

ENRICHING HUMAN CONNECTIONS WITH AI

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Genesys

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GENESYS® IS A GLOBAL CLOUD LEADER IN CUSTOMER EXPERIENCE ORCHESTRATION

7,000+ Customers
and Growing



55 of Fortune 100
Companies rely on us



1500+ partners



Billions
of Interactions/year



Customers in a
100+ countries



6,000+ employees
around the world



TRUSTED BY SOME OF THE MOST RECOGNISED GLOBAL BRANDS

FINANCIAL SECTOR



INDUSTRIAL SECTOR



TECHNOLOGY SECTOR



HEALTH SECTOR



PUBLIC SECTOR



RETAIL SECTOR



BY THE END OF THIS YEAR

50% contact centres run in the cloud

70% of contact centers to use AI

85% service interactions will be 'virtual'





AI is a co-worker which enables

Deeper insights

Automation of simple,
transactional conversations

Improved compliance and
quality assurance

BENEFITS EXPERIENCED BY EARLY ADOPTERS

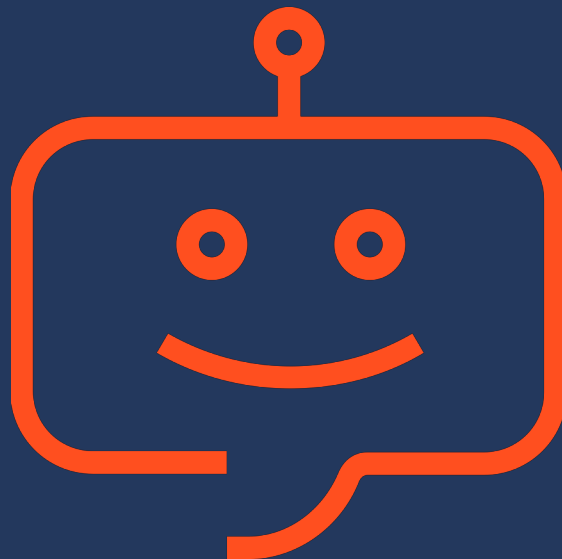
**INCREASED
CUSTOMER LOYALTY**

**INCREASED CUSTOMER
SATISFACTION**

INCREASED REVENUE

**INCREASED EMPLOYEE
SATISFACTION**

FOCUS AREAS FOR AI ADOPTERS

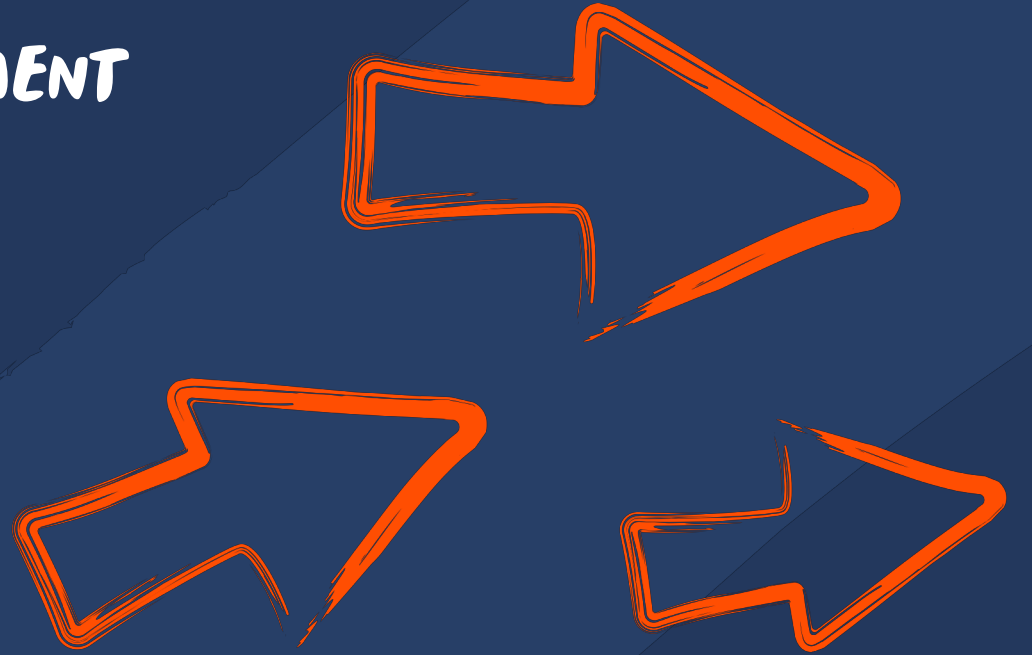


Intelligent virtual
assistance



Intelligent routing

HOW CAN YOU ENRICH CUSTOMER ENGAGEMENT WITH AI TODAY



DEMAND FOR EMPATHY



KNOW WHO I AM

KNOW WHAT I NEED

UNDERSTAND HOW I FEEL &
ACT ACCORDINGLY

KNOW HOW I GOT HERE

GET IT DONE &
DELIGHT ME

DON'T WASTE MY
TIME



REAL BUSINESS VALUE



EMPATHY

→ TRUST → LOYALTY

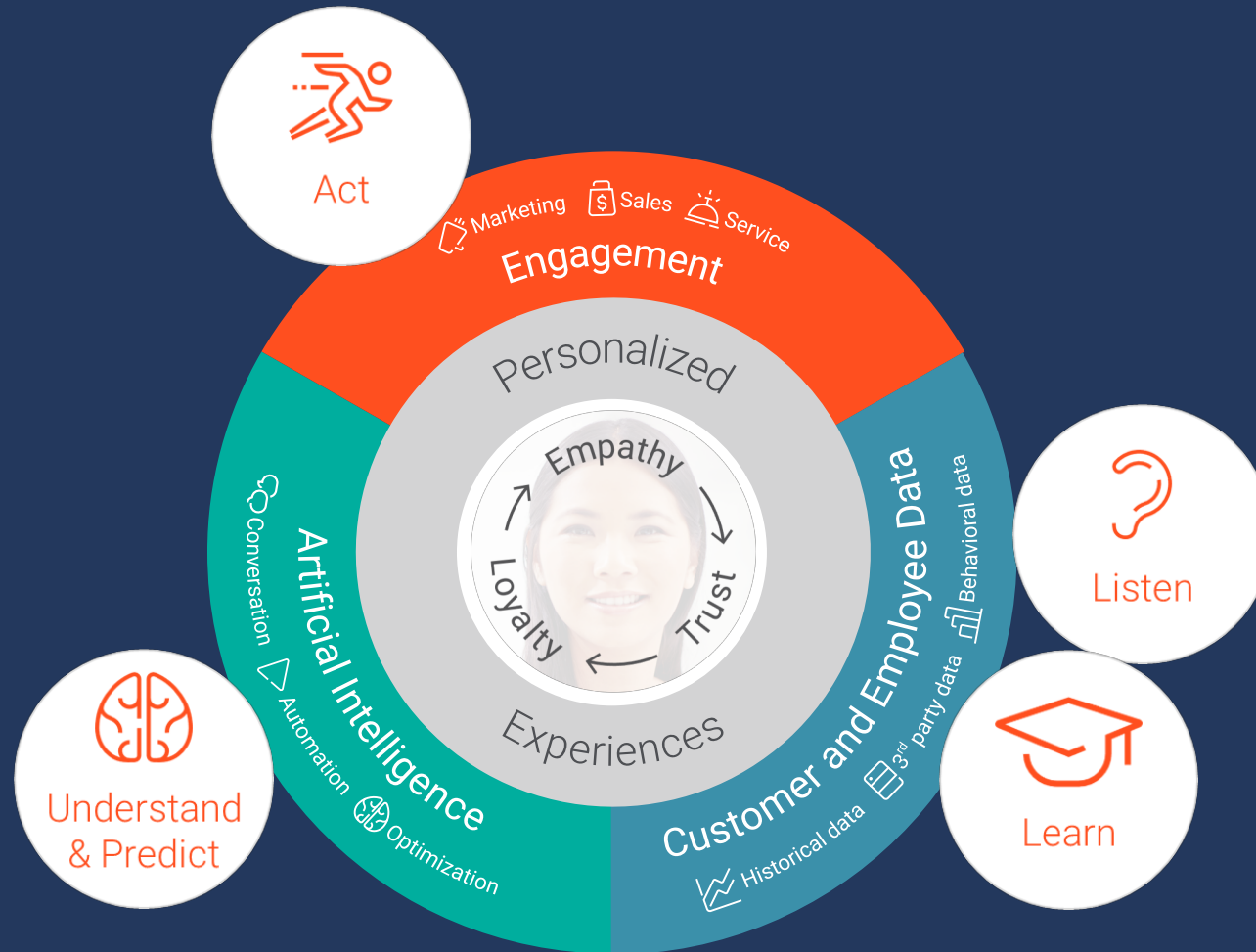
2.5X

Loyalty Leaders grow revenue 2.5X
as fast as their industry peers

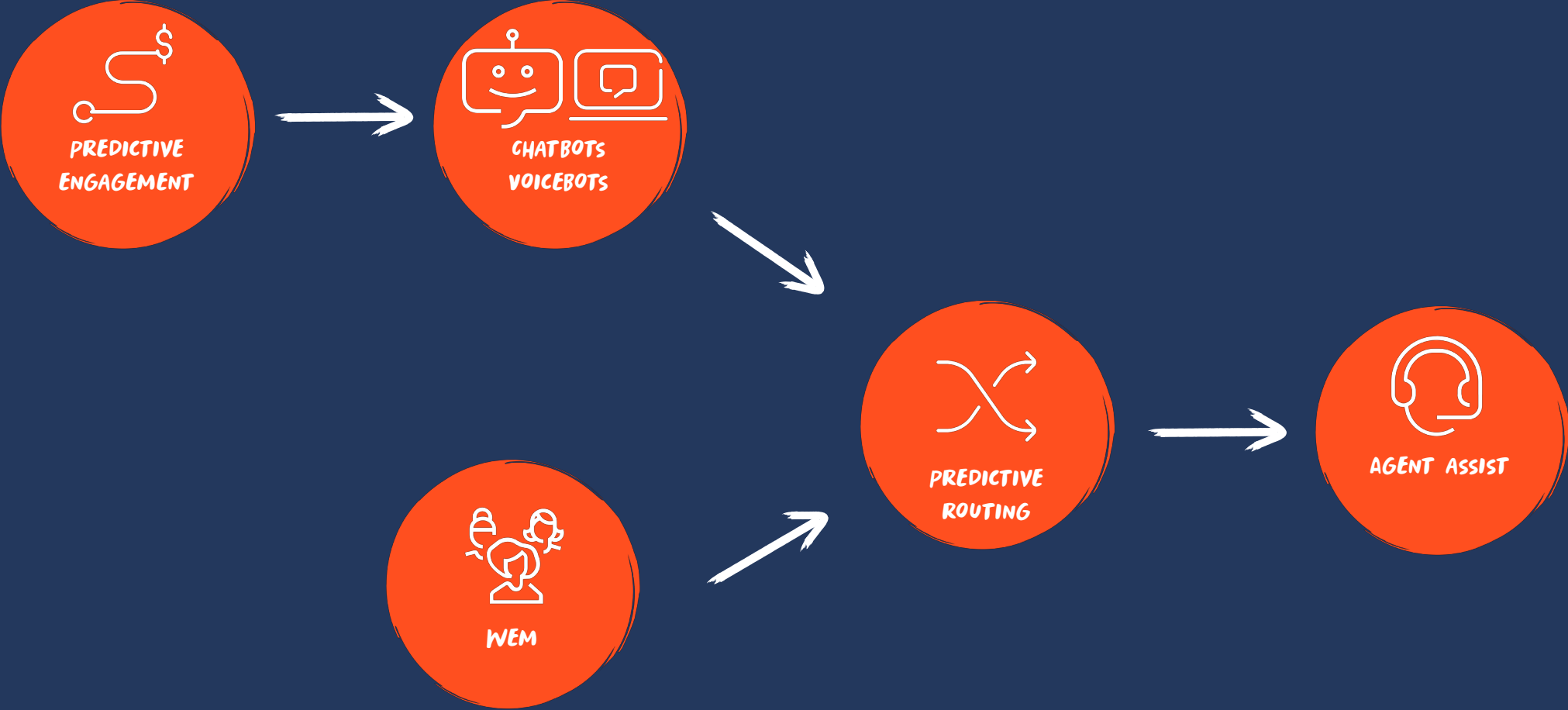
- Harvard Business Review

 GENESYS™

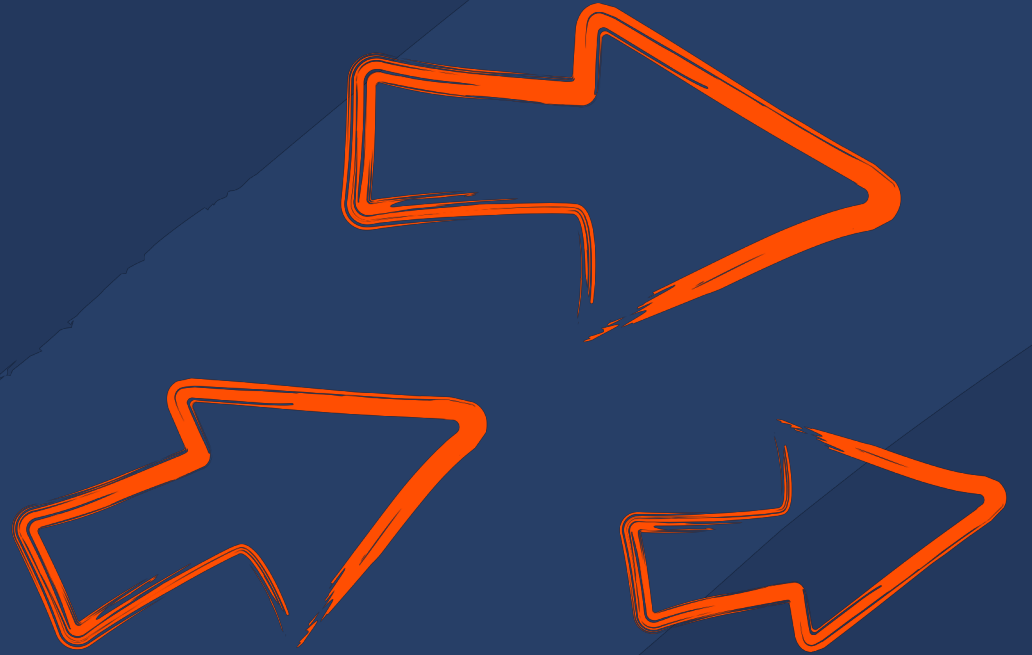
EMPATHY IN ACTION



GENESYS AI - BETTER THAN THE SUM OF ITS PARTS



LET'S SEE IT IN ACTION!



DEMO # 1 TRANSFORM SELF-SERVICE

Intelligently predicted
best offering to
present to Carol based
on her behaviors

Personalized
Carol's
experience

Connected customer
data for effective
self-service

Support Center

Genesys Predictive Engagement

Digital bot flows

DEMO # 2 CONNECT EMPLOYEES TO KEY INSIGHTS

Optimized queues and intelligent routing connects the right customer to the right agent quickly

Intuitive desktop experience allowed Justin to ramp quickly & support multiple customers

Agent Assist intelligently sourced and delivered answers quickly

Genesys Predictive Routing

Identity stitching for customer journey

Agent desktop and Agent Assist Knowledge surfacing

ORGANISATIONS PUTTING EMPATHY INTO ACTION WITH AI



Electrolux

THANK YOU FOR LISTENING!

Want to find out more about how Genesys can unlock great CX for your organisation?

Join my colleagues at our Genesys booth today!

Sign up to our annual virtual event!

 GENESYS | Xperience

Join live online June 8-9, 2022

XPERIENCE what's next:
**DIGITAL
EMPATHY**

 GENESYS

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TODAY!**



* Virtual event 8th and 9th
June 2022