inoria
a **calltower** company

GENESYS™

Why companies choose Genesys Cloud

Discover the five ways our contact center platform stands out from the competition

Introduction

Why do so many leading businesses worldwide choose the Genesys Cloud™ platform as their preferred solution for enhancing customer experience (CX)?

In a world where CX remains a top strategic differentiator, it's important to understand the answer to this question. As more companies prioritize CX transformation to enhance customer satisfaction and overall business performance, choosing the right platform is critical for anyone hoping to stand out from the crowd.

This eBook explores the five core aspects, or "A's"— Architecture, All-in-one, AI-powered, Architect and Alliances — that make Genesys Cloud the preferred choice for businesses aiming to orchestrate exceptional experiences.

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Built-in omnichannel and workforce engagement capabilities, plus an open API architecture for simple integration and development, opened up possibilities we couldn't get with another vendor."
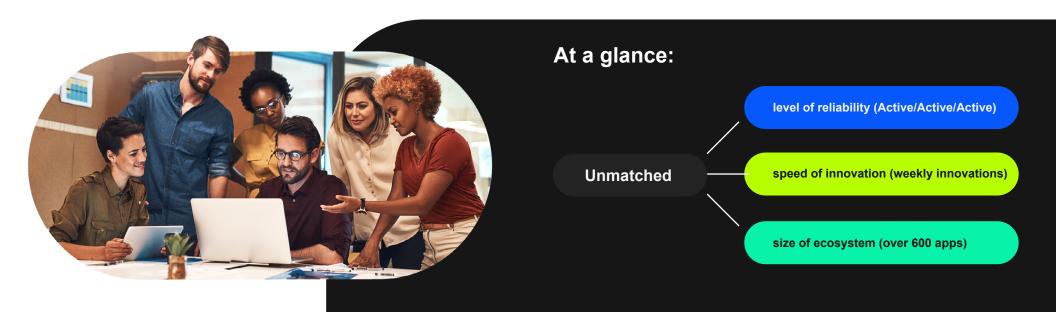
Henry Svendblad
CTO, Company Nurse

Architecture
Unmatched reliability and innovation

Global availability

Genesys Cloud offers a cloud-native infrastructure designed for high availability with its innovative Active/Active/Active architecture, ensuring that consistent uptime is maintained — an essential feature for businesses where service disruptions are unacceptable. This robust foundation supports seamless scalability, including for global operations across multiple regions, allowing organizations to adjust capacity swiftly in response to varying demands without impacting system performance.

Extensibility and speed of innovation

Genesys Cloud also stands out through its consistent delivery of weekly updates, keeping the platform responsive in an ever-evolving technology landscape. And the platform's native composability is further augmented by its integration capabilities, which include over 3,000 APIs and collaborations with more than 300 partners. With access to over 600 applications via the AppFoundry® Marketplace, businesses can customize and extend their solutions to precisely fit their operational needs.

At a glance:

Unmatched
- level of reliability (Active/Active/Active)
- speed of innovation (weekly innovations)
- size of ecosystem (over 600 apps)

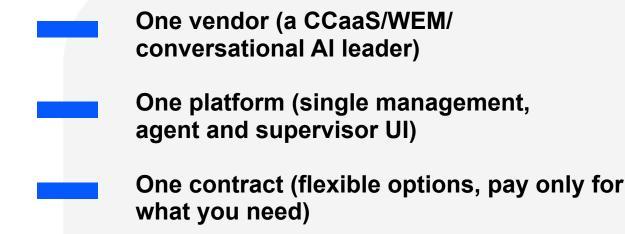**All-in-one**   *A unified platform for comprehensive service*

Natively built, not stitched together

Genesys Cloud distinguishes itself with its truly unified platform — built from the ground up rather than assembled through acquisitions. This cohesive architecture ensures a seamless and reliable user experience, unlike some competitors' solutions, which may suffer from integration challenges due to their patchwork nature. By offering a single, homegrown codebase, Genesys Cloud delivers unmatched stability and performance.

Seamless customer and employee experiences

This all-in-one platform integrates customer experience and employee experience solutions into a unified interface. It streamlines operations, facilitating coherent management of customer interactions across all channels: voice, digital and social. The consolidation of services under one contract, with flexible user and usage options, provides ease of use and cost efficiency — optimizing customer service operations and enhancing overall satisfaction.

One vendor (a CCaaS/WEM/ conversational AI leader)

One platform (single management, agent and supervisor UI)

One contract (flexible options, pay only for what you need)

AI-powered

Driving engagement through intelligent automation

Native AI capabilities

Genesys Cloud incorporates a robust artificial intelligence (AI) framework that powers all aspects of experience orchestration. Our extensive, natively built AI capabilities include generative AI, predictive engagement and voicebots. Technologies such as predictive analytics, machine learning and natural language understanding automate and personalize interactions at scale. This AI-driven automation extends across various personas — customers, agents, supervisors and administrators — to deliver tailored experiences that anticipate needs and streamline processes.

Tokenized AI pricing

Our tokenized AI pricing model is user-centric and flexible, allowing businesses to mix and match AI functionalities, paying only for what they need. This approach supports organizations' AI experimentation by providing a guaranteed minimum number of tokens to explore and try out different AI use cases. And by continuously learning and adapting, the native AI capabilities of Genesys Cloud guarantee that the platform evolves with changing customer expectations and business landscapes.

Every action (predict, automate, augment and optimize)

Every step (engage, route, serve, analyze and forecast)

Every possibility (flexible, tokenized, pay-per-use pricing)

Architect — *Empowering users with low-code solutions*

One orchestration layer

The architectural excellence of Genesys Cloud is highlighted by Architect, its unified orchestration layer. Architect enables seamless orchestration of every interaction across all channels and modes. Unlike some competitors who require multiple tools to achieve the same orchestration goals, Architect integrates various communication channels and AI-enhanced bots into a single platform, ensuring a consistent and efficient customer experience.

Drag-and-drop composability

Architect's low-code interface empowers all users — even those without deep technical expertise — to design and manage complex customer journeys. This includes creating detailed interaction flows and deploying AI-enhanced knowledge systems, all within a user-friendly drag-and-drop environment. By democratizing the experience design process, Genesys Cloud makes it easier for IT to enable business users to make any needed changes quickly and efficiently, tailoring Genesys Cloud to different business units' unique customer base and operational goals.

Every channel (voice, email, chat, messaging and social)

Every entity (agent, flow, bot, data, knowledge)

Every experience (self-service, agent-assisted, hybrid)

Alliances

Partnerships for expanded capabilities

The leading Salesforce partner

The power of Genesys Cloud is significantly enhanced through relationships with top-tier technology providers such as Amazon Web Services (AWS). And Genesys is a leading partner for the world's top CRM system vendor, Salesforce. Our platform's capabilities are greatly extended by integrating world-class infrastructure, CRM and workflow solutions. This collaboration provides businesses with the tools they need to build advanced, reliable and scalable customer experience frameworks.

Maximize your existing investments

By partnering with industry leaders, Genesys ensures that organizations can maximize their existing investments in technology. Integrations with AWS and ServiceNow® enable seamless workflows and resilient infrastructure, helping businesses achieve superior performance and flexibility. These relationships not only enhance the Genesys ecosystem but also ensure it remains at the forefront of technology, continually evolving to meet the needs of modern enterprises.

aws — **#1 cloud provider**[1]

salesforce — **#1 CRM system vendor**[2]

Conclusion

Through its advanced architecture, comprehensive integration, powerful AI capabilities, flexible design tools and strong strategic partnerships, Genesys Cloud sets a new standard in customer experience management. It provides businesses with the tools and agility needed to excel in customer engagement and satisfaction, adapting quickly to changing conditions and driving sustainable growth. With Genesys Cloud, companies are equipped to navigate the complexities of modern customer service environments, ensuring that every customer interaction is an opportunity to reinforce trust and forge the kind of brand loyalty that keeps businesses thriving for the long term.

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Genesys Cloud means we no longer need three or four systems to do one job. Consequently, we've seen a 35% leap in productivity."

Ryan Ervin
Senior Director, Customers for Life, TCC Round Room

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