

**Make Every Moment Successful**  
by Delivering Next-Generation Customer Experience



PureEngage

 GENESYS™



Deliver the Differentiated,  
Personalized Experience  
Your Customers Expect



# Find Your Path to Next-Generation Customer Experience

“Genesys technology allows our agents to be one step ahead of our customers at any point in their journey and can immediately and intelligently address their needs. This puts us in a great place for continuous service improvement.”

**Marks & Spencer**

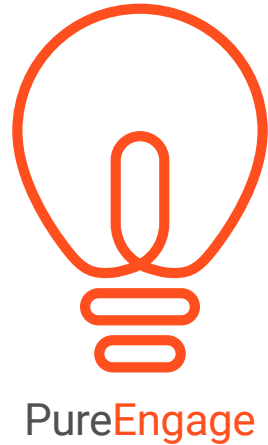
Delivering next-generation customer experience today and as customer expectations evolve requires a true omnichannel customer engagement platform. No matter how large your business is, you'll be able to engage with customers on all the communication channels they use—mobile, web, social, email, and voice.

Unlike multichannel solutions or patching digital channels one by one into a legacy infrastructure, a purpose-built omnichannel solution delivers the seamless, personalized experiences that build your brand.

It integrates with critical systems, such as home-grown apps, CRMs, ERPs, and voice communications, so you can always see where customers are in the overall sales, marketing and service journeys.

With digital transformation enabled through true omnichannel engagement, you deliver the superior, differentiated, and personalized experience today's customers expect.

## Solution



For cloud and hybrid deployments, PureEngage leverages Amazon Web Services, ensuring global high availability and unlimited scalability.

### Customer Experience That Differentiates Your Brand

Customer experience is the ultimate business differentiator, and omnichannel engagement is its foundation. By bridging all customer touchpoints, omnichannel engagement gives you insight into every customer's intent, history, and preferences, and can be used to identify the best action to take next. PureEngage is the only true omnichannel customer engagement platform for delivering superior experiences. It helps solve business challenges in six key ways:

#### **Global visibility of all customer interactions with full interaction analytics**

PureEngage lets you monitor the pulse of the channels your customers use to interact with your brand, and how they feel about those interactions. This visibility into all previous customer interactions enables you to manage customer engagement across all channels, including digital and voice, and even transitions from self- to assisted service. Integrated analytics report on those full customer journeys so you can manage and capitalize on them.

#### **Hyper-personalized routing to the right resource the first time**

Unlike queue-based routing, PureEngage is enabled by true omnichannel routing. It bridges siloed systems and puts all interactions that

span multiple channels into one queue. This lets you gather contextual data on the customer journey in real time and use it to consistently deliver highly personalized service. The result is a differentiating experience that takes customers to the best resource on each step of their journey.

#### **Proactive customer engagement**

Real-time, proactive customer engagement is smart business. With PureEngage, you can proactively deliver timely, relevant, and individualized communications over your customers' preferred channels, creating a low-effort and streamlined experience. For example, a power company can automatically notify its customers of an outage before it happens. More proactive engagement opens up opportunities to upsell and cross-sell.

### Consistent workforce management

PureEngage workload planning and management lets you balance workloads and maximize use of the unique skills of individual employees. Not only can you measure and manage their performance globally and across all channels, you can empower them. A single, omnichannel desktop gives employees real-time insights into each customer's interactions and journey, improving their ability to address the needs of customers.

### Open APIs support the most sophisticated IT environments

PureEngage can integrate with almost any business system, including multiple CRMs, ERPs and other vendor and partner systems. It also offers a high level of customization for your customer experience and types of engagement, and for back-end systems that you're integrating with.

### Unlimited global scalability

Omnichannel engagement enables the highest level of scalability even if your organization is multi-national and has complex business workflows. You can quickly respond to overall growth, and scale up and down easily to align with market changes or seasonal peaks in your workload—all while maintaining high availability and reliability.

PureEngage solves major issues in improving customer experience by efficiently managing customer interactions with your brand.

"The Genesys open technology seamlessly integrates with standard industry protocols, offers a development kit, and enables report database management and ownership, which helped us integrate the CRM system through web services, implement our own desktop application, and develop integrated reports."

Sabre, Inc.

# What You Can Accomplish with PureEngage

Let's say you run contact centers in one country and want to expand to a new center on another continent. How will scalability issues impact operations? Can you maintain high availability globally? PureEngage is designed for these types of challenges. We support companies with highly sophisticated ecosystems and processes—whether your operations are in the cloud, on-premise, or in a hybrid environment.

## Seamlessly manage interactions

One multi-national software company combined customer engagement with employee engagement, eliminating complex systems and massive manual interventions. Their universal global queue lets them easily manage interactions seamlessly—linking all their business units. Every contact center associate uses the same set of tools to deliver a consistent customer experience. Blending resources has helped many Genesys customers control costs by reducing:

Average handle time by

10%

Queue time by

50%

Overall operational costs by

40%

## Increase operational visibility and efficiency

An outsourcer and global powerhouse based in South America, was faced with inefficient workload management. Productivity suffered due to limited visibility into operations. With nearly a hundred contact centers in many countries, the company realized the advantages of true omnichannel routing. It solved communications issues through management of customer interactions and workloads, and improved productivity. Other Genesys customers have increased:

Agent productivity by

27%

Agent utilization by

12%

Customer satisfaction by

13%

## Better analyze and manage customer journeys

Contextualized customer journey management and analytics helped a European telecommunications company better anticipate customer needs, provide more efficient service—and an ideal sales journey. The company processes up to 400,000 interactions per day, but major inefficiencies were negatively impacting customer satisfaction scores. Using PureEngage, the company:

## Proactively engage customers

Real-time, proactive engagement with customers can directly reduce contact center costs and deepen customer connections with your business. When you apply the right resources at the right time—automatically—first contact resolution can improve dramatically. For example:

- A fast-growing U.S. health plan reduced inbound call volume by 27%
- A global contact center company realized 93% agent utilization—a 19% improvement—and a 30% increase in collections revenue per agent

Decreased  
its customer  
transfer rate by

25%

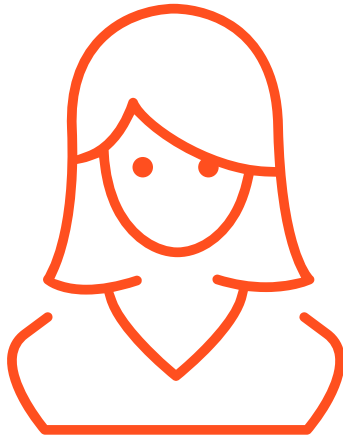
Increased customer  
satisfaction scores by

12%

“Across the board, Genesys provided the customer experience platform that we needed to really see PayPal move to the next level. It was a huge game changer.”

# Genesys Omnichannel Engagement

Customer Experience Platform



Customer

- ✓ Deliver personalized, predictable and proactive experiences.
- ✓ Route each interaction to the best resource possible.
- ✓ Support all channels—voice and digital—across your entire enterprise.
- ✓ Monitor and manage your global operations.
- ✓ Consistently manage your workforce across all channels.
- ✓ Empower with a single omnichannel desktop.
- ✓ Proactively monitor and engage on your website or mobile application.
- ✓ Meet and predict customer commitments in real time.



“This has been a very good experience for us, and it has had a great outcome. Now we are able to provide a consistent customer experience across all channels—we are able to weave together these interactions. For us, Genesys is like a single pane of glass.”

## Take Control of Your Brand with Superior Customer Experience

Address the customer experience needs of your global organization with PureEngage, a fit-for-purpose omnichannel engagement solution that enables the digital transformation and gives you a competitive edge in today's market. Take advantage of the customization and integration capabilities, unlimited scalability, and options for premise, cloud and hybrid deployments, that have led to widespread accolades by analysts and industry experts.

Only PureEngage unifies all voice and digital channels, self-service, inbound and outbound interactions, and work items, to provide rich contextual insights at each moment within a customer journey.

The results can be game-changing. Even if you aren't ready yet for full omnichannel routing and digital capabilities, you can improve operations with real-time decision-making, and generate more revenue through proactive customer engagement. Transform your business and build your brand through strong, lasting relationships with your customers.



## 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](https://genesys.com) or call us at +1.888.436.3797

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