# IDC

# Deliver on Brand Promise with Customer Journey Orchestration

WRITTEN BY:

**Sudhir Rajagopal**
Research Director, Future of Customers and Consumers, IDC

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**FUTURE OF CUSTOMERS AND CONSUMERS PARTNERSHIP OVERVIEW**
**PARTNER: GENESYS**

**CHALLENGES AND OPPORTUNITIES:**
Delivering contextually aware, digital-first experiences is key to becoming an empathetic enterprise of the future. Success will require organizations to address key hurdles that impede customer experience (CX) improvement initiatives.

**PARTNER SOLUTION:**
With their combined strengths in CX, artificial intelligence (AI), and cloud, the Genesys Multicloud CX solution on Google Cloud enables organizations to deliver exceptional customer experiences with trusted, secure, and scalable infrastructure.

**BUSINESS OUTCOMES:**
Faster innovation cycles enabled by continuous deployment and cost savings due to native auto-scaling and load balancing. Reduction in security risk with support for strict data privacy and data residency requirements.

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## Introduction

Brand differentiation in an increasingly digital-first world requires enterprises to create and execute outcome-based customer journeys no matter the channel. Further, building empathetic relationships requires a contextual understanding of the customer and applying intelligence to every interaction so that it is timely, relevant, and valuable to the customer and the organization.

Enterprises have responded by aligning future business growth to their customer experience (CX) goals. IDC's *2021 Future of Customers and Consumers Survey* (September 2021) highlighted that organizations are prioritizing initiatives to develop digital customer-centric capabilities and deliver intelligent engagement by applying insights from customer data and interactions (see **Figure 1**).

## CX Transformation Priorities

Q. Which of the following areas are priorities for your company's customer experience transformation initiatives?

| 36% Social Media | 35% Data Analytics | 35% Website | 31% CRM |
|---|---|---|---|

n = 510, Source: IDC's *2021 Future of Customers and Consumers Survey,* September 2021

Further, IDC research finds that about a quarter of global enterprises choose a cloud platform approach to increase the pace of innovation, and about a fifth of them do so to expedite application modernization.

# Challenges

Internal and external pressures impede the full potential of success for organizations during CX improvement initiatives. IDC's *Future of Customers and Consumers Survey* found that 30.4% of respondents ranked differing business unit/department priorities as the number 1 issue that enterprises need to address. Other top challenges included siloed customer data (27.8%), proliferation of customer experience tools (25.9%), lack of infrastructure to support a digital enterprise (21.6%), and lack of skilled resources (21%).

Generating actionable insights from the increase in the volume, variety, and velocity of customer data produced and consumed across the enterprise presents a real challenge. Further, the changing regulatory landscape necessitates a shift to first-party data due to deprecation of third-party cookies and increases the importance of privacy compliance and consent governance. This shift is harder for large global enterprises in industries like communications, financial services, and retail due to their size and complexity.

# Strategy

**Enterprises can employ the following approaches to address the challenges mentioned:**

▶ **Apply a digital-first, outcome-based customer engagement model.** The dissolution of channel boundaries will require organizations to begin with journeys that achieve outcomes. These need to be enabled by customer data, AI, and predictive customer insights. The goal is to deliver the right recommendation, at the right time, via the most optimal channel for each unique customer to achieve the desired outcome.

▶ **Make use of untapped customer data.** Personalized CX requires accessible customer data across business functions and multiple enterprise systems. This includes typical CRM systems but also customer profile and interaction history from voice and digital channels, social media interactions, conversation transcripts, and Voice of Customer (surveys). These should be bolstered with the right set of data privacy, data residency, regulatory/compliance requirements (e.g., GDPR, CCPA), and customer consent management policies and processes.

▶ **Take a digital-first architecture approach.**
Fast innovation cycles require technologies and infrastructure that support speed and scale while prioritizing security. To meet changing customer expectations, enterprises can benefit from approaches such as modular applications and containerization, supported by cloud-based deployments which inherently offer continuous delivery and security. Disruption can be minimized with a staged progression based on business objectives (i.e., by geography, business unit, or function).

▶ **Create a cohesive and a collaborative customer-centric enterprise.** Seek opportunities to align toward a common customer-centric goal at the enterprise level and gain committed sponsorship from senior leaders. CX metrics that are correlated to organizational business objectives and operational performance measures serve as a helpful beacon. In addition, enterprisewide customer centricity will require adoption of a transformative, change mindset fostered by organizational processes and technologies that encourage rapid innovation.

▶ **Seek strategic partnerships for skilled resources.**
Creating curated customer experiences will require specialized talent competencies such as data scientists, AI modelers, and life event coaches who work alongside the data and technology resources to help craft outcome-based AI models. By strategically partnering with professional service organizations or ISVs, enterprises can bridge the skills gap across all stages of the development life cycle, ranging from CX strategy and design to commercialization of product offerings.

## Business Outcomes

Genesys Multicloud CX on Google Cloud has only been available since December 2021, so there are no completed implementations to date. While not the same setup, Genesys' Google Cloud Contact Center Artificial Intelligence (CCAI) could be considered as a subjective approximation for anticipated benefits. With Google Cloud CCAI and Genesys, an Australian telecommunications company saw an increase of over 5% in workforce efficiency, with more than $3 million expected annual savings while maximizing conversions and adding new revenue streams through digital and digital-assisted channels, according to a Genesys case study.

With Multicloud CX on Google Cloud, Genesys projects that customers will see the benefits of a cloud deployment. The containerized solution offers continuous deployment, lessened load on the infrastructure, autoscaling, and orchestration via Kubernetes. By running the solution within their own tenancy of Google Cloud, customers will inherit all the security protocols that they have established; rich Genesys compliance features such as PPI, ESS, and TCPA; and the broad support that Google Cloud offers with respect to data privacy, data residency, and regulatory requirements.

**PARTNER PROFILE:**

Genesys Multicloud CX is the contact center solution for leading global brands that take a cloud-first, multivendor approach to customer experience. Genesys offers customers an AI-powered customer experience and a set of unified omni-channel contact center capabilities. This is a true multicloud solution. Customers can choose their deployment model on private or public cloud, including Google Cloud and the other major cloud providers in the market.

**GOOGLE CLOUD AND PARTNER RELATIONSHIP:**

The recent partnership expansion enables enterprises to leverage Genesys' strengths in CX orchestration paired with AI and cloud technologies from Google Cloud. Customers now have the option of a secure private cloud deployment with the scale, security, and compliance features natively available within the customer's own Google Cloud tenant. The solution is deployed and managed via Docker containers and Kubernetes, and is well suited to large, global enterprises with complex sophisticated CX requirements, high levels of security and compliance, and core systems that are essential to the business. Customers can manage the solution themselves or use one of the many partners and system integrators with Genesys and Google Cloud practices.

# About the Analyst

**Sudhir Rajagopal**
Research Director, Future of Customers and Consumers, IDC

Sudhir Rajagopal is IDC's research director for the Future of Customers and Consumers program. Sudhir is the agenda lead for research focused on how end-user brands should consider evolving technologies to create and deliver empathy at scale in the ever-changing relationship between customers and brands. In his role, he monitors the continual innovation of technologies to produce research that discusses the impact that these technologies will have on customer and brand experience.

[More about Sudhir Rajagopal](#)

## Message from the Partner

Genesys Multicloud CX is the contact center solution of choice for the largest, most prestigious global brands with complex requirements. It's a full-featured omni-channel solution that unifies voice and digital channels, self-service and work items. Genesys turns calls, emails, chats, messages and social comments into one uninterrupted conversation, all without losing context. Integrate CRM and other applications to personalize each and every interaction.

A common routing engine orchestrates ideal customer journeys across channels, geographies and lines of business. Agents can handle any channel or even blend real-time conversations (such as voice calls and chats) with asynchronous conversations (such as text messages, email and social media) using a unified desktop application. With personalized dynamic scripts and responses, agents stay on-message and compliant—and every employee becomes an expert able to facilitate consistently positive, personalized experiences.

To learn more, go to ( **www.genesys.com** ) and select **Genesys Multicloud CX**.

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