Customer acquisition center

Increase your conversion rate and decrease cost of sales by connecting sales, marketing and service using a single multichannel digital platform. Leverage blended AI to shape prospect and customer journeys in real time and deliver a personalized customer experience. Acquire, grow and retain customers more effectively and optimize your sales teams’ performance to close deals faster.

Why it matters

- 35–50% of sales go to the website vendor who responds first.
- 7% of salespeople said they received from marketing were very high quality.
- 72% higher conversion rates achieved with using relevant content offers at the right time.

Who can benefit

Customer acquisition center is a holistic sales and marketing engagement platform designed for enterprise buyers who need a 360-degree view of customers’ online behavior and want to manage customer journeys across sales, service and marketing. Capture, track and nurture leads effectively to drive sales conversions.

How your business will benefit

**Improve:**
- Sales lead volume and value
- Conversion rate
- Visibility across buyers’ journeys
- Insights into prospects behavior
- Lead routing effectiveness by delivering leads to your best sales reps
- Integration with sales, marketing and service

**Reduce:**
- Cost of sales
- Technology stack and unify sales desktop
- Shopping cart abandonment
- Lost opportunities
- Time from website visitor to sale conversion

“Increased online conversions from 2% to 28% (more than 1400% increase).”

A large European bank
OFFER OVERVIEW

Genesys products
- Predictive engagement
- Active journey shaping
- Digital and voice channels (inbound and outbound)
- Asynchronous messaging
- Artificial intelligence and machine learning
- Chatbots and voicebots
- Agent assist
- Speech analytics
- Recording
- Workforce management
- Predictive routing
- Workload management

Genesys use cases
- Blended AI bots
- Outbound Dialer for Sales
- Call Routing
- Personalized Digital Routing
- Chat Routing
- Predictive Engagement
- Click-to-Call for Sales
- Predictive Routing for Sales
- Co-browse
- Proactive Contact
- Customer Authentication
- Proficiency Development
- Digital Callback
- Skills Assessment
- Email Routing
- SMS Notification
- Knowledge Management
- SMS Routing
- Lead Engagement
- Speech Analytics for Sales
- IVR MicroApps
- Social Media Routing
- Messaging for Apple
- Voice Recording
- Business Chat
- Omnichannel Workforce Scheduling
- Workforce Scheduling for Voice

What your business can expect

Genesys customer acquisition center is an enterprise-grade, journey management and sales engagement tool for customers who want to engage with their prospects in real time using any digital or voice channel to close sales faster and increase conversions. The platform bridges the gap between sales, marketing and service to manage opportunities across all touchpoints and reduce your technology stack.

Leverage blended AI and journey shaping for real-time interactions with chat, co-browse, callback or other messaging channels. Use machine learning to predict buying journey outcomes—get the right leads to the right sales representative to close the deal. Also use bot and human resources across interactions seamlessly.