



How Genesys Cloud Contact Center Enhances CX for Retail Companies

In today's retail landscape, businesses no longer compete on price alone; they compete on experience. Customers expect fast, personalized support across every channel, making consistent customer experience essential to revenue growth and retention.

CallTower's Genesys Cloud Contact Center helps retailers meet those expectations with omnichannel engagement, AI, real-time insights, and scalable cloud architecture, improving satisfaction, loyalty, conversions, and operational efficiency.

Unified Omnichannel Experience

Customers interact across multiple channels within a single journey. Genesys Cloud unifies these touchpoints into one platform, ensuring conversations remain continuous and context rich.

Unifies voice, chat, email, SMS, and social media into a single, coordinated platform.

Provides **agents access to full interaction** histories for faster, personalized support.

Allows customers to **move between self-service, live agents, and phone** without repeating information.

Reduces friction, **improves** resolution times, and **helps** maintain consistent brand experiences.

Industry-Leading Agentic AI

Genesys Cloud's industry-leading Agentic AI empowers contact centers with intelligent automation and smarter, more personalized service that can proactively assist both customers and agents.

Automates routine inquiries, workflows, and escalation with full context.

Provides real-time agent assist, including recommendations and next-best actions.

Speeds up responses for common retail requests like order tracking, returns, and availability.

Maintains service levels during peak periods without significantly increasing staffing costs.

Real-Time & Historical Analytics

Data-driven decisions are critical in retail. Genesys Cloud provides real-time and historical insights to optimize performance and service quality.

- Provides visibility into performance, customer behavior, and operational trends.
- Enables live monitoring of interactions, KPIs, and demand shifts.
- Supports better staffing, training, and process optimization through historical insights.
- Helps retailers respond quickly to sales events, launches, and seasonal demand spikes.

Workforce Engagement & Management

Exceptional CX starts with engaged, well-supported agents. Genesys Cloud includes built-in tools to optimize workforce performance.



Includes forecasting, scheduling, quality management, and performance tracking.



Aligns staffing with fluctuating demand while improving efficiency.



Supports agent development, engagement, and retention.



Empowers agents with the tools needed to deliver better customer experiences.

> Cloud-Native Architecture

Genesys Cloud is built for flexibility, scalability, and reliability.

- Eliminates on-premises infrastructure for faster deployment and updates.
- Scales instantly to support seasonal trends and business growth.
- Enables remote and distributed teams without geographic limitations.
- Ensures high uptime during peak demand periods.

Why CallTower for Genesys Cloud

CallTower helps retailers get more value from Genesys Cloud through expert guidance, simplified deployment, and long-term support.

1

Support for 150+ active Genesys customers

2

North American-based bilingual delivery & support teams

3

Hundreds of completed Genesys Cloud deployments

4

In-house expertise; no third-party handoffs

5

Genesys Premier Partner with 30+ years of contact center experience

6

Awarded Genesys Partner of the Year 2025 (High Growth), 2025 Genesys North America Canada Partner of the Year, and Genesys Mid-Size Partner of the Year 2026



CallTower's Comprehensive Approach

CallTower's full-service approach means you get expert guidance throughout your journey; from strategy to migration, implementation, and beyond.

- **Strategy:** Maximize the value of your Genesys investment with a clear roadmap aligned to your business goals.
- **Personalization:** A customized solution designed around your unique environment and customer needs.
- **Migration:** Smooth, cost-effective transitions to Genesys that minimize disruption and accelerate time to value.
- **Configuration & Implementation:** Expert management ensures your Genesys Cloud platform is deployed correctly the first time.
- **Training & Support:** Empowering your teams with tailored training and responsive, bilingual support options.
- **Maximize ROI:** Continuous partnership focused on optimizing performance and maximizing return on investment.