<mark>ទ</mark>ំGENESYS

The Al-powered contact center



<mark>°</mark>GENESYS[™]

Introduction

The Al-powered contact center: Connecting moments throughout the customer journey

Artificial intelligence (AI) is changing our world. From life-saving medical services to interpersonal connectivity, the many benefits of applied AI are just beginning to be realized.

Applying AI helps your business and customers connect, communicate and develop a relationship. With the power of Genesys AI — incorporating data integration, analytics and machine learning — you can personalize and continually improve customer engagements.

Let's walk through a common customer scenario and reveal how AI helps:

Unify customer data throughout engagements

Genesys AI gives your customers and employees an AI-powered journey connected across marketing, sales and service as well as digital and voice channels. Genesys AI improves employee performance by providing seamless, ideal-match routing with historical and real-time context.

- Orchestrate real-time Al-driven customer and employee experiences
 Genesys Al offers smarter assistance and automation than virtual assistants
 through the power of orchestration. It coordinates with third-party data sources –
 and even other Als to enrich bot-customer conversations with knowledge-base
 articles and to aid employees with real-time tips during customer engagements.
- Continuously personalize engagements throughout the customer journey Genesys AI analyzes outcomes in order to optimize each interaction and the customer journey as a whole – from proactively engaging prospects who are likely to buy, to personalizing and delivering employee training, and utilizing the optimum number of employees at any given moment.

To begin, let's meet Sarah.

Contents

Meet Sarah2
Wait, wait – don't go3
Behind the scenes – the employee view4
Forecast shows: sunny interactions5
Match made in AI heaven6
AI has your back7
Almost done 8
But wait, there's more9
Introducing Genesys AI10

¢	Ginsurance 📃
	Get a quote
	Get a quote online and work with our agent to find the right coverage for your property and unique needs
	Please fill the form
	Year Please select Year
	Make Please select Make
	Model g Do you need some help?
<	

Meet Sarah

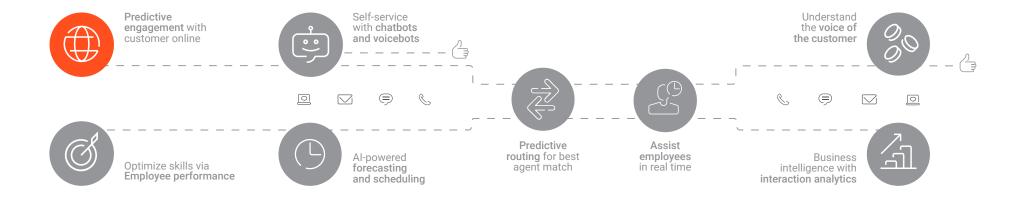
Sarah just bought a new car and visits her insurance company's website to find out if she can bundle her car insurance with her existing home insurance policy with GInsurance.

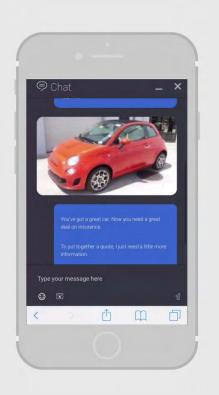
Sarah begins filling in the online form to get a quote, but struggles to answer one of the questions. Eventually, she navigates away from the form. If GInsurance doesn't do something now, they will likely miss a great sales opportunity.

Through the use of predictive engagement, GInsurance recognizes that this is the right moment to engage Sarah and invites her to a web chat with a bot.

Predictive engagement

Genesys Predictive Engagement uses AI to help find, win and keep online prospects and customers by engaging them at the right time and with the right resource and action. Improve your digital sales by up to **400%** by using Genesys Predictive Engagement to shape the customer journey.





Wait, wait - don't go

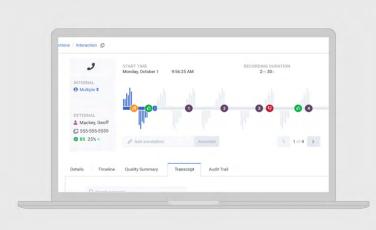
The GInsurance chatbot introduces itself to Sarah and offers assistance. The chatbot quickly answers Sarah's specific question and even helps her complete the application process — not by typing answers in the form, but through conversational AI.

Within minutes, Sarah receives her insurance quote and is ready to take action. Like many customers at this stage, Sarah prefers to speak with a live employee for this portion of the conversation — so the chatbot provides a unique number for her to contact an informed employee directly.

Conversational AI: Chatbots and voicebots

Genesys Al-powered chatbots and voicebots unify and orchestrate native and third-party bots across all messaging and voice channels while optimizing the customer journey to power exceptional customer and employee experiences. Up to **30%** improvement in interaction containment with Genesys conversational AI.





Behind the scenes – the employee view

Let's take a look at what's going on behind the scenes to ensure the best employee to help Sarah is identified and provided the necessary historical data so that they can pick up where the chatbot left off.

While Sarah and other customers visit the GInsurance website, Genesys AI gathers valuable interaction data and identifies patterns that are used to create employee profiles. From that profile library, Genesys AI is now able to match the best GInsurance employee to help Sarah.

Employee performance

Genesys AI analyzes every interaction to identify the skills, knowledge

and behaviors of top performers. Speech and text analytics and sentiment analysis illuminate coaching opportunities and build employee profiles — to help match the best employee to each customer and situation. **10%** reduction in repeat calls equating to £3M (approximately \$4M) per year in hard business benefits using Genesys AI.

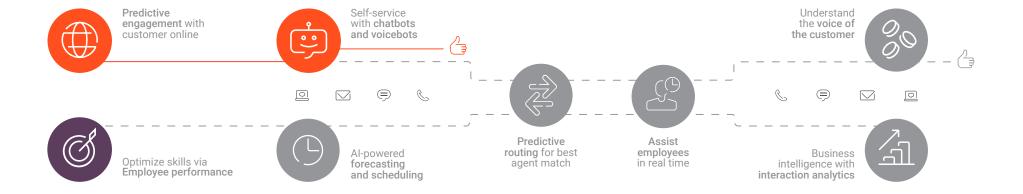


Image: Amazer: Image:	e Million Con Quinter Minor New Mork Inter M	E On Ornow Res Dr Conser Work Dr Conser Work Dr Conser Work Dr Conser Work On Conser Res	Marie Dr. Queens W. (2014) Marie On-D. (2014) Annie West (2014) Stanie West (2014)	Dr Quese Wolfs S Of Green Wolfs Break Street On During W States, March Dis Quese	1000 B	Chr.Quence Within Off Quence Within Off Quence Within On Qu	Monday, Septemb 7 am 8 a	Weekly Paid 8 40	- Dely	Agent Ø	Shart Tarra Paracanta
Network Network <t< th=""><th>e Million Con Quinter Minor New Mork Inter M</th><th>E On Ornow Res Dr Conser Work Dr Conser Work Dr Conser Work Dr Conser Work On Conser Res</th><th>Marie Dr. Queens W. (2014) Marie On-D. (2014) Annie West (2014) Stanie West (2014)</th><th>Dr Quese Wolfs S Of Green Wolfs Break Street On During W States, March Dis Quese</th><th>1000 B</th><th>Pan Or Dunie Work M Queue W. Or D.</th><th>740 84</th><th>Peid 8 40</th><th>A Paid</th><th></th><th></th></t<>	e Million Con Quinter Minor New Mork Inter M	E On Ornow Res Dr Conser Work Dr Conser Work Dr Conser Work Dr Conser Work On Conser Res	Marie Dr. Queens W. (2014) Marie On-D. (2014) Annie West (2014) Stanie West (2014)	Dr Quese Wolfs S Of Green Wolfs Break Street On During W States, March Dis Quese	1000 B	Pan Or Dunie Work M Queue W. Or D.	740 84	Peid 8 40	A Paid		
And And And And And And And And And	eer Mark eerst Wark Mark Wark Dr. Con Conner Mark Mark Con Conner Mark Re-	Dir Gresse Work Dir Genere Work Dir Genere Work Dir Genere Work Or Genere Work	Maat On-Q. Bo and West Meat Durine West BC Class. Maat On O	Or Opene Work Break Dire: On Durine W Durin, Minal Of Opene	e man an	OF Queue W. On Q.				Adam Misikerpie	2
Normality Normality <t< td=""><td>enne Work Tryds Dr Quenue Work Market On Quenue Work Market On Quenue Work Market On Quenue Work Market On Quenue Work</td><td>De Connet Work De Connet Work De Connet Work De Con Che Connet Work</td><td>over Wards Mand Opener Wards Man Dames, Mahad Die D</td><td>Break Dires On Duniur W</td><td>B. 0.5. B</td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	enne Work Tryds Dr Quenue Work Market On Quenue Work Market On Quenue Work Market On Quenue Work Market On Quenue Work	De Connet Work De Connet Work De Connet Work De Con Che Connet Work	over Wards Mand Opener Wards Man Dames, Mahad Die D	Break Dires On Duniur W	B. 0.5. B						
O mathematical (marked marked ma	In the second se	Di Queur Work Di Queur Work 💼 On Qu On Queur Mork	Cares Mad Di D	Dates Made Of Owner							Tex Of Avenue
Name Name <th< td=""><td>Dr. Quinus Mark</td><td>Di Queue Molti Di Qui</td><td>Class. Mult Di D</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>3</td></th<>	Dr. Quinus Mark	Di Queue Molti Di Qui	Class. Mult Di D								3
Average August Augus	Mar Dr Durur Mark BL	On Queue Motio									Shift Trades
District	Mar On Overan Mark BR.										Parlamente
Li Li Albardi Li Perform Perfo						una W. Ol Gana R.					
0 Inclusion 4 0 Description Description <thdescription< th=""> <thdescription< th=""> <</thdescription<></thdescription<>											2
Company					04						
Bar2ber A I O Industrial Debardial Debardial <thdebardial< th=""> <thdebardial< th=""> <t< td=""><td></td><td></td><td></td><td></td><td></td><td>and the second second</td><td></td><td></td><td></td><td></td><td>2</td></t<></thdebardial<></thdebardial<>						and the second second					2
Bit Bound Desce A B AD On-Gamer Mark BD On-Gamer Mark AD On-Gamer Mark <						out the property is					
Ond Pattern 🔺 8 40 Octower Work See On Dever											24
		Ma Da Bread Torner On G. In		On Ourses Mark				8 40		Chris Landers	
	Mr. On Querer Harts Br.				Del.			8 40		Coleren Frank	
Ean-Joone 8 40 Dis Canada W. Bry Circ Cana. Email Time: On Canada Wall. Circ Canada Wall. Circ Canada Wall.			mut Mitch Mitch	Email Time On Dunie IV	B. C. Dans. E.	On Duran W.		8 40		Ean Joone	
Earthed Storag 🔺 8 40 On Ouncer Work 📷 On Ouncer Work 🐜	Come Mon In. On Armer Ferra	an Mork Ma On Dunue Mork In	Br., On Duese Wood	On-Queue Work				8 40		Daniel Song	
Davy Sdrija 🛕 8 40 Dir Chanter Work 📴 Dir Chanter Work (Dir Chanter	ing Ord. B. DyDa	Ma Ca denil Term On C. B	B. De Gueux Work Mr. C	On Queue Work				8 40	A 1	Dury Mejia	
Dave Gussin 8 40 On Gamer Rev. 10 On Gamer Rev. 10 Gamer R	W. 0-0.	Over W Game W. O. G.	Damar West, Pr. Dr. Ques	West Med Dr. Queue	b. On Quese We	On Openie Wark		0 40		Dave Guasia	
Devid Bohhai 🔺 8 40 x					-			8 40	A	David Bulefulk	
Scheduled and Forecast * years Alam Vane Manne Manne Manne Manne Agen Agen Agen Agen Agen							-		precast	Scheduled and Fo	
		1	ten ten							Publish day	
Denoted 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	4pn 1pn		1pm 2pm								
	41 45 34 29 24	10 42 34 43 45	41 41 27 29	40 40 48 47			1.1				
	41 45 34 29 2 1 1 1 1 1	1 1 1 1 1 1	41 41 27 29 1 3 1 1	40 40 48 40	1 1	1 1 1	1				0
	41 45 34 29 2 1 1 1 1 1	1 1 1 1 1 1	41 41 27 29 1 3 1 1	40 40 48 40	1 1	1 1 1	1	_			0
	41 45 34 29 2 1 1 1 1 1	1 1 1 1 1 1	41 41 27 29 1 3 1 1	40 40 48 40	1 1	1 1 1	1				0
	41 45 34 29 2 1 1 1 1 1	1 1 1 1 1 1	41 41 27 29 1 3 1 1	40 40 48 40	1 1	1 1 1	4				

Forecast shows: sunny interactions

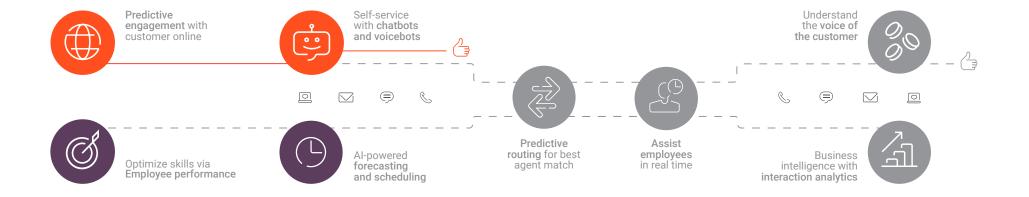
Knowing which employee is best able to help Sarah is only part of the equation. GInsurance also needs to ensure that the right employee is available at that particular moment to help Sarah.

To meet the expectations of "always-on" customers in an efficient and effective manner, GInsurance uses Genesys AI to forecast demands and schedule appropriately.

Let's see which GInsurance employee is available – and best suited – to help Sarah right now.

Forecasting and scheduling

Genesys automatic short-term forecasting and scheduling capabilities ensure the right staff, with the right skills, are available to meet fluctuating demands. Up to **4.4%** improved employee utilization with Genesys forecasting and scheduling.





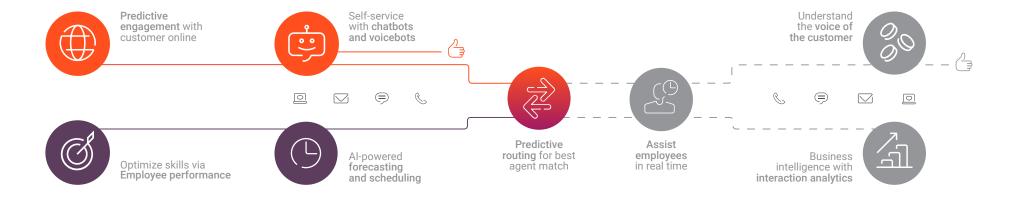
Match made in AI heaven

As Sarah gets her quote and prepares to speak with an employee, Genesys Predictive Routing accesses GInsurance employee profiles and availability and determines that Connor is the best employee to help with Sarah.

As Sarah is routed to Connor, he immediately sees the full transcript of Sarah's previous chat conversation along with the real-time transcript of his current conversation with her. Connor is now ready to help Sarah with her additional questions.

Predictive routing

Genesys Predictive Routing improves overall business performance by identifying and connecting the most ideal employee to fulfill each customer inquiry based on expected outcomes. Up to a **22%** lift in first-contact resolution (FCR) with Genesys Predictive Routing.



Case Information	+ -	Responses Agent Assist
Origin Inbound call to +33298025003 Priority 8		2 Do you offer a bundle discount?
Call Type Inbound		Yes, we offer up to a 15% discount on the total insurance bundle premium when you buy mu
Segment Gold		How can I get a discount on my insurance?
: +332980255555 O Connected		You can get a discount for your insurance by buying multiple products from G-Insurance, by
what other policies do you have?		Will I get a discount if I purchase a policy online?
Corner Smith	1	Yes, G-Insurance offers a 10% discount when purchasing insurance policies online.
Connor Smith 1 I can check that for you		What auto insurance policies are offered?
Conner Smith 9 We have Auto Liability, Comprehensive, and Comprehen	naive Plus.	Weak auto insurance precise are interest. We have Auto Liability Comprehensive, and Comprehensive Plus. Auto Liability is the the most basic and afferdable car insurance policy buil it only i passencers. Comprehensive Plus provide additional services with as roadaide assistance.
Sarah 04500 AM Okay thanks. Do you offer any bundle discounts?		
		What home insurance policies are offered? Home insurance policies offered include Home Basic and Home Premium.
Yes, we offer up to a 15% bundle discount when you buy multiple produ		
us. Are you interested in any other kind of insurance, like home insuran	ce?	What are the additional benefits I can choose to add to my policy?
Dispositions		 Personal Effects and CROthing We will pay you (or the swener of the property) for loss or damage to personal effect by accidental means, provided that
Q, Oulde Search		Show More

AI has your back

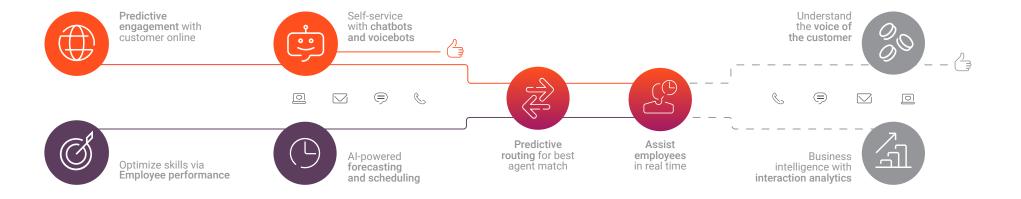
After being connected with a customer service employee, Sarah begins asking her questions. The first couple are pretty straight-forward. Then she asks a question that stumps Connor. He quickly performs a search. Genesys Agent Assist provides knowledge-based (FAQs) suggestions in real time. This gives Connor what he needs to answer all of Sarah's questions and seal the deal.

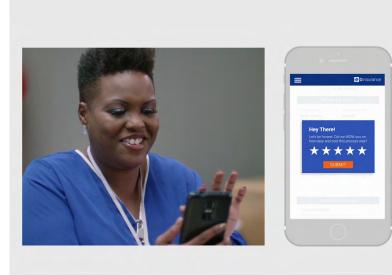
Let's find out if Sarah is happy with her quote and this experience.

Agent assist

Genesys Agent Assist monitors customer-agent conversations to provide the agent with real-time recommendations and next-best actions.

Al-powered tools for employees don't stop with agent assist. Genesys nGAGEMENT uses Al to provide an immersive experience that empowers employees using intrinsic motivation. Employees reach contact center KPIs through game mechanics, rewards and recognition and social media concepts. Up to **3%** reduction in Average Handling Time (AHT) with Genesys Al.





Almost done

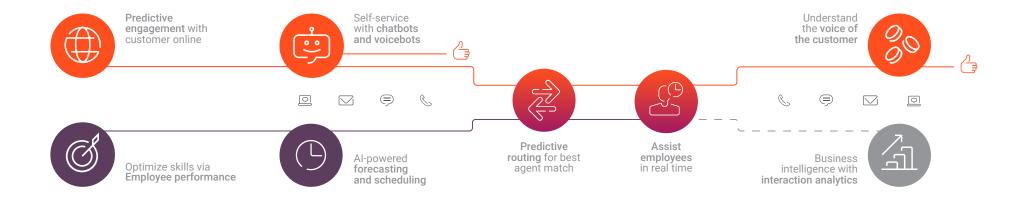
After Sarah and Connor's conversation ends, GInsurance uses a Genesys microapp to send the contract to Sarah. She reviews the policy, pays with Apple Pay, signs the contract and sends it back — all within minutes, all from her phone.

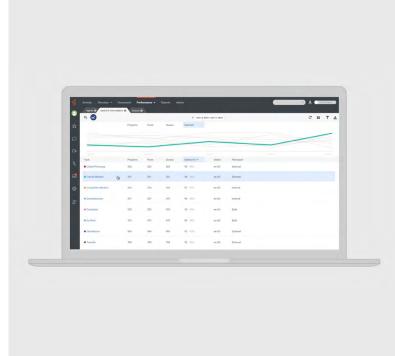
Once complete, Sarah takes a moment to rate her experience.

It's one more happy customer for the books, but we're not at the end of this scenario yet.

Voice of the customer

Genesys post-interaction surveys provide a web-based avenue to gain insight into customer satisfaction and experience across all communications channels. **\$10M** reduction in churn by a top 4 U.S. mobile carrier by calling detractors identified from the Genesys NPS survey program.





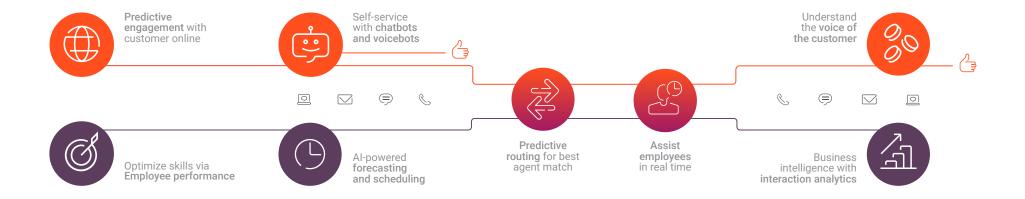
But wait, there's more

Sarah's feedback is put to good use right away. This data is added to Connor's employee profile so he can continue to be matched to the right customers.

Additionally, Genesys AI adds Connor and Sarah's conversation to its alwaysgrowing data set for GInsurance interaction analysis. From these analytics, GInsurance can access insights around quality, compliance and market trends, monitor and improve upon current practices, and, in the end, improve its bottom line.

Interaction analytics

Genesys interaction analytics provides the ability to mine recording content for key events and language to gain insight into customer experience, employee performance, sales and compliance. Up to **40%** reduction of supervisory activities related to monitoring and distribution of tasks with Genesys interaction analytics.



Introducing Genesys AI

Genesys AI powers continuous personalized engagements across the entire customer journey at scale – improving customer and employee experiences, efficiency, revenue generation and overall business performance.

Power your contact center with Genesys AI to:

- Improve customer experiences by engaging consistently and concurrently across channels
- Increase operational efficiencies with one integrated system through a common, normalized data layer
- Drive revenue opportunities by capturing and qualifying leads, and engaging your best resources to support them meaningfully
- Boost your workforce performance by matching outcomes with each employee to pair the best resource for each customer interaction

With the right tools, optimizing customer and employee journeys doesn't have to be complex. See if Genesys AI is right for you.

For more information, contact:

ConvergeOne

genesys@convergeone.com

GENESYS

ABOUT GENESYS

Every year, Genesys[®] delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service[™] so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud[™], an all-in-one solution and the world's leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.

Genesys and the Genesys logo are registered trademarks of Genesys. All other company names and logos may be trademarks or registered trademarks of their respective holders. © 2020 Genesys. All rights reserved.