

12.10.2017

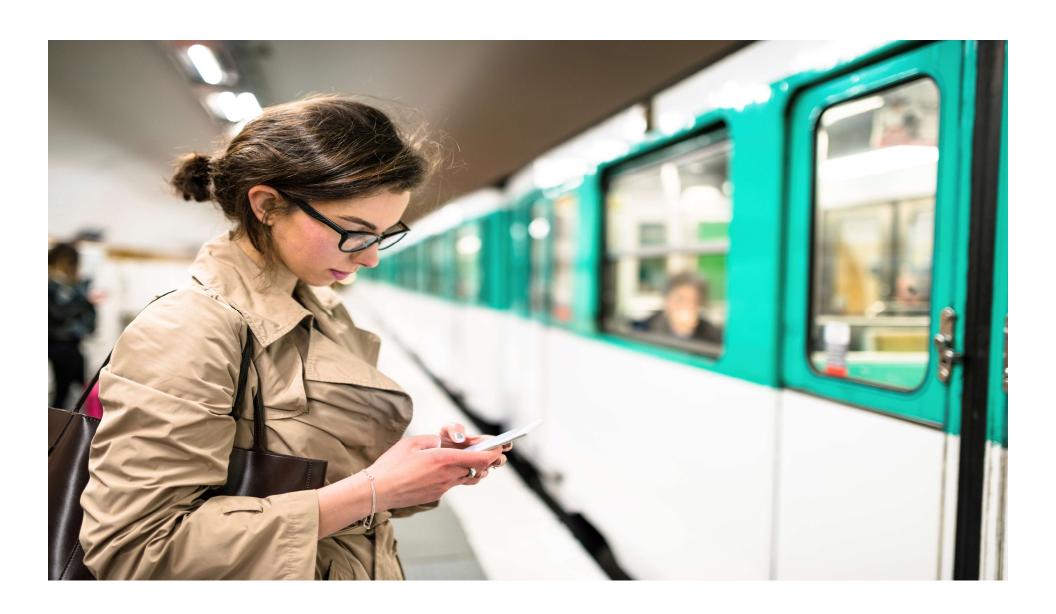


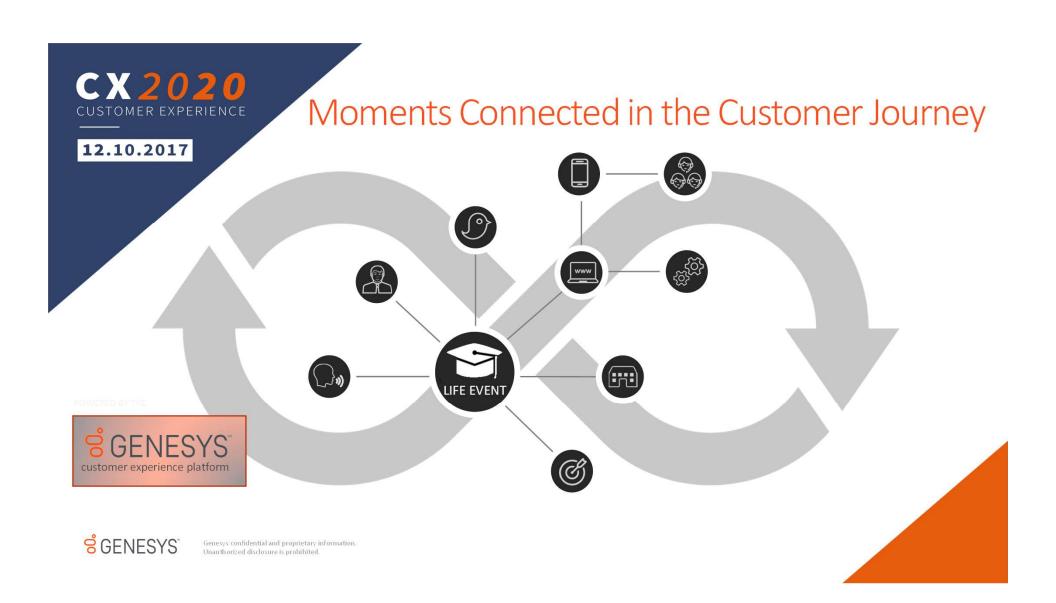
Moments Connected

ទី GENESYS

Stefano Galli

Genesys confidential and proprietary information.
Unauthorized disclosure is prohibited.





CUSTOMERS' CX MATURITY CURVE

GENESYSGenesvs confidential and proprietary information

Unauthorized disclosure is prohibited.

Move your organization in the right direction for Customer Experience

Random ☆☆☆	Consistent ★☆☆	Defined ★★☆	Differentiated ★★★
No consistency in CX Genesys confidential and pr Unauthorized disclosure is p	CX same level with oprietary information. each channel robibited.	Cross channel experience using Analytics to drive CX strategy	Full Omni-Channel & managing customer journeys



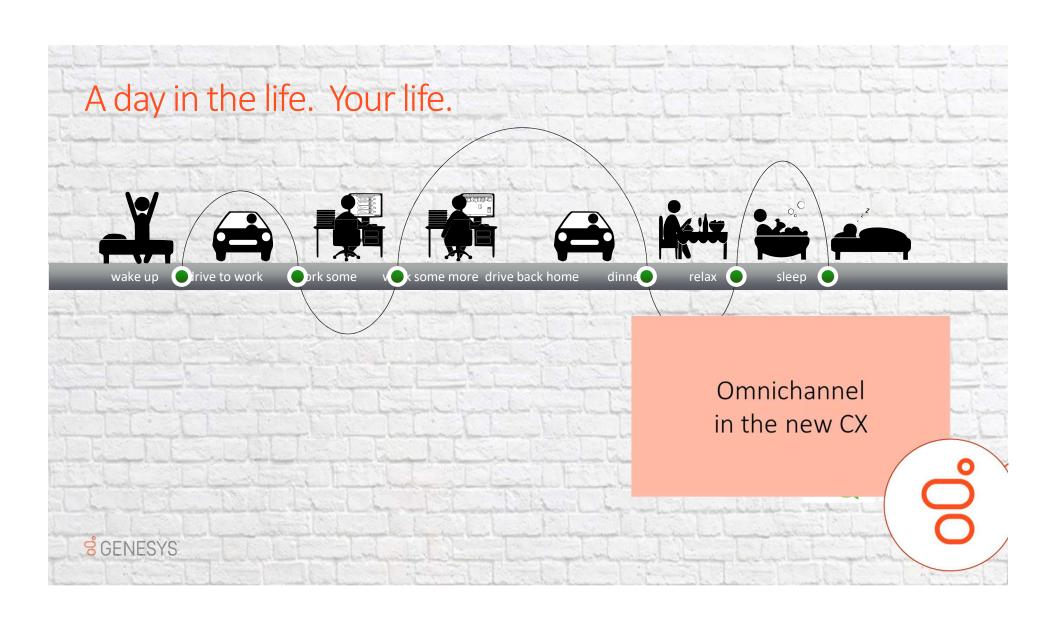
Power the moments connected

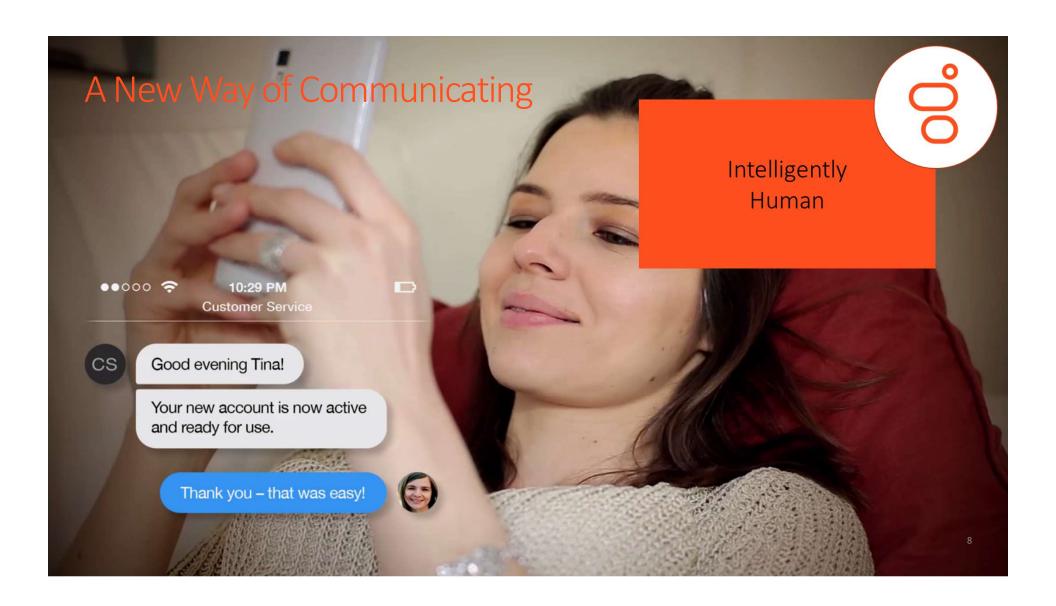
Omnichannel in the new CX

Intelligently Human Deliver in your organization

Employee Experience





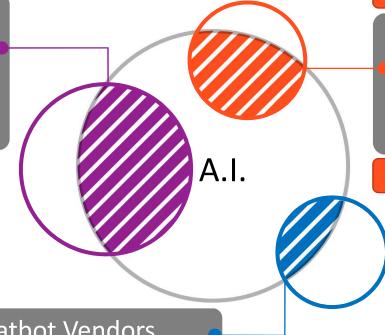




Where Genesys Fits

General Purpose

This category includes the likes of Watson and Einstein, powerful general purpose tools for general purpose problems. They focus on conversation/intent but typically require a lot of specialty services to setup and maintain the experience.



What are we doing differently?

Genesys

Built for customer experience using technology that is tailored to understanding customers, their journeys and behaviors, dialog models, and the needs of human agents. We are creating A.I. specifically focused on CX.

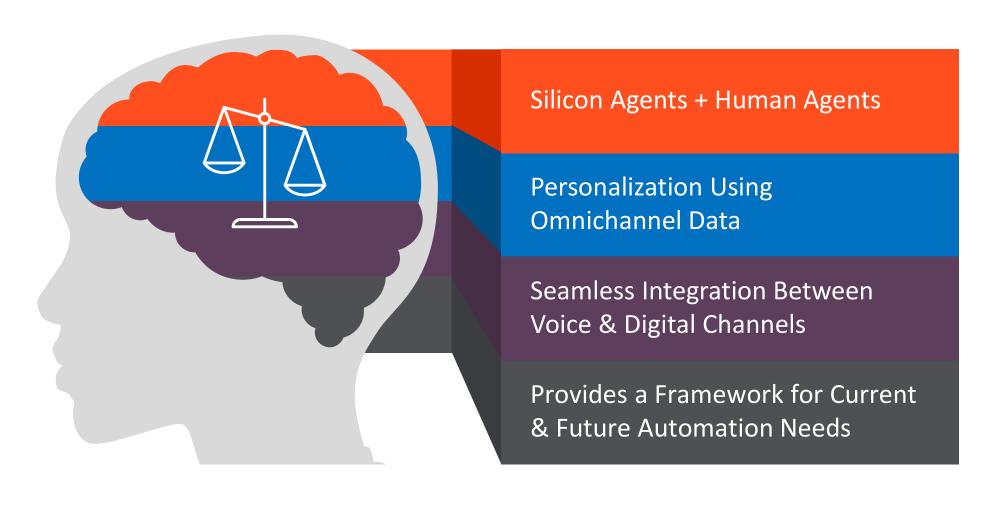
Differentiating with the human touch

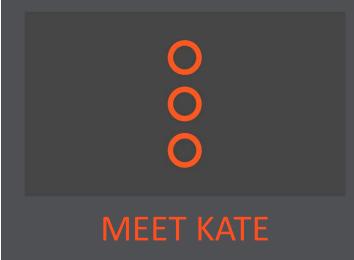
Chatbot Vendors

Typically focusing on "front-end" chat by providing knowledge and deflection capabilities. Poor integration with agents and the needs of a customer experience platform.



What Makes the Genesys Offer Unique





- 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



CX2020
CUSTOMER EXPERIENCE

12.10.2017

Maturity Curve: Al in Customer Experience

· Non-integrated

knowledge base

Random Experiences Consistent Experiences Defined Experience No utilization of AI Reactive engagement Isolated AI interactions

• Basic NLP/NLU capabilities

· Proactive engagement

· Predictive engagement

· Al persona/messaging

consistent with branding

Adaptive/Machine

dashboards and reporting

Learning leveraged to

optimize routing,

engagement rules

personalization,

· Business outcome

between Al & humans
 Context-driven Al
 assistance with dynamic
 knowledge base
 Robotic Process
 Automation integrated
 into journey and decisions

· Seamless transition

Proactive engagement

Defined AI transition to

integrated with desktop

Knowledge base

Manual tuning

Advanced NLP/NLU

· Basic, siloed Robotic

Process Automation



No knowledge base

Thank you!



ಕೆ GENESYS

Genesys confidential and proprietary information. Unauthorized disclosure is prohibited.