Genesys DX

Genesys DX combines Genesys's customer experience (CX) and contact center expertise and artificial intelligence (AI) capabilities with the conversational AI and dynamic knowledge base technology from Genesys's Bold360 acquisition. DX is one digital customer engagement solution designed to support proactive engagement with customers throughout their journey. It is positioned around delivering empathy at the core of every interaction based on four key pillars: listen, understand and predict, act, and learn.

— A centralized knowledge base is automatically updated on an ongoing basis to ensure customers have 24 by 7 access to answers to their questions.

— Natural language analysis enables better understanding of customer needs and sentiment to deliver a more empathetic response in real time regardless of channel.

AT A GLANCE
DX proposes bringing "human intuition" to all digital interactions - chatbots, Web messaging, live chat, e-mail, SMS, Facebook Messenger, and Instagram - with real-time AI-driven insights on one platform.

DEEP DIVE
Genesys has combined its history of experience in customer contact centers, organically-developed AI and predictive analytics capabilities, and capabilities from the Bold360 acquisition to package one "digital first" customer engagement solution.

LONG VIEW
As customer interactions increasingly move to digital channels, customers want the same - or better - personalization and human "touch" that they get in in-person contact. Prebuilt AI and analytics are key to achieving this at scale while managing ongoing TCO.

MONEY: DX pricing is a tiered model based on engagement volume. Companies with large SMS interaction volumes will likely need to factor in additional costs.

MARKET: With DX, Genesys is signalling its expansion beyond the traditional contact center market into adjacent markets such as digital customer service and CX.

PEOPLE: The empathy message is everywhere in CX today. Genesys's challenge is to move beyond the messaging to show how and where its investments in predictive analytics, AI, and usability shine.

TECH: Real-time analysis is key to delivering empathetic digital interactions. Genesys will need to address integration for prospects that want to maintain existing investments in some channels.