



# CX Cloud from Genesys and Salesforce

## BENEFITS

- Eliminate application switching and increase agent efficiency
- Improve CX personalization and customer satisfaction
- Consolidate systems and lower costs
- Reduce the development burden on your IT and analyst teams
- Strengthen and expand your global footprint
- Build a supportive culture that helps retain employees

## Unify CCaaS and CRM like never before

Traditional Contact Center as a Service (CCaaS) and CRM system integrations begin simply enough. You need to connect customers to agents using aspects of those two systems. But as operations grow and more departments contribute to your customer experience (CX), the required tech stack and integration can become extremely complex.

These cobbled-together solutions hinder growth and efficiency; prevent carry over of customer context from one channel to another; lack unified data and analytics; and force departments to adapt their own siloed customer engagement — worsening the problem. Instead, it's time to consolidate your customer and employee experiences into a single, unified solution.

## CX Cloud from Genesys and Salesforce

This jointly released solution natively combines a unified, artificial intelligence (AI)-powered agent workspace in **Salesforce Service Cloud** with enterprise contact center and workforce engagement management (WEM) capabilities from the **Genesys Cloud CX®** platform. From a single orchestration engine in Genesys Cloud CX, design deeply connected, end-to-end experiences fusing data, AI and channels from both platforms. Bidirectional, pre-integrated data and a common schema eliminate data blind spots; enrich and connect Genesys and Salesforce AI; and improve personalization.

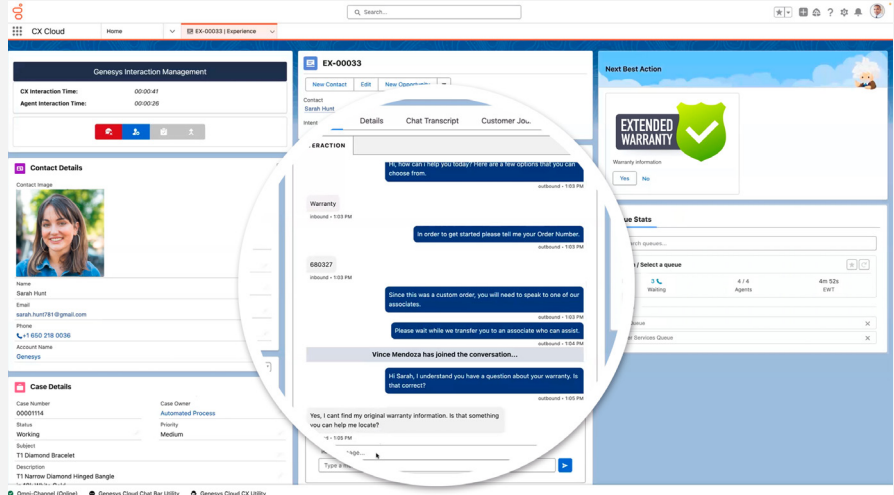
## Key capabilities

- **Synchronized, AI-ready data:**  
Improve CX personalization and reduce the development burden on your IT and analyst teams with free-flowing, pre-integrated data and common schemas between Genesys Cloud CX and Salesforce.
- **Single CX orchestration engine:**  
In a single location, design AI-powered, end-to-end experiences fusing data, bots and channels from both platforms — no coding required. Speed time to value and adapt easier as trends shift or new opportunities arise.

- **Unified, smart agent workspace:**

Seamlessly transition from self-service to agent-led conversations. Increase agent efficiency by managing all digital and voice interactions in a single window in Service Cloud.

See the entire conversation, past and present, so customers don't need to repeat themselves. With all customer, journey and interaction history at your agent's fingertips, it's easy to provide seamless personalized service, no matter when or where the conversation resumes.



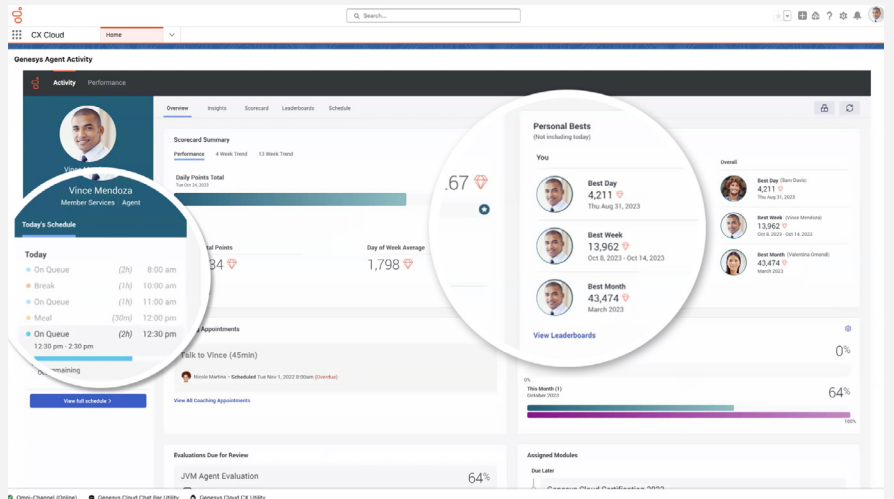
- **Real-time AI Accelerators for Agents:**

Empower your agents with all the AI-powered assistance they need to meet their performance KPIs and increase customer satisfaction. Real-time transcription details are automatically sent to **Genesys Agent Assist** and **Salesforce AI** to determine intent, inform the next best action and surface knowledge articles.

- **Modern workforce performance and planning:**

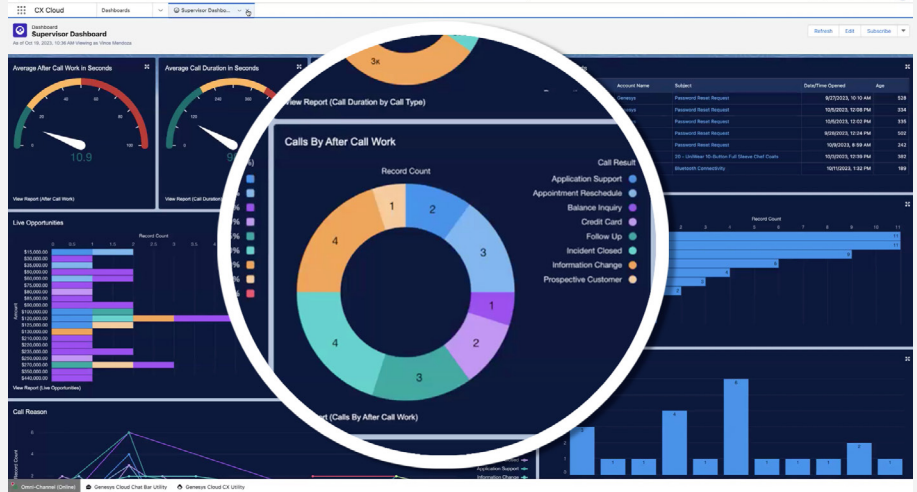
Analyze and celebrate employee performance and identify the specific skills, knowledge and behaviors of top performers. Then transfer those skills to your entire workforce so every agent can be your best agent.

Empower your agents to own their careers with an all-in-one, interactive view of their schedule, performance metrics, coaching appointments, assigned training, gamification scoreboards and more.



- **Native voice services:**  
Easily integrate voice into Service Cloud with **Genesys Cloud CX Voice** services. Purchase, activation and setup of telephony is simple and efficient.
- **Analytics and reporting:**  
Make sense of your unified data and gain clear, actionable insights to improve your business. Easily create real-time and historical custom reports and dashboards to track service levels, handle times, overall customer satisfaction and more.

Improve performance and quality metrics using interaction data to find patterns of excellence and opportunities for improvement, and gain understanding of root causes.



- **Global footprint and flexibility:**  
Ensure secure, always-on operations to build brand trust wherever you operate. Strengthen and expand your global footprint with **unsurpassed coverage** worldwide.

## The Genesys and Salesforce advantage

### Two industry leaders. One game-changing solution.

Innovate alongside **the global leader in CCaaS** and the #1 AI CRM to lead your industry with experiences that set you apart. While **a new strategic collaboration agreement** and solution signifies a significant milestone and investment in our partnership, Genesys and Salesforce have been successfully working together to implement and support hundreds of common customers for over a decade.

“This new solution from Genesys and Salesforce brings together the strengths of both platforms, presenting ADP with significant potential to improve our client and service representative experience, achieve deeper levels of personalization, and drive operational ease of use.” – Jim Mueller, Vice President, Global Product and Technology, ADP

## Enterprise CX built directly into your CRM

Consolidate and strengthen your tech stack with the best of both platforms to form a comprehensive customer service and engagement solution. A unified data fabric enables organizations to automatically aggregate real-time data to power smarter, more contextualized self-service and customer conversations. With the advanced experience orchestration capabilities of Genesys Cloud CX, IT and business partners can co-create experiences delivered at the optimal time through a customer's preferred channels. Rest easy knowing that even your most demanding workloads are backed by a platform designed to deliver maximum uptime, **global coverage**, scalability and fault tolerance with **worry-free security and compliance**.

## Unified, AI-powered employee experiences

Empower, support and invest in your employees to improve their performance and reduce attrition costs. A single, smart workspace in Service Cloud improves staff efficiency. Customer, journey and interaction history are backed by Service Cloud Einstein, the purpose-built Salesforce AI technology for Service Cloud, and Genesys AI — empowering employees to increase customer satisfaction and meet performance KPIs. Agents and supervisors also benefit from **modern WEM capabilities** from Genesys embedded directly into the employee activity dashboards in Service Cloud. With an all-in-one interactive view, organizations can more easily manage and empower their workforce using advanced scheduling, performance metrics, coaching, training, gamification and more.

### About Genesys

Every year, Genesys® orchestrates billions of remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service®, our vision for empathetic customer experiences at scale. With Genesys, organizations have the power to deliver proactive, predictive, and hyper-personalized experiences to deepen their customer connection across every marketing, sales, and service moment on any channel, while also improving employee productivity and engagement. By transforming back-office technology to a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

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