Customer Experience Orchestration

What is it and how technology can help?

Patrik Ort, Sr. Account Executive

GENESYS™

Genesys is a global Cloud leader in experience orchestration

7,000+ customers and growing

55 of Fortune 100 companies rely on us

1500+ partners

Billions of interactions/year

Customers in 100+ countries

6,000+ employees around the world

As of January 2023

GENESYS

Trusted by some of the most recognized global brands

Financial Sector

achmea, acu, AmeriHome mortgage, AXA, inter, Banco Patagonia, DNB, BBVA, conte.it assicurazioni, Desjardins, Lowell eFinancial, GAITAME.COM, grove&dean, 中国平安 PINGAN 保险·银行·投资, Navy Federal Credit Union, MyBudget, PayPal, Principal, Rabobank, TSB, QBE

Industrial & Utility Sector

Blue Raven Solar, ENGIE, hydro one, legrand, NWG living water, OCASA, PFU a Fujitsu company, Senske services, Utility Warehouse A Telecom Plus company, vanti, 1-800-GOT-JUNK?, metergy solutions

Technology Sector

BISO Contact Center, FMI, HELPLINE, lenovo, MMS McMillanShakespeareGroup, Sabre, Sage, SITA, swisscom, Telefónica, TELUS, VISAYA, vivo, vodafone, YAHOO! JAPAN, xerox

Health Sector

Alcon, bright HEALTH, Carestream DENTAL, feros care GROW BOLD, fraserhealth, GOOD SHAPE, HARTMANN, Integral Care, MILLENNIUM HEALTH, nahdi, SIEMENS Healthineers, BlueCross BlueShield of North Carolina, Independent Health, Pihlajalinna, ROCHESTER REGIONAL HEALTH, FirstCare

Public & Education Sector

AR, Crisis Services Canada, DEAKIN UNIVERSITY, Department for Work & Pensions, diabetes victoria, eastern community legal centre, Helsinki, ILUMNO, NATIONAL DOMESTIC VIOLENCE HOTLINE, northern beaches council, NSPCC, NSW Communities & Justice, Service NSW, UNITEC, UPC Universidad Peruana de Ciencias Aplicadas, VIP KID, WGU

Retail Sector

AEROMEXICO, atomy 美, BUTTERBALL, CARGLASS, cleartrip, Coca-Cola BOTTLERS, coop, 蛋壳公寓 DANKE APARTMENT, Electrolux, Ethiopian, falabella., HEINEKEN MÉXICO, KAL TIRE, LEROY MERLIN, Lyreco, NU SKIN, RCHLO RIACHUELO, SINGAPORE AIRLINES, TechStyleOS, TWIDDY Since 1978, Nestlé, Whirlpool, Woolworths, NESPRESSO

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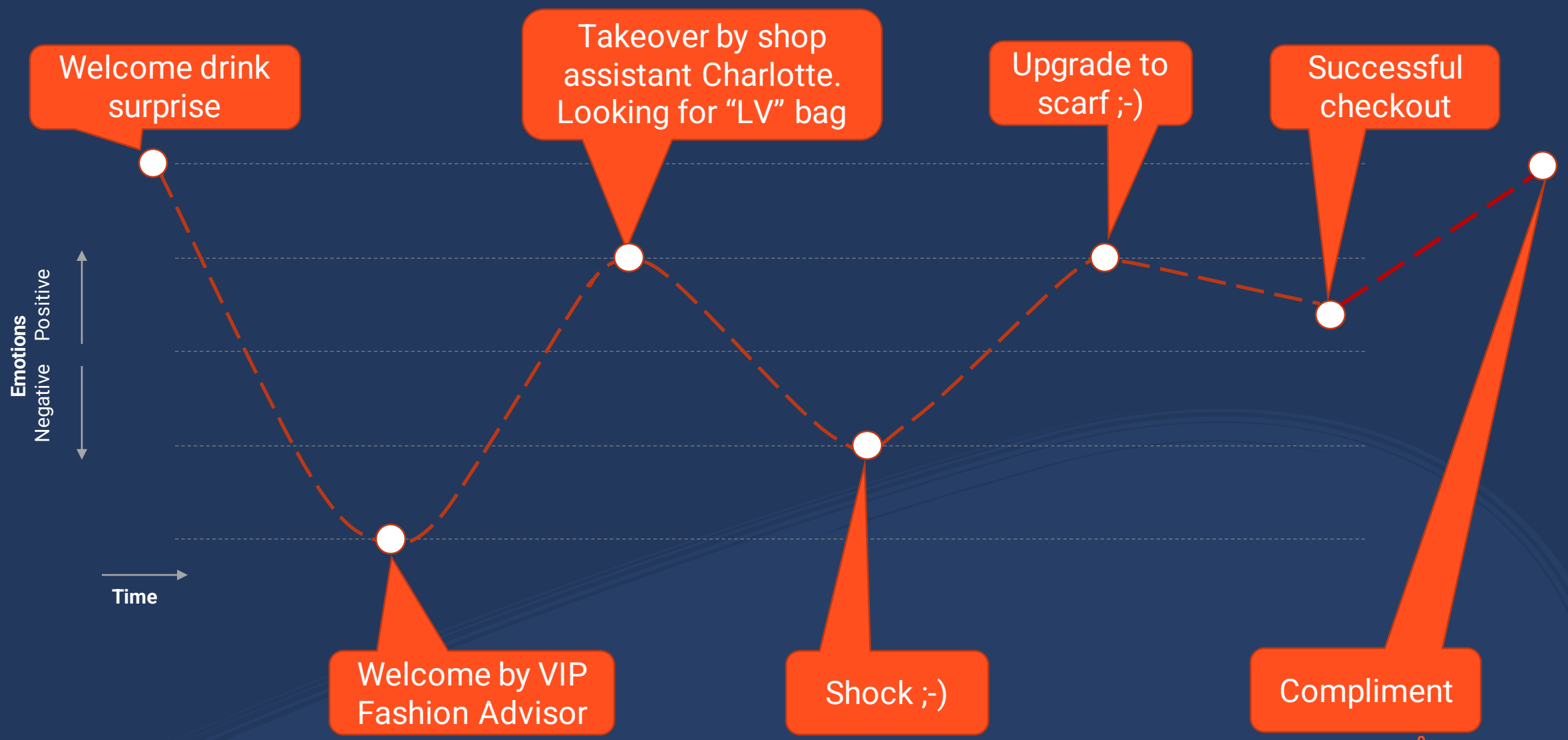
What is Customer Experience?

Gartner defines **customer experience** as the customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, systems, channels or products.

“LV” shoping Experience



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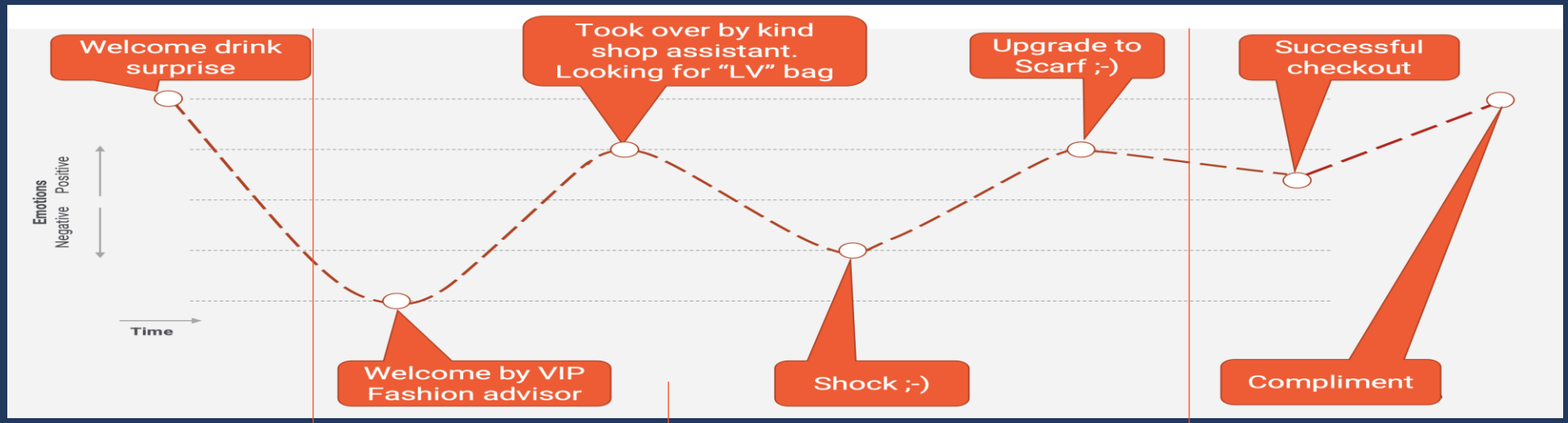
So what is so difficult to provide good customer experience in enterprice segment?



Marketing

Smart routing/IVR Or just voicebot?

Sales

Collection Onboarding and Customer Care

Multichannel

Gap between selfservice and live operators

Multiple people from different teams

Multiple customer journeys

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What consumers expect from a brand is changing

86%

CUSTOME

RS

say a company is only **as good as its service**

62%

consumer

S

say the most important aspect of personalization is **CX interactions in their channel of choice**

57%

consumer

S

can't recall a service interaction where they've **felt valued and appreciated** in the past year

31%

consumer

S

have **stopped using a company** after a negative interaction in the past year

Source: "The State of Customer Experience," Genesys, 2023

How consumers interact with companies is changing

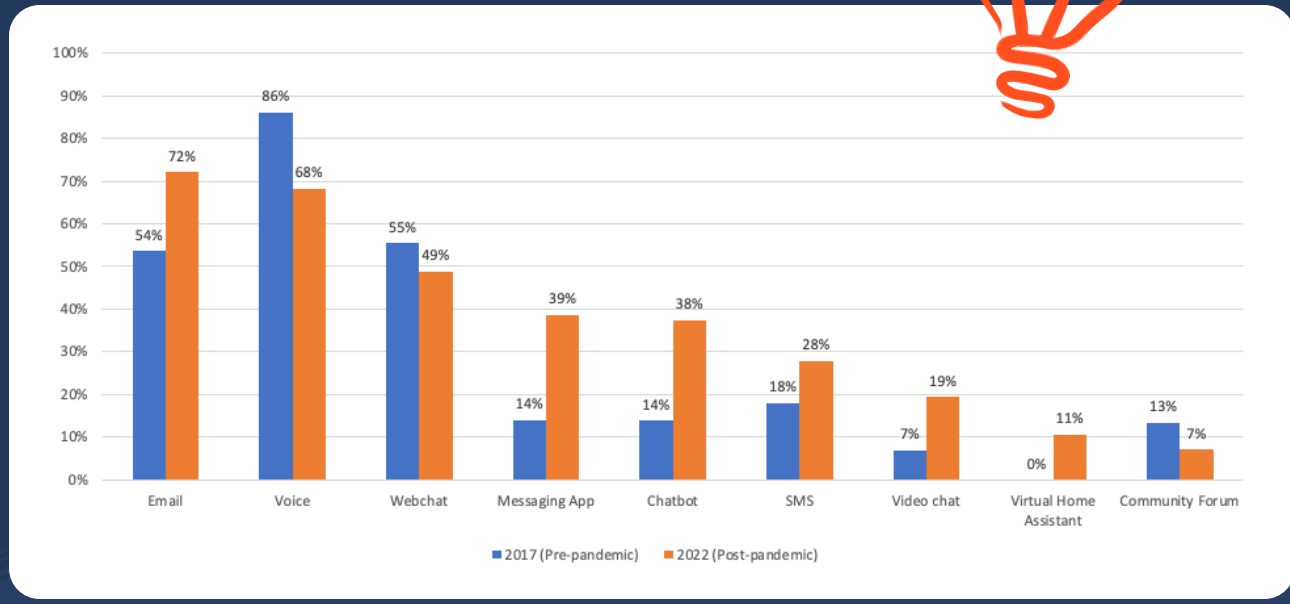
DIGITAL INTERACTIONS

have overtaken voice; email is now the **most widely used channel** for CX interactions

2.8X growth in chatbot adoption with consumers worldwide

52% of consumers in LATAM have used a messaging App

19% of Gen Z choose voice as their most preferred channel (compared with 52% of Baby Boomers)



Source: "The State of Customer Experience," Genesys, 2022

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Companies must strive to deliver superior experiences to differentiate

ACCELERATE CLOUD TRANSFORMATION

DELIVER SUPERIOR EXPERIENCES

Call Center

- Voice

Omnichannel Contact Center

- Chat, SMS, Email
- Web, Mobile
- Social Channels

Cloud Contact Center

- Genesys Cloud™ &
- Voice & Digital & WEM
- Security & resilience

Personalization

- Ecosystem Data
- Chat/Voicebots
- Agent Assist
- Genesys Predictive Engagement®
- Genesys Predictive Routing™
- AppFoundry®

Experience as a Service

- Ecosystem Apps
- E2E experience orchestration

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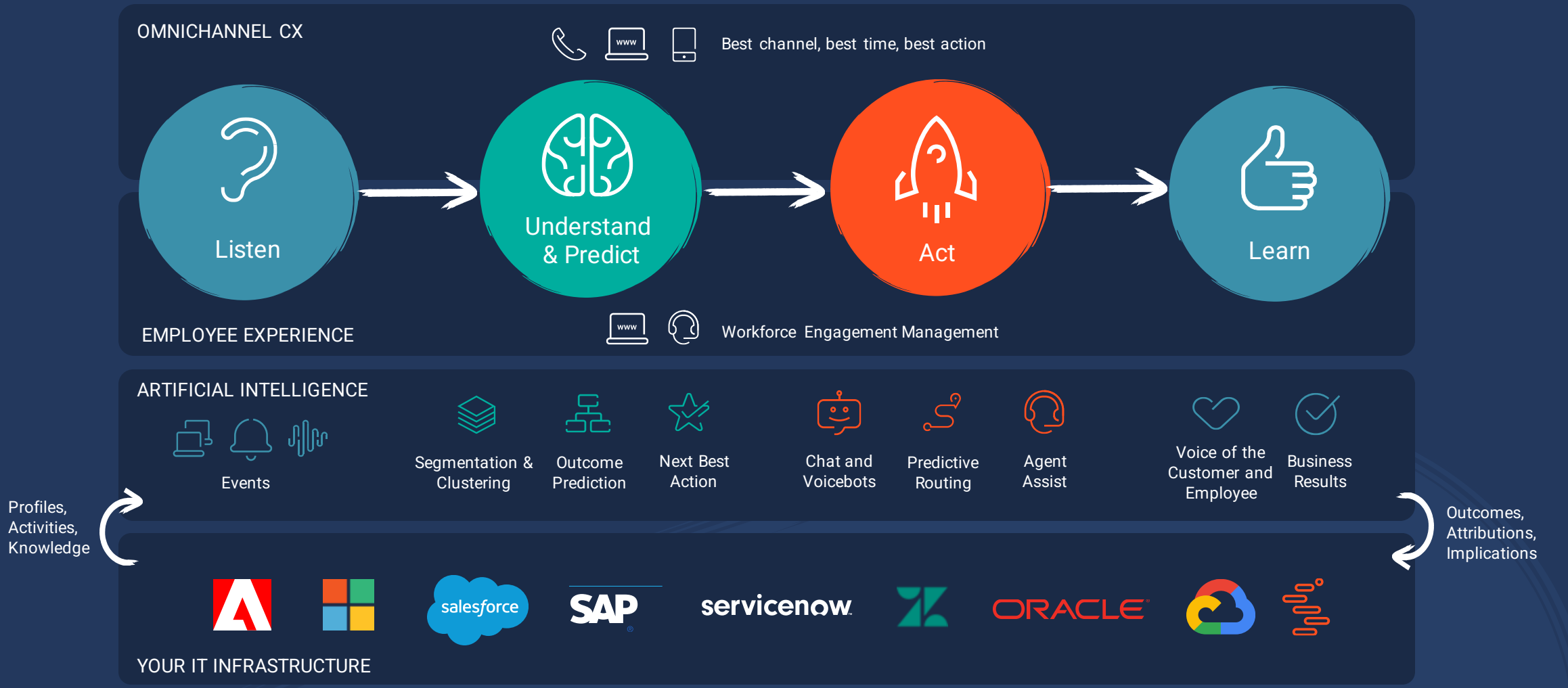
Our technology enables Empathy in Action™



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Genesys delivers THE POWER OF EMPATHY to every experience

EXPERIENCE AS A SERVICE®

Experience Orchestration

Experience optimization across entire customer lifecycle

Hyper-personalization

AI-powered prediction and next best actions

Workforce engagement and gamification

CX Data Platform, federated with partners' platforms

GENESYS™

Rabobank

Challenge

Migrate over 80 departments to the cloud

Build a conversational banking model

Match journeys to channels for highest impact

Genesys solution

Genesys Cloud CX™

Inbound, Outbound

Web Messaging, Video Calls

Self-Service, Chatbots

Workforce Engagement Management

> "Web messaging is 25% more efficient compared to call handling, meaning we can serve more customers without increasing headcount. And since introducing video calls we've seen a noticeable uplift in new mortgage sales."
>
> Thom Kokuis, Head of Conversational Banking
> Rabobank

Results

Over $2.2 million saved in hardware and IT staff costs

25% productivity gain with asynchronous web messaging

45% of questions answered by virtual assistants

Over 90% customer satisfaction for digital channels

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Technology makes empathy possible at scale

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Thank you

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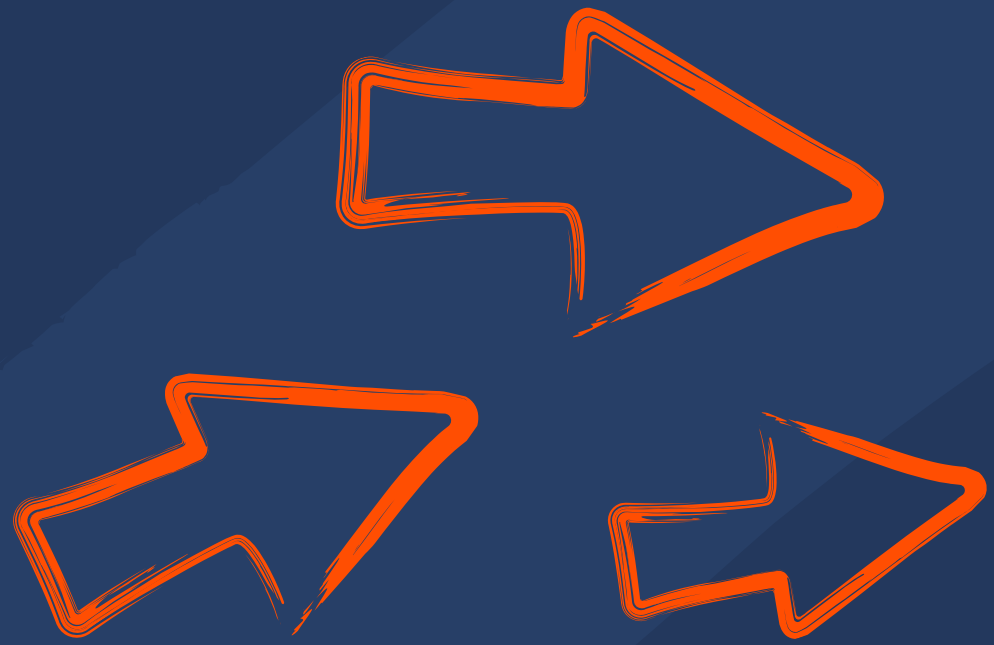

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