



inoria
a calltower company

GENESYS Cloud CX™

**Faster, smarter, personal experiences.
Every interaction. Every Customer, Every time.**

Customer relationships can be hard, *your technology shouldn't be.*

Genesys Cloud CX is a CCaaS software that helps you transform your experiences by coordinating every step of every experience for customers and employees through a single cloud contact center platform so you can listen and understand to better predict actions and shape journeys – creating moments that matter for a lifetime of loyalty.



Reimagine Experiences That Matter

With a single open platform, reimagine experiences for your customers and employees in any channel, at any moment, beyond the call center



Automate Successful Outcomes

With pervasive AI, know more about your customers and apply intelligence to guide decisions for better, stronger engagements



Innovate at Scale

Make better use of smart solutions that deliver insights and empower your employees with new capabilities at your fingertips

Orchestrate every journey in a **single platform**

Genesys Cloud CX empowers your organization, your employees, and your customers to build better relationships at scale by coordinating technology so you can devise a **connected journey for customers and employees with a single experience orchestration platform.**



1 Unified omni-channel management

Customers interact across multiple channels - you need to be able to listen and capture these across any channel at any time

2 Know your customer

Connect your customer across their entire journey with identity resolution to get real-time insights – no matter where or how they engage - to personalize the experience

3 Predict the next step

Since you understand the customer and where they've been, use the data to predict the next step with AI and machine learning

4 Automate the journey

By predicting the next step, automatically guide the customer to the next best action with AI, whether through self service or agent assisted, for faster resolution

5 Single, unified employee experience

When an agent needs to step in, give them a tool with every channel, all the customer history, relevant knowledge, and everything else they need to do their job in one intuitive interface

6 Manage the journey

With data across the end-to-end customer and employee experience to continuously optimize so you can consistently improve the experience and achieve optimal business outcomes

Reach and exceed your business goals

Through experience orchestration, Genesys Cloud CX helps you improve customer experiences, get greater efficiency, drive revenue growth and improve operational performance.

45%

of questions answered
by virtual assistants

over
80%

first contact
resolution

20%

boost in agent
productivity

Genesys Cloud CX helps you orchestrate every experience

Scale beyond a single interaction

Journey Analytics & Management

Aggregate data from any source to visualize, measure, monitor and orchestrate journeys across the entire customer lifecycle

- Improve customer retention
- Improve business KPIs

Open-API Composable Platform

Configure your orchestration stack with innovative out-of-the-box services, with extensibility easily adding marketplace, ecosystem & development capabilities

- Innovate quickly
- Adapt faster to change

End-to-end Global Focus

Remove boundaries to better serve business globalization and workforce optimization while keeping compliant with changing regulations & certifications

- Reduce operational inefficiencies
- 13 regions, 17 GC Voice countries, 20 languages supported



“We’ve transformed Italian and UK contact centers into data-driven care centers. We can clearly link events, see why conversations did or didn’t convert into sales, and learn how to create better experience.”

Mateusz Jazdzewski, IT Peace of Mind Solutions Manager and Head of CX Product, Electrolux

Shape journeys with AI

Conversational AI

Never leave a customer stranded and get a deeper understanding of their sentiment with smart conversational intelligence

- Reduce voice traffic
- Improve self-service resolution
- Improve containment rate

Digital Engagement Automation

Know when to reach out to customers at the right time with the right content for a speedy resolution

- Reduce cost to serve
- Improve campaign effectiveness
- Improve close rates

Next Best Action Routing

Improve customer-agent interactions using built-in AI to analyze behavior patterns, create models and identify the best outcomes

- Increase first call resolution
- Increase customer satisfaction
- Improve agent utilization

“With all the data and analytics available, we can design more proactive engagement models to improve productivity, wait time, call handling, workload balancing and more.”

Naresh Shanker, Chief Technology Officer, Xerox

[Read more success stories from happy Genesys Cloud customers.](#)



Empower employees for a better experience

Modern User Interface

Give your employees one simple, intuitive tool with everything they need to do their job and manage their careers

- Reduce cognitive load
- Improve productivity
- Get agents up and running faster

AI Powered Knowledge Everywhere

Make it intuitive and simple for customers and employees to access up-to-date information

- Reduce time to resolution
- Reduce training time

Native Workforce Engagement

Native Workforce Engagement
Create a more engaged workforce with built-in workforce engagement no matter where they're located

- Reduce agent churn
- Improve employee engagement
- Improve work-life balance



See everything
you can do with
Genesys Cloud CX

[Request Your Demo](#)



Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from seamlessly connecting employees and customers across channels, on-premise and in the cloud. Over 10,000 companies in 100+ countries trust our #1 customer experience platform to drive great business outcomes and lasting relationships. Visit [genesys.com](https://www.genesys.com)