

Genesys acquires Radarr

Genesys announced it has entered into an agreement to acquire Singapore-based Radarr Technologies, which provides artificial intelligence (AI)-based social and digital listening, analytics, and engagement. Genesys plans to integrate the Radarr capabilities to enable clients to unify more customer engagements and interactions from different languages and channels in Genesys Cloud.

- Radarr supports natural language listening and sentiment analysis in 138 languages across multiple public social media platforms.
- Radarr has integrations to more than 50 social platforms.
- In addition to listening, Radarr enables users to assess public social media posts and respond to them in private or public posts.

The acquisition is expected to close in the first quarter of fiscal year 2025.



AT A GLANCE

Radarr will enable Genesys to expand its capabilities to support new channels and languages of engagement, allowing customers to not just listen and analyze customer interactions in more digital channels but respond to those customers where they are in their language and digital channel of choice.



DEEP DIVE

Although social listening has been around for a long time, most activity has been in marketing, not in the contact center. Enabling analysis and automated responses enables real ROI by supporting listening and more personalized engagement while reducing the cost and friction of managing separate social engagement tools.



LONG VIEW

The Radarr acquisition will better position Genesys to support clients in emerging markets where digital conversations from social channels make up a growing proportion of overall traffic. It will also enable Genesys to connect public social media data with attitudinal, sentiment, and interaction data for a more complete data set for AI analysis.



MONEY: As we predicted in Valoir's 2024 Predictions, there will be more acquisitions in the customer experience (CX) space as changing valuations make smaller acquisitions more attractive.



MARKET: The early 2010s saw a number of acquisitions in the social listening space (notably by Salesforce and Oracle) with a focus on marketing. The difference now is the ROI for customer service use cases.



PEOPLE: With Radarr, Genesys adds to its bench strength in AI. It also gains more of a presence in Southeast Asia and the Middle East, and a more complete solution for communication with consumers that primarily use social media to engage with brands.



TECH: Like Genesys, Radarr runs in the cloud on AWS and offers free trial options, making its technical and accounting integration less complicated.