

Topic 3: Genesys Cloud Contact Center

Audience: Organizations looking to adopt AI-powered CX platforms, Existing UCaaS customers considering contact center expansion, IT decision-makers (CIO, IT Director), Business leaders (Ops, Sales, Marketing)

Goal: Educate → Engage → Qualify → Convert

Format: 4-email campaign with progressive funnel depth

Cadence Recommendation: 5–7 days between sends

Partner Best Practices: How to Run This Campaign Successfully

1. Campaign Setup & Tools

Partners can deploy this campaign using common email and CRM tools, including:

- **Email platforms:** HubSpot, Mailchimp, Constant Contact, Marketo
- **CRM integrations:** Salesforce, Microsoft Dynamics, HubSpot CRM
- **Landing pages:** Native tools in your email platform

Setup tips

- Create **one master workflow** with conditional branching (opens/clicks)
- Personalize with:
 - First name
 - Company name
 - Industry (if available)
- Use **plain-text buttons** or strong hyperlinked CTAs (often perform better in B2B)

2. Targeting & List Strategy

- Start with **existing customers or warm prospects**
- Suppress:
 - Competitors
 - Internal domains
- Segment if possible:
 - Microsoft-heavy organizations
 - Remote/hybrid workforces

- IT-managed environments

3. Optimization & Testing

- A/B test:
 - Subject lines (clarity vs. curiosity)
 - CTA phrasing (Learn More vs. Watch Now)
- Send emails during:
 - Tuesday–Thursday
 - 9–11 AM local time

4. KPIs to Track

Funnel Stage	Key Metrics
Awareness	Open Rate, Bounce Rate
Engagement	Click-Through Rate, Content Downloads
Consideration	Time on Page, Webinar Views
Conversion	Demo Requests, Meetings Booked

Use click behavior to **trigger sales follow-up** after Emails 3 and 4.

The 4-Email Drip Campaign

Email 1 – Awareness

Funnel Stage: Top of Funnel (Education)

Subject: Is Your Contact Center Ready for Today's Customer Expectations?

Preheader: Omnichannel support and smarter routing can change CX fast.

Body Copy:

Hello {{First Name}}

Customer expectations have shifted. People want fast, connected support across voice and digital channels, with less repetition and more personalized experiences.

Genesys Cloud Contact Center helps organizations modernize customer engagement with an omnichannel platform built to support consistent interactions across channels, improve agent efficiency, and create a better end-to-end experience.

If you're exploring how to upgrade CX while keeping operations agile, here's a great starting point to see what Genesys Cloud can do.

CTA: Learn More

Suggested link: [Genesys Cloud CX Summary](#)

Best regards,
{{Sender Name}}

Email 2 – Engagement

Funnel Stage: Early-Mid Funnel

Subject: How AI is Enhancing Contact Center Performance

Preheader: Unlock smarter customer interactions with AI-powered tools

Body Copy:

Hello {{First Name}}

The modern contact center is powered by more than just communication tools, it's driven by intelligence. AI is transforming how businesses interact with customers, enabling faster resolution times, smarter routing, and better agent support.

With Genesys Cloud, organizations gain access to powerful AI capabilities such as predictive analytics, workforce optimization tools, and powerful Agentic AI. These features not only enhance customer satisfaction but also improve operational efficiency.

Here's an overview of how AI creates opportunities for smarter, more scalable CX strategies that deliver measurable results.

CTA: Watch the Overview

Suggested link: [Unveiling CallTower's Expanded Portfolio](#)

Best regards,
{{Sender Name}}

Email 3 – Consideration

Funnel Stage: Mid Funnel (Problem/Solution Validation)

Subject: Why Businesses Are Switching to Genesys Cloud

Preheader: Simplify operations, scale globally, and improve CX with Genesys

Body Copy:

Hello {{First Name}}

Choosing the right contact center solution is critical for enhancing contact center operations. Businesses are rapidly moving away from legacy systems in favor of more agile, cloud-based solutions that can improve customer experience.

Genesys Cloud's unified omnichannel platform enables organizations to manage voice, chat, email, and social interactions in one interface while maintaining full context across customer journeys. Its built-in AI capabilities support predictive routing, automation, and real-time insights, helping teams deliver faster, more personalized experiences.

Combined with a scalable, secure cloud-native architecture, Genesys Cloud allows businesses to adapt quickly to changing customer demands while improving operational efficiency and performance.

CTA: Explore the Genesys Advantage

Suggested link: [Why Companies Choose Genesys Cloud](#)

Best regards,
{{Sender Name}}

Email 4 – Conversion

Funnel Stage: Bottom of Funnel (Action)

Subject: Ready to Transform Your Contact Center? Let's Talk

Preheader: Take the next step toward a smarter, AI-powered CX strategy.

Body Copy:

Hello {{First Name}}

If you're ready to modernize your contact center, now is the time to act.

Genesys Cloud, delivered by CallTower, provides a powerful, all-in-one solution designed to elevate customer interactions across every channel. With AI-driven automation, advanced analytics, and seamless integrations, your team can deliver exceptional service while improving efficiency and scalability.

CallTower's experts will guide you through every step, from strategy and migration to implementation and optimization, ensuring long-term success.

CTA: Book a Genesys Consultation

Suggested link: [Schedule a Genesys Cloud Consultation](#)

Best regards,
{{Sender Name}}

Final Notes for Partners

- All copy is **fully editable**
- CTAs can be swapped for:
 - Partner-branded landing pages
 - Shared CallTower assets
 - Partner-hosted webinars or demos
- Sales teams should engage **after Email 3 or 4 clicks**