



Genesys Cloud platform

Powered by
 GENESYS™

Creating great customer relationships

Customer relationships can be complex, but that doesn't mean they have to be difficult. Genesys Cloud® makes customer relationships simple. Built to handle any channel, Genesys Cloud follows the conversation everywhere—turning calls, email, chats and social comments into a seamless conversation. This lets you easily:



Connect with customers

Genesys Cloud simplifies the way you connect with customers across channels, providing all the context you need to deliver more personalised experiences and build stronger relationships.



Empower your teams

Give your employees the information they need in a tool they'll love using. Get an all-in-one application built to engage your employees and boost your team's performance.



Understand your business

With real-time dashboards and up-to-the-second analytics, Genesys Cloud provides the insights you need to run your business—no matter where your agents are located or which channels they handle.

Our **award-winning software** deploys in days, is intuitive to use and continually innovates with upgrades each week. It's powerfully simple—and simply powerful.

“

In a world where customer service expectations are changing at lightning speed, Genesys Cloud gives us a serious competitive advantage.”

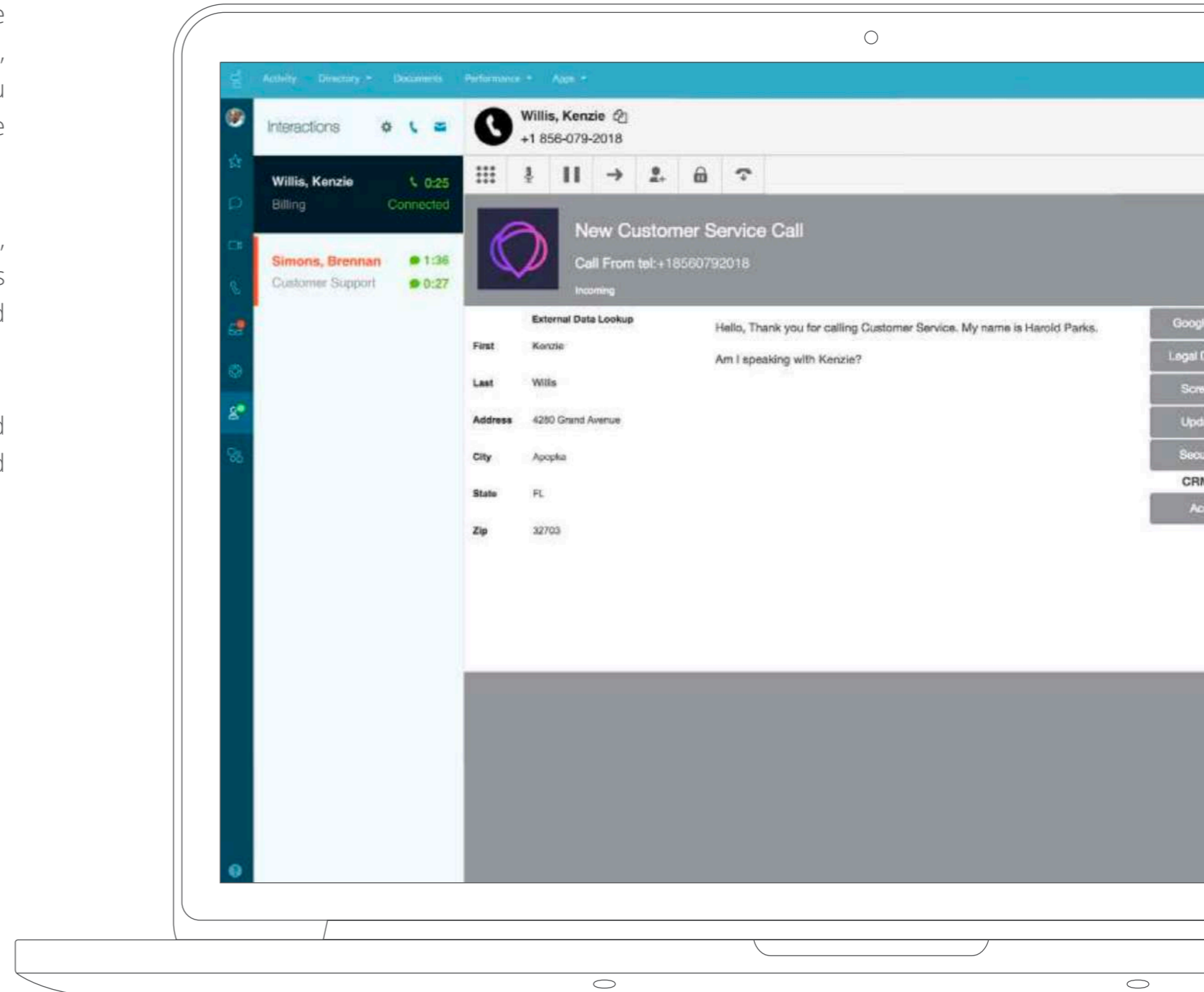
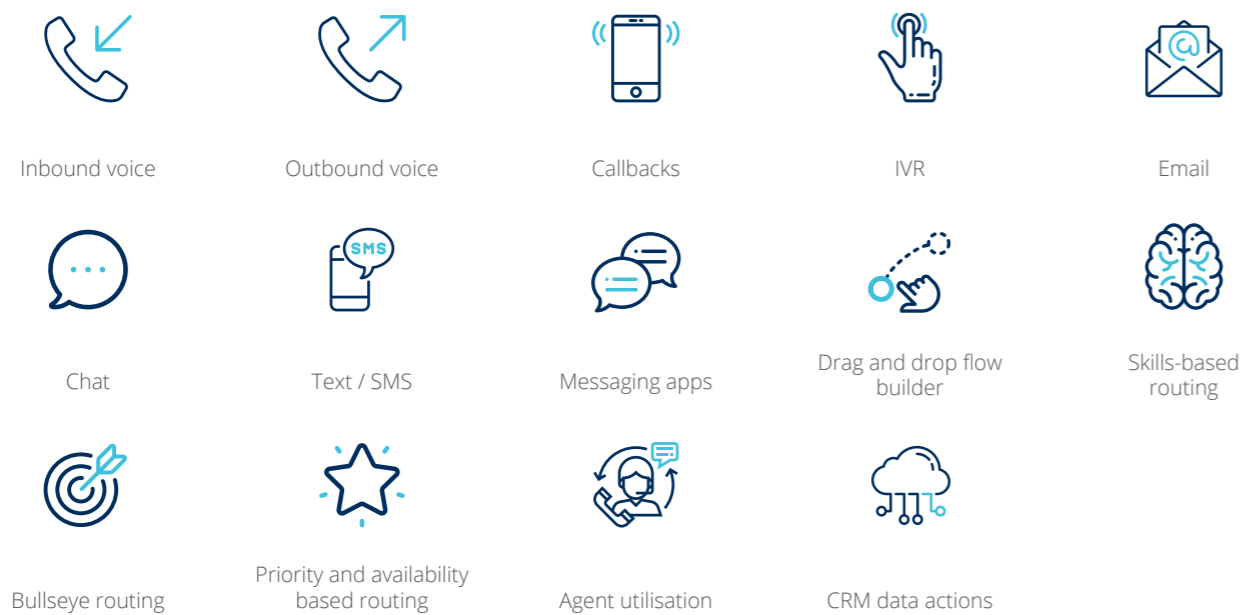
Ian Roberts, Operations Leader,
Quicken Customer Care

All-in-one omnichannel

Built from the start to be omnichannel, Genesys Cloud eliminates the need for multiple systems and applications. It's an all-in-one solution that provides a unified experience, across all channels. It uses a common routing engine for all interaction types so you can easily control utilisation and agent blending, while ensuring conversations are delivered to the agents best equipped to handle them.

Agents receive interactions from any channel in a single and consistent interface, allowing them to easily blend real-time (voice calls and chats) and asynchronous conversations (text messages, email and social), all while reducing training time and errors.

Context about each customer and a complete interaction history let agents understand who each customer is and their unique journey. Personalise dynamic scripts and responses while keeping agents on-message and compliant.



A single agent interface seamlessly blends concurrent conversations and channels.

All-in-one omnichannel

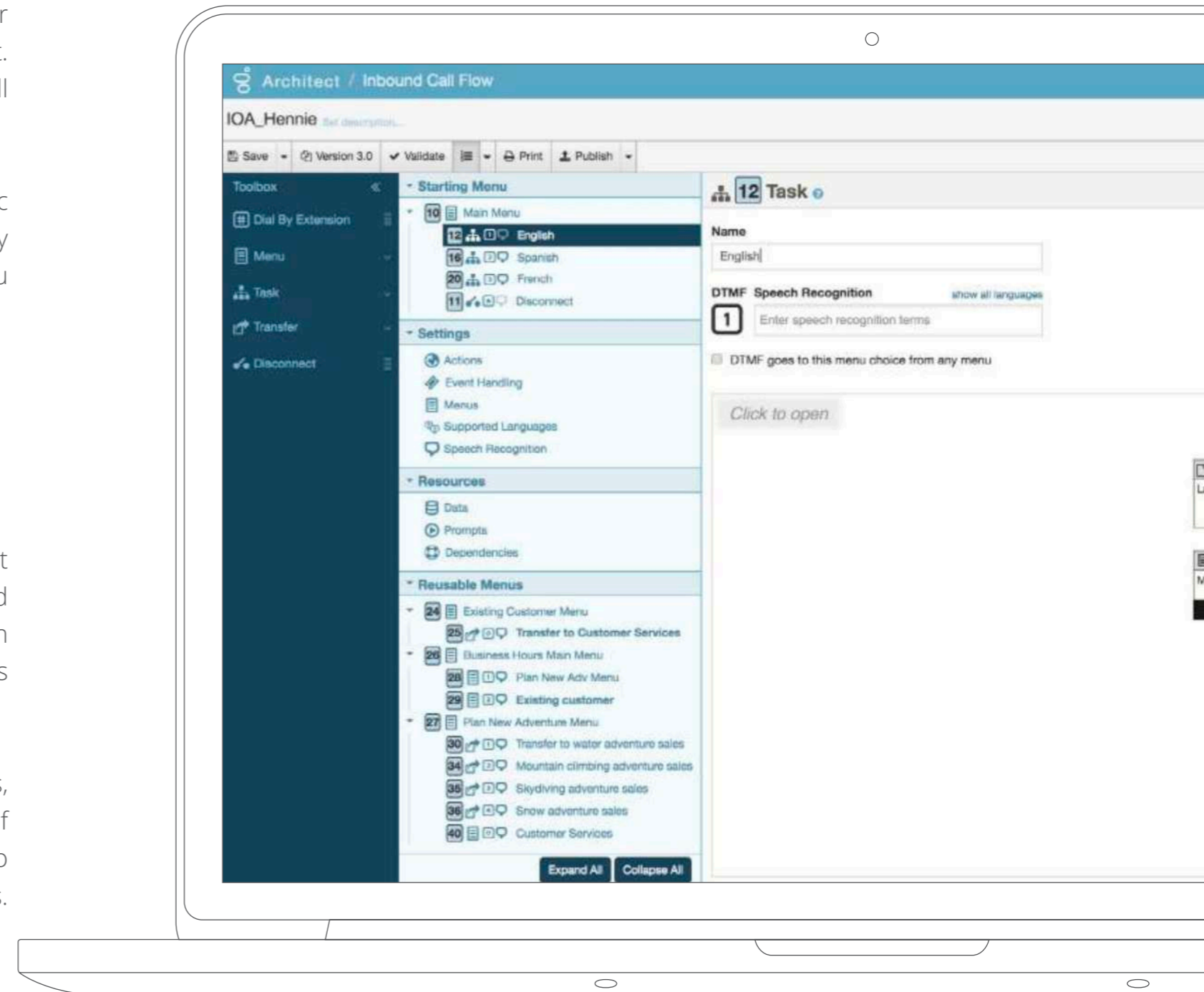
Provide 24/7 self-service and agent-assisted service via IVR flows you can administer yourself using an intuitive drag-and-drop editor with robust multilingual support. Configure prompts, data dips, sub-menus and transfers to fit your business needs—all without the need for professional service or downtime.

Give customers a conversational self-service experience. Choose from built-in automatic speech recognition or a natural language understanding integration. And rest easy knowing our IVR has the security features you need to comply with regulations, so you can securely process credit card payments and adhere to privacy requirements.

Outbound campaigns

Optimise your campaigns while keeping agents productive, costs low and contact rates high. A built-in automated outbound dialer has the features, power, scale and flexibility you need to increase campaign effectiveness. Align customer demand with agent utilisation by blending inbound queues and outbound campaigns, with agents moving seamlessly between the two.

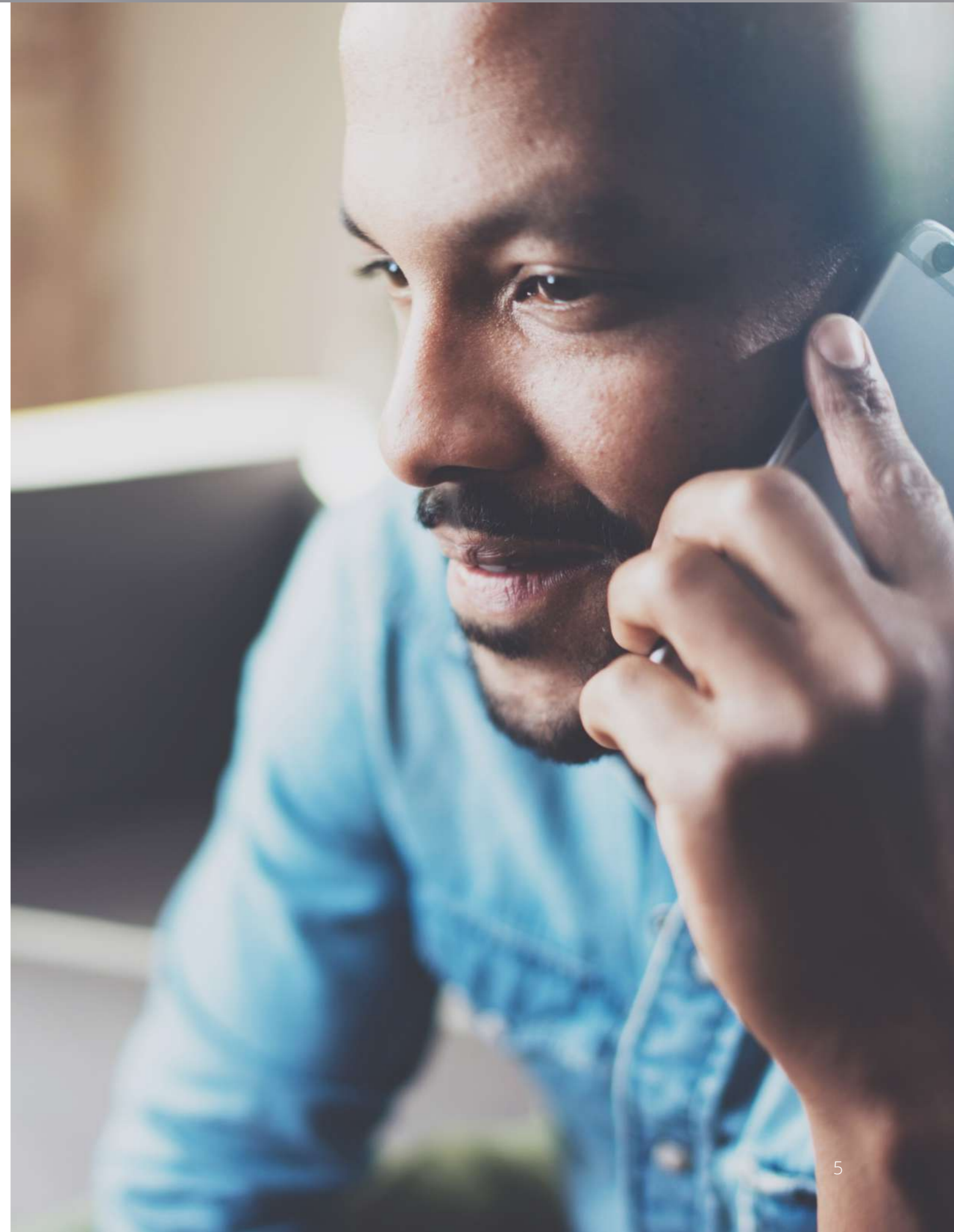
Accurately detect and filter out answering machines, busy signals, unanswered calls, disconnected numbers and fax machines, and configure campaigns with a variety of dialing modes. Help your agents spend less time waiting and more time connecting to customers. Stay in compliance with automated time-zone mapping for your campaigns.



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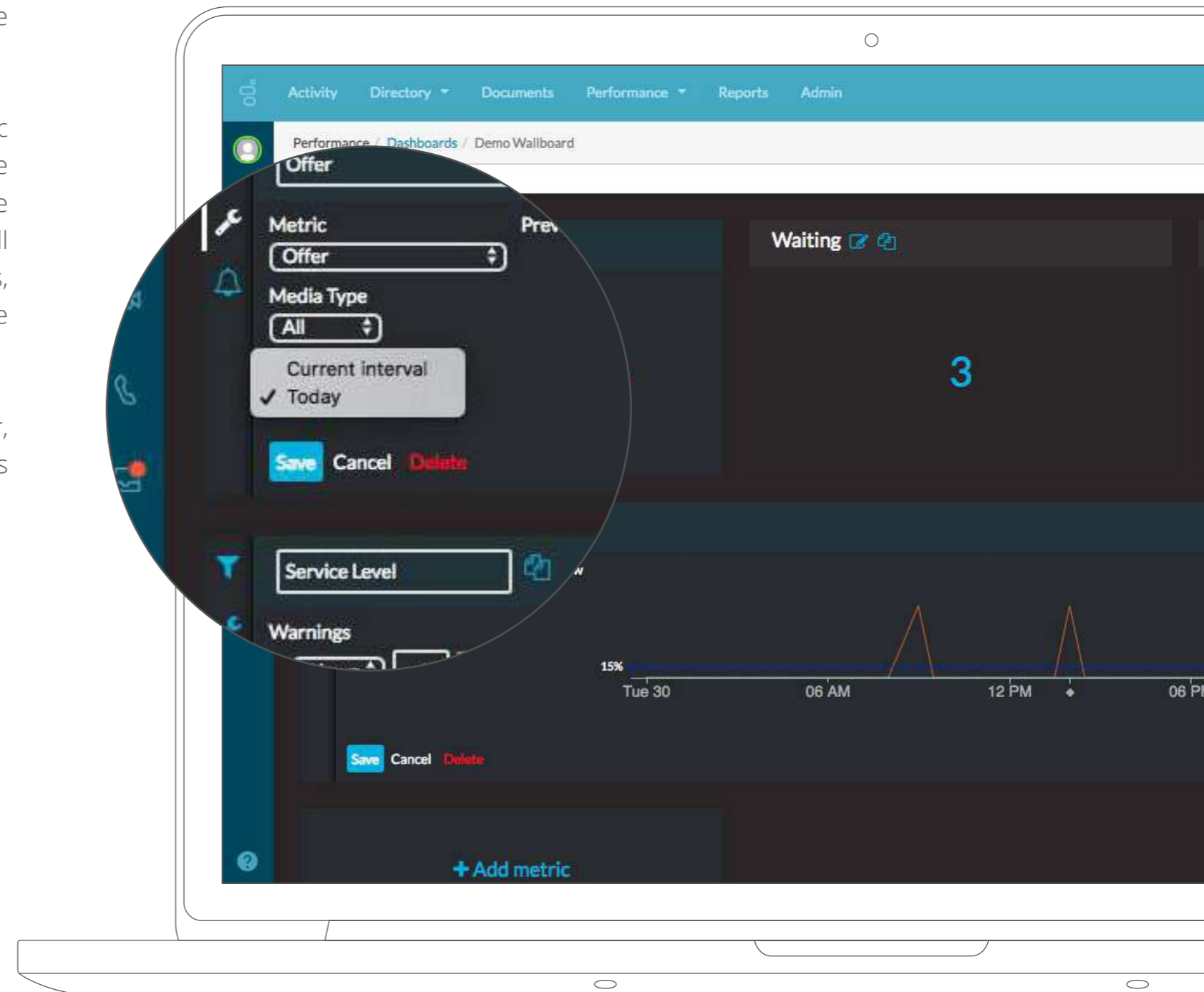


Custom dashboards and reports

Get the actionable insights you need to run and optimise your business—from one place, in real time.

Virtually limitless reporting is at your fingertips in Genesys Cloud. Layered, dynamic views bring together metrics from every channel— inbound and outbound. Compare real-time and historical data in a single view to see how your current performance measures up with the past. Or filter, save and export unique views in seconds. Drill down for deeper details with a single click. Configure custom dashboards in minutes, and use packaged integrations or open APIs to export data into a business intelligence database. You also can build highly customised wallboards and reports.

Whether you're walking the call center floor with an iPad or working at your computer, it's easy to stay connected and in control. Set alarms and get alerts when key metrics are out of bounds, so you never miss an important detail.

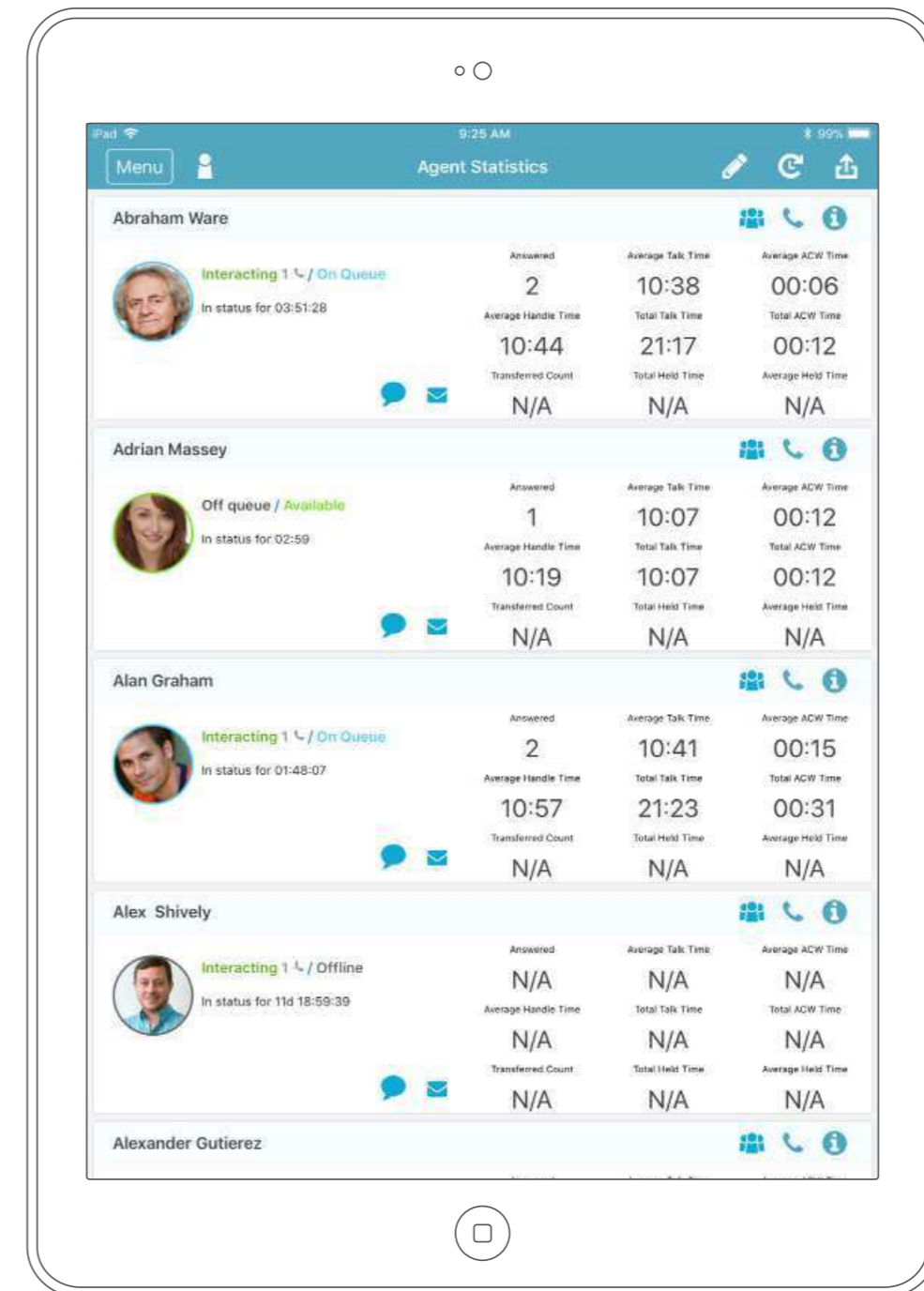


Workforce engagement management

You don't have to be a statistician to produce accurate forecasts and schedules when you have the muscle of an AI-powered workforce management engine.

In 30 seconds, Genesys Cloud uses your historical data and more than 20 forecasting methodologies to predict volume with incredible accuracy. It automatically chooses the best results and generates a corresponding staffing plan—all with a single click.

Intraday monitoring and real-time adherence views help you track outliers and react. The built-in suite of quality management tools ensures you can evaluate digital and voice interactions to provide your agents with great coaching and your customers with great service.



Flexible voice services

Making communication easy is essential to your business. That's why you need flexible options for voice connectivity.

Choose Genesys as your carrier

Keep things simple, fast and hardware-free with our internetbased telephony service, Genesys Cloud Voice. Get 100% cloud communications—with Genesys as your carrier. Port existing numbers or purchase new numbers right from the web interface to make and receive calls immediately.

Our usage-based pricing has no channel limits, no minimum commitments and a flexible month-to-month contract. High-quality SIP trunking eliminates the physical connection to a phone company, as well as all associated hardware, wiring and headaches.



Fast facts

- Global coverage
- Registered provider
- Toll-free and DID numbers
- Multiple Tier-1 carriers
- G.711 and OPUS codecs
- TLS and SRTP encryption
- Mean opinion score

Bring your own carrier

With Bring Your Own Carrier (BYOC), you can use the telephony carrier of your choice. Genesys Cloud works with third parties—whether it's an on-premises PBX or a cloud carrier—so you can make the most of your existing relationships and investments.

BYOC is available as two distinct offerings: on-premises or cloud, based on where the connection terminates. You can even use it with Genesys Cloud Voice to deliver calls.

OR



Fast facts

- Global carrier connectivity
- Release link transfer
- User-to-user information
- FQDN, TGRP, DNIS trunk support
- SIP trunking between third-party and cloud or on-premises edge devices
- Optional AWS Direct Connect link

Unified communications

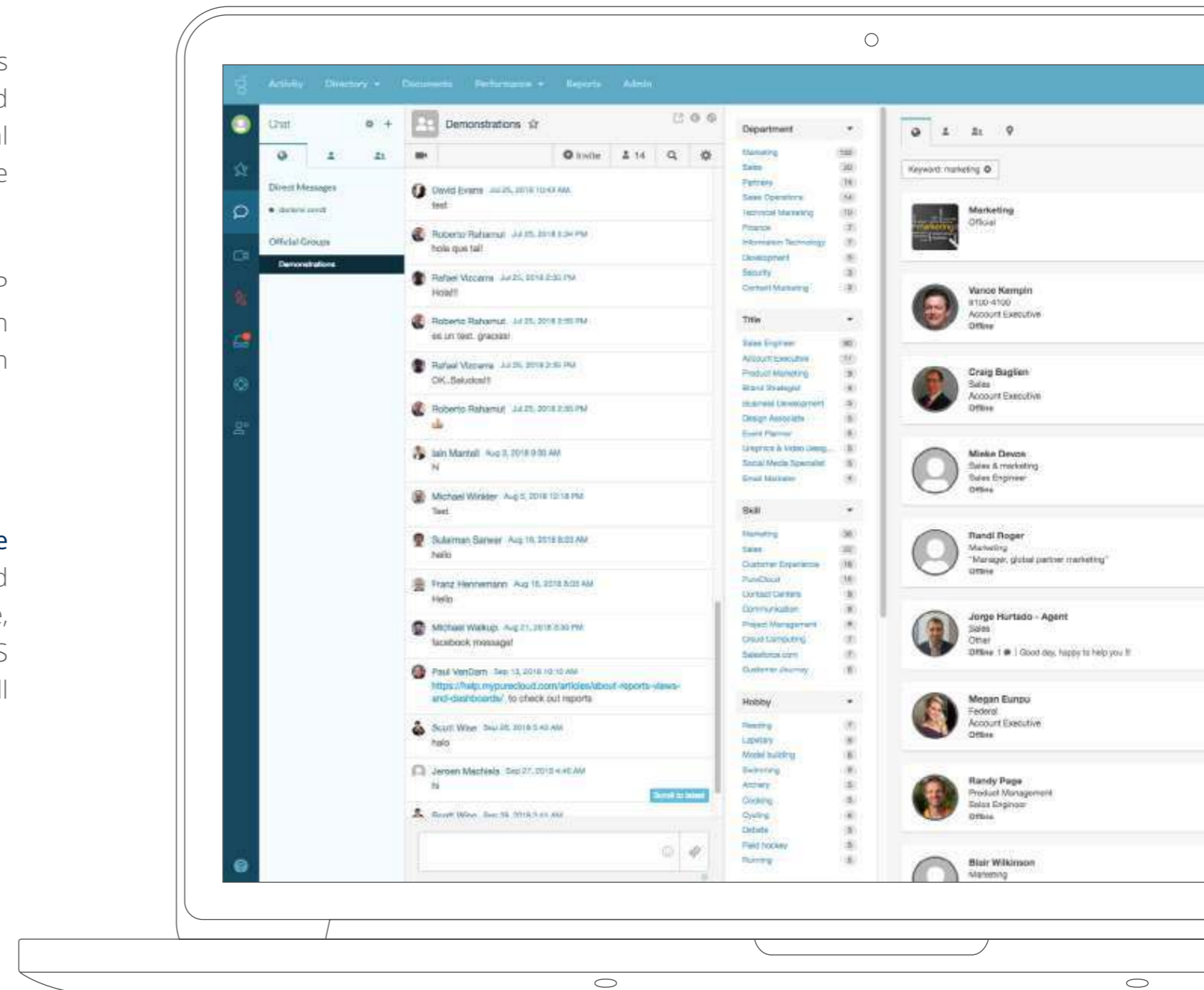
WebRTC and SIP softphone

Turn up voice calls for new agents, teams or sites in a flash— without MPLS circuits or the need for a VPN. The **WebRTC Softphone** lets agents immediately make and receive calls using only a browser and a headset—without the need for additional software or hardware. WebRTC technology provides secure voice connectivity over the open internet.

If you prefer to keep audio and signaling local, you can install the Genesys Cloud SIP Softphone application, which runs on Windows-based computers and can be used even when logged out of the platform. It has all the advantages of a hardware phone—with added portability.

Business telephony and more

Unify all the ways your business communicates. Adding **Genesys Cloud Communicate** seats lets you consolidate traditional business telephony features, like voicemail and group ring, with real-time collaboration tools, such as video conference, screen share, team chat, profile-driven corporate directory and document management. And iOS and Android applications give employees anytime, anywhere collaboration. It's all native and tightly integrated—in a single solution. wiring and headaches.



The sky's the limit with an application that's also a platform

From straightforward to sophisticated, there's virtually no end to the ways you can deploy and use Genesys Cloud. It's flexible enough to meet all your business needs because it's both an application and a platform.

There's freedom to:



Use any or all Genesys Cloud capabilities out-of-the-box or customise across any function—IVR, routing, recording, dashboards and more.



Add on a pre-built integration. We offer hundreds of out-of-the-box integrations to your CRM system and other IT systems; browse the Genesys AppFoundry Marketplace to see what's available.



Build on our platform to create your own customer service ecosystem. For more specialised customisations, leverage a full set of open REST APIs, documentation and our engaged community of Genesys Cloud engineers.

“

Genesys Cloud has great APIs and was easy to integrate with our other systems. Our sales teams connect with more business opportunities and feel more motivated.”

Tobias Zackrisson, Nordic Sales Development Manager

Elkjøp AS

Easily integrate with the systems you already have in place

CRM integrations

Say goodbye to lengthy professional service engagements.

Pre-built CRM integrations are available for all major systems, including Salesforce. These out-of-the-box integrations are quick to deploy and easy to configure, and they provide intelligent routing for all interaction types, automated logging and screen pops.

Present information to your agents in scripts, or act on data from your CRM system or any third-party system that stores data and uses web services. Agents can even work directly in your CRM interface or any browser-based application using embedded Genesys Cloud call controls and functionality.

HR integrations

Keep everything accurate and up-to-date without manual intervention.

Populate and sync user profiles with Active Directory, HR systems or any SQL database, to automatically sync bi-directional data between your systems and Genesys Cloud users.

The platform also integrates with popular single sign-on services to make access even easier. You can even use it with Genesys Cloud Voice to deliver calls.



Make it your own

App marketplace

Browse our growing Genesys AppFoundry Marketplace— with more than 250 pre-built customer experience applications and integrations from industry-leading vendors and technology partners. Whether you want to integrate with an existing workforce management or business intelligence system, or introduce new capabilities like agent gamification, the marketplace has a solution to meet your needs. And enjoy one-click installation and free trials.

APIs and software development kits (SDKs)

Genesys Cloud lets you build almost anything, in any programming language, using the same fully secured and versioned Public REST API that Genesys developers use. Our APIs, SDKs and open-source projects are continually updated, and our Developer Community is eager to help.

“

The open APIs are a big advantage, especially when integrating AppFoundry and Github applications. Now, our software developers quickly get to all the data they need and more. The other day we asked if they could create minidashboards taking various outputs from Genesys Cloud. After 30 minutes they were back with a project plan.”

Carl-Petter Udvang, Product Manager,

Lowell Norway

Trust it's stable, secure and scalable

Resilience and survivability

Genesys Cloud is built to deliver business continuity, offering unparalleled reliability and disaster recovery. The entire Genesys Cloud platform is deployed in multiple Amazon Web Services (AWS) regions, each of which consists of multiple independent AWS data centers. This distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. And Genesys Cloud offers horizontal scalability and elasticity, so you can scale as high or low as you need—without affecting performance.

Deployed in the following AWS regions:

- US East (N. Virginia)
- EU (Ireland)
- EU (Frankfurt)
- Asia Pacific (Sydney)
- Asia Pacific (Tokyo)

HR integrations

Genesys works hard to safeguard your critical data and keep your assets protected from threats. Genesys Cloud maintains strong encryption, logical isolation, stringent multi-tenant security standards and key industry certifications, so you can comply with regulations—no matter your industry or location.



Trust and transparency

Trust and transparency are critical when choosing a cloud service provider. With Genesys Cloud, you gain visibility into SLAs, current system status and a history of incident resolution.

Genesys Cloud by the numbers

10 000

logged-in agents supported in a single organisation

25 000

configured agents supported in a single organisation

60+

countries, with thousands of customers served

3 billion

monthly API requests handled

The results speak for themselves

The Total Economic Impact™ of Genesys Cloud Study by Forrester Research



571%
ROI



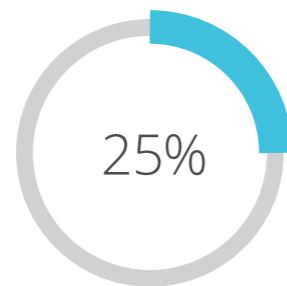
\$2M
avoided in costs



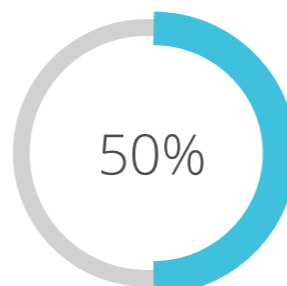
\$4.3M
net present value



Payback
in less than
three months



25%
increased
productivity

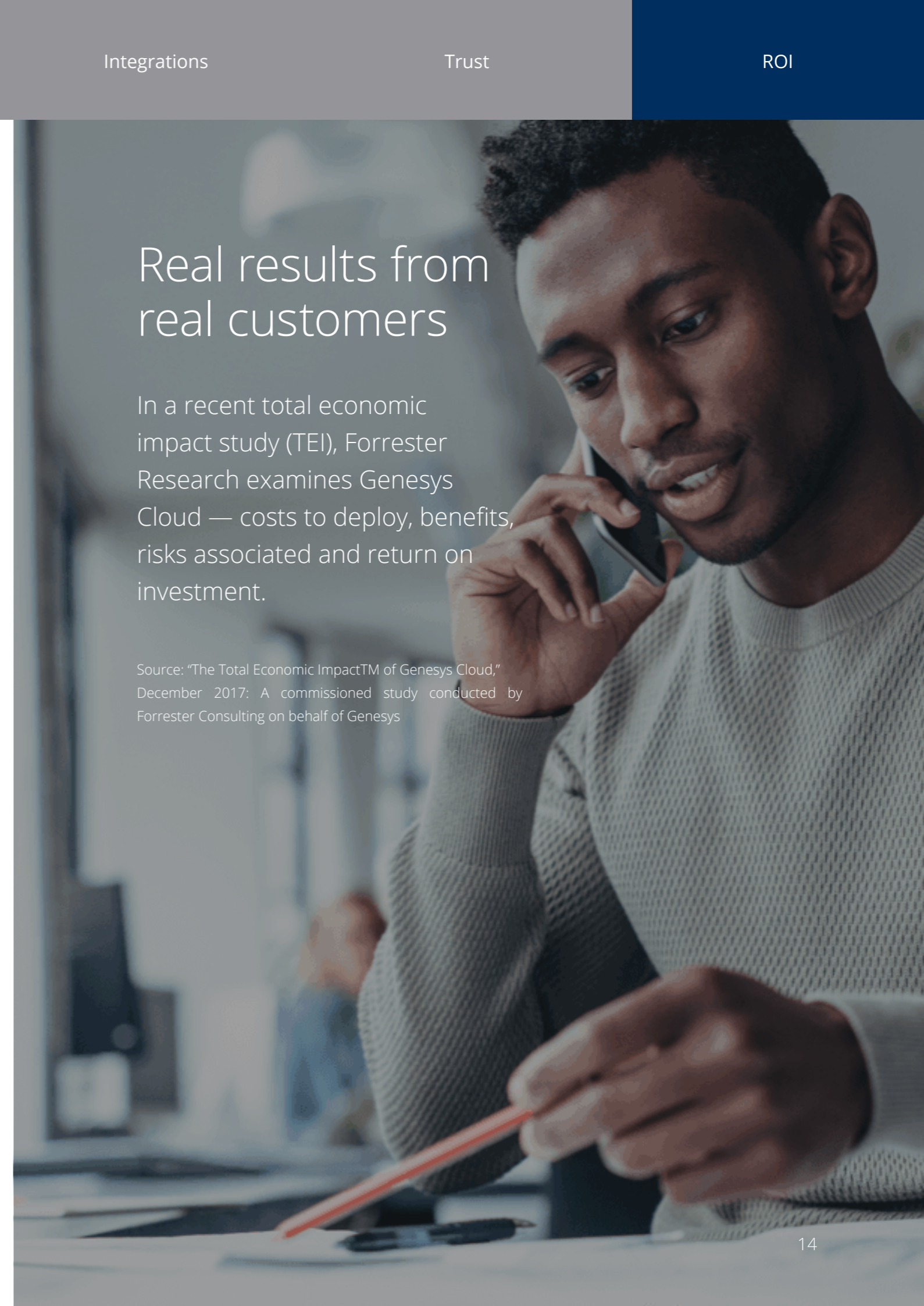


50%
reduced employee
turnover

Real results from real customers

In a recent total economic impact study (TEI), Forrester Research examines Genesys Cloud — costs to deploy, benefits, risks associated and return on investment.

Source: "The Total Economic Impact™ of Genesys Cloud," December 2017: A commissioned study conducted by Forrester Consulting on behalf of Genesys



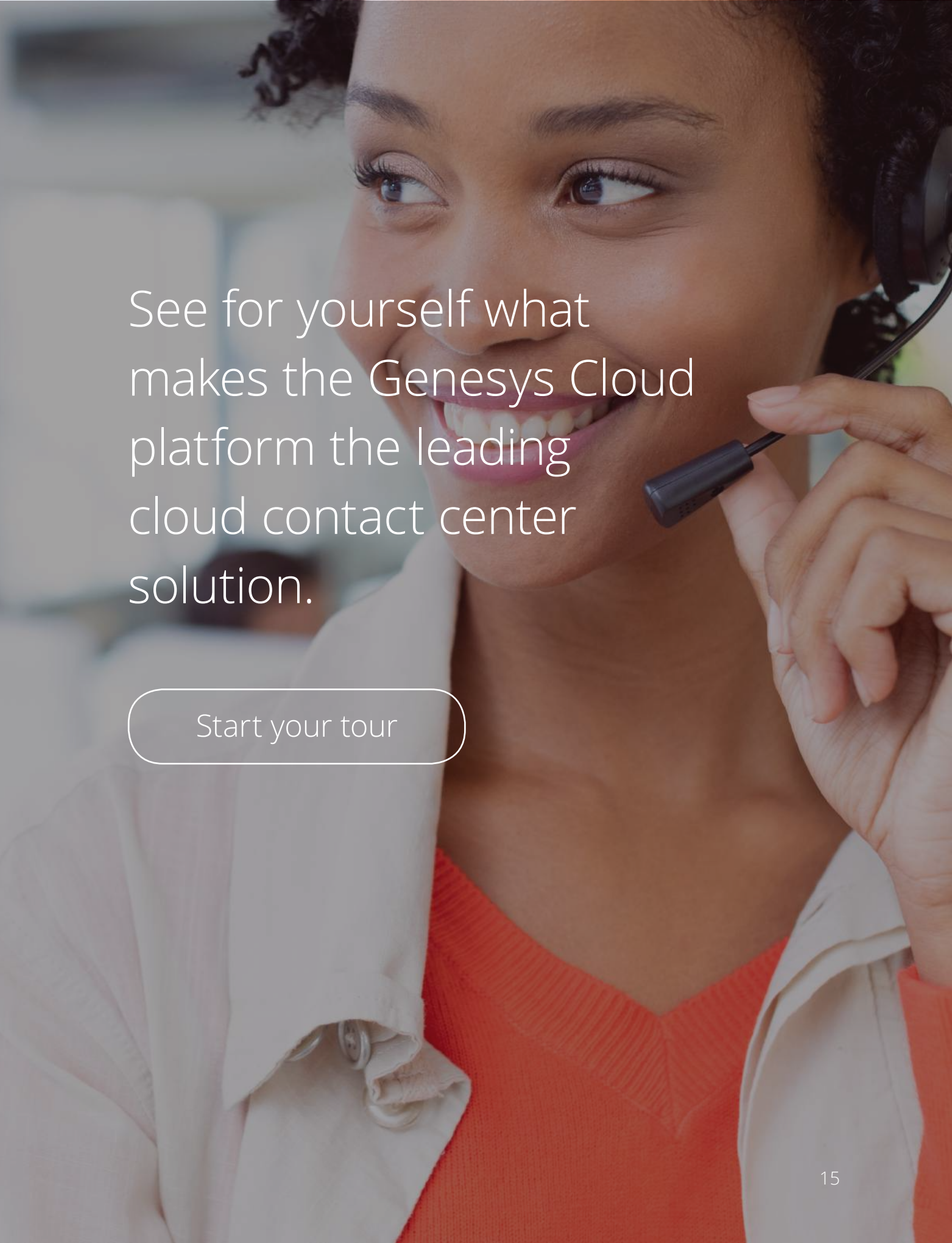
Realise the potential

“

What sold us on the Genesys Cloud platform was the simplicity. The cost is straightforward, it's quick and easy to implement, and it just works... all the time.”

Lindsay Hull, Associate Director

Rose-Hulman AskRose



See for yourself what makes the Genesys Cloud platform the leading cloud contact center solution.

[Start your tour](#)



Pivotal Data is a Genesys Gold partner and a specialist provider of PureConnect, Genesys Cloud and Genesys Engage products and services. We address the full spectrum of client requirements through the enablement of advanced omni-channel customer experience capabilities. We're the only provider that offer On-premise or Cloud procurement models, and our National Operations Centre (NOC) is a dynamic state-of-the-art monitoring facility that functions 24/7/365 to ensure delivery of optimal customer support services. Our highly-skilled team of over 33 multi-skilled and proficient engineers holds the highest certifications across a range of vendor technologies, with the multidisciplinary skills needed to support Pivotal Data's extensive and diverse product range.

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