

Genesys Cloud AI Experience

Genesys Cloud AI Experience brings together Genesys artificial intelligence (AI) tools and technologies into a single, integrated solution that provides a more turnkey approach to applying AI across customer journeys. The solution combines conversational AI, agent assistance, knowledge, predictive routing, and predictive engagement to better orchestrate customer experiences, and is available at a single fixed price per agent. It also includes AI enhancements.

- A new digital bot flows builder provides rich text, images, and visual menus to accelerate the bot building process across multiple channels.
- A new knowledge workbench enables customers to have a single touchpoint for creating, enhancing, and training knowledge across channels, with smart search to extend value.
- Better explainability into factors that influence agent scoring and the ability to optimize orchestration based on a broader set of key performance indicators (KPIs) help customers see the value AI delivers.
- New predictive engagement features enable service leaders to estimate audience impact across multiple channel touchpoints.



FROM THE SUMMIT

The adoption of AI across contact centers has often been on a channel-by-channel basis, leading to disparate tools, inconsistent pricing, and varying results. The solution focuses on bringing together common tools across the customer journey to streamline the adoption, and value from, AI.



DEEP DIVE

Genesys has deep expertise (both acquired and organic) in predictive analytics and AI, where it continues to invest. Making complexity simple and easy to adopt is difficult, but can extend AI to a broader audience of service leaders looking to technology to increase efficiency while increasing customer service empathy.



LONG VIEW

As some customer experience (CX) vendors that brought proprietary AI to market move to a bring-your-own-AI strategy, Genesys is taking a different approach, betting that customers are looking for a trusted vendor to put the pieces together. The long game will maximize value for customers with utility AI that's easily usable while enabling those that want to go deeper to use AI as a differentiator.



MONEY: A multichannel AI approach has often meant multiple variables (cost per event, route, chat, or agent) and unpredictable pricing. The solution's per-agent pricing model makes it simpler and more predictable which encourages adoption.



MARKET: The CX AI market will continue to consolidate as customers seek a more predictable and reusable approach. Genesys is not alone in recognizing this demand; competitors will likely follow its lead in offering more turnkey options for AI.



PEOPLE: Implementation expertise is an AI challenge. Leveraging common tools and models across customer journeys will reduce resource constraints and enable service leaders to leverage AI skills across multiple channels without new tools to learn.



TECH: Genesys's approach to AI has focused on helping customers test and prove value. Further enhancements in explainability, A/B testing, and audience analytics will help leaders understand the bottom-line impact of AI adoption.