

Intelligent Customer Engagement:

# Deliver **PERSONALIZED EXPERIENCES** with Genesys DX

## Discover Genesys DX

The Genesys DX™ solution is a complete customer engagement solution delivering rich, personalized interactions and the fastest time to value. Leveraging the power of artificial intelligence (AI) and our patented natural language processing (NLP), Genesys DX helps you deliver fundamentally better customer experiences more efficiently across AI and agent interactions.



71% of businesses believe online chat with either a human agent or a chatbot will be among the most common channels used by customers in three year's time.

## WHY YOU SHOULD CHOOSE GENESYS DX

### How it helps customers

Gone are the days of scrolling for answers and waiting on hold. Customers today want an easier way to engage with companies, and Genesys DX makes it easy for your business to support any number of digital engagement channels, including live chat, chatbots, email and messaging apps (e.g., WhatsApp, Facebook Messenger and SMS text).

### How it helps agents

Efficiency is the goal and Genesys DX is built to make your agents more productive. Our intuitive, omnichannel workspace gives a 360-degree view of the customer, bringing data from every business system and engagements from every channel into one simple window. With the full history and context of customers' interactions, and an AI-powered Smart Advisor working by their side, agents have the tools they need to handle every customer engagement quickly and seamlessly.

### IMPRESSIVE RESULTS



**80%**  
web.com

Increase in sales conversions



**45%**  
intuit  
mint.

Reduction in call center volume



**25%**  
vodafone

Reduction in contact-us escalations



**21%**  
THE NORTH FACE

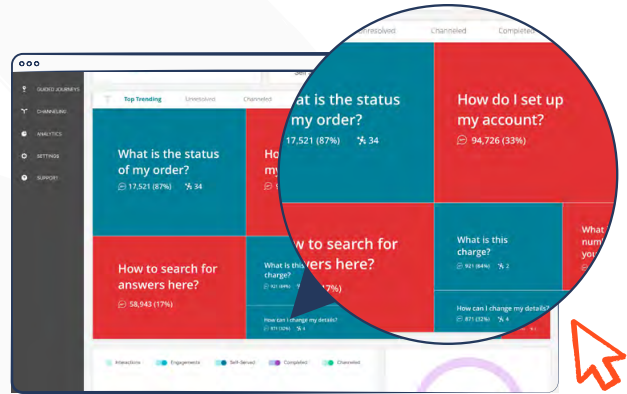
Improvement in Net Promoter Score (NPS)

**"AS SOON AS WE IMPLEMENTED GENESYS DX, WE STARTED TO SEE RESULTS. THE SETUP WAS EASY AND WHEN CUSTOMERS REALIZED THAT THEY HAD THE OPPORTUNITY TO CHAT INSTEAD OF CALL, THEN THE CHATS STARTED FLOWING IN. WITHIN WEEKS WE WERE SEEING INCREASED SALES AND AN INCREASE IN CUSTOMER SATISFACTION."**

—Justin Zipprich, Account Manager,

## How it helps businesses

Being a market leader today means no longer competing primarily on features and pricing, but competing to deliver the best customer experience. Delivering these personalized, memorable experiences can be very expensive. Genesys DX offers a single solution that can be leveraged across your organization – from marketing to sales to support – so you can engage proactively with visitors across the world at any time of the day, expanding your business while improving your overall costs.



## HOW GENESYS DX WORKS

### Harmony between bots and humans

AI makes it possible to deliver personalized customer engagements at scale, but the best customer outcomes happen when AI and humans work together in harmony. That's why Genesys DX seamlessly transitions between bot and human interactions within the same conversation and window. Even when agents take over, AI continues to help behind the scenes offering relevant content and immediate answers for agents to share. And instant feedback from customers and agents trains the AI so it gets better over time.

### Multilingual engagement

Genesys DX's conversational chatbots use NLP to go beyond keyword matching and determine the real intent of a customer's question. Our AI is the self-service front line for the customer, ready to assist at any time in a customer's native language. Live agents can also assist a global customer base by leveraging our built-in translations.

### Actionable insights

Genesys DX makes knowledge management quick and easy. Our Voices Dashboard analyzes customer intents across channels, displaying the voice of the customer in real time and enabling businesses to immediately resolve friction points in the customer journey. The Supervisor Dashboard gives managers the flexibility to view an overview of trends or dissect data by context, location, and customer profiles. With a complete view of the customer, your company can improve strategic decision-making to deliver exceptional experiences.

**THE MOST IMPORTANT THING FOR MY TEAM IS HOW EASY IT IS TO USE THE CONTENT MANAGEMENT FEATURES. EVEN WITH THE VAST NUMBER OF LANGUAGES AND POSSIBILITIES WE HAVE TO DEAL WITH, GENESYS DX MAKES THE DAILY BUSINESS OF MANAGING CONTENT VERY EASY.**

— Gerald Ortiz,

Content Editors - Self-Help Experience,

