



Genesys Cloud™

The secure, all-in-one
contact centre solution

 GENESYS™
CloudComm 360



Customer relationships can be hard. The technology shouldn't be.

The Genesys Cloud™ solution makes interacting with prospects and customers simple. Built to handle any channel, Genesys Cloud turns calls, email, chats, texts and messages into one seamless conversation — empowering your teams to provide exceptional customer experiences.

All-in-one, from start to finish

Genesys Cloud eliminates the need for multiple applications and systems. Whether your customer wants to self-serve, call or communicate using the digital channel of their choice, it's all there for you to offer.

Agents benefit from a single intuitive interface that handles every interaction no matter the channel. Rich customer context and complete interaction histories give your teams everything they need to make your customers feel heard and remembered.

There's also **all-in-one applications** built right into Genesys Cloud, such as forecasting and scheduling, quality management, recording, and unified communications and collaboration. No other cloud solution offers such broad functionality with a single point of administration, one routing engine across every channel, best-in-class security and a unified agent desktop.



Inbound voice



Outbound voice



Callbacks



IVR



Email



Chat



Text/SMS



Messaging apps



Social



Chatbots and voicebots



Workforce engagement



Unified communications and collaboration

Connect with customers

Simplify how you connect with customers across channels, using data to tailor each experience.

Empower your teams

Give your employees a unified, easy-to-use desktop that boosts their performance.

Understand your business

Get insights you need to run your business with real-time dashboards and up-to-the-second analytics.

AI-powered innovation

With Genesys Cloud, businesses benefit from the power of artificial intelligence (AI) with improved customer experiences, greater efficiency, revenue growth and improved operational performance.

- Context and understanding of each interaction
- Higher engagement with chatbots and voicebots
- Predict the right moment to engage website visitors with offers, content or live assistance
- Faster, more informed forecasting and scheduling
- AI-powered agent assistance

Self-service

Provide 24/7 self-service and agent-assisted service. Administer IVR flows yourself with the drag-and-drop editor. Configure prompts, data dips, sub-menus and transfers — all without downtime or the need for professional service.

Workforce engagement

Boost employee engagement and productivity with native, AI-powered workforce engagement tools. Get employee performance, resource management, speech and text analytics, and quality assurance tools – no integration required.

Outbound campaigns

Improve campaign performance while keeping agents productive, costs low and contact rates high. A built-in automated outbound dialler provides the features, scale and flexibility you need. Blend inbound queues and outbound campaigns so reps can move seamlessly between the two.

Flexible voice services

Choose Genesys as your carrier to keep things simple, fast and hardware-free. Or, bring your own carrier to use the telephony provider of your choice.

Custom dashboards and reports

Get the actionable insights you need to optimise and run your business – from one place, in real time.

Integrate with other tools

Connect with your CRM, HR systems, business intelligence tools and more. Pre-built integrations are available for all major systems, including Salesforce, and are quick to deploy and easy to configure.

Build or buy

Genesys Cloud is flexible enough to meet any business needs as both an application and a platform:

- Buy out-of-the-box applications
- Build on the platform using APIs
- Extend via the Genesys AppFoundry Marketplace

App marketplace

Browse hundreds of pre-built customer experience applications and integrations in the Genesys [AppFoundry Marketplace](#). Many feature one-click installation and free trials.

APIs

Use APIs to build almost anything, in any programming language. Use the same Public REST API that Genesys developers use. Our public documentation is continually updated and our Developer Community is here to help.



"Genesys Predictive Engagement is enabling us to capture significantly more window shoppers on our website. Conversion rates rose by 14% in the first two weeks and by 49% at the six-week stage. And, we've only really scratched the surface of what the tool can do."

Getinet Tadesse,
CIO, Ethiopian Airlines

"Genesys Cloud has proven to be agile and intuitive and a massive success with our agents. The messaging capability enables them to support each other and help with customer queries while working remotely."

Andy Cole,
General Manager – Europa Group

"We've gone from reactive to proactive resource planning, allowing us to forecast and schedule agents based on real-time data. With Genesys Workforce Management we receive alerts at the first sign of a bottleneck and have a much clearer view of customer journeys."

Michelle O'Donnell,
Head of Operations, CallPageboy



Unified communications

Connect new agents, teams or sites with voice, fast. The WebRTC softphone lets agents immediately handle calls securely using only a browser and a headset – no additional software or hardware required.

Consolidate features like voicemail and group ring with real-time collaboration tools like video conference, screen share, team chat, corporate directory and document management. And mobile applications give employees any time, anywhere collaboration.

Dedicated customer success team

Get the most from your technology investment with a dedicated customer success partner that will work with you before, during and after your deployment.

Your Genesys customer success experience is composed of:

- A Customer Success Manager to guide you throughout your journey
- The Knowledge Network: a personalised resource and single gateway to all things Genesys
- Customised training, including learning resources to accelerate your adoption and educate your teams
- The Service Catalogue: expert engagements to accelerate time to value and achieve goals quicker
- Product support from experts to help you find the answers you need

Security and resiliency

Genesys Cloud uses strong encryption, logical isolation and stringent multi-tenant security standards to deliver unparalleled business continuity, reliability and disaster recovery.

With Genesys Cloud, you can deploy in multiple Amazon Web Services (AWS) Regions, each with independent data centres. This distributed deployment provides geographic fault tolerance and disaster recovery and it ensures that your data stays local to your region's compliance standards. Check [here](#) to keep track of the latest data centre locations.

Certified and compliant worldwide

Genesys Cloud continuously works to meet ever-changing global compliance and certifications standards, including HIPAA, PCI, GDPR, SOC, CCPA and more.

Learn more

[Take the next step. Request a demo and get an in-depth look at Genesys Cloud →](#)

[Read more success stories from happy Genesys Cloud customers →](#)

[Genesys Cloud system status →](#)

[Trust page →](#)



ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer movement across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service™ so organisations of any size can provide true personalisation 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 contact centre platform, designed for rapid innovation, scalability and flexibility.

Visit us at genesys.com or call us on 01276 457000

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