

# The Next Level of Experience

AI-Powered Experience  
Orchestration with Genesys Cloud

November 2025 – Service Summit



# As fundamentals change, “business as usual” is not an option

## A worsening crisis of loyalty

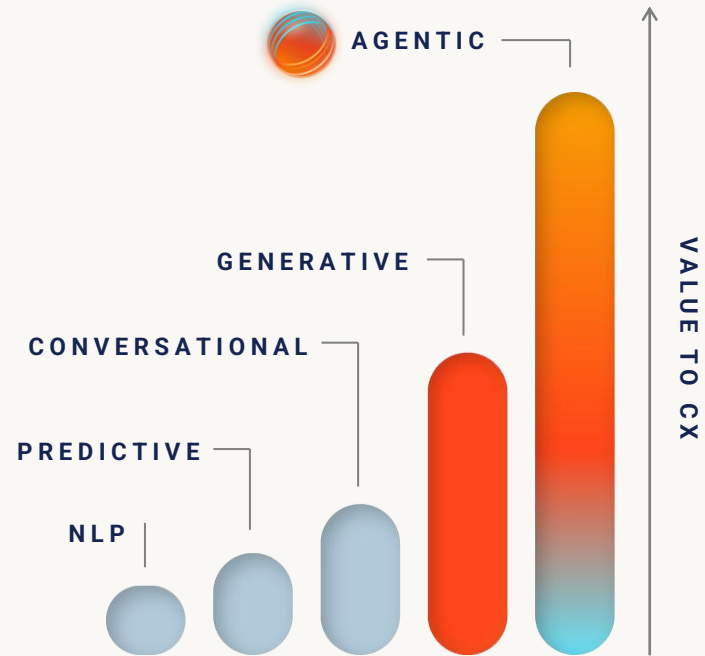


consumers stopped using a company last year after a bad experience<sup>1</sup>



annual attrition rate of contact center agents<sup>2</sup>

## A generational leap in AI



<sup>1</sup> Genesys, “The state of customer experience”, 2025

<sup>2</sup> SQM Group, “Call Center Attrition Rate – Is It Now the ... KPI?”, 2023



# Making the shift

## Compete on Experience or Fall Behind

### SERVICE ECONOMY

- ✗ **Compete on product**  
features, availability, and price
- ✗ **Optimize for efficiency**  
Churn is regrettable, but acceptable
- ✗ **AI is optional**  
tactical tools, limited context
- ✗ **AI point solutions**  
reactive, siloed, disconnected insights
- ✗ **Operational metrics**  
handle time, channels, FCR

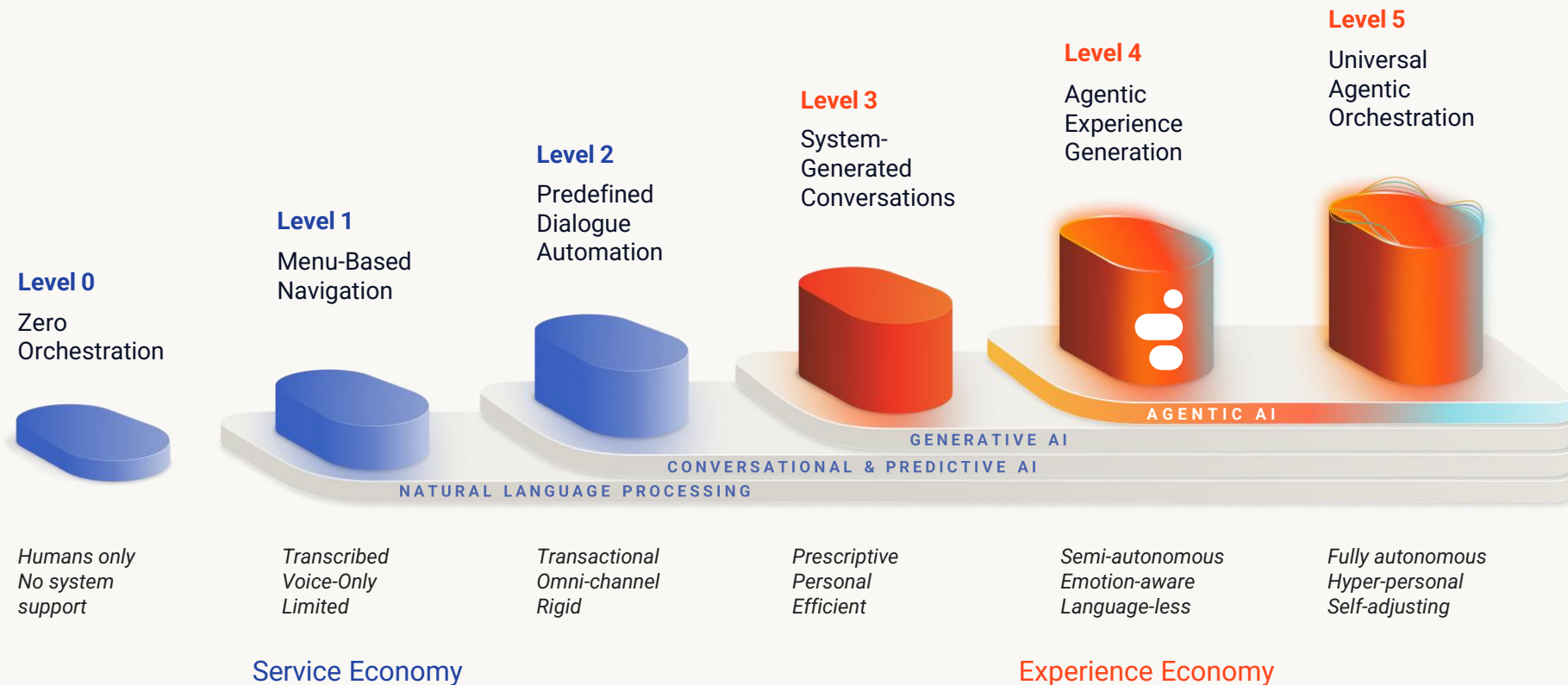


### EXPERIENCE ECONOMY

- ✓ **Compete on experience**  
effective, efficient, emotionally intelligent
- ✓ **Maximize loyalty and efficiency**  
Every customer matters – retain through better experiences
- ✓ **AI is required**  
enterprise-wide agentic orchestration – reason, plan, and act autonomously
- ✓ **Unified AI platform**  
built for extensibility, innovation, and agentic execution
- ✓ **Business outcomes**  
AI impact, loyalty gains, LTV, journey optimization



# The Levels of Experience Orchestration



# THE **AI-Powered** Experience Orchestration Platform

Personalized, end-to-end experiences.

Within and beyond the contact center.

Strategic AI orchestration platform.



GENESYS CLOUD CX

# The AI-Powered Experience Orchestration Platform for the Experience Economy

One full stack. Orchestrated by Agentic AI. Built for Enterprise Scale.



# Power of the Genesys Cloud platform

## INDUSTRY-LEADING AGENTIC FRAMEWORK

- AI Studio with Guides
- Guardrails and trust
- Flexible model strategy

## SYNERGETIC TOOLS AND SKILLS

- Semantically consistent AI
- Channel-less (voice, digital, social)
- Actions across front and back-office
- Uniform code, composable

## Agentic Experience Orchestration

Enterprise scale,  
resilience, security,  
privacy & compliance

Intent-aligned, agentic orchestration across the enterprise

## AI AND HUMAN COLLABORATION

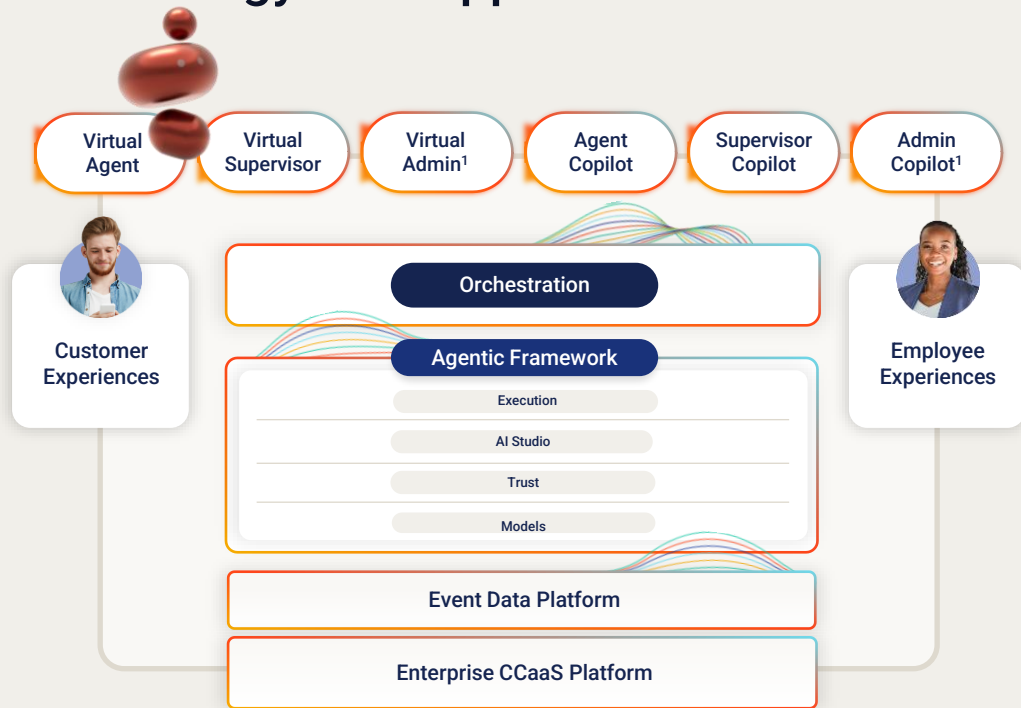
- Agentic automation (incl. conversational AI)
- Augmented employee experiences (incl. WEM)
- Seamless transition

## CONTEXTUALIZED ENTERPRISE DATA

- Context for personalization
- Real-time conversational data
- Enterprise systems (SFDC, NOW, ...)
- Open platform (AppFoundry, APIs)



# AI Strategy: Our Approach



**Foundational across the platform**



**Governance embedded by design**



**Built for CX Outcomes**

1) Expected to be available in 2H FY'26





# AI Specifically Trained and Tuned for CX & EX

## Flexible AI Model Strategy



**Proprietary**



**Open-Source**



**Frontier**



# Genesys Cloud AI – A Platform for the Future

Delivering AI-Powered Experience Orchestration to Every Customer

## Automation

Maximize the use of virtual personas

Virtual Agent

Virtual Supervisor

Reason, adapt, and act toward outcomes with Agentic

AI Studio

AI Guides

## Augmentation

Assist employees with in-the-moment content and support

Agent Copilot

Supervisor Copilot

Admin Copilot<sup>1</sup>

## Personalization

Dynamically create personalized and empathetic experiences

Event Data Platform

Intent AI

Predictive Engagement

## Optimization

Continuously analyze and improve CX / EX

Journey Management

Speech & Text Analytics

AI Forecast & Schedule

Predictive Routing

<sup>1</sup>) Copilot Suite consists of three primary products: Agent Copilot, Supervisor Copilot, and Copilots for IT Administrators and Business Analysts (expected to be available in 2H' FY26).



# AI Driving Value Across the Entire Journey

Customer has an Intent

Customer needs help & goes to mobile app or website



## Predictive Engagement<sup>1</sup>

- +68% in conversions
- +29% in revenue
- 72% in site dwell time

## Agent Copilot<sup>1</sup>

- 5-20% reduction in ACW
- +18% FCR
- 25% transfer rate

Agent takes over



## Predictive Routing<sup>1</sup>

- 15% in AHT
- +14% in employee sat.
- ~\$1.48M in cost savings annually

## Agentic Virtual Agent<sup>1</sup>

- +50-70% in self-service
- 70-80% containment
- ~50% FCR

## Speech & Text Analytics<sup>2</sup>



- Reduce AHT by 7%,
- Improve conversion rate by 4%,
- Reduce interaction volume by 5%

## Supervisor Copilot

- Operational efficiency improvements
- Employee development boosted

## Admin Copilot

- Faster time to production
- Reduced setup & configuration time

## Forecasting & Scheduling

- Improvement in employee occupancy
- Reduced administration costs

## Journey Management<sup>2</sup>





- +45% Customer Loyalty
- +20% Customer Satisfaction

1) Based on information provided or reported by, and specific to certain selected customers in or before January 2025, and may not be representative of the experience of all, or any, other current or prospective customers using our solutions. Expected benefits and outcomes are based on internal Genesys analysis of information provided or reported by customers.  
2) Forrester, "The State of Customer Journey Orchestration, 2024"



# Leveling up with Genesys Cloud delivers significant value<sup>1</sup>

	Automation rate	Conversations / agent	Employee attrition	Customer retention	Projected annual <sup>2</sup> value
 <b>HSBC</b>	25% supervisor automation	+19%	-18%	63 NPS	<b>\$20M</b>
<b>Rabobank</b>	+45% customer self-service	+25%	-35%	+90% CSAT	<b>\$20M</b>
 <b>virgin atlantic</b>	29% customer self-service	+15%	-40%	+25 CSAT	<b>\$9M</b>

<sup>1</sup> Based on information provided or reported by, and specific to certain selected customers, in or before January 2025, and may not be representative of the experience of all, or any, other current or prospective customers using our solutions.

<sup>2</sup> Projected value for HSBC and Virgin Atlantic is calculated as annual average from a 3-year projection by the customer.





## Enabling end-to-end CX insights

### Challenges

- Lack of visibility into customer experience
- Disparate vendors and technologies across CX
- Ensuring security and disaster recovery
- Limited AI functionality

### Capabilities

- AI & Automation
- Agent Copilot
- Predictive Routing
- Workforce Engagement Management

“One of the wonders of Genesys Cloud is its AI capabilities. AI is intertwined throughout the totality of the Genesys solution.”

**Paulette Toynton**

Global Head of Channel Servicing & Customer Care Strategy, HSBC



**\$60M projected value**  
in 3 years from Genesys  
Cloud AI orchestration

**32% reduction**  
in transfers regarding  
complaints

**48% decrease**  
in abandoned interactions

**5-minute reduction**  
in average handle time

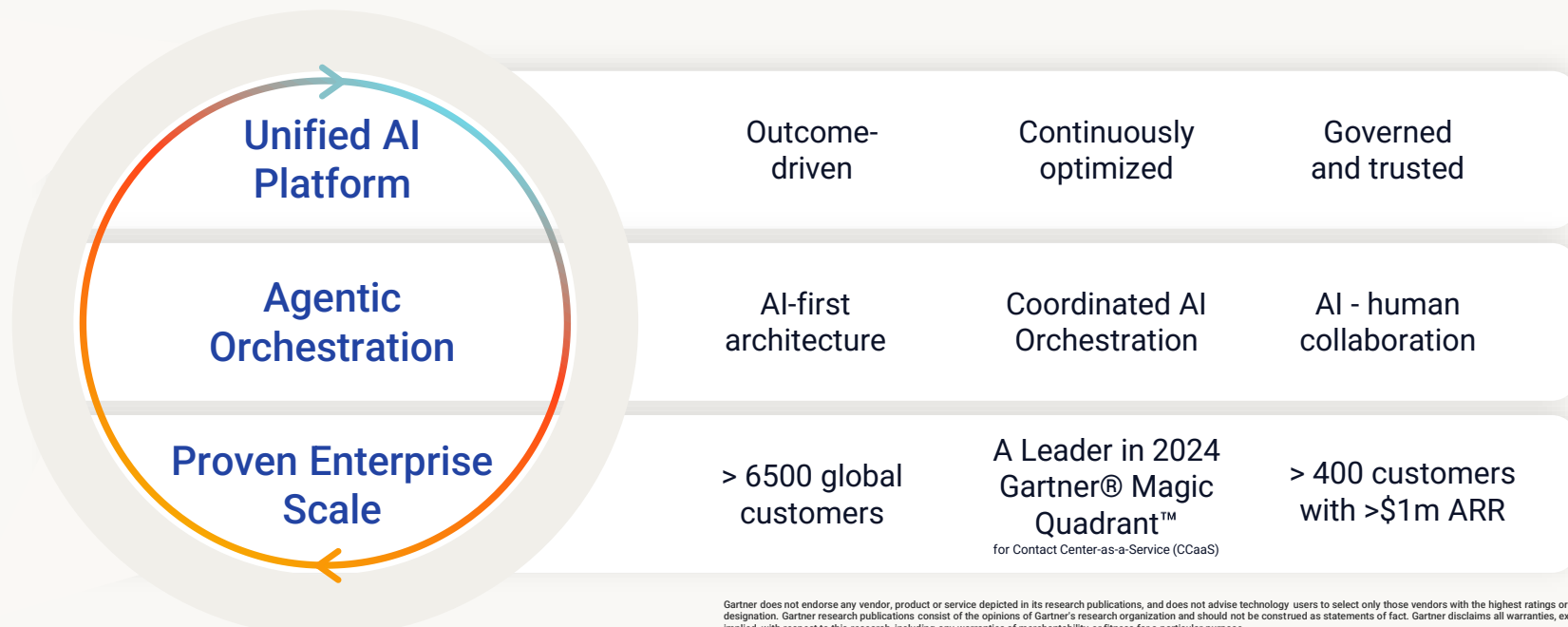
**2 hours saved**  
per day by supervisors

**9 applications retired**  
resulting in fewer screens  
for agents to manage



# Genesys Cloud CX

## Your AI-Powered Experience Orchestration Platform



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Source: Gartner Magic Quadrant for Contact Center as a Service, Drew Kraus, Pri Rathnayake, Megan Fernandez, Pankil Sheth, Jason Bridge, 28 October 2024  
Unless otherwise noted, Genesys financial metrics are as of FY25 year end on January 31, 2025





**Thank you!**

