Move to the cloud with less worry and fewer surprises

You’re moving your contact center to the cloud—smart move. The cloud helps you modernize an aging, legacy infrastructure and consolidates suppliers to better respond to the needs of customers and your business.

But the contact center is different than other applications. It’s highly visible and mission-critical. You know you’re making the right move, but the cloud still leaves you feeling uneasy. You worry about putting the business at risk.

The Genesys® PureConnect™ Cloud platform takes the risk out of moving to the cloud. It simplifies and advances the contact center and business communications while keeping the business safe.

Get more with less

Most cloud platforms have limited native capabilities. Some require you to give up functionality. Others make you build everything yourself. A few piece together different platforms to deliver more functionality—but that complicates things.

With the PureConnect Cloud platform, you don’t have to compromise functionality or simplicity.

Broad and deep functionality

Get the broadest and deepest set of omnichannel and business communications solutions—built from the start to work together on a single platform in the cloud.

Elegant all-in-one architecture

Gain access to powerful functionality with ease—speeding deployment, reducing complexity, simplifying administration, improving efficiency and lowering total cost of ownership.

Stay isolated from others

Too many companies get bad press for exposing customer data in the cloud. Sharing a platform with other companies makes you nervous. Make the wrong call and it could cost you—and your company—everything.

With the PureConnect Cloud platform, you don’t have to compromise security or reliability.

Separate application instances

Ensure the safety of your data with your own application instance. You’ll have the highest level of isolation in the cloud today—anywhere.

Private cloud (optional)

Have compute, network and firewall resources 100% dedicated to you to meet ultra-stringent security and compliance requirements.

Local voice and recordings (optional)

Place Gateways and Media Servers at your site to communicate with the Genesys Cloud. Keep conversations within your walls for greater privacy and security.

Have maximum control

Your business is sophisticated, so there are certain things you must be able to do in the cloud:

- Tailor solutions to meet unique, changing business needs
- Prevent changes during the busy season—there’s too much at stake
- Maintain strategic carrier relationships and move to the cloud at a pace that’s right for you

Most cloud solutions don’t allow this level of flexibility and control because applications are shared with other customers.

With the PureConnect Cloud platform, you don’t have to compromise flexibility or control.
Highly customizable
Take advantage of extensive customization. This is largely done through configuration; however, it’s also possible to customize how interactions are processed and create end-user applications that leverage all the capabilities of PureConnect Cloud.

Tailored services
Our experts work with you to define your objectives and choose a success offer that’s best. You’ll get exactly what you need to make the most of your cloud investment.

Control and schedule updates
You control when to apply updates and add new functionality. This is especially important for high-volume centers during busy seasons.

Voice carrier choice
Maintain control over carrier relationships. Keep them as-is by having calls terminate at your facility, or we can take care of all that for you.

Get to the cloud without compromise
Put the power, speed and ease of an all-in-one platform to work for you and your customers. Advance omnichannel engagement and business communications without compromising functionality, security, reliability or control.

Contact center solutions
Omnichannel routing
All types of customer interactions are delivered at the right time, in the right order, to the most appropriate agent using skills-based routing. This includes voice calls and voicemail, web chats, email, faxes, texts and social media.

Self-service
Callers perform a variety of self-service functions using either touch tones or spoken phrases. And speech recognition is built-in.

Outbound
Outbound campaigns for telemarketing and collections make use of powerful predictive algorithms to move quickly through lists and keep agents busy. Outbound phone calls and email are supported; SMS is coming next.

Workforce engagement management (WEM)
A wide variety of WEM capabilities are built-in, including workforce management (WFM), multichannel recording, quality management, customer feedback and speech analytics, and real-time dashboards and historical reporting.

Real-time speech analytics
Voice interactions are recorded and analyzed in real time. Keywords are identified, spotted and scored. And then scores are aggregated and displayed. Keywords are bookmarked in recordings to help with evaluations.

Real-time monitoring
Supervisors can listen to an agent’s call, “whisper” in their ear for coaching, take over the call, initiate a recording and so on—whether the agent is local or located thousands of miles away. There’s even an iPad app to enable mobility. Configurable thresholds alert supervisors when action is needed.

Reporting and analytics
Every event associated with a processed interaction is logged for a complete view of what happened—beginning to end. A graphical report viewer lets managers easily create ad-hoc reports across every aspect of the operation—contact center, enterprise, branch office and at home. Powerful analytics and data visualizations are also available, including pre-built dashboards, for faster access to valuable insights.

CRM system and unified communications (UC) integrations
The value of the PureConnect Cloud platform is easily extended through pre-built integrations with Salesforce, Oracle and other popular CRM solutions.

Enjoy built-in business communications or integrate with Microsoft and Cisco UC products, if that’s your corporate standard.

And the open architecture lets you integrate PureConnect Cloud with any application or system you have.

Consider shopping for other pre-packed integrations and complementary applications in the Genesys AppFoundry Marketplace.

Business communications capabilities
Turn on business communications and you’ll have a single platform for both contact center and business communications. Here are some of the capabilities offered natively with PureConnect Cloud:
• IP PBX
• Desk phones
• Softphone
• Web client
• Auto-attendant
• Directories
• Presence management
• Instant messaging
• Voicemail
• Faxing
• Unified messaging
• Conferencing
• On-demand recording
• Reporting

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.

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