

Executive Overview

Genesys empowers more than 8,000 organizations in over 100 countries to improve loyalty and business outcomes by creating the best experiences for customers and employees. Through Genesys Cloud, the #1 AI-powered experience orchestration platform, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experiences at scale. As the trusted, all-in-one platform born in the cloud, Genesys Cloud accelerates growth for organizations by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements

Product & Service Offerings

Genesys Cloud is the first cloud contact center platform using microservices architecture built on the AWS backbone. The platform is deployed in multiple Amazon Web Services (AWS) regions including US East and West, each of which consists of multiple independent AWS data centers. This distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. Genesys Cloud is built on top of an extensive web API that is secure but also creates easy access to all data and functionality within your applications.

Sales Engineer Take On Best Fit

Genesys is a leader in omnichannel customer experience and contact center solutions. Its longevity and experience servicing some of the largest companies make it a natural choice for mid-market and enterprise prospects.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

- Microservices enable unmatched resiliency, reliability, security, and scalability
- The only natively integrated Contact Center (CCaaS), Unified Communications (UCaaS), WorkForce Management (WFM/WFO) and AI, all from a single interface...
- Can be implemented extremely quickly, with virtually unlimited scalability
- Built on open REST-based API's for integration flexibility, or use any of our 300+ pre-packaged connectors, integrations, and apps to connect to almost any core business application, CRM, or PBX
- Robust Salesforce, ServiceNow and Epic integrations
- Continuous deployment enables acceleration of new functionality with no downtime or downloads
- Unmatched global capabilities and resources, based on 25+ years of global experience
- Storage fees are included in licensing rates
- Employee mobility, allows agents to work remotely using WebRTC technology
- Bleeding-edge AI investment, exceeding expectations by increasing web-site sales and lead conversions
- Built by the global leader and innovator of the contact center and Customer Experience (CX)

Top Industries Served

- Financial Services
- Healthcare

- Insurance
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Genesys is well-known for its presence in the Fortune 500, however, its leading cloud contact center reaches all segments of the market. Customers of all sizes, ranging from 30 agents to 30 thousand agents can take advantage of their unique technology. Any size contact center is a good candidate for Genesys.

- Premise to cloud migrations - Any company on Avaya or Cisco, clients looking to migrate from prem to the cloud. Genesys has a very prescriptive migration approach from thousands of past examples
- All cloud is not equal - Many of their wins come from companies who have already tried another cloud provider, but looking for industry-leading technology and support, in addition to unmatched resiliency and reliability

Qualifying & Technical Questions

1. The number of agents (CC), the number of business users (UC)?
2. The current solution in place?
3. Integrations needed and core business applications needed to integrate?
4. Compelling event(s) to make a move?
5. BANT – Budget, Authority, Need, Timing

Elevator Pitch

Genesys Cloud is the world's leading AI-powered experience orchestration platform