

DECISION PERSPECTIVES: GENESYS VERSUS NICE

A VALOIR INSIGHT BRIEF

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As many organizations implement new cloud contact center platforms as part of an overall digital transformation strategy, they must weigh a number of factors when selecting a platform – and vendor. Many are adopting cloud contact center platforms to enable them to increase efficiency and improve both customer and agent experience, but those platforms have varying degrees of functionality, usability, and time to value.

To better understand the comparative strengths and weaknesses of the solutions from Genesys and Nice, Valoir conducted in-depth interviews with a number of customers. Some were contact center managers that were using solutions from both vendors in the same organization, some had recently migrated from Nice to Genesys Cloud CX, and some had recently evaluated and implemented a new solution and chose Genesys Cloud CX over Nice CXone. Valoir found there were five main reasons organizations chose Genesys over Nice: reliability, usability, vendor support, openness, and pace of innovation.

Reliability

Obviously, reliability is a critical factor in delivering a contact center as a service (CCaaS), and all customers stated that reliability was “table stakes” for any contact center operation. Valoir found that, for customers that compared Nice reliability versus that of Genesys, Genesys Cloud CX’s reliability, scalability, and security were key factors in their decision. Contact center leaders said:

With Nice, we were having a lot of issues from a service and stability standpoint.

Our SLA is 99.99 percent uptime and typically Genesys meets that, where with InContact we’ve seen degradation of service for a couple of days. When we’re looking to invest hundreds of thousands in a contact center platform that’s a big consideration.

Security, reliability, and customer trust are first and foremost for us. We wanted availability, and dependability, and Genesys had shown a track record of success.

Beyond operational reliability, customers also considered how long it took for problems to be resolved, and the type of planned downtime that might be required for fixes, upgrades, or system changes, and found that the “always” on nature of the Genesys CX Cloud platform, and the ability to turn features off and on without interruption enabled them to deliver operations with less planned – and unplanned – downtime.

Usability

Another key area that customers evaluated when considering Genesys, Nice, and other CCaaS vendors was usability. Obviously, usability is a key factor in adoptability and agent productivity; it also has a significant impact on onboarding and training time and time to productivity for agents when joining new teams or work queues. Contact leaders that chose Genesys over Nice based, in part, on usability, said:

With Nice, it's very difficult to teach people outside of day-to-day functionality. With Genesys they showed us how a business user could create a new user [and direct calls or digital interactions to them] far more quickly, and [it's] very user friendly.

A lot of comes down to the features agents get. When switching from Nice to Genesys, we started with 2-hour training sessions and dropped it down to 20 minutes because it was so user friendly.

We were looking for a more holistic solution that had everything in one place plus workforce management and optimization.

With Genesys, you can integrate it or embed it wherever you want. You can do that to a certain extent with InContact, but with our agents that have migrated from InContact to Genesys the overwhelming response is the experience is so much better than in InContact.

With Nice, a lot of things required a service request. With Genesys, everything is in my control; there's almost no element I can't turn on or off without intervention. InContact and others require a service request or professional services engagement.

In a cloud environment where customers expect configuration, not coding, the ability of Genesys Cloud CX customers to have business users change or add users, configure capabilities, or turn features on and off without vendor or consultant intervention was a key usability factor impacting both agents and managers. Additionally, the ability to flexibly provide functionality and features to agents, as well as provide everything in a single pane, were key factors in the usability of Genesys Cloud CX.

Vendor support

Particularly in a CCaaS situation where more of the ongoing day-to-day technical support (and uptime) is the responsibility of the vendor, choosing

a vendor that is not just technically proficient but a cultural match is important. Contact center leaders choosing Genesys over Nice spoke not just about traditional support but about customer attention and partnership that had tangible impact on their ability to be successful and deliver business value. Contact center leaders said:

There were concerns around customer support [with Nice]. We're a global business, and if we had issues in Europe, we had to wait for the US to wake up.

With Genesys, we felt like we had found our partnership.

The people on the Genesys team are one of the strongest parts of our partnership.

The Genesys product team really listens to customers. I'm not suggesting Nice doesn't, but Genesys acts on those things and within a few months you're likely to see that enhancement. They're real operational enhancements that make sense, and we see continuous improvements based on feedback.

The Genesys team is more energetic and engaged.

The resounding theme with Genesys customers regarding the vendor relationships was that, with an ongoing relationship, they expected vendors not just to listen but to work collaboratively with them on service enhancements and contact center optimization – and that Genesys delivered.

Openness

Every CCaaS vendor talks about open APIs and ease of integration, and it is a critical factor for both flexibility and ongoing TCO, particularly for contact center leaders managing multiple applications, systems, and interdependent tools. Valoir found that Genesys Cloud CX's flexibility from an integration perspective was a key factor in many customers' decision to choose Genesys Cloud CX. Contact center leaders said:

With Genesys, everything is connected through open APIs so you can plug anything in.

Some partners had no API capabilities. InContact didn't have any, anything we did was all URL pops. Genesys had the connectivity of Twilio but an actual product framework to connect everything.

One piece that was really critical to us was the open API concept. The API capabilities with the Genesys platform were a lot more open and robust than the Nice product. We have several integrations with multiple CRMs and systems and without those things it would be impossible for us. Some capabilities exist in the Nice product but with Genesys you have a lot more options and we could easily integrate in the way we wanted with Genesys.

Pace of innovation

The promise of CCaaS (and of all cloud solutions) is the ability to gain more value over time by taking advantage of the ongoing investments vendors make in functionality and innovation. Valoir found that both rapid innovation and a predictable roadmap cadence were key factors in customers' positive evaluation of Genesys. Contact center leaders said:

We looked at roadmap. With Genesys, every Wednesday you see micro-changes. That is big for someone who's invested a lot and wants to see continuous improvements, and we didn't see the same in Nice.

We wanted to get away from a different tool for social media, e-mail, text, and third-party bots for social, chat and voice. With Genesys, we can build it out from a single platform, and we really have a voice in how the roadmap is being developed.

Our digital workplace is a high growth area, and end users have high demands. We need a partner to help us keep setting new goals and raising the bar, and we didn't see Nice taking us there.

Contact center leaders Valoir interviewed have really moved away from the traditional “set it and forget it” mode of contact center operations. They see delivering ongoing enhancements in areas such as artificial intelligence and automation as key to driving both efficiency and improved agent and customer experience. They expect their vendor to not just deliver on roadmap promises but be a thought leader in emerging CX areas.

Conclusion

As organizations continue to focus on customer experience as a differentiator, contact center leaders are looking for more than just technical capabilities like reliability and security. They demand high-quality agent and manager experiences, flexibility to meet current and future needs, and a partner that can help them optimize both customer and agent experiences. Valoir found that Genesys's ongoing investments in core capabilities and innovation, as well as its focus on customer success, were key to its selection over other vendors such as Nice.

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