VidyoEngage for Genesys

Improve customer satisfaction, increase revenue and reduce customer churn with high-quality video integrations

Business challenge

In today’s customer-centric business environment, emotionally connecting with customers gives your business a clear competitive advantage. Not only does a positive customer experience improve satisfaction rates and net promoter scores (NPS), it also fosters repeat customers, increases revenue and sales, and reduces customer churn.

This is most evident in the contact center environment. A contact center is a critical point of direct contact with the consumer—and a defining moment in customer experience. While the goal of many contact centers is to resolve customer problems, savvy businesses are leveraging challenges and turning them into opportunities by building customer relationships and uncovering customer needs beyond problem resolution. If these customer relationships are not effectively nurtured and developed, businesses lose out on their ability to cross-sell and up-sell value-added products and services—and that affects top-line revenues.

Use cases

• Financial services: High-value clients or interactions done directly over video to improve Net Promoter Scores
• Healthcare: Give remote patients access to specialists or caregivers
• Field services: “See what I see” using mobile device or smart glasses
• Insurance: See damage directly over video without sending adjuster

Benefits

• Establish an emotional connection with your customers with face-to-face interactions
• Include subject matter experts in a multi-party video conference
• Share a document or application to clear up issues
• Use pre-built skills-based routing to connect with the best available agent
• Escalate from a web chat or voice call straight to video with a single button
• Access click-to-video from a web page or mobile app

VidyoEngage for Genesys

VidyoEngage for Genesys provides a personal touch to the contact center that elevates customer/agent interaction. With communications and understanding improved via video, agents can resolve tickets faster, increase NPS and effectively meet other KPIs. The ability to share desktop applications from both sides of the conversation improves up-sell opportunities while delivering an added level of collaboration to high-value customer and agent interactions.

VidyoEngage transitions a voice, chat and web page interaction into a true omnichannel experience at no cost to you. This experience is easily accessible from one of the following scenarios: web chat escalation of video, voice escalation to video, and click-to-video chat from web page or mobile applications. VidyoEngage delivers a high-quality end-user experience, regardless of available bandwidth. It provides content-sharing capabilities and the option to begin a video chat directly on a web page without downloads or plugins, including multi-party video conferencing.

VidyoEngage for Genesys integrates Genesys contact centers and Vidyo Conferencing to enable high-definition, scalable video that improves agent and customer interactions. The integration is seamless within the Genesys contact center, making video interactions frictionless within the flow of interactions between a customer and an agent.
Results

Improving customer satisfaction, fostering customer loyalty and increasing customer advocacy are just some of the benefits of integrating VidyoEngage with a Genesys contact center.

Build stronger customer relationships with the complete omnichannel experience of VidyoEngage for Genesys. Leveraging full voice, web chat, email and social media with added video creates a personal touch that keeps customers engaged.

The omnichannel experience helps agents do their jobs better. Faster first call resolution times and access to multi-party video chats with an expert increase call accuracy, create the opportunity to up-sell or cross-sell, and affect your bottom line. Cut problem resolution times in half, improve customer satisfaction and avoid customer churn by adding a face-to-face experience to customer engagement.

“Vidyo leverages the widest breadth of omnichannel journey management capabilities to improve customer experiences for companies worldwide.”

Merijn te Booij, CMO, Genesys

Technical requirements

<table>
<thead>
<tr>
<th>Vidyo solution requirements</th>
<th>VidyoCloud or VidyoConferencing 3.3 or higher</th>
</tr>
</thead>
</table>
| Operating systems             | Agent desktop: Windows 7 64-bit, Windows 8 32-bit/64-bit, Windows 10 32-bit/64-bit   
|                               | Server environment: Windows Server 2008 64-bit (See Genesys Supported Operating Environment Reference Manual for all supported operating systems.) |
| Genesys platform              | CIM version 8, Interaction Server 8.5.100.18 or higher, Orchestration Server 8.1.400.45 or higher |
| Supported web browsers        | Firefox 46 or higher, Chrome 42 or higher, Internet Explorer 11, Safari 9.0 or higher |
| Third-party to support click-to-Vidyo | Apache Tomcat 6 Java and JDK 8 |
| Voice escalation to Vidyo     | Genesys SIP Server 8.1.101.10 |
| Chat escalation to Vidyo      | Genesys eServices 8.5, Genesys Web Engagement 8.5, Genesys Chat Server 8.1.000.26 or higher |
| Click-to-Vidyo                | Genesys Orchestration Server 8.1.400.45 or higher |
| Workspace                     | NET Framework 4.5 or 4.6, Workspace version 8.5.111.21 or higher |

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 11,000 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

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2019 Genesys. All rights reserved.