Genesys Customer Interaction Management Platform v.8
Enabling the new conversation

Customer service—an integral part of the business process

One of the biggest challenges facing enterprises today is that customer service operates separately from the rest of the enterprise. Systems, channels, and applications operate in silos, creating an inconsistent customer experience and increased customer service costs. The Genesys Customer Interaction Management Platform solves this by managing customer interactions across all touchpoints.

A single, integrated interaction environment

The Genesys Customer Interaction Management (CIM) Platform is the core of the Genesys solution suite. It provides a single environment for designing, deploying, and managing real-time customer interactions.

Interactions and related activities are routed and reported on based on your specific business criteria, providing a universal view for managing every customer interaction. Channels such as voice, email, web, video, SMS, chat, and mobile are funneled through the Genesys CIM Platform and handled in a consistent manner according to company-defined interaction strategies.

Genesys CIM allows companies to virtualize their resources regardless of the deployment model—on premises, in a cloud environment, or in a hybrid model. It’s easy to route interactions to a person regardless of their physical location. This opens up new service options, including leveraging non-contact center personnel to optimize the customer experience and reduce contact center staffing requirements.

Benefits

- Provides a unified platform and a single queue for handling customer interactions from any channel—voice, video, IP telephony, email, chat, SMS, web, mobile, work item, and self-service.
- Enables advanced routing of every customer interaction via a universal routing engine.
- Allows you to achieve business goals related to the customer’s experience—cutting costs, meeting SLAs, and optimizing the experience of high value customers.
- Orchestrates the resources of the company, including customer data and context, to provide a consistent customer experience across all touchpoints, while minimizing costs.
- Centralizes development and administration of customer workflow to simplify management of all interactions.
- Provides an open, standards-based solution that can access data from legacy data systems and current databases with SOA across the enterprise.
- Supports a comprehensive application programming interface and software development kits (API/SDK), enabling a rich ecosystem of third-party applications.
- Leverages existing TDM, IP, cloud-based, and hybrid contact center infrastructure to enable seamless migration to newer solutions.

Key capabilities—interaction management

- Links contact center interactions to business processes, synchronizing the customer service strategy across the organization.
- Enables complex skills-based routing that matches customers with the right resource for optimal service and resource utilization.
- Maximizes agent productivity with automatic prioritization and blending of any customer service interaction type with other service-related activities, such as offline fax and work item processing.
- Increases efficiency with options including cost-based routing, skills-based routing, and many others.
- Fosters consistent treatment of all interactions.
- Delivers an unsurpassed choice in interaction types.
- Allows you to achieve your customer service goals while leveraging existing investments.

A unified set of development and administration tools makes customer treatment strategies easier to control, manage, and maintain. Integration with your existing contact center infrastructure allows you to leverage that investment while deploying a state-of-the-art customer service platform.

The Genesys CIM Platform directs a universal queue of all customer interactions via the industry’s most robust, flexible, and scalable routing engine—with the capacity to route nearly one million calls and over 40,000 emails per hour.
Key capabilities—integration and centralized management
- Enables end-to-end lifecycle management of customer interactions.
- Allows management of the customer conversation, for example, triggering an SMS or email after an agent interaction.
- Built to make the process of creating and maintaining routing strategies easy.

Key capabilities—insight (reporting)
- Provides a complete customer conversation history across contact methods—customer in IVR, customer to agent, SMS to customer.
- Provides a real-time metrics engine.
- Provides real-time operational statistics.

Key capabilities—high availability (optional)
With high-availability options for the entire Genesys suite, Genesys CIM meets the requirement of today’s critical business applications. The software components of CIM run in “hot standby” mode as primary and backup processes, which can be geographically separated to avoid disruption.

Genesys Composer
Genesys Composer is a fully integrated interaction design tool with a full set of graphical user interfaces (UIs) and toolsets. It uses consistent navigation and presentation metaphors to present tasks in a similar way across multiple Genesys applications. Genesys Composer provides both drag and drop graphical development and syntax-directed editing of call-flows and routing strategies.

Genesys Administrator
Genesys Administrator is a single, unified, web-based application that enables deployment, provisioning, operations, and monitoring of all Genesys applications from a single dashboard. IT and operations managers can define role-based access to enable business users to manage operations within defined parameters.

Table 1. Genesys Composer

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<tr>
<th>Features</th>
<th>Benefits</th>
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| Single integrated development tool for all Genesys applications | • Improves productivity and shortens development cycle with common tools, look-and-feel, navigational metaphors, and component reuse  
• Provides a graphical user interface for defining interaction processing stages, including real-time routing strategies and business process steps  
• Improves productivity with personalized UI  
• Allows users to isolate issues in the lab with visual debugging, saving time and expense |
| Design end-to-end customer experience strategies for all channels | • Enables development of voice self-service applications and routing workflows based on business-driven use cases to improve the customer experience and optimize service delivery |
| Supports integration to third-party plug-ins, including source code management system | • Allows design team to collaborate on application development while maintaining application integrity |

With high-availability options for the entire Genesys suite, Genesys CIM meets the requirement of today’s critical business applications.
Table 2. Genesys Administrator

<table>
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<tr>
<th>Features</th>
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| Single, unified user interface (UI) for managing all Genesys applications | • Reduces deployment time and complexity  
  • Web based for zero footprint and ease of access  
  • Centralizes log and alarm management for the entire Genesys environment |
| Operational management of Outbound and Proactive Calling Sessions | • Enables managers and operations to load, start, stop, and manage campaigns with a centralized interface |
| Automated solution deployment | • Deploy and configure complete local and remote solutions  
  • Install and configure any Genesys application  
  • Create and configure Genesys components |
| Role-based access control for all Genesys configuration and resources for application management | • Delivers a consistent, personalized user experience  
  • Enables competent solution management, based on user role  
  • Opens solution management to diverse employees |
| Operational parameter management | • Enables business users to modify voice routing and Genesys Rules through simple parameter data values |

Systems supported

**Server OS support**
- Red Hat Enterprise Linux  
- Sun Solaris  
- IBM AIX  
- Microsoft Windows Server

**Switches**
- Aastra  
- Alcatel  
- Aspect  
- Avaya  
- DataVoice  
- Digitro  
- EADS Telecom  
- eOne  
- Genband  
- Phillips

**IP switches**
- Alcatel  
- Broadsoft  
- Cisco Unified Communication  
- Manager  
- Genesys SIP Server

**Databases**
- IBM DB2  
- MS SQL Server  
- Oracle

**Server OS support**
- NEC  
- Siemens  
- IVRS  
- Aspect  
- Avaya  
- Edify  
- Envox  
- Genesys Voice Platform  
- IBM  
- Intervoice  
- Microsoft  
- Nortel

**Databases**
- IBM DB2  
- MS SQL Server  
- Oracle

**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.

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