



## Genesys Business Edition

All-in-one offer with unmatched breadth that deploys rapidly and is easy to use

### Your Customers Want a Consistent and Personalized Experience

Although your customers want self-service capabilities, self-service often isn't enough. They want to interact with a real person over the channel they choose, without waiting, repeating themselves or being transferred to another person. How can you offer consistent, seamless, personalized customer experience that spans self-service and human-assisted interactions?

With the Genesys Customer Experience Platform you will power optimal customer experiences that deliver consistent, seamless and personalized journey-specific experiences across all touchpoints, channels and interactions. By journey-specific we mean that the experience delivered, whether via self-service or human-assisted, matches the expectations of your customers, aligning with the stage and type of their present journey. This approach will drive your NPS and Customer Effort scores in the right direction.

### Power the Optimal Customer Experience (CX)

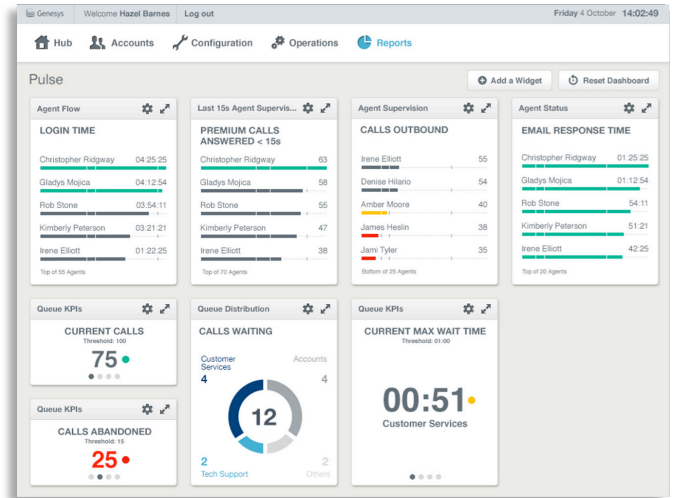
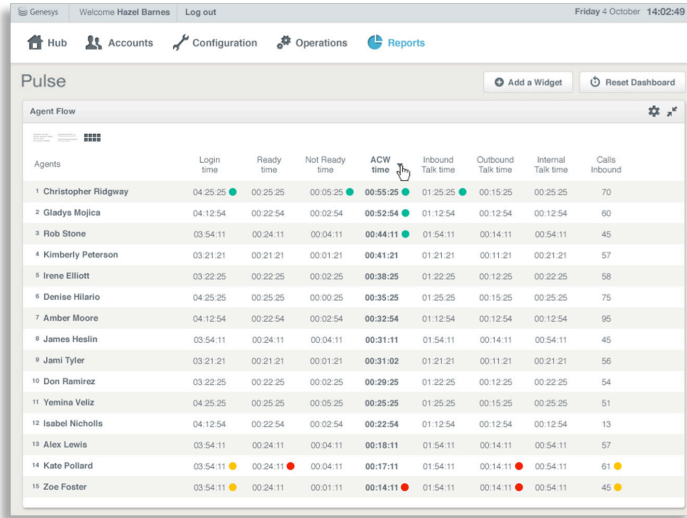
Built on the Genesys Customer Experience Platform, the Genesys Business Edition delivers the optimal customer experience with the simplicity and functionality required by mid-sized contact centers ranging up to 1,000 seats. The edition has best-in-class capabilities delivered with simplicity to maximize first contact resolution, meet customer SLAs, improve web site sales conversions, optimize cross-sell revenue from existing customers, and improve customer loyalty. It also improves employee satisfaction and results, and reduces the cost of operations through efficiency gains. All of this is delivered over your customers' channels of choice, with low customer effort.

### Choosing the Right Solution for your Business

The Business Edition is designed for mid-size contact centers that require all-in-one functionality that deploys rapidly, is easy to use, and scales as your contact center grows. With this edition, customers can choose to run their contact center in the cloud, on-premises with a pre-configured appliance or in a hybrid cloud configuration. The on-premises appliance comes in multiple configurations. Hybrid cloud options allow you to use your existing telecommunications providers, store sensitive data locally or augment existing Genesys on-premises deployments. The Business Edition offers multi-channel workforce optimization, tightly integrated with interaction routing to optimize the efficiency of your workforce, while delivering a great customer experience.

#### BENEFITS

- Market-leading all-in-one - Genesys Customer Experience Platform consolidates the legacy multi-vendor contact center technology stack
- Meet your customers' expectations for a consistent experience over the channel of their choice
- Pre-configured routing and analytics options for rapid deployment and lower cost of ownership
- Best-in-class routing using full context delivers optimal customer experience with the lowest cost
- Support for growth while protecting your legacy investments
- Ease of deployment through cloud, on-premises, or hybrid cloud helps you get up and running faster



Genesys Pulse

### Key Capabilities

- Scale up to 1,000 seats
- Pre-integrated hardware appliances for on-premises deployments
- Hybrid Options:
  - Local Storage of Media
  - Local telephony connection delivery
  - Mix and Match Genesys or Other 3rd Party On-Premises Solutions

### Multi-Channel Interaction Management

- Inbound and Outbound Voice, Email, Chat, SMS, Social
- Mobile app integration and services

### Self-Service IVR

- Inbound/Outbound/Multi-Channel – Voice, SMS, Email
- Unlimited IVR ports
- Personalized IVR experience
- Integrated analytics
- Speech Recognition and Text-to-Speech
- Natural Language Support
- CRM integration

### Routing

- Routing using full context (interaction, customer, workforce)
- Pre-configured options for rapid deployment
- Skills-based routing with proficiency
- Multi-level agent skill proficiency
- IVR variables input into routing decision
- Context shared with agent
- Last Agent Routing
- Web Callback

### Proactive Communications

- Proactive notifications and surveys
- Campaign optimization
- Preview and predictive dialer
- Unlimited outbound IVR ports

### Multi-Channel Workforce Optimization

- Workforce Management
- Quality Management
- Coaching
- Speech Analytics
- Text Analytics
- Call Recording with Screen Capture

### SIP Communications Services

- Telephony for local, home and remote workers
  - Scalable to 100,000+ simultaneous calls
  - Call Control
  - Voice mail
  - Soft and hard phone options
- Optional Hardware
  - SIP hard phones
  - VoIP Gateways
  - Session Border Controllers
- Integration with third party unified communications
- Enterprise worker presence, availability and interaction routing across enterprise, branches and remote locations
- WebRTC support

**Analytics**

- Advanced analytics with interactive drill paths
- Visual, interactive real-time performance and operational monitoring and analysis for greater efficiency with Genesys Pulse
- Historical reporting on IVR, Agents, and Routings for enhanced performance and operational management
- Complete end-to-end reporting and comprehensive metrics for better contact center insights

**Supervisor Functions**

- Easy-to-use HTML5-based supervisor workspace application simplifies agent management
- Call monitoring, agent coaching and barge-in for workforce optimization
- Real-time and historical metrics and reports for continuous improvement

**Agent Functions**

- Easy-to-use HTML5-based agent workspace application for faster case resolution Whisper messages and screen pops deliver data and context with the interaction to reduce customer frustration and improve efficiency
- Agent scripting

**Third Party Integration**

- Web services with restful APIs
- Legacy PBX integration

**About Genesys**

Genesys is a leading provider of multi-channel customer experience and contact center solutions. With over 3,500 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact center and back office. Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

For more information visit: [www.genesys.com](http://www.genesys.com), or call +1 888 GENESYS.

