Support
• Wave Graph with no GIA
• Support with SIP Server Remote Agents on Any Supported Switch
• Archive/Storage Enhancements:
  • Support for S3 on Premise (EMC ECS)
  • Support for Multiple Tiers of Storage with Move, Copy, Delete Copies
  • File Integrity Checksum
• Text Interactions/Digital Support
Key Differentiators of GIR

- Single Vendor: Seamless Integration, Common Admin
- No Lost Calls: Integrated with SIP and Media Channels
- Rich Meta Data and Journey Data – Content & Context
- Interaction Stitching: End to End Recording
- Reduced Total Cost of Ownership (TCO)
- Modern Architecture Built using Big Data Principles
- Open Architecture: Customer owned Keys, Non-Proprietary
- Single Stack: GIR, GIA, QM, Coaching
Single Stack Ecosystem

A Combined Software Stack to Easily and Seamlessly Add Employee Engagement Solutions

- Recording
- Quality Management
- Coaching
- Speech & Text Analytics
QM Key Updates

- Agent Notification and Feedback on Evaluations
- Distributed Evaluations Targeted to Specific Agents
- Cycle Interaction within Evaluation
- Mark and Search Interactions that are Evaluated
- Ad Hoc Evaluations
- Auto-Fail Report
Quality Management Roadmap Focus

Delivering an automated, fully enabled Quality Management solution to Genesys CX Platform Customers

QM Automation  Agent Feedback & Collaboration  Integrated Workflows  Dimension & Advanced Reporting
GIR Media Server POSTS audio files immediately to GIA Interaction Receiver after recording completes.

GIR delivers WAV G.711 stereo for optimal speech analytics.

Direct integration with Genesys Interaction Analytics.
How Speech & Text Analytics Works

- Recorded Conversations
- Phrase Detection
- Transcription Engine
- Acoustics Analysis
- Full Text Indexing
- Categorization
- Dashboards & Reports
- Search
- Trending & Exploration
- Discovery
- Alerts
- Analysis & Insight
- Social Channels
- Text Interactions (Email & Chat)

- Meta Data, Cust ID, Survey, etc.
GIA Key Updates

• Recognition Improvements
• New Trending/Exploration
Trending/Exploration

Advanced Filtering
- Agent/Customer/Both
- Relative/Fixed Time Frames
- Type, Language, Duration
- Metadata, Agents, etc.

More Insight
- Size = Frequency
- Color = Trend
- Location

Drill Down
- Search
- Related Words
- Similar Words
Interaction Analytics Roadmap Focus

Continue Delivering on a Feature Rich, KPI Driven Interaction Analytics Solution as part of the Greater Genesys CX Suite

- Additional Languages
- Trending & Exploration
- Speech Output & Text Analytics
- Real Time Alerts
GIA Medium Term Roadmap Items

- Improve Events Navigation for Text Interactions
- Additional Features for Trending/Exploration
- Cantonese
- Canadian French
- Dutch
Workforce Optimization
Record Voice and Screen Interactions

This use case describes how optimization helps you achieve quality recordings of both audio communications and related screen activity, giving context on how an agent is using applications to handle calls, identify any issues, and optimize use of backend systems.

Efficiency
Experiences
Best practices
Incremental benefits
Easily personalize

1. Customer calls
2. IVR announcements will be recorded
3. Call handled and routed

Achieve your business goals
Implement business flows based on real global examples, addressing and solving typical pain points.

Step by Step Guidance
Implementation Best Practices
Rapid Time to Value
Benefit Benchmarks
NEXT STEPS TO LEARN MORE

TODAY OR TOMORROW
- Visit our Employee Engagement Booth for a demonstration
- Talk to your AE or Channel/Partner Manager

WHEN YOU ARE BACK AT THE OFFICE
- Check out latest at genesys.com
- Schedule a follow up call with our solution architects

Contacts:
Cameron Smith (cameron.smith@genesys.com)
Michiel Buurman (michiel.buurman@genesys.com)
Rene Van Popering (rene_van.popering@genesys.com)

The ability to truly understand your customer conversations enables you to improve the customer experience while meeting important business objectives, such as quality assurance, compliance management and maximizing the bottom line.