

CX2020
CUSTOMER EXPERIENCE

12.10.2017





Moments Connected

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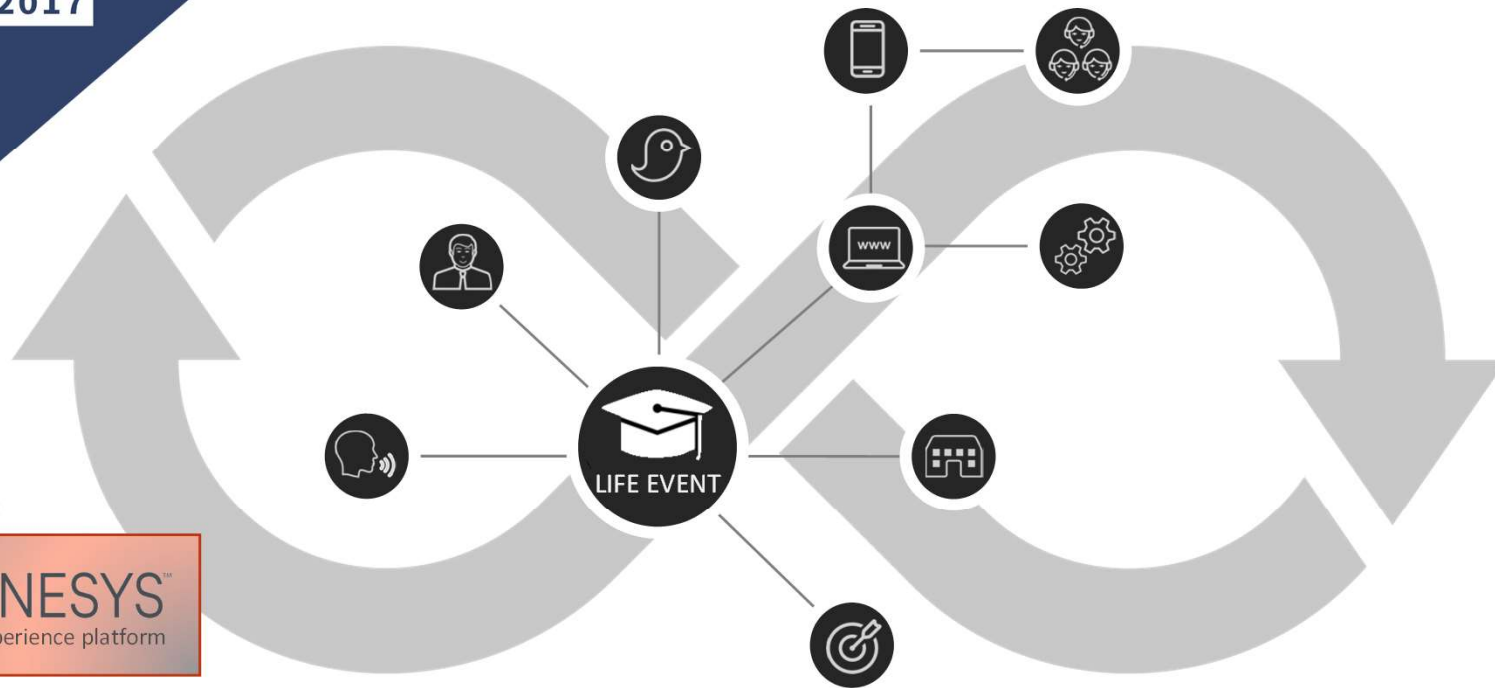
Stefano Galli



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Moments Connected in the Customer Journey



POWERED BY THE



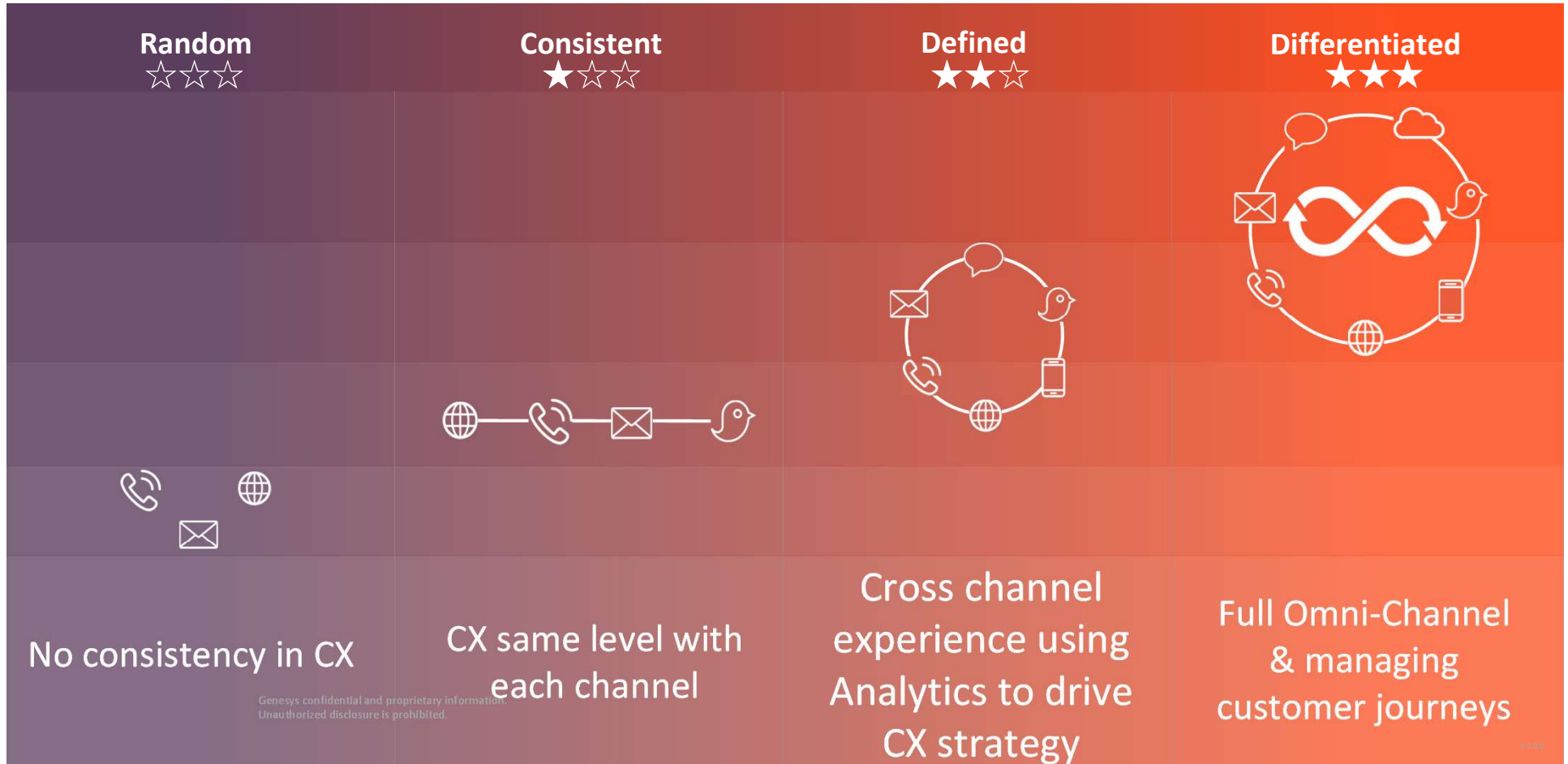
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CUSTOMERS' CX MATURITY CURVE

Move your organization in the right direction for Customer Experience



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Power the moments connected

Omnichannel
in the new CX

Deliver
in your organization



Intelligently
Human

Employee
Experience

 GENESYS™

A day in the life. Your life.



Omnichannel
in the new CX



A New Way of Communicating



Intelligently
Human



10:29 PM

Customer Service

CS

Good evening Tina!

Your new account is now active
and ready for use.

Thank you – that was easy!



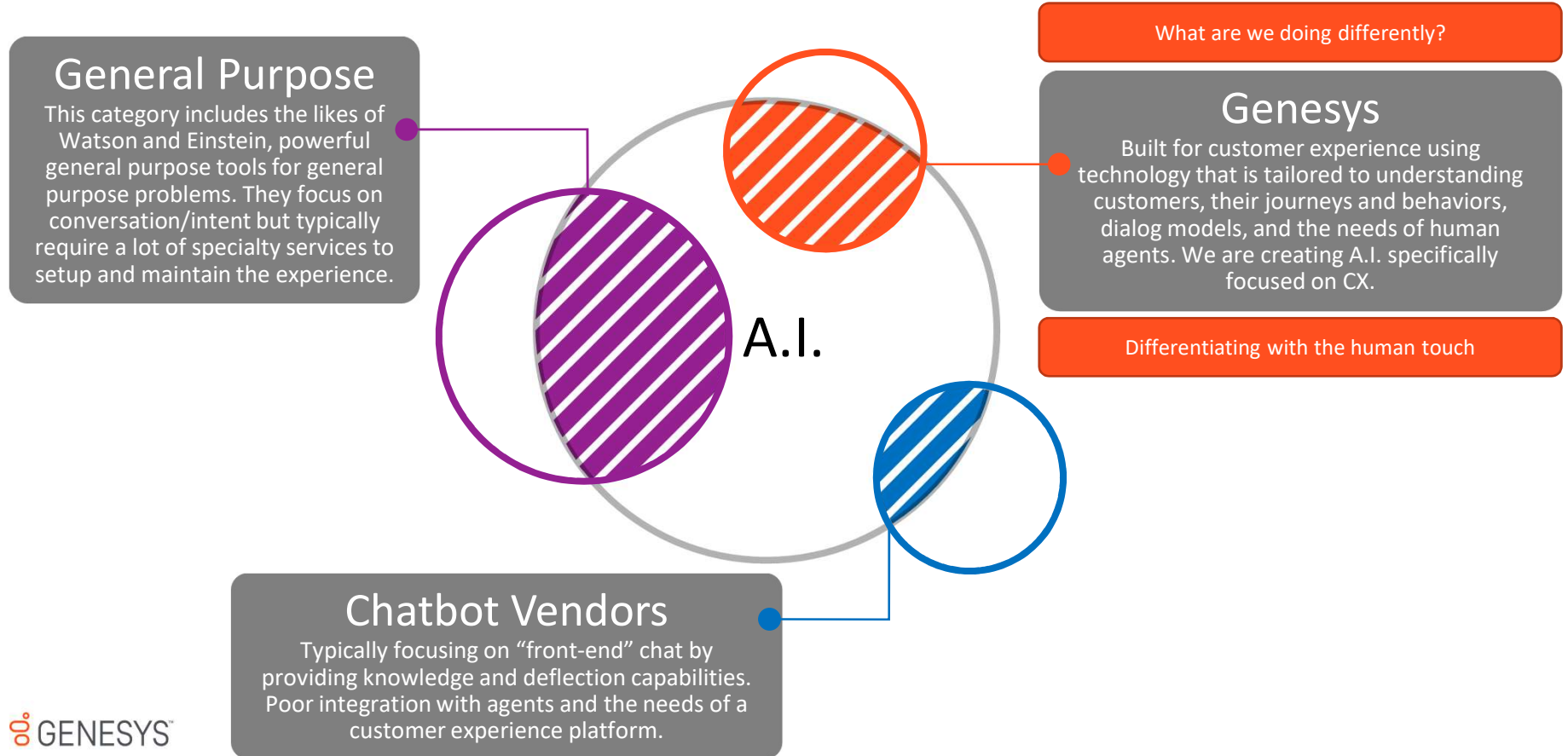
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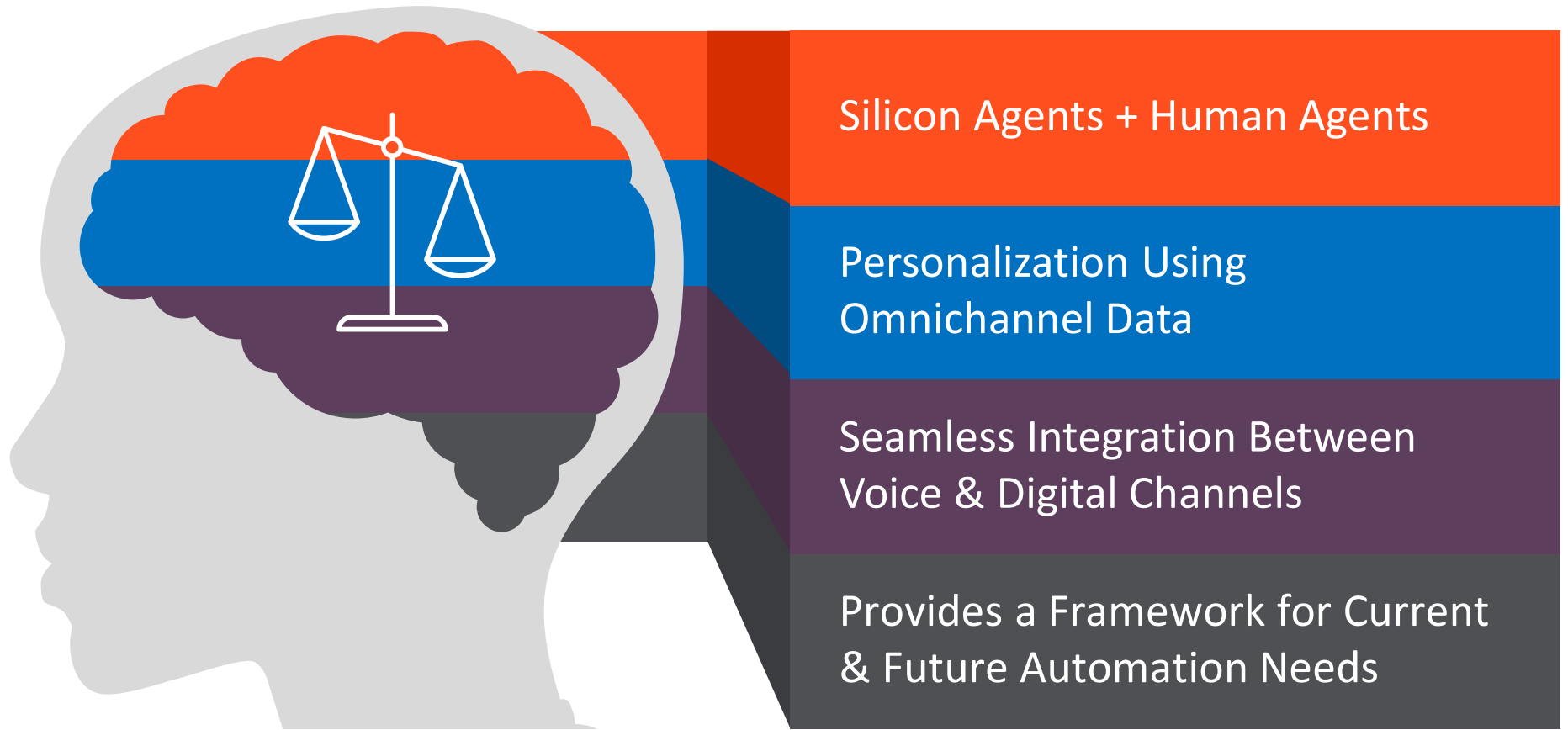
Bots Will Not Be a Replacement for Humans



Where Genesys Fits



What Makes the Genesys Offer Unique

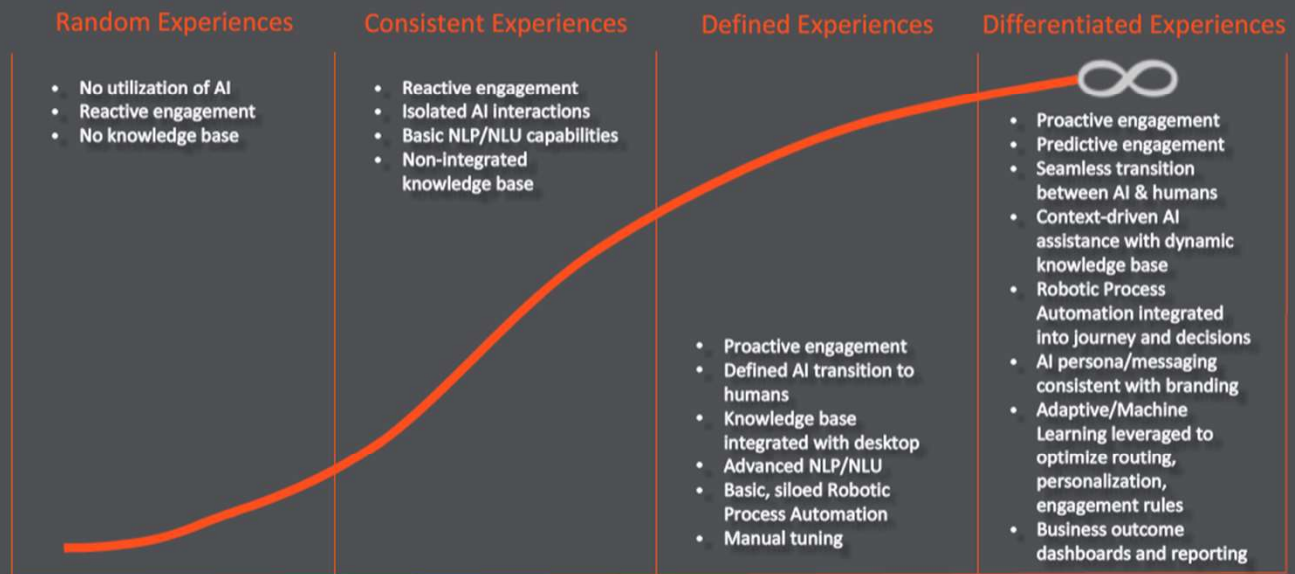




MEET KATE

- I am a powerful collection of current and future automation and artificial intelligence capabilities across the Genesys CX platform.
- I am the Genesys intelligent assistant capable of solving customer problems and helping staff deliver a better experience when person-to-person conversations are needed : this is **Blended A.I. by Genesys**.
- I am made up of bots, adaptive learning, automated services and guided experiences for the purpose of augmenting human assistance.
- I am a friend to other bot and A.I. technologies

Maturity Curve: AI in Customer Experience



Thank you !

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