Genesys Cloud from Verizon

An all-in-one customer experience solution, integrated with Verizon's IP Contact Center (IPCC) inbound transport network.

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Imagine the world's most efficient customer experiences, delivered with empathy and personalized care integrated with the Verizon network.

Now make it a reality with Genesys Cloud CX from Verizon.

Customer relationships can be complex, but they don't have to be difficult. The Genesys Cloud CX™ platform makes interacting with prospects and customers simple. Built to handle any channel, Genesys Cloud CX can turn calls, email, chats, text messages, and social comments into one seamless conversation–all while empowering your teams to deliver exceptional customer experiences (CX).

The Verizon IPCC network has been integrated into Genesys Cloud. This provides you with all the additional flexibility and scalability you need to support your agents and contact center. Network matters to CX, and Genesys Cloud on Verizon's network provides you with global high-quality transport with all the capabilities to help enhance customer experiences and generate better business outcomes.

This unified, all-in-one solution uses artificial intelligence (AI) to help you easily:

Connect with customers

Genesys Cloud CX simplifies the way you connect with customers across channels, providing all the context you need to deliver more personalized experiences and build stronger relationships.

Empower your teams

Give your employees the information they need in a tool they'll love using. Get an all-in-one platform built to engage your employees and boost your team's performance.

Understand your business

With real-time dashboards and up-to-the-second analytics, Genesys Cloud CX provides the insights you need to run your business — no matter where your agents are located or which channels they handle.

Innovate with empathy

Our award-winning, composable software platform deploys in days, is intuitive to use, and continually evolves with innovative upgrades each week. It's powerfully simple–and simply powerful.

> **"In a world where customer service expectations are changing at lightning speed, Genesys Cloud CX can help provide you with a serious competitive advantage."**

Empower agents to deliver faster, smarter, more personalized customer service

Genesys Cloud CX is transforming the contact center industry by delivering innovation to companies of all sizes, everywhere. There's a reason it's a leading platform for seamlessly integrating voice and digital channels—empowering agents, delighting customers, and creating better business outcomes.

Consider some of the main features of Genesys Cloud CX:

Intuitive design for effortless experiences

Get up and running with a solution that's simple to deploy, administer, and train employees to use with ease in a matter of days. An integrated, intuitive interface makes it virtually effortless for employees to start helping customers quickly.

Unified CX and WEM, enhanced with AI

Oversee customer experiences and workforce engagement management (WEM) with ease. Let advanced AI and self-service automation capabilities liberate agents from routine tasks—while leveraging your data to provide essential insights.

Modern, cloud-native architecture for maximum flexibility

Born in the cloud, Genesys Cloud CX is nimble, resilient, and powerfully adaptable. Through a microservices-based architecture that enables IT professionals to easily mix and match components, the platform provides maximum flexibility and security.

A composable and future-proof platform

Be prepared for anything. Compose your ideal solution from an array of native components, a vast partner ecosystem, and open APIs. Solve tomorrow's problems today and keep your business fueled for the future with our cloud-first strategy.

90%
first-call resolution

26.7%
average TCO savings in first five years for customers migrating to Genesys Cloud CX

20%
boost in agent productivity

Capabilities

Genesys Cloud CX

An all-in-one, AI-powered omnichannel platform

Built from the start to create seamless conversations, Genesys Cloud CX eliminates the need for multiple systems and applications. It's a seamless, all-in-one contact center platform with a unified agent desktop that encompasses voice and digital channels. It uses a common routing engine for all interaction types so you can easily control utilization and agent blending. And it ensures conversations are delivered to the employees who are best equipped to handle them.

Agents receive interactions from any channel in a single and consistent interface, allowing them to easily blend real-time (voice calls and chats) and asynchronous conversations (text messages, email and social), all while reducing training time and errors.

Context about each customer and a complete interaction history let agents understand who each customer is, and know each unique journey. Personalize dynamic scripts and responses while keeping agents on-message and compliant.

|		
AI and bots	**IVR**	**Text/SMS**
Inbound voice	**Social media**	**Email**
Predictive routing	**Chat**	**Outbound voice**
Callbacks	**Messaging apps**	**Workforce optimization**
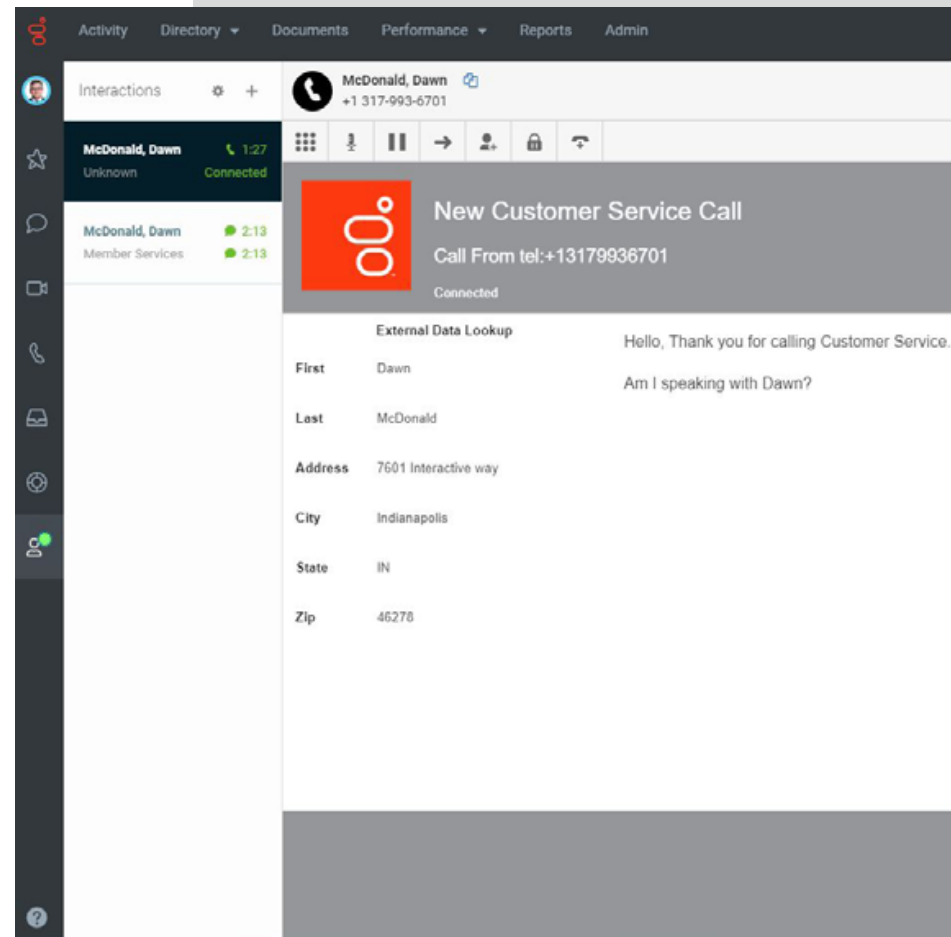
Routing and self-service automation

Customers expect personalized experiences—even when they choose self-service. The more context your company has about customers' previous voice and digital interactions, the better experiences you can provide. With Genesys Cloud CX, AI is infused with natural language processing, allowing you to leverage customer data for enhanced automation and more consistently personalized experiences.

Get customers to the best agents for them with AI-driven predictive routing. You can also provide 24/7 self-service and agent-assisted service with chatbots, voicebots, and IVR flows you can administer using intuitive drag-and-drop editors. Configure prompts, data dips, submenus, and transfers to fit your business needs—all without the need for professional service or downtime.

Give customers a conversational self-service experience. Choose from built-in automatic speech recognition or natural language understanding integration. And rest easy knowing our IVR has the security features you need to comply with regulations, so you can securely process credit card payments and adhere to PCI requirements.
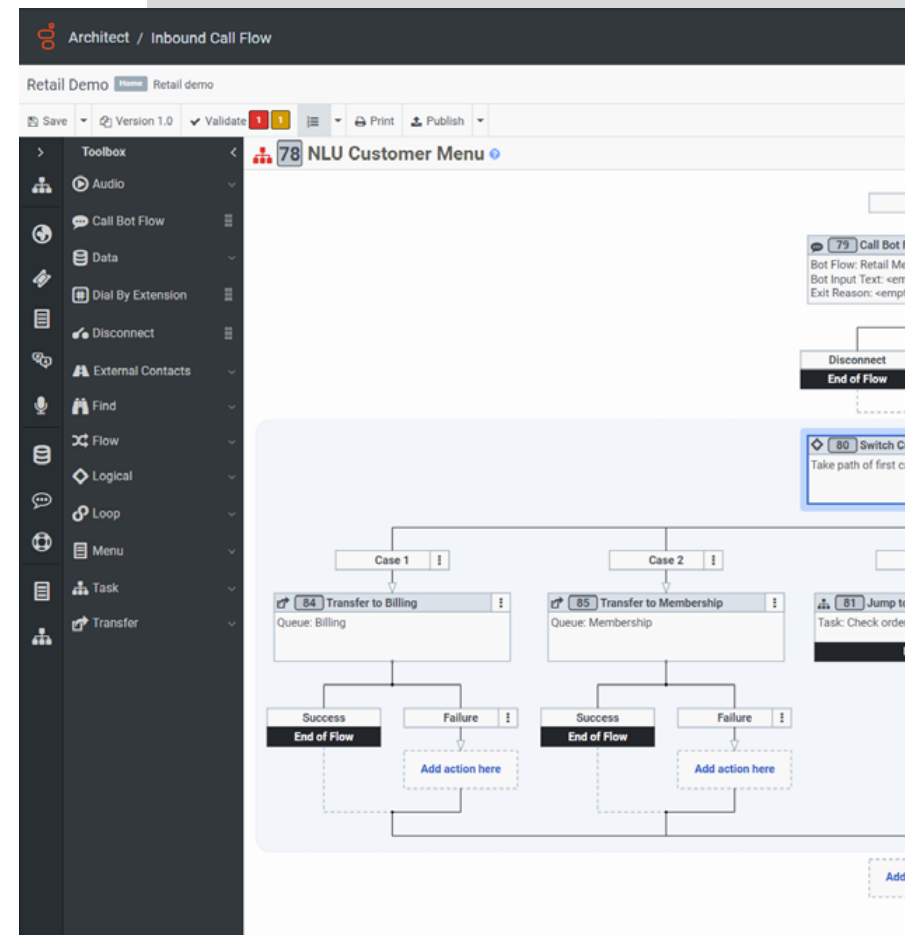
Simply drag and drop to update menus and build new flows on the fly

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Outbound campaigns

Optimize your campaigns while keeping agents productive, costs low, and contact rates high.

A built-in automated outbound dialer has the features, power, scale, and flexibility you need to increase campaign effectiveness. Align customer demand with agent utilization by blending inbound queues and outbound campaigns. And allow agents to move seamlessly between the two.

Accurately detect and filter out answering machines, busy signals, unanswered calls, disconnected numbers, and fax machines—and configure campaigns with a variety of dialing modes. Help your agents spend less time waiting and more time connecting to customers. Stay in compliance with automated time zone mapping for your campaigns.

Voice

**SMS**

Email

Coming soon

WhatsApp

Coming soon

Custom dashboards and reports

Get the actionable insights you need to run and optimize your business—from one place, in real time.

Get reporting at your fingertips with Genesys Cloud CX. Layered dynamic views bring together metrics from every channel—inbound and outbound. Compare real-time and historical data in a single view to see how your current performance measures up to the past. Or filter, save, and export unique views in seconds. Drill down for deeper details with a single click. Configure custom dashboards in minutes and use packaged integrations or open APIs to export data into a business intelligence database. You also can build highly-customized wallboards and reports.

Whether you're walking the call center floor with an iPad or working at your computer, it's easy to stay connected and in control. Set alarms and get alerts when key metrics are out of bounds. You'll never miss an important detail.
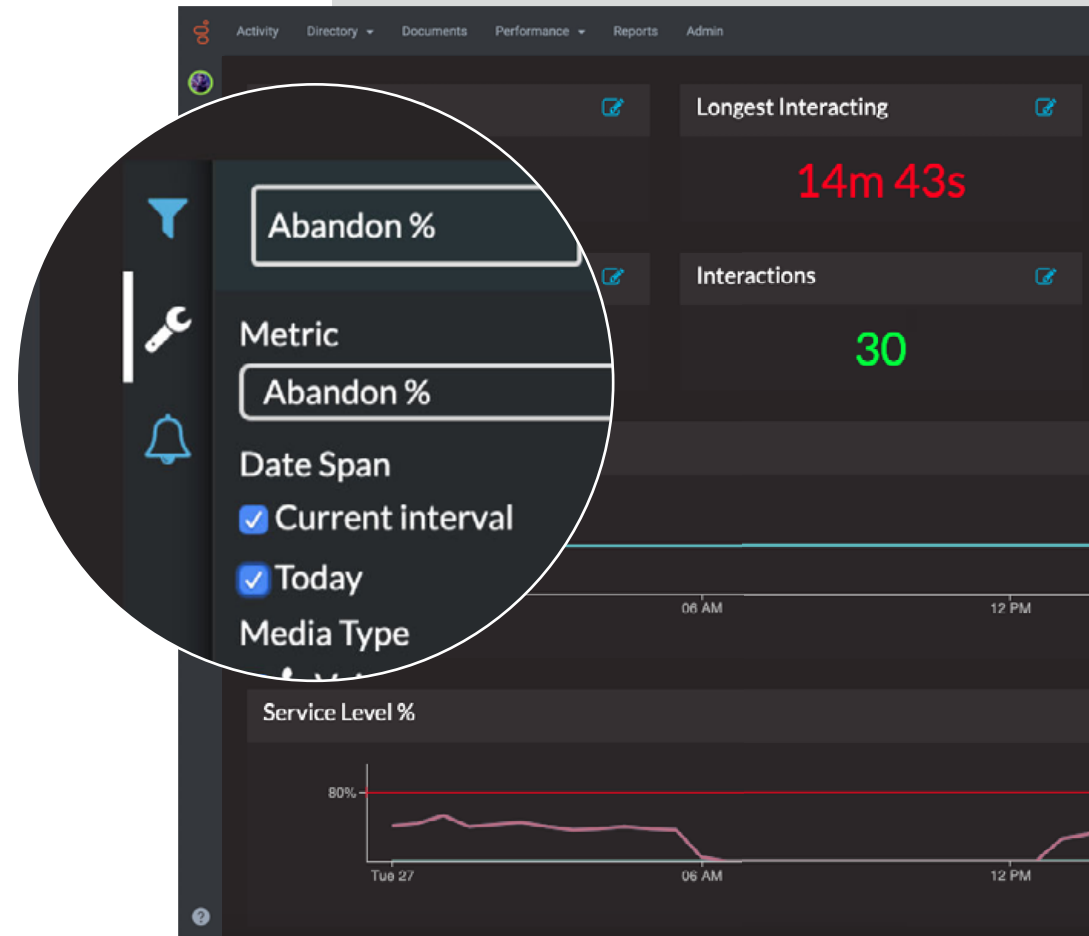
Configure custom dashboards to keep tabs on the metrics that matter most

Harness the power of your people

Genesys workforce engagement management (WEM) capabilities boost employee productivity with built-in AI and automation features across the quality management, voice and digital recording, workforce management, and employee performance domains—all from a single intuitive application.

Features include:

Quality assurance and compliance

AI powers our WEM tools. Follow interactions across channels to streamline evaluation processes. Record everything, including employee screens. These actions make it easier for administrators and supervisors to maintain quality levels. Plus, you stay in line with corporate and governmental compliance policies.

Resource management

Make sure the right staff is in place with AI-powered forecasts and scheduling. You'll be ready to plan for the demands of seasonal and unexpected conditions. Flexible tools let agents work anywhere across all channels.

Employee performance

Manage and improve performance with better communication between supervisors and agents. Gamify KPIs to recognize and reward employees, and coach them through improvements. Learning modules give you metrics to improve employee performance. These start during onboarding and continue with the agent as they grow in their position.
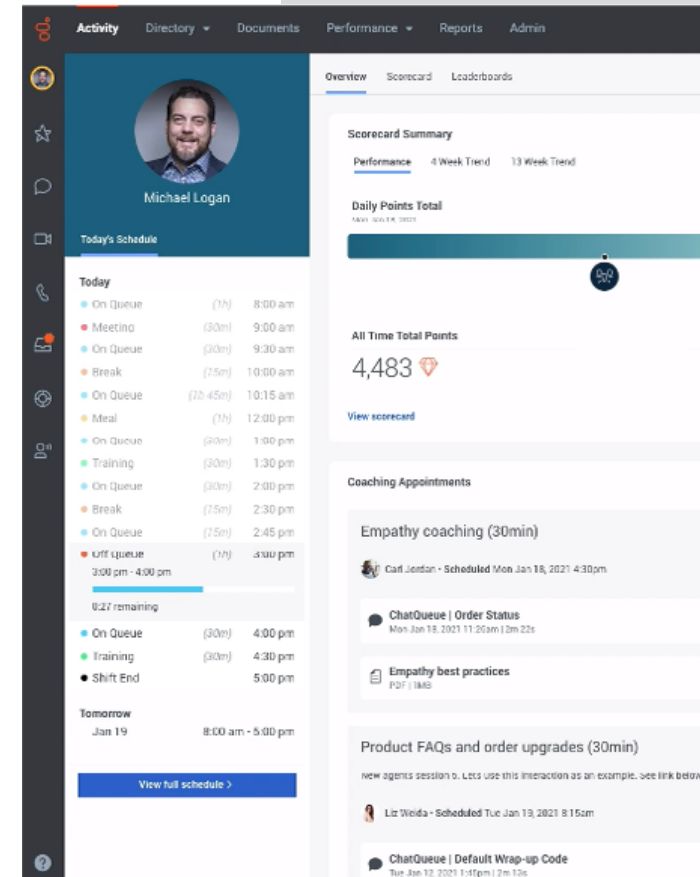
Unified communications

WebRTC and SIP softphone

Turn up voice calls for new agents, teams, or sites in a flash—without MPLS circuits or the need for a VPN. The WebRTC Softphone lets agents immediately make and receive calls using only a browser and a headset—without the need for additional software or hardware. WebRTC technology provides secure voice connectivity over the open internet.

If you prefer to keep audio and signaling local, you can install the Genesys Cloud SIP Softphone application, which runs on Windows-based computers and can be used even when logged out of the solution. It has all the advantages of a hardware phone—with added portability.

Business telephony and more

Unify all the ways your business communicates. Adding Genesys Cloud Communicate seats lets you consolidate traditional business telephony features, like voicemail and group ring, with real-time collaboration tools, such as video conference, screen share, team chat, profile-driven corporate directory, and document management. And iOS and Android applications give employees anytime, anywhere collaboration. It's all native and tightly integrated—in a single solution.
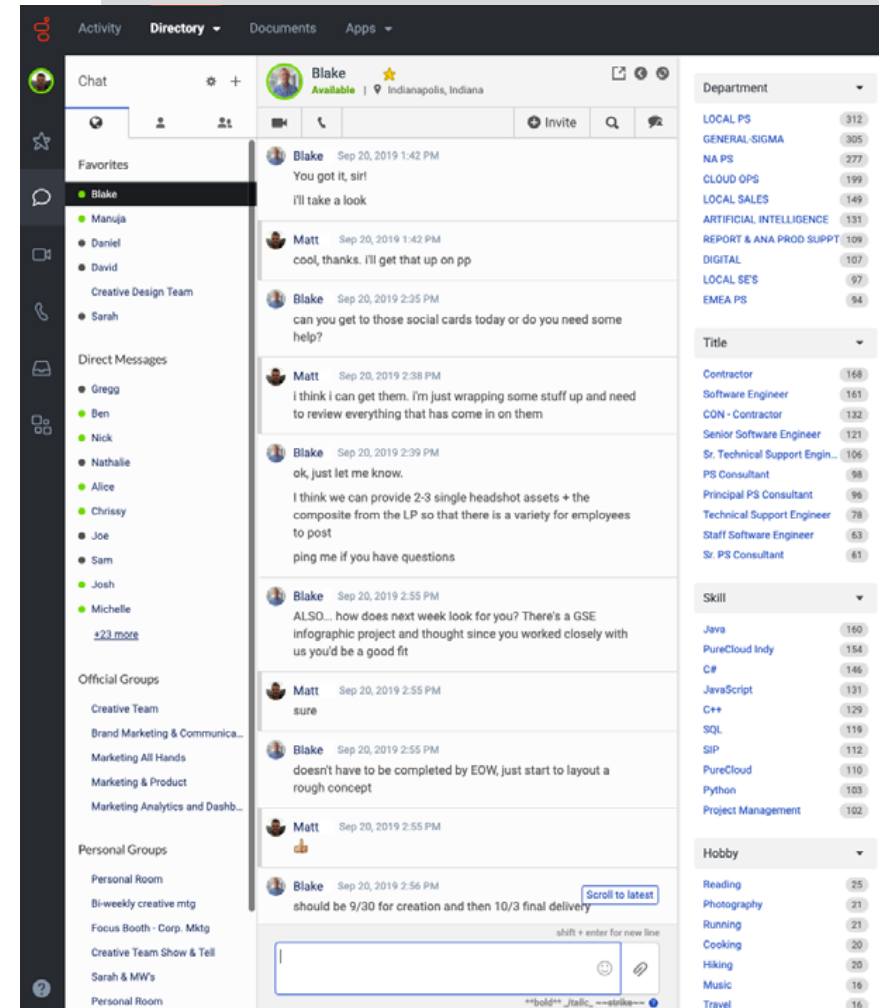
Easily find people throughout your organization and click-to-connect over chat, phone, or video

Verizon network, Genesys CX Platform and Integrations

Genesys Cloud CX with Verizon IPCC

Verizon connectivity

Making communication easy is essential to your business. That's why you want flexible and scalable options for voice connectivity.

Choose Verizon as your partner

At Verizon, we operate one of the world's largest IP networks, so we're well situated to help you connect to customers around the globe. Our IP Contact Center (IPCC) inbound solution is already connected to the Genesys Cloud in the US, removing a major implementation concern. We can help you make your business more efficient and improve experiences for your customers. There are additional connectivity options in EMEA.

Network matters to CX

Enterprises spend a considerable amount of time and resources picking the right platform that can help them delight their customers, deliver amazing experiences, and provide for better business outcomes. Choosing how you deliver your customers to your platform deserves the same consideration.

The power of Genesys and Verizon

With Verizon's IPCC network, already connected and provisioned into the Genesys Cloud in the US, scalability and flexibility are provided from the start. Our IPCC inbound solution provides intelligent call routing, service management, and traffic monitoring, along with reporting tools that give you control over your contact center operations. We have implemented many Genesys-based solutions, helping to create consistent customer experiences whether callers dial toll-free or local numbers, domestically or internationally. Verizon has been providing contact center solutions for over 30 years. Because we operate one of the world's largest IP networks, as well as a recognized leader in delivering customer service to our customers, we're well situated to help you connect to customers around the globe.

Fast facts

- Verizon is a Genesys Platinum Partner

- Verizon has been named Partner of the Year eight times

- Verizon offers Tier 1-3 support for your network and into Genesys Cloud

- Single POC and contract for CX platform and voice services

- SLA covering transport and platform eases trouble resolution

- Verizon and Genesys have 55+ years combined experience designing and delivering CX

- 2000+ total migrations performed by Genesys and/or Verizon

- 78+ billion minutes of inbound IP minutes delivered by Verizon in 2021

- 25 billion Genesys customer interactions annually

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.

> **"Open APIs are a *big advantage*, especially when integrating AppFoundry and other applications. Software developers can quickly get to all the data they need and more. Creating mini-dashboards taking various outputs from Genesys Cloud CX can be easily implemented."**

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.

Google Workspace • Microsoft Active Directory • Microsoft Dynamics 365 • Microsoft Teams • salesforce • ORACLE SERVICE CLOUD • sugarcrm • zendesk • zoom

Security and Trust

Genesys Cloud CX

Trust it's stable, secure, and scalable

Resilience and survivability

Genesys Cloud CX is built to deliver business continuity, offering unparalleled reliability and disaster recovery. It's deployed in multiple Amazon Web Services (AWS) Regions, each of which consists of multiple independent AWS data centers. This distributed deployment provides the ultimate in geographic fault tolerance and disaster recovery. And Genesys Cloud CX offers horizontal scalability and elasticity, so you can scale as high or low as you need—without affecting performance.

Security and compliance

Genesys works hard to safeguard your critical data and protect your assets from threats. Genesys Cloud CX maintains strong encryption, logical isolation, and stringent multi-tenant security standards. Key industry certifications and regulatory compliance mean you can trust that customer and business data remain private and secure—no matter your industry or location.

Trust and transparency

Trust and transparency are critical when choosing a cloud services provider. With the Genesys Cloud CX platform, you gain visibility into SLAs, current system status, and a history of incident resolution.

Deployed in the following AWS regions:

- US East (N. Virginia)
- US West (Oregon)
- Canada (Central)
- Europe (Frankfurt)
- Europe (Ireland)
- Europe (London)
- Asia-Pacific (Seoul)
- Asia-Pacific (Sydney)
- Asia-Pacific (Tokyo)
- Asia-Pacific (Mumbai)

Genesys Cloud CX and Verizon IPCC by the numbers:

99.999%
uptime, the most reliable CCaaS solution available

80+
countries, with thousands of customers served

99.99%
network uptime, backed up by SLA

14 million
conversations hosted daily

260+
features released in 2020 through a continuous delivery approach

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.