

# DANK KI EIN VÖLLIG NEUES LEVEL DER CUSTOMER EXPERIENCE

Michael Grün, Sales Director

Nov. 2023

Retention is critical to business success



## CHALLENGE

An experience economy with an overwhelming amount of choices

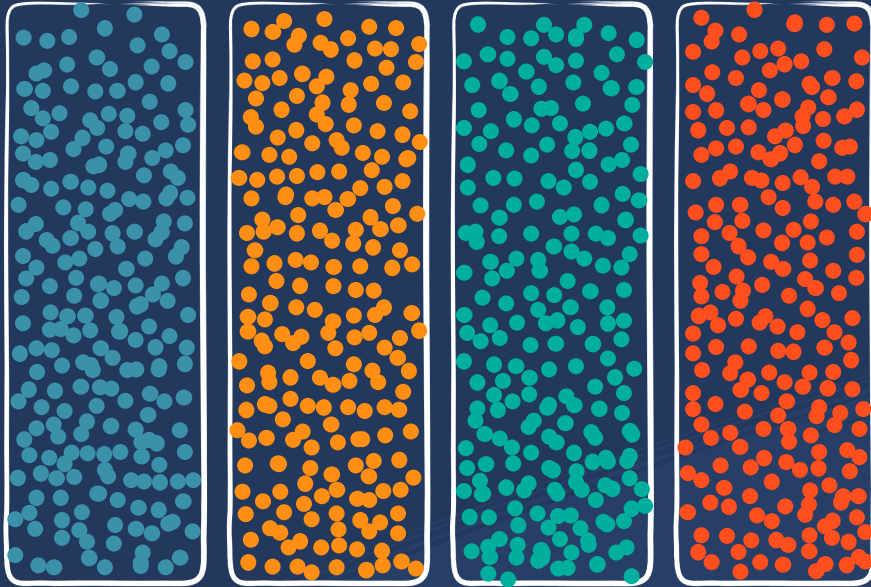
## DID YOU KNOW?



1 in 2 customers say they would switch to a new brand after one bad experience

Contact centers are experiencing 58% agent turnover rate year over year (ICMI)

# TECHNOLOGY ≠ TRANSFORMATION



Limited sharing of customer  
& employee insights

Increased friction  
impacting customer loyalty

Increased costs  
from complexity



# SILOED TECHNOLOGY

solves problems in isolation, so  
you're missing the bigger picture



Your time is spent on  
managing Complexity, causing

**FRICTION AT EVERY TURN**

# TRANSFORMATION IS ABOUT RELATIONSHIPS

## MAKE IT PERSONAL

### Where they have been



- Emails
- Social media
- Search
- Websites
- Coupons
- In-store
- Events
- Digital Ads

### How they engage



- Text
- Call
- Chat/Social
- In-person
- Comments/Reviews

### What they seek



- Make a change
- Resolve an Issue
- Onboard/Activate
- Payment
- Shop/Purchase
- Usage Journey

### On their terms

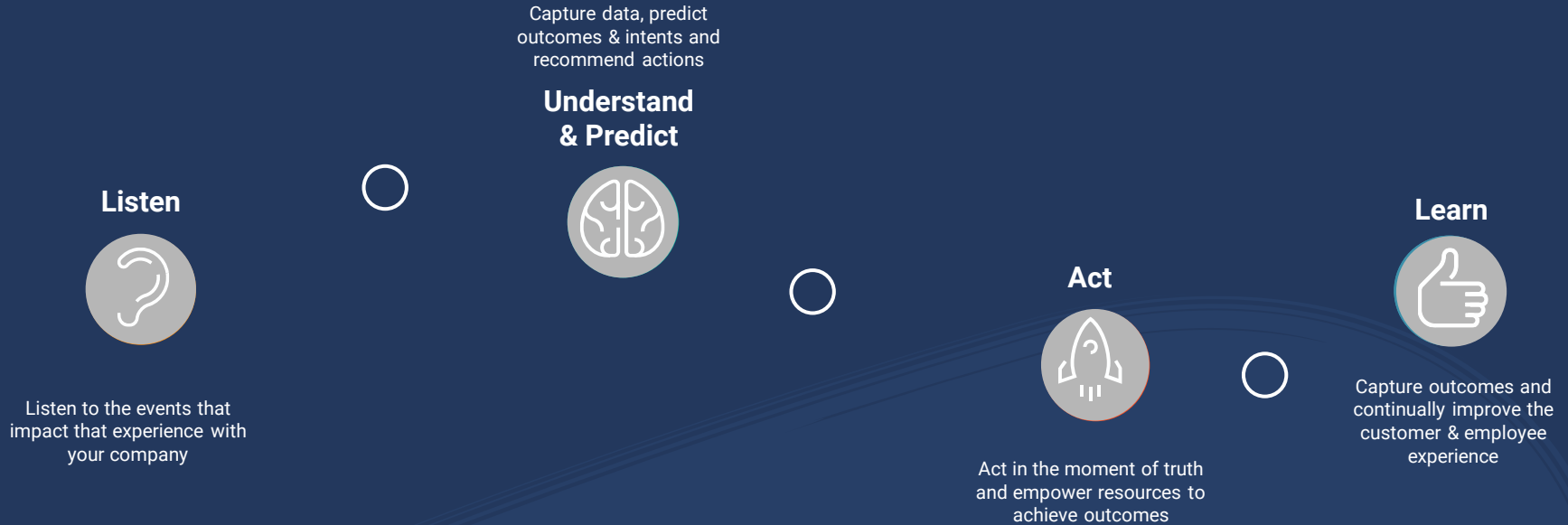


- Self-service
- Bot assisted
- Human assisted
- Messaging app
- Email
- SMS
- Voice

## MAKE IT PAINLESS

Understanding every customer's **UNIQUE PATH** to purchase or path to service

# CONNECTING THE JOURNEY WITH EXPERIENCE ORCHESTRATION

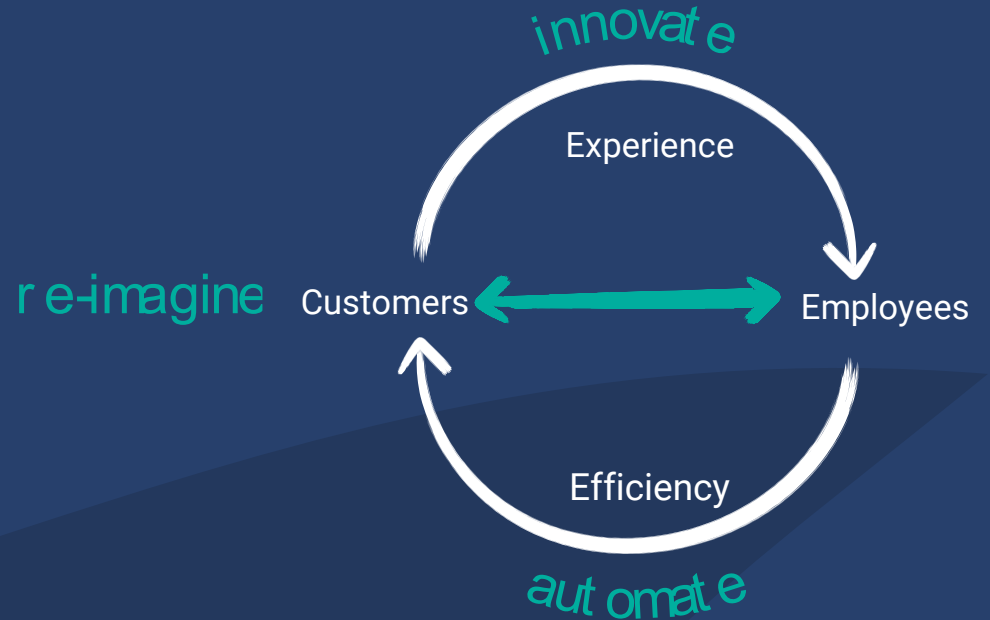


Using **A SINGLE PLATFORM** infused with **EMPATHY AT EVERY TOUCHPOINT**

# Transform your customer experience with Genesys Cloud CX

**EXPERIENCE ORCHESTRATION** is the coordination of technology that empowers your organization to build better relationships – at scale.

Orchestrate a connected journey for both customers and agents with a **POWERFUL ALL-IN-ONE PLATFORM**





# AI IS EMBEDDED INTO EVERY BUSINESS



AI powers Manufacturing supply chains & assembly lines

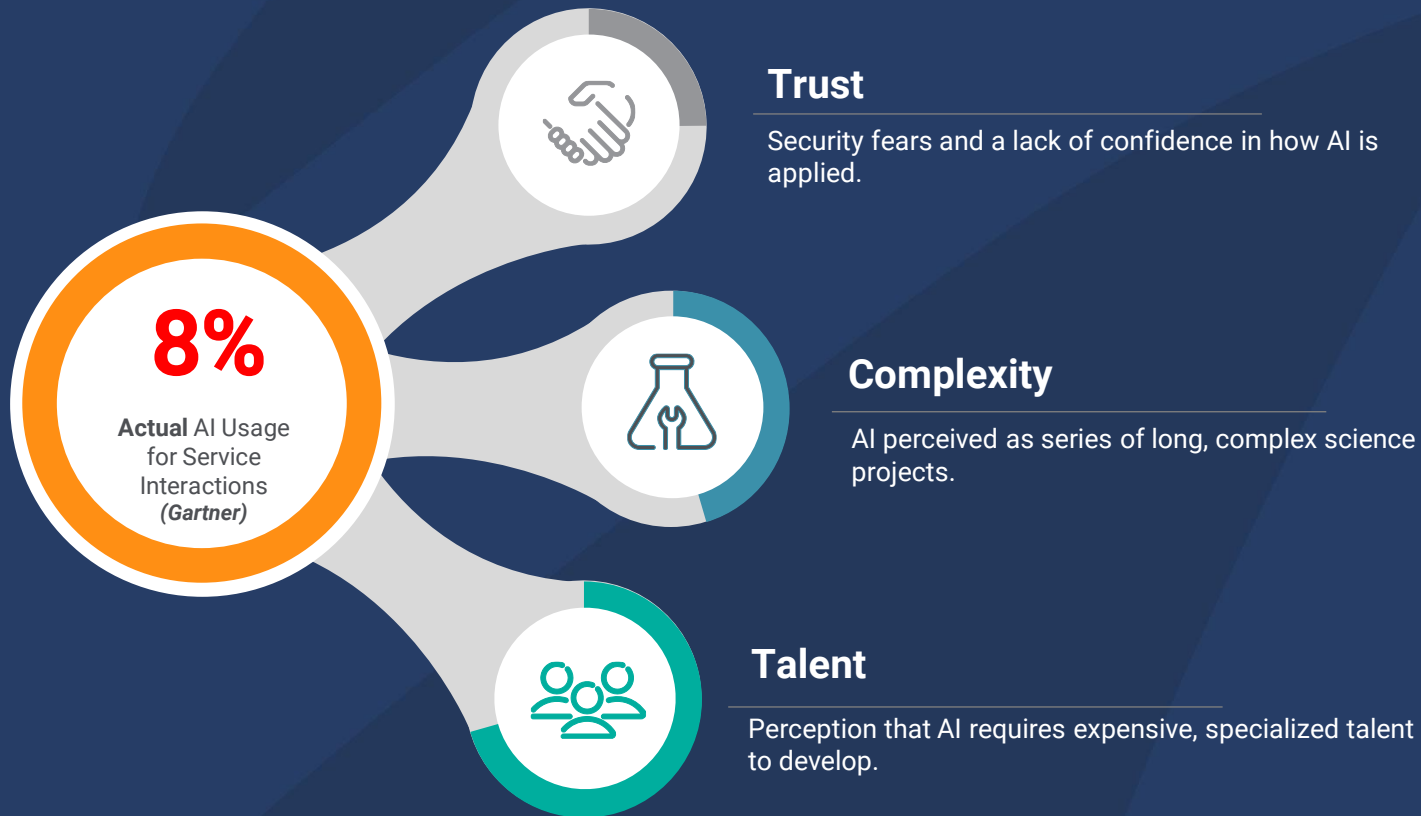


AI helps diagnose and treat disease with more precision



AI powers self-service, analytics, and workforce for customer service

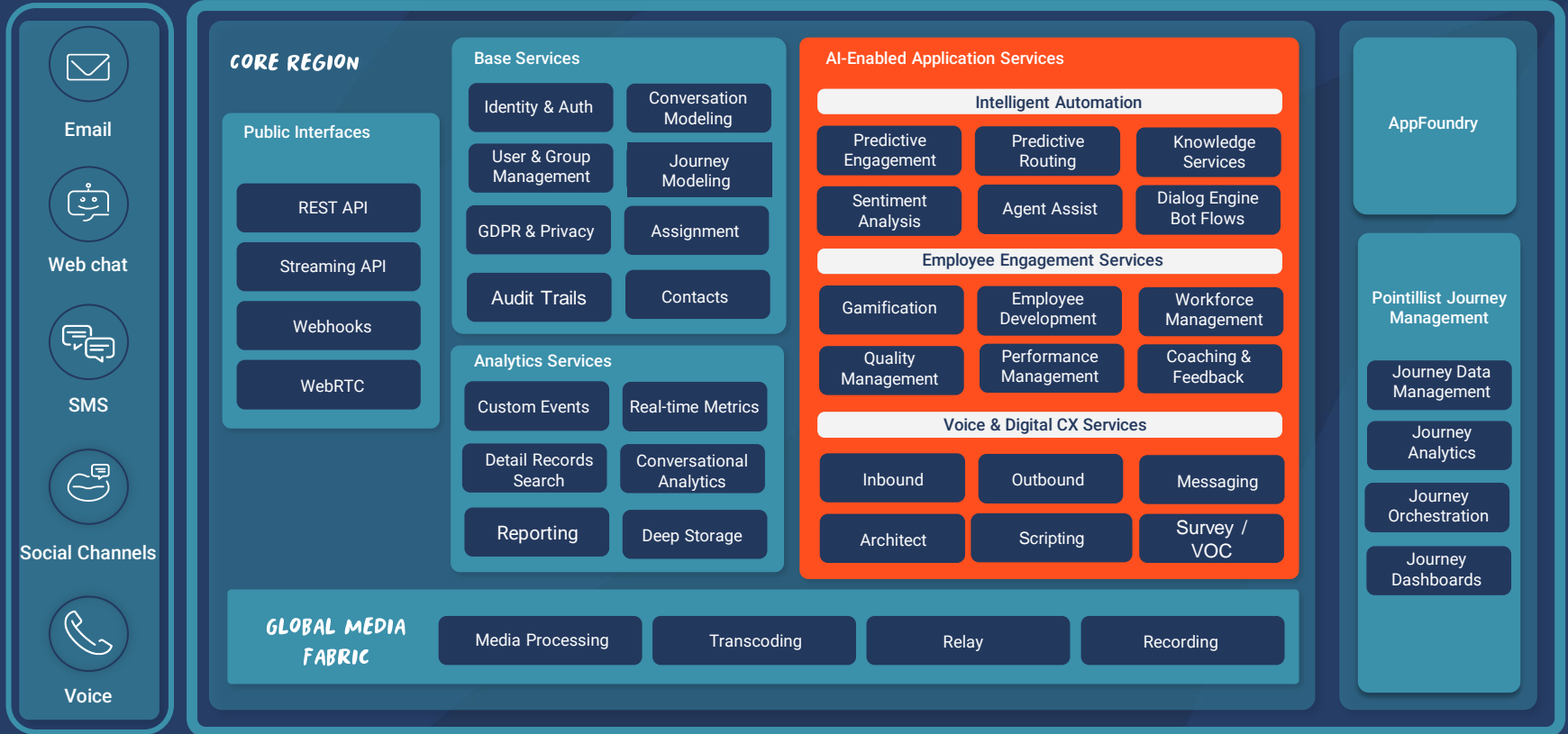
# TRUST, COMPLEXITY, TALENT: WHY AI ADOPTION ISN'T UNIVERSAL



# GENESYS MAKES AI USEFUL AND USABLE



# GENESYS CLOUD CX EMBEDS AI



# GENESYS AI IS EMBEDDED, COMPLETE AND USABLE FROM DAY 1



## PREDICT OUTCOMES

- Predictive Routing
- Predictive Engagement



## AUTOMATE CONVERSATIONS

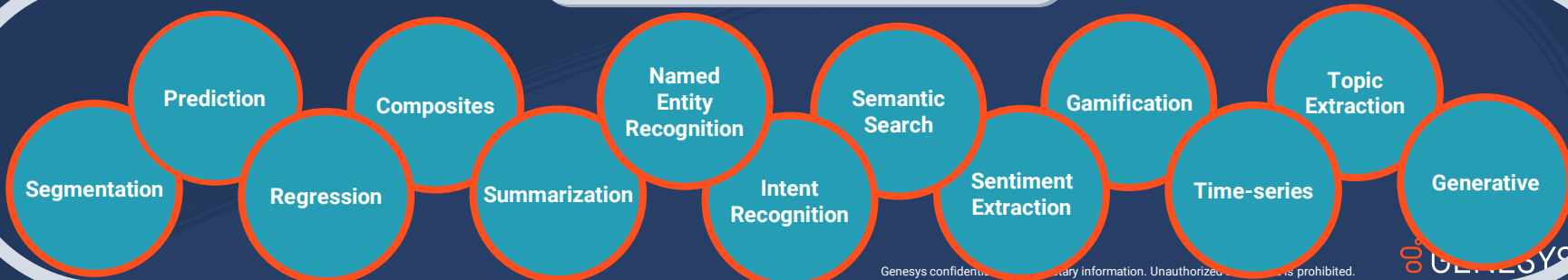
- Virtual Assistants (Bots)
- Knowledge
- Agent Assist



## IMPROVE EMPLOYEE OUTCOMES

- Forecasting
- Speech and Text Analytics
- Gamification

### EMBEDDED AI MODELS & TECHNIQUES



# BEFORE: HIGH COST, LOW ROI



## High Volume, Repetitive Outreach

- Limited capacity
- Unable to answer all inquiries consistently



## Skills & Queue Based Routing

- Time consuming to maintain thousands of rules
- Unable to adapt quickly as business pressures evolve



## Missed Opportunities & No Journey Insight

- Unable to engage customers purposefully
- Lack of visibility into behaviors and outcomes



## Manual, Repetitive Processes

- Employees spending too much time on process
- Inconsistent, ad-hoc use of knowledge

# AFTER: CX WITH AI

## Automatic Service through Virtual Agents

- Personal, conversational, engaging virtual agents
- Deliver self-service without dead-ends



CONVERSATIONAL  
AI

## Optimized Customer + Agent Matching

- AI-driven pattern discovery & outcome prediction determine best match.
- AI models adapt to changing requirements



PREDICTIVE  
ROUTING

## Customer Engagement and Journey Insight

- Predict possible outcomes and next steps
- Deliver proactive, personalized, targeted engagement



PREDICTIVE  
ENGAGEMENT

## Automate Knowledge and Tasks

- Deliver knowledge automatically to employees.
- Automate tasks during and after interactions



AGENT ASSIST

# BEFORE: MANUAL, AD-HOC



## Quality is Subjective

- Quality assessments reflect management biases
- Inconsistent history and data gaps



## Experience-Based Decisions

- Limited insight into performance drivers
- Decisions made based on gut-feel



## Motivation is Forced

- Top-down goal and performance saps motivation
- Lack of engagement drives attrition



## Ad-Hoc, Off-Line Resource Planning

- Off-line, manual forecasts using spreadsheets
- Asynchronous, disconnected resource planning

# AFTER: EX WITH AI

## AI-Enabled, Human-Centric

- Automated listening and learning drives consistency
- Unbiased, data-driven quality standards



QUALITY

## Data-Driven Decisions

- AI-driven topic and pattern discovery
- Understand the why with sentiment analysis



SPEECH & TEXT  
ANALYTICS

## Gamify Goal-Driven Behaviors

- Use AI to nudge employees to the right behavior
- Make continuous improvement fun



GAMIFICATION

## AI-Enabled Workforce Management

- Automatic, interactive long and short-term forecasts.
- Align scheduling to real business goals



WORKFORCE  
MANAGEMENT

# AI ETHICS PROVIDE GUARDRAILS

## BALANCE VALUE CREATION WITH EMPATHY



Genesys is committed to ensuring the needs of our stakeholders, end customers, agents/employees and businesses are well understood and considered throughout the value-creation process and across our product portfolio.

## UNDERSTAND AND REDUCE BIAS



Genesys is committed to understanding and reducing bias in AI models to support ethically fair decision-making.

## INCORPORATE PRIVACY DESIGN PRINCIPLES



Genesys is committed to the core principles of privacy by design, protecting an individual's right to privacy from the outset.

## BE TRANSPARENT




Genesys is committed to ensuring stakeholders understand the underlying decision-making processes.



# CUSTOMER SUCCESS STORIES



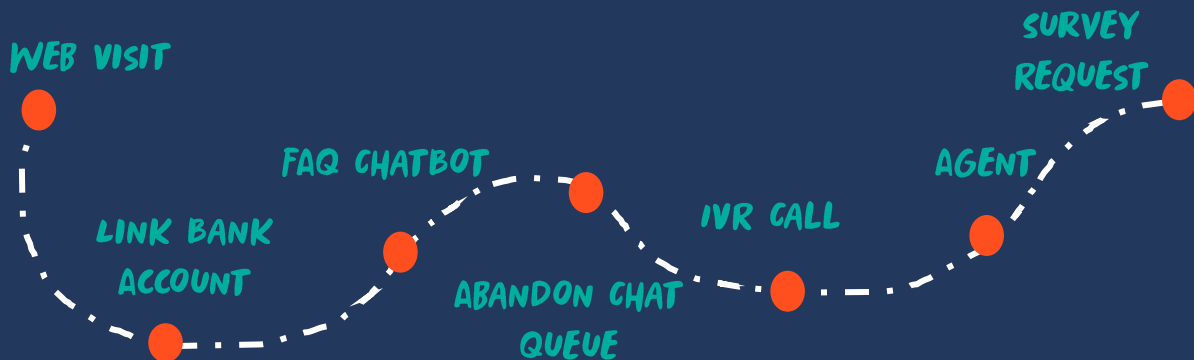
The image features the Nespresso logo centered on a background of coffee beans. The logo consists of a stylized white 'N' followed by the word 'ESPRESSO' in a bold, white, sans-serif font. A registered trademark symbol (®) is located at the end of the word. The background is a close-up, slightly blurred view of coffee beans, showing their natural texture and color variations from light tan to dark brown. The entire scene is set against a dark blue background with subtle geometric shapes.

**NESPRESSO®**



# TO THE CUSTOMER IT'S ALL ONE EXPERIENCE

WESTERN  
UNION

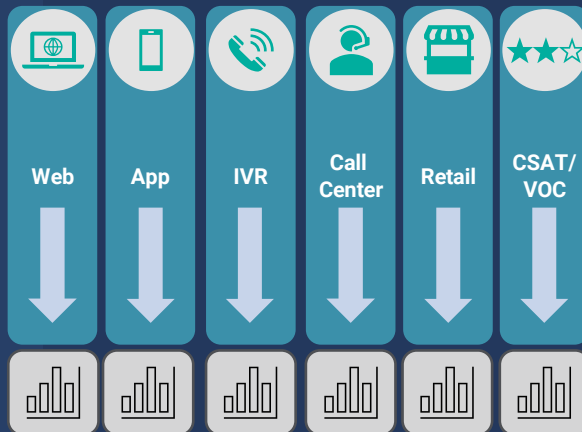


## PINPOINT ISSUES

- Error linking bank account
- Unable to view help content
- Followed by CS Interaction

## SIZE OPPORTUNITY

- 20K Customers Per Month
- \$3.6M in potential cost savings
- Revenue and CSAT Increase



## Challenge

- Single Channel Focus with limited Exploration Capabilities
- Lack Multi-Channel Linkage and Views
- No concept of Time or End-To-End Experience
- No Common Language Across the Org

## Program Goals

- Visualize all customer behavior across time, in digital and support channels
- Use CJM to quantify, prioritize, and achieve real value
- Provide a visibility across multiple teams and use cases, while rapidly accelerating 'issue identification' and 'impact tracking'

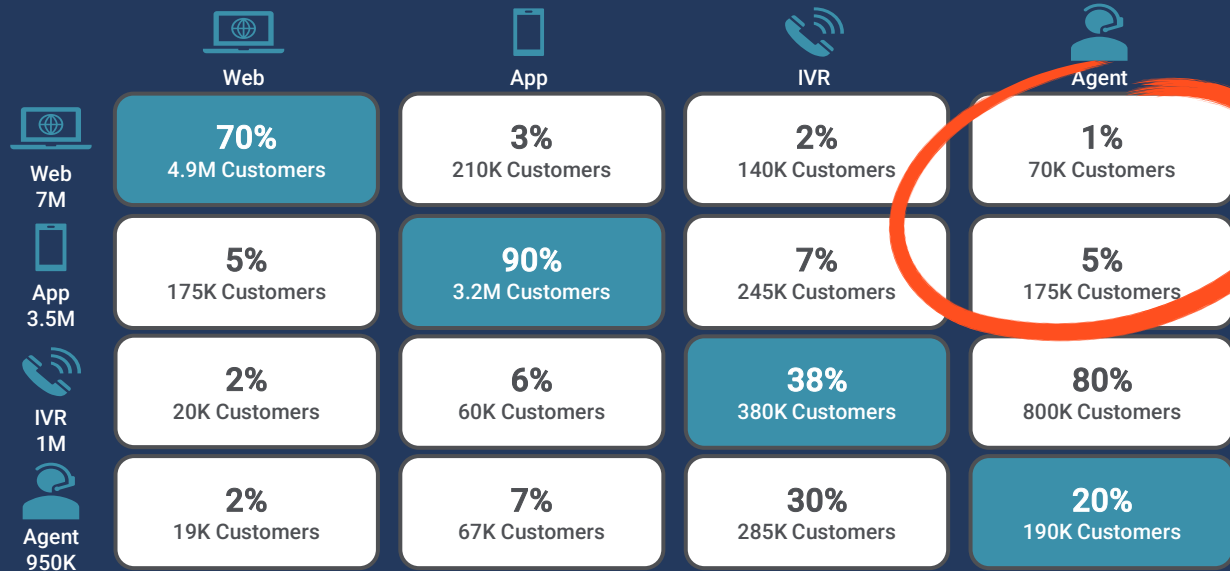


“We Achieved a level of previously unseen customer visibility that enabled us to quickly prioritize actions and **identify \$6.8M** in potential cost savings”

Will Holloway,

Group Leader, Self Service & Omni-Channel Strategy

## Insight



“Within 10 days we connected and visualized two months of data with more than 700M customer events across five data sources”

# TRANSFORM EXPERIENCES WITH EXPERIENCE ORCHESTRATION



## EXPERIENCE ORCHESTRATION IS...

The coordination of technology to build long lasting relationships at scale



## IT GIVES YOU THE POWER TO:

Listen to, and understand your customers and employees

Predict actions, shape journeys and drive toward meaningful outcomes

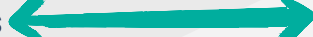


## SO YOU CAN:

Create exponential value for customers, employees and your business by coordinating every interaction and touchpoint

re-imagine

Customers



Employees

innovate

Experience

Efficiency

automate

# THANK YOU

Michael Grün, Sales Director

Nov. 2023

 GENESYS™