Genesys Workforce Engagement Management

Genesys Workforce Engagement Management (WEM) leverages Genesys's cloud platform and depth of expertise in contact center routing and management to deliver ongoing innovation for contact centers. An ongoing release cycle and try-before-buying options help customers understand, adopt, and benefit from innovations like artificial intelligence (AI).

— Predictive Routing provides real-time AI-driven customer-agent matching, masking the complexity of the models while providing clear outcomes.

— Optimized scheduling supports the complexity demands of WFH and more flexibility for agents in areas such as late changes, marketplaces, and team schedules, and integrated training and collaboration drive better agent experiences.

AT A GLANCE

Genesys continues to advance its cloud and AI capabilities for contact center engagement. With a focus on customer experience (CX) beyond agent productivity and operational efficiency, Genesys is now more effectively competing beyond its traditional call center roots.

DEEP DIVE

Genesys is highlighting the connections between employee experience (EX) and CX while leveraging its cloud platform to deliver ongoing innovation for customers including advances in routing and agent assistance, call transcription and coaching, and quality management.

LONG VIEW

Genesys is making a play beyond its traditional contact center audience. As companies look beyond just replacing contact centers to supporting a full transition to virtual engagements, Genesys's traditional contact center strengths and its ongoing cloud and AI innovations are driving customer adoption.

MONEY: Consolidating its capabilities in a single cloud-based platform offers economies of scale to Genesys and its customers. Try-as-you-buy models for Predictive Routing, for example, create a self-funding model.

MARKET: The line is blurring between the contact center and CRM space. Expect more partnerships and consolidation moves. Genesys's history in areas like routing and scheduling give it an advantage.

PEOPLE: Genesys is innovating in human-centric areas such as emotion detection to improve agent effectiveness and customer empathy.

TECH: An open platform is a key Genesys design principle, to enable agility and flexibility and leverage data and automation across the platform.