The AI-powered contact centre

algotech

GENESYS™

Introduction

The AI-powered contact centre: 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 realised. 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 personalise and continually improve customer engagements. Let's walk through a common customer scenario and reveal how AI helps:
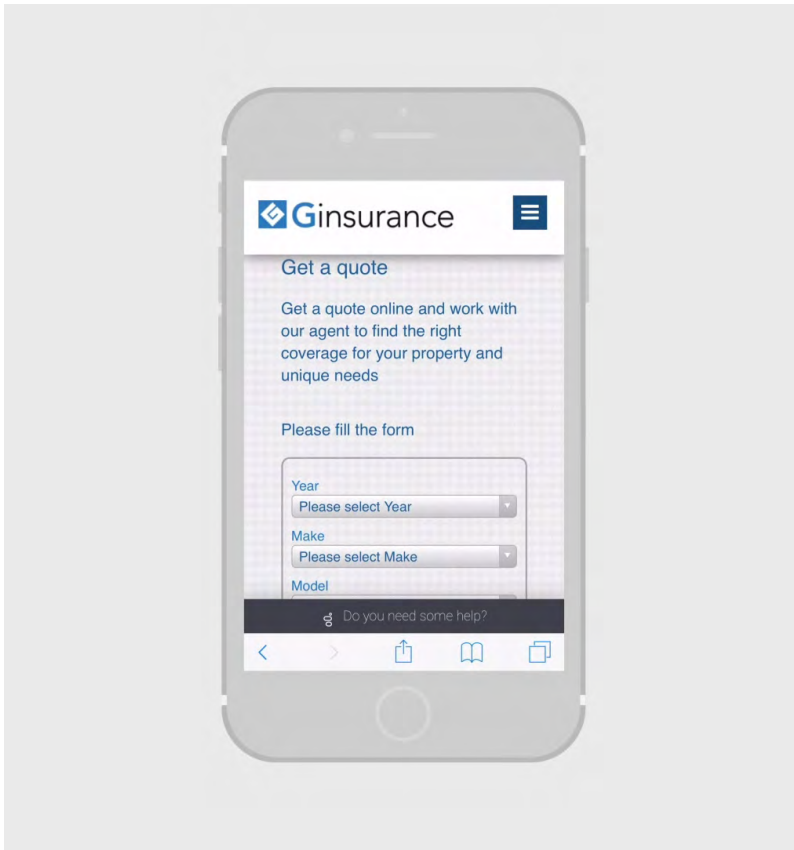
- **Unify customer data throughout engagements**
  Genesys AI gives your customers and employees an AI-powered journey connected across marketing, sales and service as well as digital and voice channels. Genesys AI improves employee performance by providing seamless, ideal-match routing with historical and real-time context.

- **Orchestrate real time AI-driven customer and employee experiences**
  Genesys AI offers smarter assistance and automation than virtual assistants through the power of orchestration. It coordinates with third-party data sources—and even other AIs — to enrich bot-customer conversations with knowledge base articles and to aid employees with real time tips during customer engagements.

- **Continuously personalise engagements throughout the customer journey**
  Genesys AI analyses outcomes in order to optimise each interaction and the customer journey as a whole — from proactively engaging prospects who are likely to buy, to personalising and delivering employee training, and utilising the optimum number of employees at any given moment.

To begin, let's meet Sarah.

Contents

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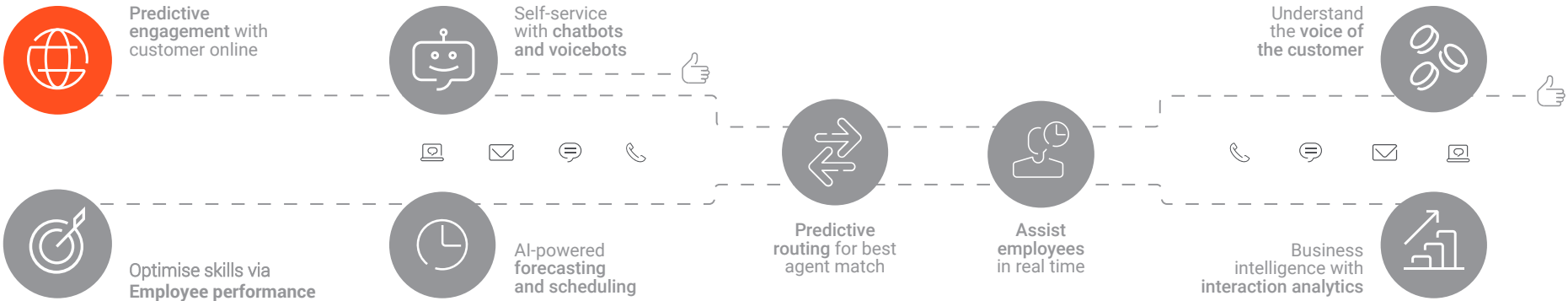
Through the use of predictive engagement, GInsurance recognises that this is the right moment to engage Sarah and invites her to a web chat with a bot.

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

Do you need some help?

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.

Learn more

Improve your digital sales by up to **400%** by using Genesys Predictive Engagement to shape the customer journey.

Predictive engagement with customer online

Self-service with **chatbots and voicebots**

Understand the **voice of the customer**

Optimise skills via **Employee performance**

AI-powered **forecasting and scheduling**

Predictive routing for best agent match

Assist employees in real time

Business intelligence with **interaction analytics**

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.
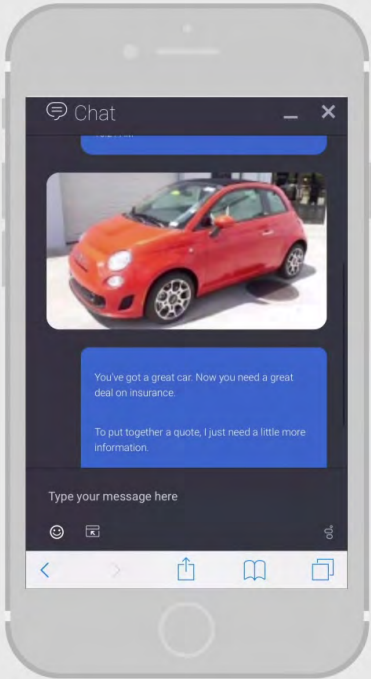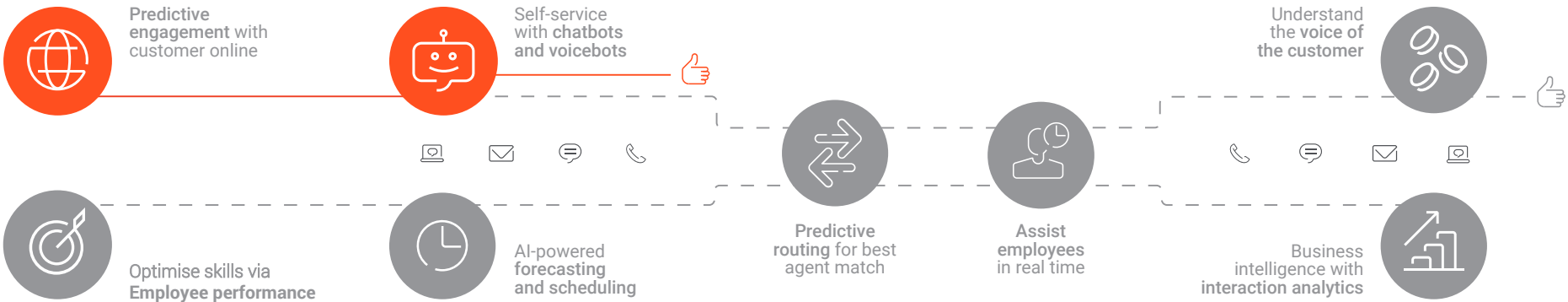
**Conversational AI:
Chatbots and voicebots**

Genesys AI-powered chatbots and voicebots unify and orchestrate native and third-party bots across all messaging and voice channels while optimising the customer journey to power exceptional customer and employee experiences.

Learn more

Up to **30%** improvement in interaction containment with Genesys conversational AI.

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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.
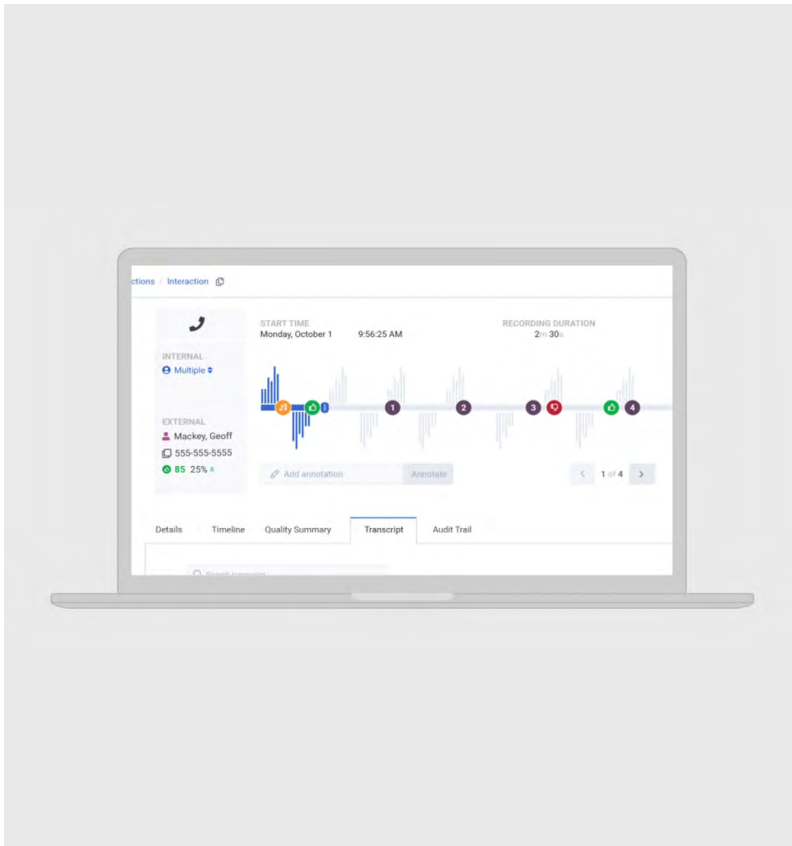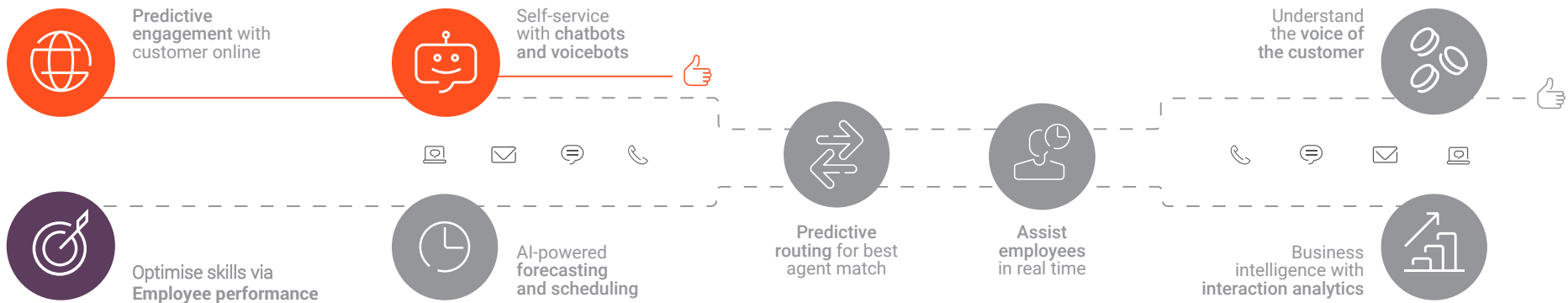
Employee performance

Genesys AI analyses every interaction to identify the skills, knowledge and behaviours 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.

Learn more

10% reduction in repeat calls equating to £3M (approximately $4M) per year in hard business benefits using Genesys AI.

| Predictive **engagement** with customer online | Self-service with **chatbots and voicebots** | Predictive **routing** for best agent match | **Assist employees** in real time | Understand the **voice of the customer** |
| Optimise skills via **Employee performance** | AI-powered **forecasting and scheduling** | | | Business intelligence with **interaction analytics** |

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.
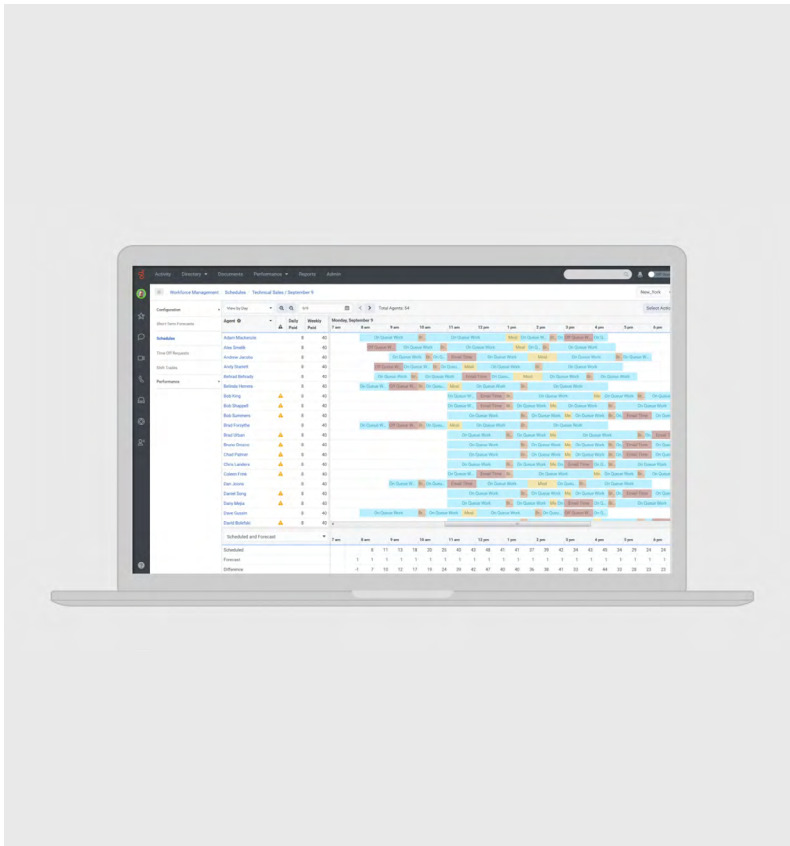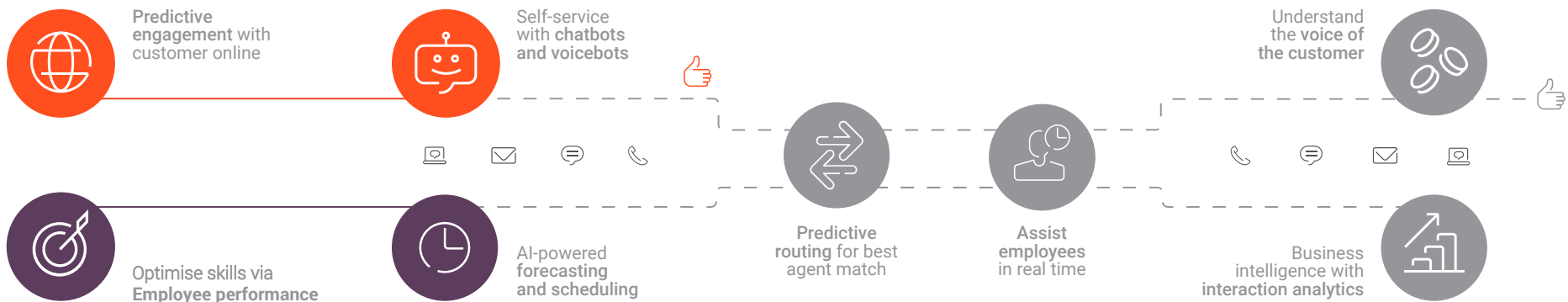
Forecasting and scheduling

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 employe utilisation with Genesys forecasting and scheduling.

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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 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.
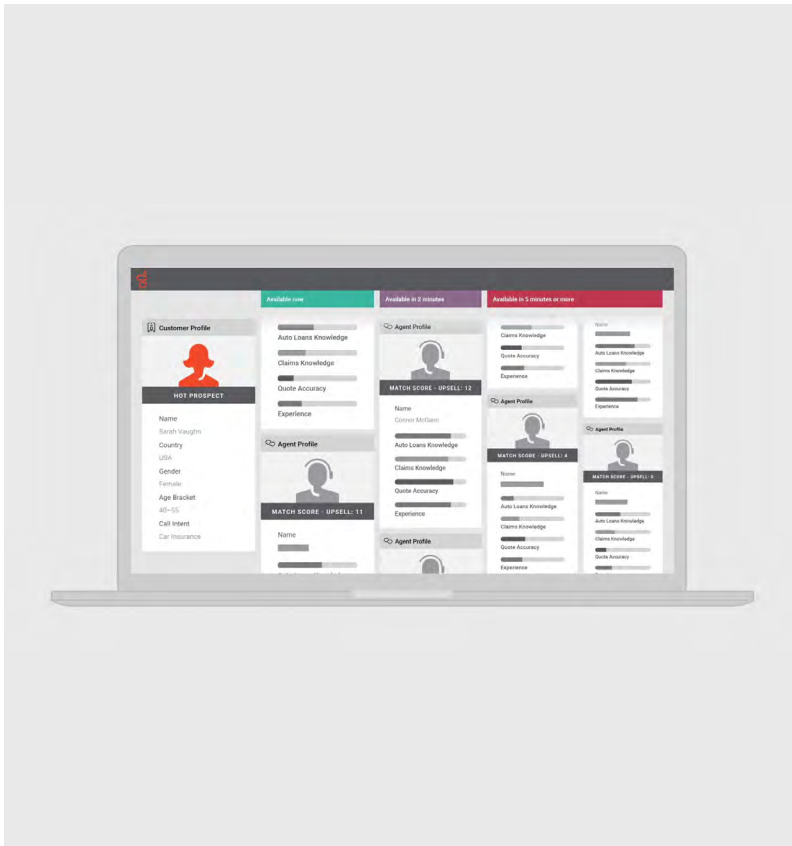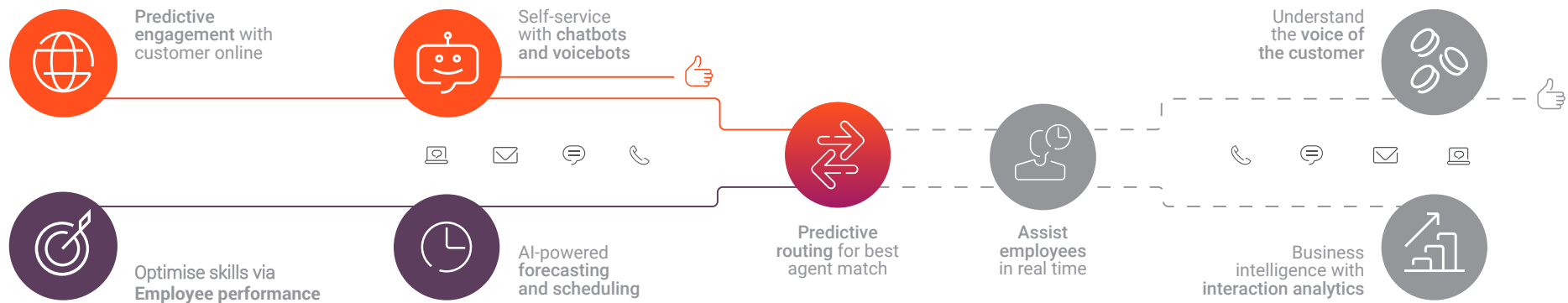
Predictive routing

Genesys Predictive Routing improves overall business performance by identifying and connecting the most ideal employee to fulfill each customer enquiry based on expected outcomes.

Learn more

Up to a **22%** lift in first-contact resolution (FCR) with Genesy Predictive Routing.

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AI has your back

After being connected with a customer service employee, Sarah begins asking her questions. The first couple are pretty straightforward. 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.

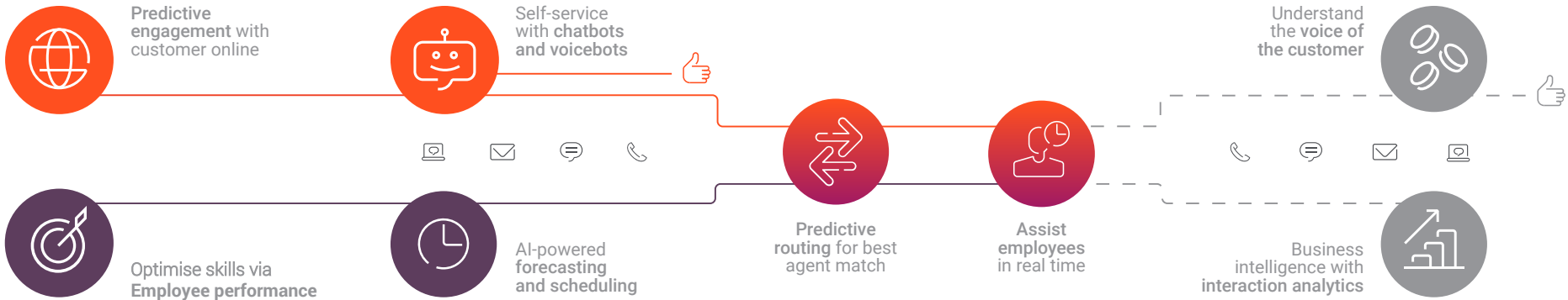Let's find out if Sarah is happy with her quote and this experience.
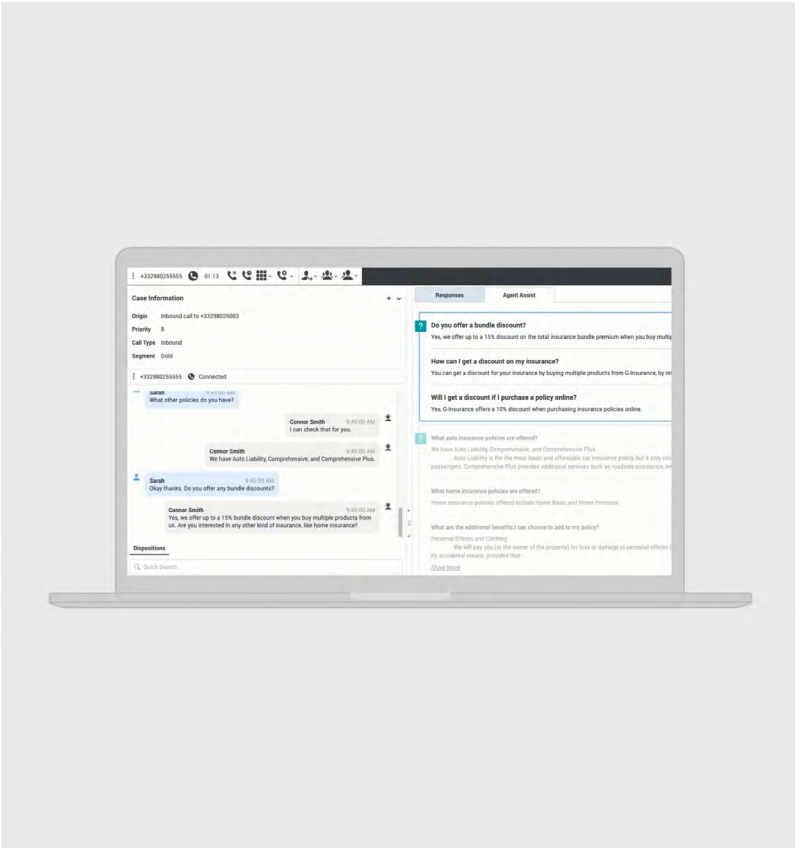
Agent assist

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

AI-powered tools for employees don't stop with agent assist. Genesys Workforce Engagement Management uses AI to provide an immersive experience that empowers employees using intrinsic motivation. Employees reach contact centre KPIs through game mechanics, rewards and recognition and social media concepts.

Learn more

Up to **3%** reduction in Average Handling Time (AHT) with Genesys AI.

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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.

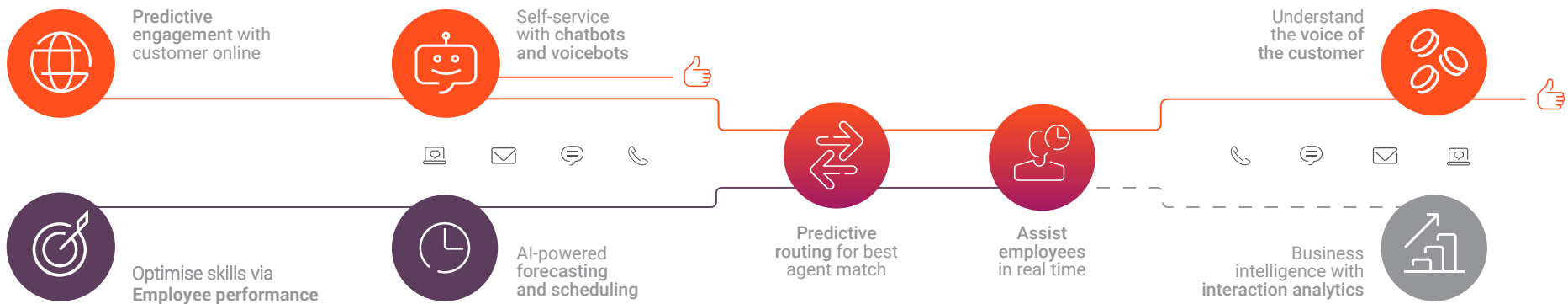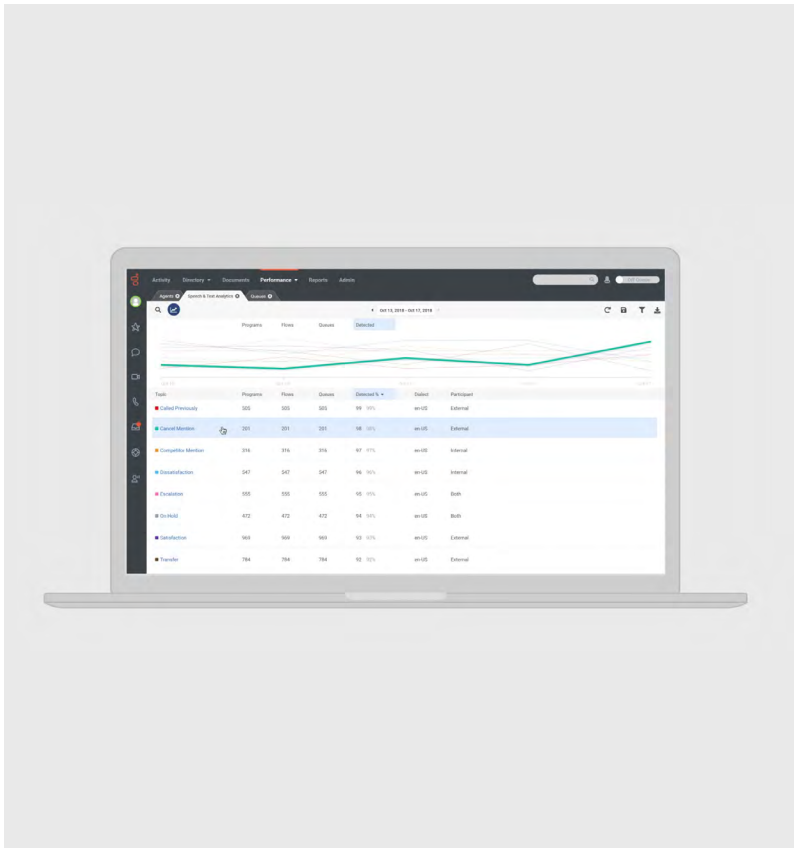It's one more happy customer for the books, but we're not at the end of this scenario yet.
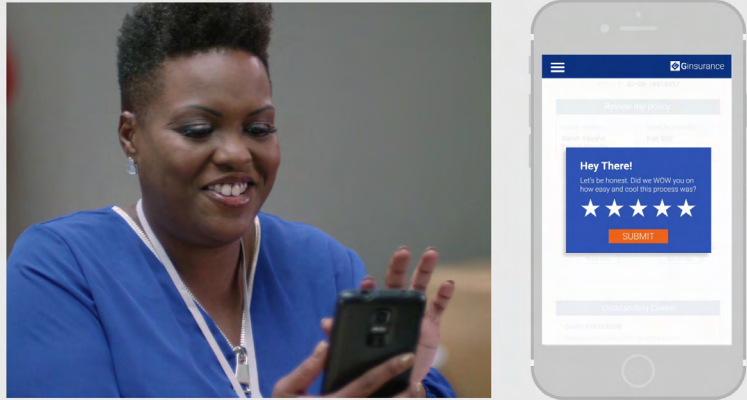
Voice of the customer

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 programme.

Learn more

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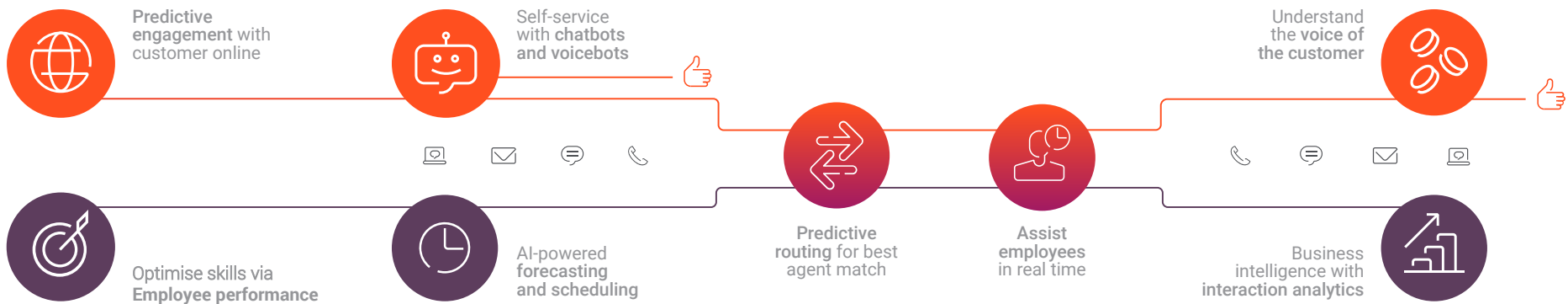
Additionally, Genesys AI adds Connor and Sarah's conversation to its always-growing data set for GInsurance interaction analysis. From these analytics, GInsurance can access insights around quality, compliance and market trends, monitor and improve upon current practices, and, in the end, improve its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

Learn more

Up to **40%** reduction of supervisory activities related to monitoring and distribution of tasks with Genesys interaction analytics.

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Introducing Genesys AI

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

Power your contact centre with Genesys AI to:

- Improve customer experiences by engaging consistently and concurrently across channels
- Increase operational efficiencies with one integrated system through a common, normalised 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, optimising customer and employee journeys doesn't have to be complex. See if Genesys AI is right for you.

For more information, contact:

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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 moment 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 cloud contact centre platform, designed for rapid innovation,