Welcome to our new, biannual market release, showcasing what's new with Genesys products and innovation across our offers. This resource is a one-stop way to learn about new enhancements, capabilities and innovations. Going forward, we'll deliver two market releases per year—one around the time of our user conference (in this case, CX18) and another in the winter.

Each market release will include a comprehensive look at the best of what’s new for each of our offers, our strategy and vision, and a sneak peek of upcoming innovations. Each market release will cover:

- PureEngage platform
- PureConnect platform
- PureCloud platform
- Services
- Partner offerings

**A new and easier way to stay informed**

While we will continue to have our support sites and release notes, our new market release guide serves as a single source of information about new capabilities and innovations, delivered at regular intervals. With each launch, you'll have access to the latest and greatest from Genesys.

*“As a market leader, innovation is the life blood of our success. At Genesys, we are masters in relentlessly taking our solutions to the next level to better serve our customers.”*

**Peter Graf,**  
Chief Product Officer, Genesys

*“Customer experience requires continuous improvement. But it doesn’t have to be a struggle. In fact, it can be easier than it’s ever been.”*

**Merijn te Booij,**  
Chief Marketing Officer, Genesys
Move forward with Genesys product innovation and vision

Count on us to provide exceptional experiences across customer engagement, employee engagement and business optimization. We do this through ongoing innovation and investments in:

**Predictive routing:** Create intelligent automated customer and employee experiences across any channel by using artificial intelligence (AI) and a common microservices architecture to deliver machine learning and predictive technologies.

**Cloud First:** Get more value, faster, with the global cloud foundation. It forms a base for consumable services that put your business in control, with a secure architecture that makes the complex simple.

**Omnichannel:** Deliver intelligent self-service and assisted-service experiences across engagement channels and customer journeys.

**Sales and marketing:** Improve engagement with prospects and convert opportunities to sales, and contacts into relationships with AI-powered journey management.

**Genesys Subscription Plan:** Simplify and streamline the design and deployment of Genesys solutions with prescriptive use cases, subscription pricing, and tailored services and support options.
Predictive routing

AI-powered predictive routing lets you optimize customer experiences for ease and consistency by automatically matching customers with agents or resources, including bots, that best meet their needs. Customer experience should be reliable and predictable, using insights and data across your business, but most importantly it should be adaptable. Unlike queue- and skill-based routing, which rely on static decision tree logic and pre-set criteria, predictive routing uses historical and real-time data, along with machine learning, to continuously and automatically uncover meaningful links between customers and employees.

Predictive routing is the foundation of a stand-out customer experience that gives your business:

- **Increased sales**: Understand and identify website visitors and connect them to the right agent at the right moment.
- **Better online engagement**: Analyze and shape customer journeys to increase conversion rates with proactive chat, callback and click-to-call.
- **Seamless customer service**: Improve customer experiences, reduce frustration and improve loyalty with faster resolutions.
- **Happier employees**: Make customer service reps faster and more effective, reduce attrition and improve job satisfaction.

**Genesys “Blended AI”** supplements and extends your capabilities even further. Kate, our customer experience AI uses artificial intelligence, bots, microapps and the power of humans to deliver a personalized and proactive customer experience—with full conversational context. Kate improves the customer buying journey, solving problems and answering questions faster and more efficiently.

**The summer release introduces predictive routing capability.**
Cloud First

Our Cloud First strategy is built on a foundation of common microservices. These small, embedded services operate independently and communicate with one another for virtually unlimited scalability across thousands of servers and geographically dispersed datacenters. Microservices enable us to innovate faster for reliable, scalable capabilities that we build only once for use in all three platforms.

Major advantages of a microservices architecture

- In-service upgrades without downtime
- Elasticity to ramp up and down based on actual volumes
- Implementations: Enterprise and private cloud
- Faster time to market and new feature velocity
- Reduced operational costs and time to revenue
- Faster time to restore and mean time to respond

Common microservices will be available across all three offers in 2018. Here are the new Genesys microservices available with this release.

<table>
<thead>
<tr>
<th>Category</th>
<th>Capability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predictive Routing</td>
<td>APIs and underlying microservices extend business outcomes to all customers faster. We're starting now with the PureEngage platform and adding it to other solution offers in 2018.</td>
</tr>
<tr>
<td>Genesys Hub</td>
<td>Connects to Apple Business Chat, Twitter and Facebook. It provides API integrations with major social networks.</td>
</tr>
<tr>
<td>SMS Aggregation</td>
<td>Shared service for outbound SMS using native Genesys capabilities. It's available in PureEngage cloud and PureConnect cloud, and PureEngage premises with SMS server integration.</td>
</tr>
<tr>
<td>Dialog Engine</td>
<td>Natural language processing for intent detection, sentiment analysis and dialog management. It blends human agents and AI together in a way that isn't visible to consumers, thereby reducing costs and improving the quality of conversations.</td>
</tr>
</tbody>
</table>
Microservices are ideal for enterprise cloud deployments. When you need a new function, just add it to an existing service, or create it in a new microservice that’s simply added to the network.

All processes and architecture are being transformed to a single standard of DevOps, microservices, containers and support for multi-tenancy. Genesys will offer enterprise cloud support along with multi-cloud-ready, using Docker Containers and Kubernetes, which are industry best practices for cloud operation and management. By decoupling technical components, you get new innovations faster. And our servicing fabric is designed for cloud and delivered on customer-supported infrastructures.

With the rise of the enterprise cloud, Genesys believes every business across the globe can benefit from cloud technology, including those on premises.

**Omnichannel and sales and marketing**
Our spring release also includes these capabilities and enhancements. See more details in the PureEngage, PureConnect and PureCloud sections:

<table>
<thead>
<tr>
<th>Category</th>
<th>Capability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omnichannel</td>
<td>Apple Business Chat, Bot gateway, Facebook Messenger, PureCloud Messaging</td>
</tr>
<tr>
<td></td>
<td>Framework and support for SMS</td>
</tr>
<tr>
<td>Sales and marketing</td>
<td>Use cases for click-to-call, online conversion assist, predictive, outbound,</td>
</tr>
<tr>
<td></td>
<td>proactive contact and more</td>
</tr>
</tbody>
</table>

Source: Wikibon Cloud Vendor Revenue Projection Project
The Genesys Subscription Plan

Customer experience solutions are often complicated and expensive to set up. For over 25 years, companies have trusted Genesys experience and expertise to move forward faster while reducing risk, effort and headaches along the way. The Genesys Subscription Plan is a consumption model consisting of:

**Use cases:**
Methodical goal-setting and modular implementations

**PureSuccess:**
Comprehensive service offers providing full-journey partnership

**Subscription model:**
Departure from the traditional perpetual license model

Define your objectives, choose the level of involvement you want from Genesys and enjoy a lower cost of entry to adapt to changing needs. It’s easier than ever to get started delivering a premium customer experience.
AppFoundry, Genesys Knowledge Network and Product Ideas Lab

**Genesys AppFoundry**
The new cross-offer AppFoundry is a marketplace of solutions, a curated selection of customer service apps, integrations and services to help you create great customer experiences. Built on the PureCloud platform, these solutions let you enable and configure a new integration in about 30 seconds for lightning-fast time-to-value. AppFoundry includes apps previously available through the Interactive Intelligence Marketplace.

**Customer Knowledge Network**
For a single source of access to everything Genesys, visit our customer knowledge network at know.genesys.com.

**Product Ideas Lab**
This new platform will drive customer-focused product innovation as we shift away from “feature request” processes. As a customer, you’ll have a better experience and one that focuses on crowdsourcing ideas, encouraging dialogue and building community. Our goal is to truly incorporate the voice-of-our-customers into the conversation and process that drives product development. **It’s available now for the PureConnect platform.**
Key deliveries across the portfolio

<table>
<thead>
<tr>
<th>PureEngage</th>
<th>PureConnect</th>
<th>PureCloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>New innovations in AI</td>
<td>More modern web interfaces for agents and supervisors</td>
<td>Expanded voice services options</td>
</tr>
<tr>
<td>Predictive routing</td>
<td>New omnichannel capabilities in social, chat and analytics</td>
<td>Enhanced analytics and workforce optimization</td>
</tr>
<tr>
<td>Employee engagement</td>
<td></td>
<td>New framework for messaging apps</td>
</tr>
<tr>
<td>Bots and messaging app integration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Kate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The PureEngage platform

Omnichannel/Digital

Predictive routing
It’s a complex challenge to execute against rapid business acceleration. Your top priorities may be to reduce handle times and transfers or improve first call resolution to impact NPS and reduce churn. To achieve your goals, you need a smarter, faster system with a better routing methodology. Now, you can harness the power of AI and machine learning and focus on improving customer and agent experiences. This is part of our R&D investment to future-proof our platforms.

With Genesys predictive routing, you’ll see improvements in service and sales metrics.

Genesys predictive routing uses omnichannel data, context and adaptive learning to provide the finest grain matching between customer and agent for any channel type.
Predictive routing augments skill- and data-based routing by matching customers with agents to optimize targeted business outcomes. It applies machine learning to identify the best agent to answer a specific customer interaction for a given KPI, based on historical and real-time data.

Leverage omnichannel data and machine learning to pick the most qualified agent and drive business outcome.
Predictive routing focuses on desired business outcomes for service, sales or marketing. AI models are continuously improved with new data and monitored to measure business KPI uplift.

**Routing vs Predictive**

**TODAY**
- Skills / group based match
- Set skills for targeting

**PREDICTIVE**
- Direct to employee
- Business outcome

Routing: Find the best resource based on predefined capabilities of the employees. Decisions made with preset criteria, course grained ability to apply dynamic credentials to matching.

Predictive: Find the best resource based on predefined capabilities of the employees. Decisions made with preset criteria, course grained ability to apply dynamic credentials to matching.

1. Interaction arrives
2. Model and predictor is applied built from provided data
3. Agents are ranked and best agent to meet KPI is chosen
4. Interaction is completed
5. Customer feedback is fed back into model
6. Agent performance is fed back into model

Interaction timeline, 1-6
Messaging apps

Turn messaging applications into a smart channel. Whether it’s Apple Business Chat, Facebook or in-app asynchronous messaging, use Genesys to help your customers connect.

Now, you can take advantage of integration with multiple messaging platforms, including WeChat, Facebook Messenger and Apple Business Chat, bringing together all service and support channels into a single platform and omnichannel experience with persistent context. Asynchronous messaging makes long-lived conversations possible for flexible communications with consumers. Use Genesys to manage multiple messaging platforms for a seamless customer experience.

Industry researchers estimate that there are more than five billion active monthly users on messaging apps—surpassing social networks. And today’s consumers expect user-friendly interfaces on their own devices and smartphones.
Genesys Social Engagement
Using Genesys Social Engagement, you can monitor your business presence on relevant social media sites and easily identify and prioritize online comments. Share social media interactions across the enterprise and call on the right people to engage with customers, as needed, for new levels of scalability, consistency and responsiveness in your social media interaction strategies.

Monitor Facebook and Twitter, including public messages (Tweets and Facebook wall posts) and private messages (Twitter Direct Messages and Facebook private messages sent via Facebook Messenger).

For the PureEngage platform, social media management has moved to the Genesys Hub, so that you can connect intelligently to customers on their terms and pace. Genesys Hub offers a disintermediation layer between the third-party channel and the contact center that lets you more easily maintain service levels and add new social and messaging channels, such as Apple Business Chat and WhatsApp.

New features include:
• Status page improvements for Genesys Hub
• Audio file attachments allow users to submit Facebook audio recordings
• Improved workbin support for new Facebook Messenger persistent agent plugin
• Grouping of Twitter messages
• Facebook Reactions so agents can see customer feelings (e.g., like, love, angry) cover photos and albums
Facebook Albums and Cover Photos let you ingest comments made by other users on your brand's social media.
Knowledge management
The Genesys Knowledge Center integrates your enterprise across multiple touchpoints of a customer journey to deliver answers through self-service and agent-assisted methods. Use the same solution for information on your website or agent desktop, and give customers consistent information.

New enhancements include:
- Integration with the Genesys chatbot solution
- Improved knowledge import reduces time to production for import pre-existing knowledge
- Section-level access control streamlines content management with dedicated customer and agent sections in a single document
- Security and compliance improvements adhere to the latest security standards

Bots
When you’re ready to adopt AI technology to improve customer experience, Genesys makes it easy to take the first step in your AI journey. Just:
1. Sign up for a Fast-Track Assessment Workshop, designed for your needs
2. Get hands-on experience in a bot workshop to understand Blended AI capabilities
3. Start a focused proof of concept to see immediate results in weeks

AI-enabled chatbots work with the power of human touch to manage all your end-to-end experiences across channels.

Since your highest-value interactions are still handled by people, Genesys is also looking at the broader spectrum of Blended AI technology to optimize human interactions. Predictive routing backed by Genesys-developed machine learning optimizes interactions by replacing rule-based algorithms with algorithms that learn which agent-consumer pair works best. This maximizes business outcomes across channels. Pilots in 2017 demonstrated performance improvements by 5–15% on chosen business metrics.

Create bots within the Genesys environment using Genesys Intelligent Automation or integrate with any third-party bots. Design your bot once and deploy on any channel.

The seamless combination of AI technology and humans, or Blended AI by Genesys, addresses the entire customer journey for the best possible outcomes.
AI-enabled analytics

Maximize business outcomes by leveraging AI across the entire customer journey. The Genesys journey analytics engine personalizes engagement to maximize select business metrics throughout a consumer’s lifetime. AI-powered workforce management solutions address inefficiencies in scheduling, forecasting, and agent skill mapping. Use Genesys interaction data and analytics for key business purposes, including sales and marketing for call tracking, campaign attribution, trending topics, lead scoring and lead engagement. Or, apply interaction analytics powered by AI to voice of the customer solutions for automatic NPS, sentiment scoring, root cause analysis, and market research to identify correlations to positive and negative outcomes.

You’ll have significantly shorter deployment for chatbots and lower cost of ownership using configurable and reusable microapps for fast changes. You’ll also benefit from out-of-the-box features that simplifies integration to Communication Manager, Callback and Genesys Bot Gateway.

Enhancements include:

• Chatbot capability for native and third-party chatbots with seamless escalation to live agents when needed (Blended AI by Genesys)
• Create native chatbots in Genesys Intelligent Automation with native Natural Language Processing through Genesys Dialog Engine
• Third-party bot platforms connect into the Genesys platform for unified routing and orchestration through Genesys Bot Gateway
• Support for asynchronous conversations via mobile app chat for long-lived conversations
• Persistent web chat transcript when a conversation spans multiple chat interactions
Sales and marketing

Drive leads and manage opportunities with Genesys predictive marketing and sales intelligence that uses customer interaction history and context. Our use cases enable you to proactively engage with prospects and customers, personalize the experience, improve campaign attribution and access that data with Outbound for Sales, click-to-call, online conversion assist (proactive chat and callback) featuring Altocloud, predictive routing and speech analytics for sales and marketing.

Altocloud

Genesys customer journey analytics with Altocloud tracks and analyzes the way customers use the combination of available channels to interact with your organization. With Genesys customer journey analytics, you have a 360-degree view of the customer’s journey from their perspective. Journeys are broken down into moments that occur across touchpoints.

They are tracked through journey stages and milestones along the way to the ultimate outcomes. Where possible along the journey, sentiment and emotional engagement are measured to understand how customers feel as they engage with your business. You’ll increase lead contact rates and conversations, improve NPS and reduce churn. Campaign features include attribution and increased sales productivity.

Genesys Altocloud optimizes and connects the entire customer journey to ensure the best business outcomes.
Self-service/Automation

Genesys Intelligent Automation
Take advantage of more than 80 pre-built, configurable microapps to support self-service across industries, reducing deployment effort by up to 70% compared to traditional methods. You can combine microapps using the Genesys Intelligent Automation Framework for fully personalized AI. These drive dialogs that pass context between each channel for a completely seamless customer and agent experience. Design a dialog once and automatically have it rendered on any channel. Genesys Intelligent Automation also provides application bundles, a collection of industry-specific microapps.

Outbound

Outbound unification extends our cloud-based outbound solution to on-premises deployment as a subscription license. It’s a modern outbound solution using a cloud-at-your-pace approach.

With CX Contact, your business users meet operational needs with simplicity, in real time, through a new user interface that retains the ability to deploy advanced configurations. All CX Contact components are individual microservices executed under horizontal scaling model principles.
CX Contact is a next-generation platform and the logical evolution of Genesys Outbound for cloud and on-premises.

- **Compliance tools:**
  Ensure adherence to regulatory requirements, including definition-based attempt rules, managing integrated time zones and contact time and dates.

- **Integrated pre-dial valuation (PDV):**
  Compliance tools work with PDV, so every customer interaction has real-time validation against all compliance rules prior to the physical attempt.

- **Suppression management:**
  Deploy tactical suppression logic at a campaign level, maximizing contact rates without compromising on compliance.

- **List management:**
  Target customer profiles and partition contact lists to optimize campaign performance by contacting the right customers at the right time.

- **Campaign management:**
  Access key metrics to execute changes using campaign tools to optimize contact rates or use scheduling options to auto-manage campaign activity.
Introduction

PureEngage

PureConnect

PureCloud

Winter Preview

CX Contact platform
Workforce Engagement Management
Engaged employees are your most valuable asset. On the front lines with customers, they're increasingly responsible for building brand awareness and sustaining loyalty. Give them the right technology, training, information and support, and you’ll maximize capabilities and improve overall workforce management.

Performance DNA enhancements
• Performance DNA calculations are now completed in real time, so that precise values can be calculated for any date range
• Enhancements to analysis of DNA data skills make it easier for users to interrogate the system and analyze for themselves what is happening
• Better handling of data over time, including calculated components and how they are included in DNA blocks, such as how missing data should be handled (defaults or gaps)

Genesys delivered more than 200 new features and enhancements for workforce engagement management solutions in the last 12 months.
Workforce Management enhancements

- Agent mobile client lets agents view their schedule, insert exceptions, request/recall time off, initiate trade proposals and make schedule preferences from a mobile device
- Overtime bidding allows agents to bid on overtime opportunities for which they are skilled and have them automatically inserted into their schedule
- Schedule builder uses PureEngage WFM Schedule Builder as a shared cloud service
- Forecast module now delivers usability enhancements within a responsive framework
- New skills-based performance view lets managers see if their routing strategy works and analyze performance data across multiple skills and queues
Interaction Analytics and Quality Management

Interaction Search enhancements

- Search for interactions with a screen recording in a Genesys interaction recording GIR
- Support for Elasticsearch streamlines the backup process, adding more to data integrity
Quality Management enhancements

- Export completed QM sessions; include better organization and selection criteria
- Form weighting now lets you use up to two decimal places when assigning weights within forms
- In-line rubric / standards definition has an expanded question description field for storing
- Form and evaluation manager has a new description column, filtering and improved workflows
- Coaching with comments from the media player, better classification and reason codes
- Text interaction lets you search and perform QM for voice interactions with a screen recording
- New language support for Dutch, Spanish, Canadian French, and Cantonese
- Recording (GIR) metadata attributes, updated versions of Python and OpenSSL, updates to documentation, and configurable certificate validation for outbound TLS connections
Quality Management enhancements

- Trending improvements in a Genesys interaction analytics deployment (GIA), including a new ranking column for the Top Terms table in the Trending report.
  Produce trending charts on tasks
Quality Management enhancements

- Interaction search, export and add to sort by agent, search by list of interaction IDs
Robotic process automation
Through the same third-party partnership, Genesys now delivers robotic process automation solutions, with special focus on manual agent function replacement on the desktop side. Launch attended and unattended robots automatically by different event triggers or manually by agents.

Case management
Create cases and tasks automatically from interactions captured through digital channels, or manually by frontline agents. Push tasks or work items to any Genesys-enabled agents, based on their skills and real-time presence with direct source system screen-pop.

The third-party case management platform manages linear and non-linear business processes using agile business logic. It continuously reprioritizes the voice/non-voice blending of the integrated platform.

Decisions enhancements
• Major enhancement to Time Series Forecasting—a cloud-based, machine learning and automatic, long-term forecaster over a range of data. The cloud lets you use endless CPUs to process hundreds of thousands of models simultaneously to choose the most accurate models
• Monthly staff requirements—generate the required staff values for contact types that are published to the Decisions Data Mart for reporting and analysis
• PureEngage Direct Connect Data Adapter—connect directly to the Genesys infomart and Genesys WFM API to pull historical data directly into Decisions, for on-premises customers
• PureEngage Flat File Data Adapter for those who don’t meet the Direct Connect method requirements. If Decisions is not installed on-premises, this adapter is required

Launch attended and unattended robots automatically by different event triggers or manually by agents.
Decisions enhancements

- Monthly staff requirements—generate the required staff values for contact types that are published to the Decisions Data Mart for reporting and analysis
Open Platform
Genesys AppFoundry
PureEngage customers can take advantage of AppFoundry, a marketplace of solutions and curated selection of integrations and applications to create great customer experiences.

CRM integrations
Enhanced Salesforce and other CRM integration gives you a modern user interface, faster navigation and more efficient and scalable performance. With the PureEngage Gplus adapter for Salesforce, you have support for the Salesforce Lightning experience.

Security enhancements
New enhancements include TLS 1.2 support, PCI compliance with PA-DSS certification for payment capture functionality, GDPR (EMEA) and SIP endpoint compatibility and authentication.

IT visibility
Detailed logging and alerting in Workforce Management keep you informed. We've also enhanced Rest API for iWD Manager

IT total cost of ownership
With plug and play applications, as well as integration tools to minimize your code requirements, continue reducing costs associated with changes and your total cost of ownership using:

• Genesys administrator extension is a unified, web-based application to deploy, provision and monitor all Genesys applications. Define role-based access to empower business users
• Support for Office 365 integration based on Skype for Business online. It's offered in hybrid environments using Microsoft federation mechanisms

Get ready for GDPR compliance with Genesys. In May of this year, any organization holding “personal data” will be subject to sweeping rule changes per the EU’s new General Data Protection Regulation.
The PureConnect platform

**Omnichannel/Digital**

**Webification**
With new functionality added to the agent Web client, Interaction Connect eliminates the need to manage multiple clients and simplifies the agent desktop for faster resolutions. Key features include:
- Embedded agent scripting (Interaction Scripter)
- Web-based phone: a SIP telephone using WebRTC
- Personal prompts and ring sounds
- Additional queue views, filtering and limits

**Omnichannel engagement**
New channels and capabilities give you more options for customers to interact with your company and for agents to deliver a more seamless, consistent customer experience. Key features include:
- Social media handling—integration to Genesys Hub (Facebook/Twitter) delivers public posts and private messages from Facebook and Twitter, presenting them as interactions through the webchat channel. Agents can handle them as easily as a chat
- Co-browse integration with the PureCloud platform—with consent, you can take control of the visitor’s screen and interact directly via co-browse. A new “co-browse view” with the new co-browse sidebar lets agents have co-browse sessions associated with an interaction
- Genesys widgets support—easily deploy and customize web chat on your website
- New SMS brokers—support for Genesys and Nexmo as SMS brokers simplifies deployment by eliminating any broker integration work

PureConnect customers can take advantage of innovative features and capabilities built for all Genesys platforms.
Omnichannel Analytics

Other tools and resources help you use PureConnect data to make more informed decisions.

- Interaction data extractor—web-based application to export IC product data without requiring the user to have direct access to the IC database
- IVR visual reporting—vastly increased amount of data on IVR interactions to create better IVR experiences faster and easier
- Customer experience insights—next-generation web-based analytics platform to more easily create and access analytics. The initial release will be for real-time analytics

Genesys Interaction Analytics

As we begin making our applications and services available to all Genesys platforms, PureConnect customers now have access to the following solutions:

Self-service/Automation

Speech

Speech recognition and text-to-speech (TTS) enhancements make the self-service experience more accurate, intuitive and effortless.

- Interaction text-to-speech engine incorporates new AI techniques to produce more natural-sounding speech in 12 languages and dialects
- Echo cancellation, endpointing and confidence scoring reduces false barge-ins while increasing interaction speech recognition accuracy for short phrases
- Interaction speech recognition code optimization lowers response latency for large grammars

Genesys Intelligent Automation

Build personalized omnichannel self-service applications and intelligent assistants using 80+ pre-built microapps. Genesys Intelligent Automation uses native and third-party Natural Language Processing for speech recognition via Nuance. Initially, the PureConnect platform supports voice applications. Visual IVR and omnichannel will follow, including chatbots.
Workforce Engagement Management

Here are several additional insights and improved agent performance.

• Interaction quality manager agent portal lets agents see their quality metrics and view call and chat recordings without any add-on products
• Interaction optimizer schedule alerts keep agents in their scheduled activities via alerts
• Call/desktop recording support improves recording quality for OPUS mono- and dual-channel recordings. There’s also stereo recording for better post-call analysis
• New support for Mandarin in the interaction analyzer

Genesys Workforce Management

Genesys Workforce Management, now available for the PureConnect platform, forecasts, schedules and tracks the performance of multi-skilled employees in single and multi-site environments. It’s the only integrated WFM system to offer automatic updates of historical data and employee skill information in real time across all interaction channels, for the most accurate planning.

Decisions

We’ve made a major enhancement to Time Series Forecasting, a cloud-based, machine learning and automatic, long-term forecaster for the most accurate forecast over a range of data that’s been presented. The cloud lets you use endless CPUs to process hundreds of thousands of models simultaneously to choose the most accurate models.

Open Platform

CRM integrations

Enhanced Salesforce integration delivers a modern CRM user interface, faster navigation and more efficient and scalable performance. Other PureConnect for Salesforce enhancements:

• Support for the Salesforce Lightning experience
• WebRTC phone lets you use a web browser on a PC as a SIP telephone using (PureCloud) WebRTC as the communication protocol
• Omnichannel presence sync supports PureConnect and omnichannel to route work

Genesys AppFoundry

PureConnect customers can now take advantage of AppFoundry, a marketplace of solutions or curated selection of integrations and applications to create great customer experiences.

Various enhancements improve performance and modernize certain components, including controlling the load balancing of running process instances among off-servers, Microsoft .NET Framework 4.5.2 requirement, Windows 2016 Support, and media server language support.
PureCloud platform

Omnichannel/Digital
Understand how your contact center is performing so you know how to manage it. Whether you’re looking at real-time performance, static reports, or omnichannel recording, get the information you need—now at your fingertips.

Omnichannel analytics enhancements
- Summary row provides aggregate queue metrics in the queue performance view
- Drill down in queue activity for details on agents handling concurrent omnichannel interactions
- Configure drag-and-drop columns and apply date filters in the interactions view
- Callback analytics made available in reports, alerts and real-time views

Genesys had 175 unique PureCloud releases in the past 12 months with features available immediately.
**Omnichannel recording**
Screen recording of agent interactions for improved quality management capabilities
Inbound

Voice services
New telco options give you many choices when implementing unified communications services.

With the PureCloud platform, you have more options for telephony cloud connectivity services than with any competitor: included telecom services; local gateway termination via the Edge premises device; and the cloud-based Bring Your Own Carrier (BYOC) with various deployment options.

PureCloud Voice is now available in the U.K. and Ireland, with affordable usage-based billing.

Engagement channels
Consumers expect a personalized experience—across all channels. Deliver that experience when you're co-browsing, exchanging emails or texting. Emojis included.

Text
Customer SMS messages route to agents via ACD, with SMS numbers offered in 31 countries. Delivered via the PureCloud message framework.

Co-browse
Invite customers into a co-browse session during a chat or voice interaction. With consent, an agent can take control of the visitor’s screen and interact with the webpage.

Today’s telephony business needs may change next year. Flexibility is essential.
Email
• Auto-response—configure automatic replies to set expectations with customers
• Data actions within email flows—pull from your CRM to make routing decisions
• Define specific actions in an email flow and route, based on predefined criteria

Chat
• Define open and closed schedules to specify when chat is available for customers

Voice
• ACD routing puts customer voicemails in a queue, and routes them to agents
• Optimize transfer call paths for better sound quality and lower cost-per-minute
• When enabled, releases agent stations for others to use

Self-service/automation
Help customers help themselves with self-service IVR—no matter where they’re located.
• Audio barge-in—configure an audio sequence that lets customer input bypass the audio
• Added language support—new core IVR prompts for Swedish, Danish and Chinese (simplified); speech recognition and text-to-speech support for Chinese (simplified)

Outbound
Get more control over your outbound campaigns and generate revenue in your contact center.
• Configure outbound campaign call settings that apply to all campaigns
• Configure a compliance abandon threshold, and the group of calls subject to the compliance abandon rate calculation

Workforce Engagement Management
New WFM tools boost your efficiency so you can more easily build and manage schedules.

Workforce Management
• New filters—supervisors can save a filter for a set of agents they use frequently, or filter to see the schedules of agents that have been modified since the last save
• Smarter scheduling—edit the short-term forecast grid or drag-and-drop a graph point; insert those edits as a modification entry; undo schedule edits or revert to a prior version
• Export time off requests, the list of agents in a management unit, and schedules

Decisions
We’ve made a major enhancement to Time Series Forecasting, a cloud-based, machine learning and automatic, long-term forecaster for the most accurate forecast over a range of data that’s been presented. The cloud lets you use endless CPUs to process hundreds of thousands of models simultaneously to choose the most accurate models.

Decisions is the first product to take advantage of cloud common microservices with Time Series Forecasting.
Open Platform
Cloud-to-cloud connections are available for third-party apps—no on-premises equipment or coding required. With AppFoundry, it’s easy to integrate the PureCloud platform with other applications.

AppFoundry
- Browse from 40 pre-built PureCloud integrations, some with a click-to-install experience for on-demand enablement

API consumption
- Create custom PureCloud actions to interface with JSON-based web services
- Integrate with a third-party WFO solution using an open source project and new Notifications API topic combining presence, routing status and queue membership data
- Analytics API adds callback metrics

Client integrations
- Embed third-party web apps in the PureCloud interface as a stand-alone or widget app
- PureCloud for Salesforce, Zendesk and Chrome all offer support for SMS interactions, co-browsing and screen share. PureCloud for Salesforce also lets you add chat transcripts to Salesforce call logs and Integrate CRM with outbound dialing campaigns
Preview of key innovations for Winter release

Here’s a preview of some of our most strategic and cutting-edge innovations that are underway. You’ll hear more in the Winter.

**Omnichannel**

**Messaging apps**
New integrations will enable a fully integrated omnichannel engagement strategy, including:
- WeChat support for the PureEngage platform—route WeChat interactions to the right agent using business-specific routing logic
  - WeChat is in our early adoption program
- Line and Twitter Messenger support for the PureCloud messaging framework

**Journey mapping**
Extended contact record and journey visualization in PureConnect provides agents with visualizations of previous and related interactions.

**Artificial Intelligence**
We are continuing to expand our portfolio of common microservices that are enterprise-cloud-ready, providing new and enhanced capabilities across all offers. Look for more in our Fall Release.
Cognitive IVR and Kate
Last year Genesys introduced Kate, the Genesys customer experience AI. Kate started with the ability to provide intelligent, automated text-based responses using conversational AI. The next step is for Kate to be able to listen to voice-based conversations and reply to naturally spoken conversations, using cognitive science and rich conversational interfaces.

Cognitive IVR transforms the self-service experience
It understands everything you say, and it’s smart enough to identify intent and solve problems. If it recognizes that a human would be better at solving your problem, it can automatically transition to a live person with context. It learns about you as an individual to make your next experience faster, more effective and convenient.

Meet Kate and Cognitive IVR with Blended AI
Adding Cognitive IVR by Genesys to Kate will improve customer phone interactions using Natural Language Understanding and AI. It moves beyond traditional IVR systems that support static directed dialogs to systems that support rich conversational interfaces. This increases personalization and self-service and improves accurate routing to agents.

Kate enables Cognitive IVR from the same underlying dialog and AI engine as chatbots, so you can configure and design an AI-driven dialog once and deploy it across voice and digital channels. This reduces costs of ownership and provides a seamless customer experience.

As part of our innovation strategy, we’ll deliver Cognitive IVR via a combination of existing technologies and common microservices.

AI integrations
As a member of the Amazon Partner Network (APN), Genesys is collaborating with Amazon Web Services on new contact center integrations. An industry-first IVR integration with Amazon Lex will enable you to “bring your own bot” and get the benefits of Natural Language Understanding, delivering conversational self-service. You will also have the option of using Amazon Polly to power IVR text-to-speech capabilities.

Workforce Engagement Management
New capabilities that extend WEM will include AI, machine learning and predictive capabilities. These will be delivered as a common microservice across all Genesys offers.

Automation for workforce planning
New capabilities let you make intelligent, automated adjustments to forecasting and schedules based on interaction trends. Automation uses sophisticated forecasting models and best practices in data science that leverage AI and machine learning to optimize scheduling and forecasting. This will be available soon for the PureCloud platform, and in the second half of 2018 for the PureEngage and PureConnect platforms.
Cutting-edge algorithms will make forecasting models easier to use and more accurate:

- Time series data
- Finds outliers, missing data and the mathematically correct replacement
- Pattern detection sees positive trends, seasonality, stationary series and more
- Best model selection after evaluates hundreds of thousands of models
- Supports 20+ methodologies: ARIMA, Holt-Winters, classical decomposition
- Delivered as a shared microservice that can be used with any Genesys offer
**Predictive + Workforce Engagement Management**
Combining Genesys predictive routing with comprehensive employee and performance data, it predicts which employee is best to assist on a customer interaction.

Get a complete picture of employee strengths and weaknesses with employee knowledge and capabilities, plus KPI data and soft skill assessments. Using this data as part of a comprehensive routing strategy can improve FCR, NPS and sales conversions.
Automated analytics
New capabilities include speech and text analytics for automated trending and discovery across any interaction. We support automated topic and category diagnosis across all engagement channels to greatly improve discovery time and analyst efficiency.

Sales & Marketing
Altocloud
In the second half of 2018, we’ll begin integration of Altocloud with Genesys chat for early adopters and later, we’ll add deeper integration into system administration and other parts of the Genesys stack. Early adoption starts with the PureEngage platform, followed by the PureCloud and PureConnect platform.
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.

Contact us at +1.888.GENESYS

or online at genesys.com

Copyright ©2018 Genesys. All Rights reserved. Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies.