Network, Platform, and Integrations

Genesys Cloud CX from Verizon

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Network matters to CX

Partner with an expert

Considerable time is spent choosing the right CX platform for your organization. The same consideration should be given to who you partner with. The right platform not only helps you delight customers but can help increase revenue . The same consideration should happen as you look at a partner that will connect your customers to your platform. They deserve the best path to your chosen solution.

Network quality drives outcomes

High-quality toll voice not only drives call recordings and analysis, but information provided in SIP headers can offer a lot of detail about the callers. Integrating contact center platform-related dashboards along with network traffic information can provide a holistic view of what is happening prior to a call getting to your platform, as well as the platform's productivity.

Additional value-added factors

Pre-provisioned access to Genesys Cloud not only provides scalability to meet business or seasonal demands, but also eliminates complexity. With Genesys Cloud from Verizon, you can get a transport and CX platform on a single contract, and even a single bill with SLAs covering the transport and CX platform. Tier 1 to Tier 3 support is provided by Verizon—should a problem arise, it can be resolved quickly with a single support call, instead of your team working between network and platform providers.

> **"Having a transport network pre-provisioned into the Genesys Cloud provides additional flexibility and scalability for our customers."**
>
> –Clifford Cibelli,
> Product Marketing Manager,
> Verizon

Enhance the flexibility of a composable platform with easy integrations

Innovate and differentiate

Genesys Cloud CX is built to leverage modern cloud strategies and technologies. A microservices-based architecture, API-first development, open data, and AI give you rapid innovation, agility, and resilience. The platform's composable design optimizes your CX tech stack so you can focus on configuring and harmonizing only the tools and capabilities your business needs, with minimal disruption.

Save time and resources

Use your own optimal mix of platform APIs and the industry's most comprehensive set of native productized features to create innovative experiences for customers and employees. Direct your IT department's development resources to high-impact projects, instead of having them rebuild apps that are already commercially available.

Use Genesys AI or integrate third-party tools

Genesys Cloud CX unifies, orchestrates, and optimizes your customer and agent experiences using native or third-party AI technologies. Integrate real-time and historical data, predict buyer-journey outcomes and trigger intelligent conversations with bots to save costs and deliver better results. Integrating the power of AI and automation tools is better for your customers and your business—and it makes your employees' jobs easier.

"The open APIs are a *big advantage*, especially when integrating AppFoundry and GitHub applications. Now, our software developers quickly get to all the data they need and more. The other day we asked if they could create mini-dashboards taking various outputs from Genesys Cloud CX. After 30 minutes, they were back with a project plan."

–Carl-Petter Udvang
Product Manager, Lowell Norway

Add new features or integrate existing systems

Extend your applications. Whether you build or buy, you can easily add on pre-built integrations. The Genesys AppFoundry® Marketplace offers hundreds of out-of-the-box integrations— from business intelligence to gamification solutions.

Popular integrations (CRM, UCC, HR, bots)

Say goodbye to lengthy professional services engagements. Pre-built CRM integrations are available for all major systems, including Salesforce. These out-of-the-box integrations are quick to deploy and easy to configure, and they provide intelligent routing for all interaction types, automated logging, and screen pops.

Present information to your agents in scripts, or act on data from your CRM system, or any third-party solution that stores data and uses web services. Agents can even work directly in your CRM interface, or any browser-based application, using call controls and functionality embedded within Genesys Cloud CX.

APIs and software development kits (SDKs)

The Genesys Cloud CX solution lets you build almost anything, in any programming language, using the same fully secured and versioned Public REST API that Genesys developers use. Our APIs, SDKs and open-source projects are continually updated—and our developer community is eager to help.

App marketplace

Browse our growing AppFoundry Marketplace, featuring more than 350 pre-built customer experience applications and integrations from industry-leading vendors and technology partners, including Salesforce, Microsoft and Zoom. Whether you want to integrate with an existing workforce management tool or business intelligence system, or introduce new capabilities like agent gamification, the marketplace has a solution to meet your needs. And you can enjoy one-click installation and free trials.

Summary

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Genesys Cloud CX creates fluid conversations across digital and voice channels in an intuitive, all-in-one interface. Provide exceptional experiences for employees and customers, and reap the benefits of speedy deployments, reduced complexity, and simple administration—transforming your contact center into an experience center virtually overnight.

Ensuring the best transport connection to your CX platform is critical. A single point of contact and account team, and a single MSA with SLAs covering transport and CX, help reduce troubleshooting issues between network and platform. This allows for high availability of platforms critical to your business and customers.

Together, Verizon and Genesys have been providing critical infrastructure and solutions to our joint customers, enabling them to tie their business to their customers for 30+ years. Verizon's own contact center operations support more than 100M retail consumers, giving us deep insights that deliver game-changing customer experiences. Combining one of the world's largest IP networks from a recognized leader in customer satisfaction, along with an industry-leading contact center platform provides our joint customers with the tools to create personalized experiences and delight their users.

Next steps

Explore the interface, features, and functionality of Genesys Cloud CX.

Network matters to CX. Learn why Verizon should be the partner of choice to deploy CX solutions.

About Genesys

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

About Verizon

For over 30 years, Verizon has helped global enterprises launch innovative contact center solutions. As an operator of one of the world's largest IP networks, our industry experience helps you meet the needs of hybrid workforces with Cloud CX. Deliver consistent caller experiences, and connect to customers worldwide with our leading contact center solutions.