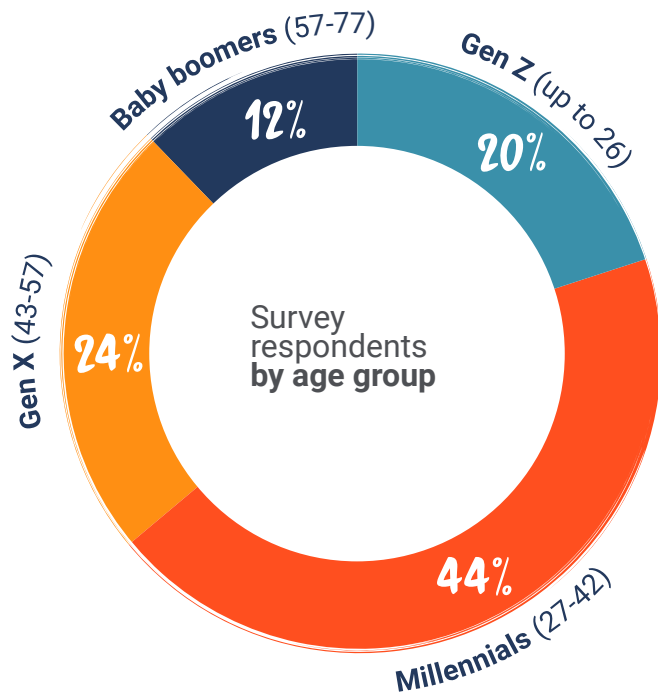


APPENDIX

METHODOLOGY

In November 2022, Genesys worked with Actionable Research, an independent research firm, to survey 5,157 consumers and 646 CX decision-makers in 18 countries worldwide. Among the business

respondents, the industries represented were banking, government, healthcare, insurance, manufacturing, professional services, retail, technology and telecommunications.



Consumer survey

1,037
NORTH AMERICA
(Canada, United States)

1,028
LATAM
(Brazil, Mexico, other markets)

1,063
EUROPE
(UK/Ireland, Germany, other EU)

1,017
ASIA-PACIFIC
(Australia, New Zealand, China, India, Japan, Singapore, South Korea)

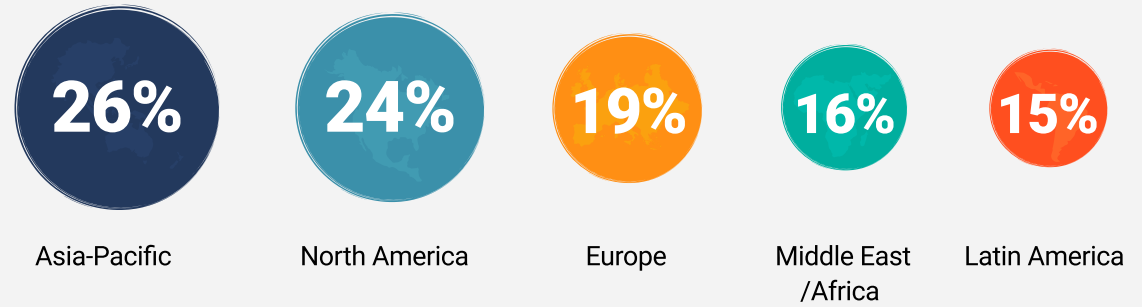
1,012
AFRICA/MIDDLE EAST
(Saudi Arabia, South Africa, Turkey, United Arab Emirates)



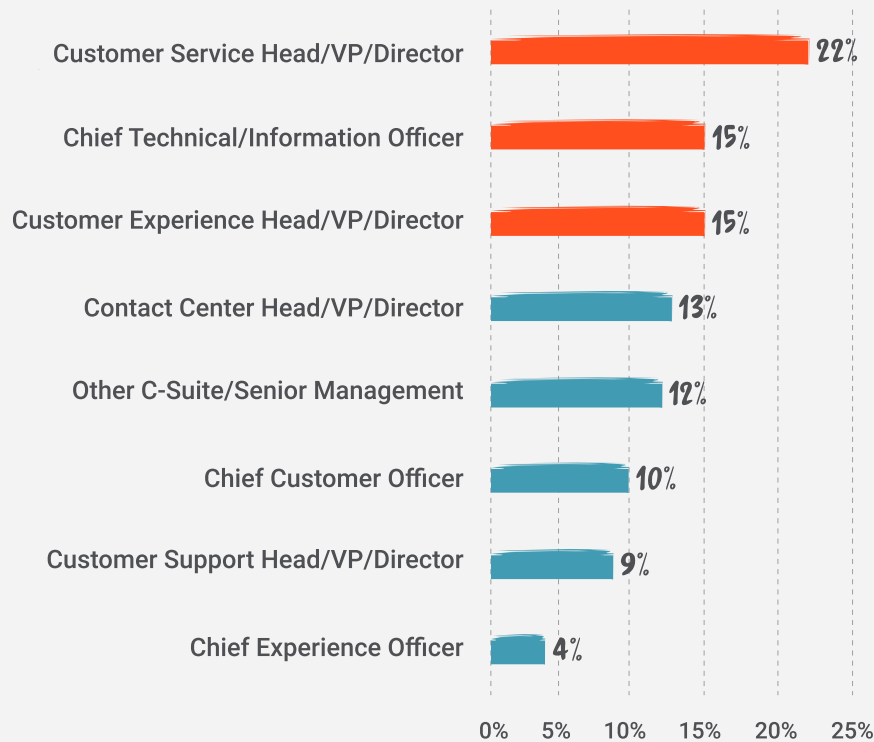
CX LEADERS survey

646 respondents

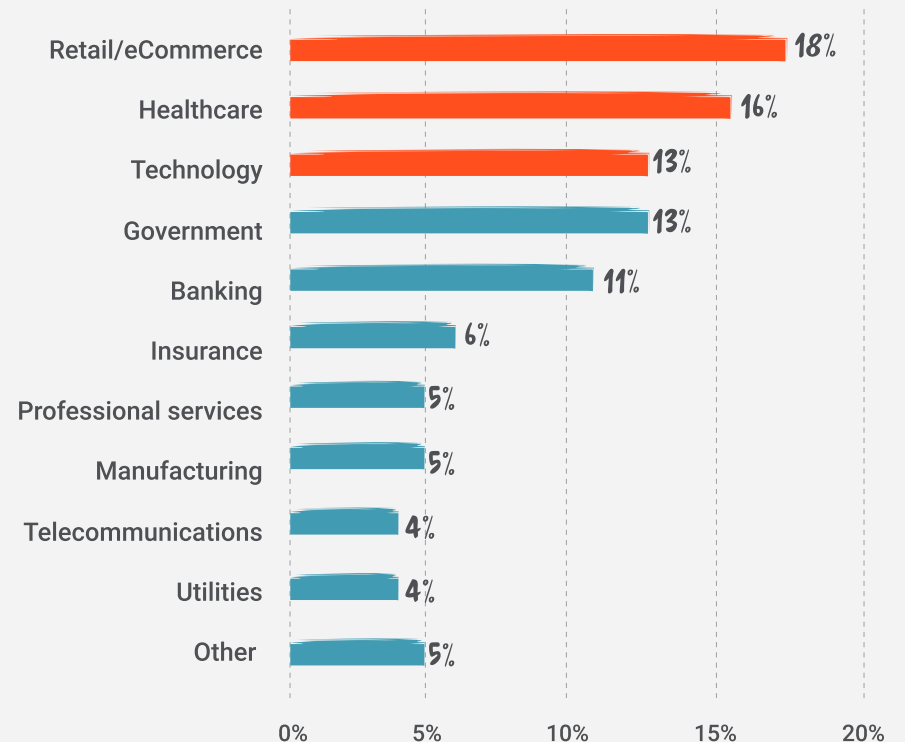
CX Leaders by region



Respondents by job title



Respondents by industry



INDUSTRY DATA

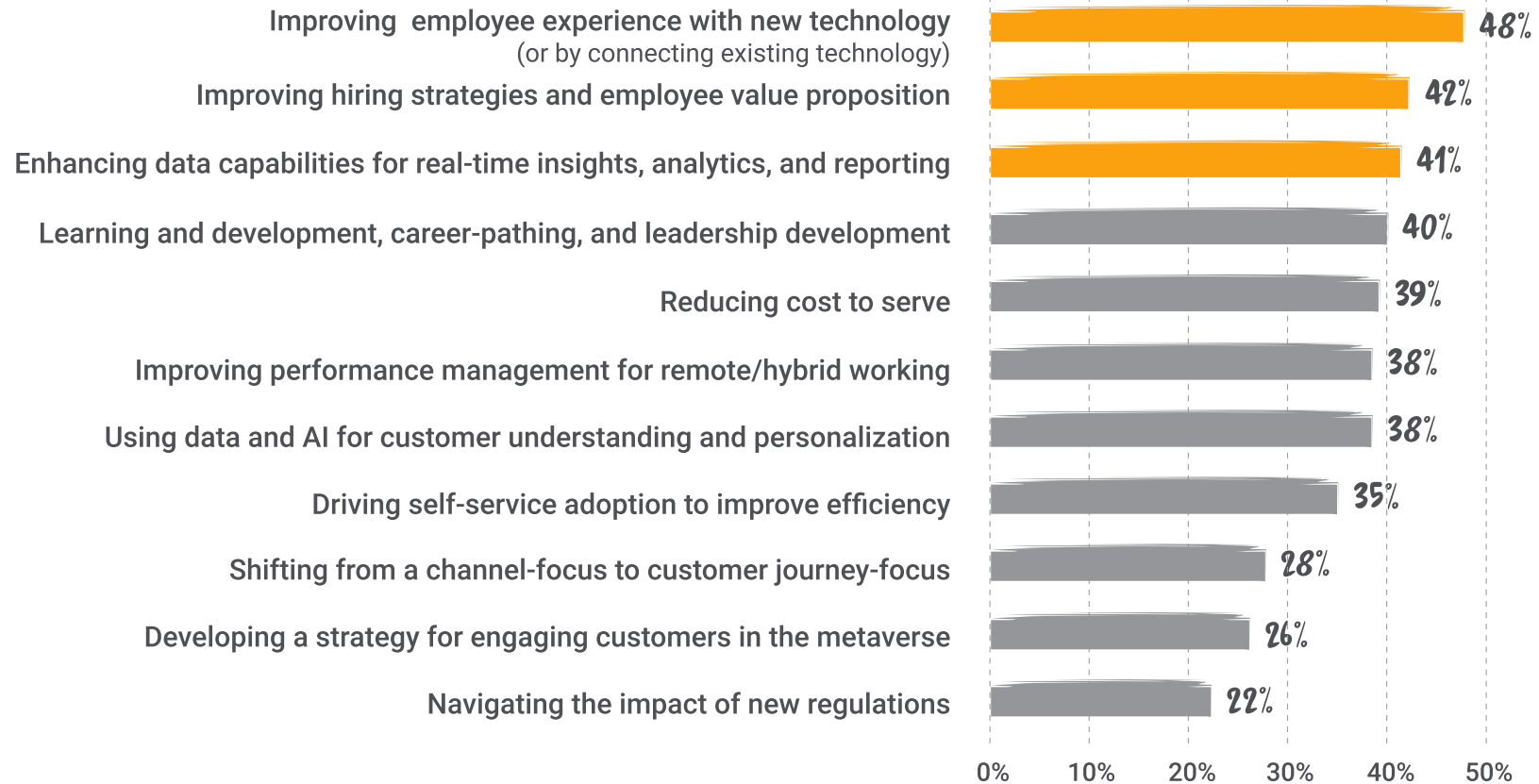
What are your company's biggest strategic customer experience priorities for the next 1–2 years? (Select three)

Financial services



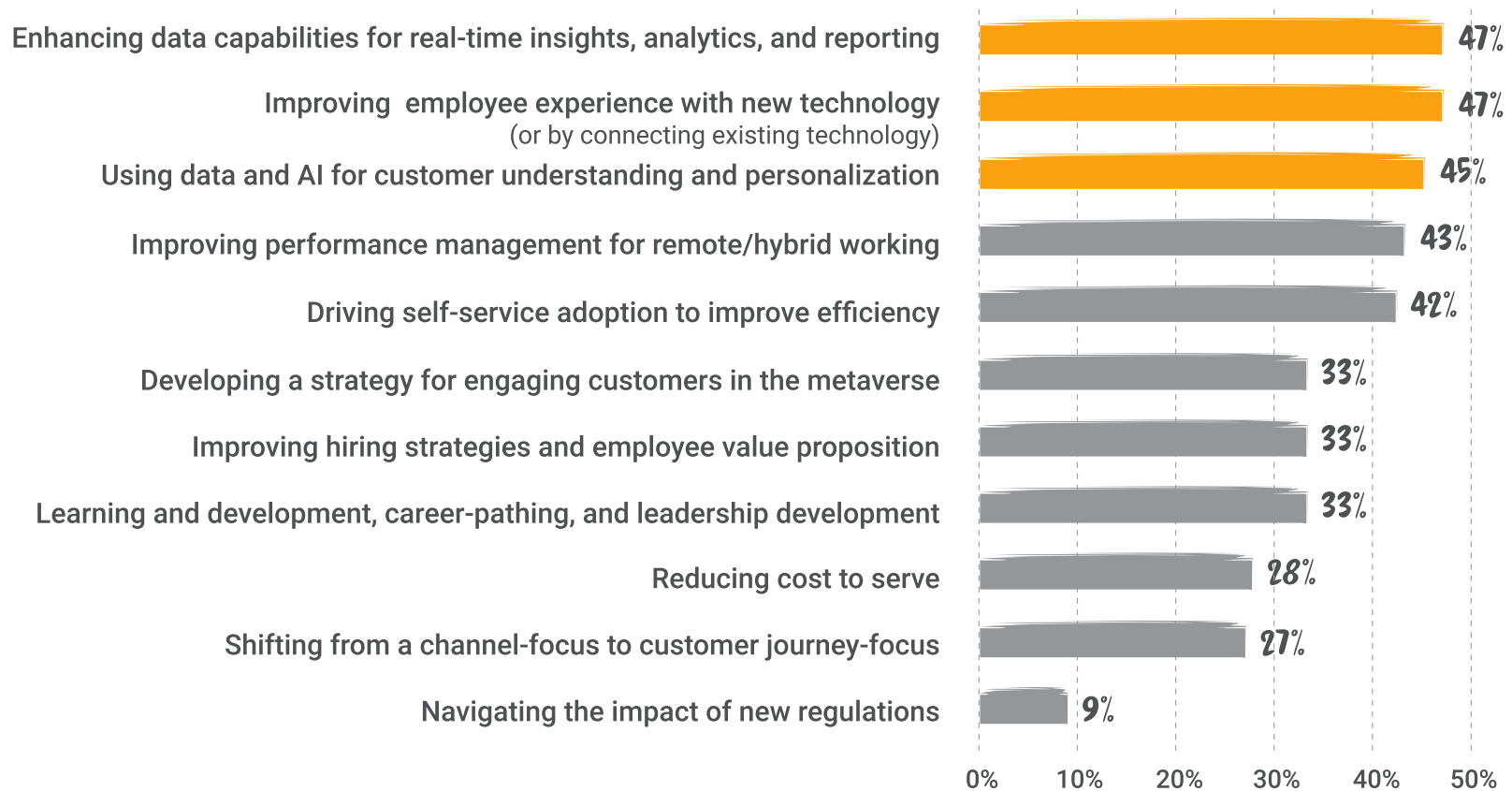
What are your company's biggest strategic customer experience priorities for the next 1–2 years? (Select three)

Healthcare



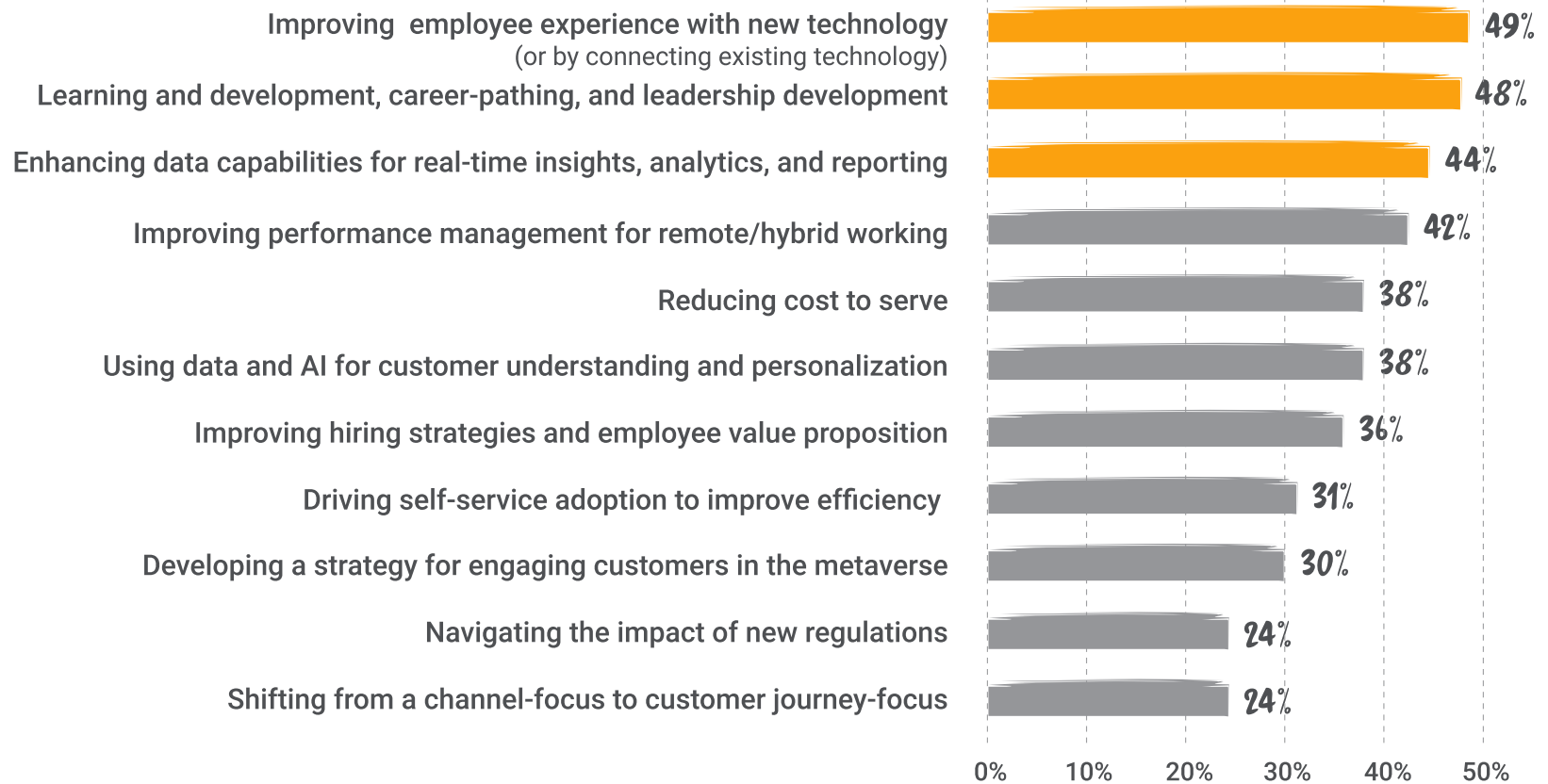
What are your company's biggest strategic customer experience priorities for the next 1–2 years? (Select three)

Retail



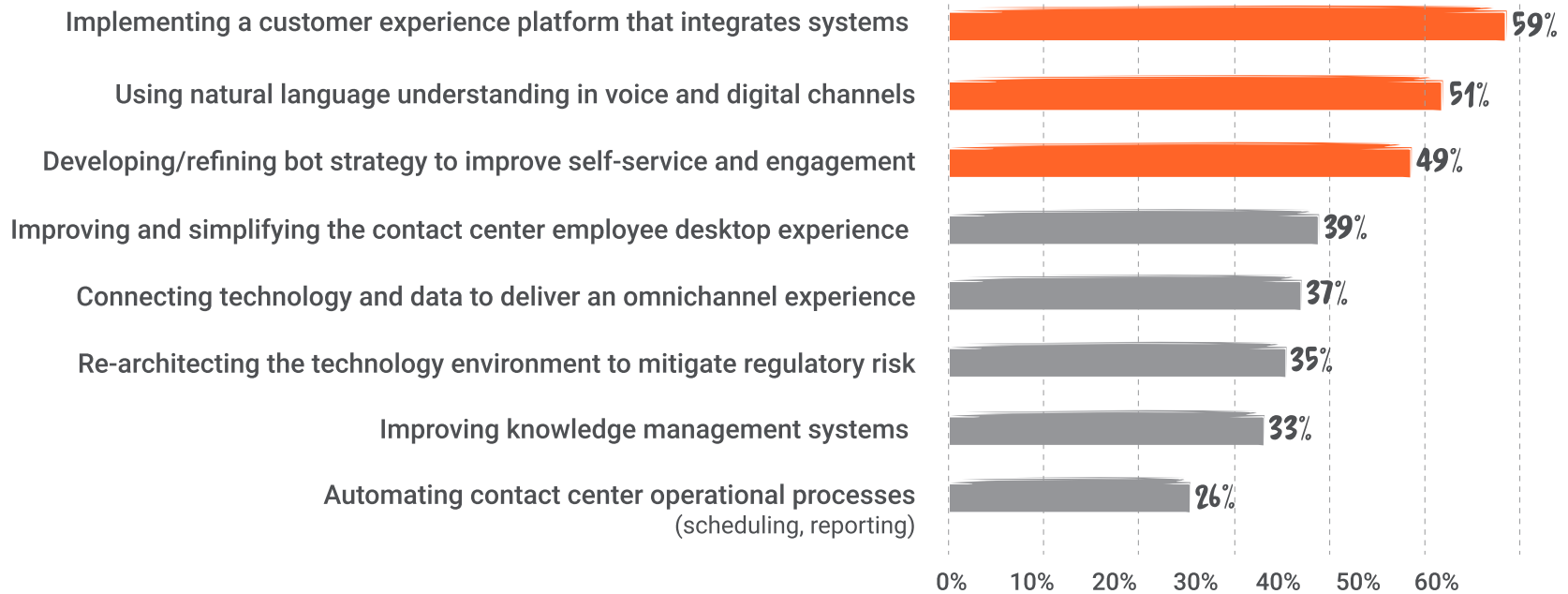
What are your company’s biggest strategic customer experience priorities for the next 1–2 years? (Select three)

Government



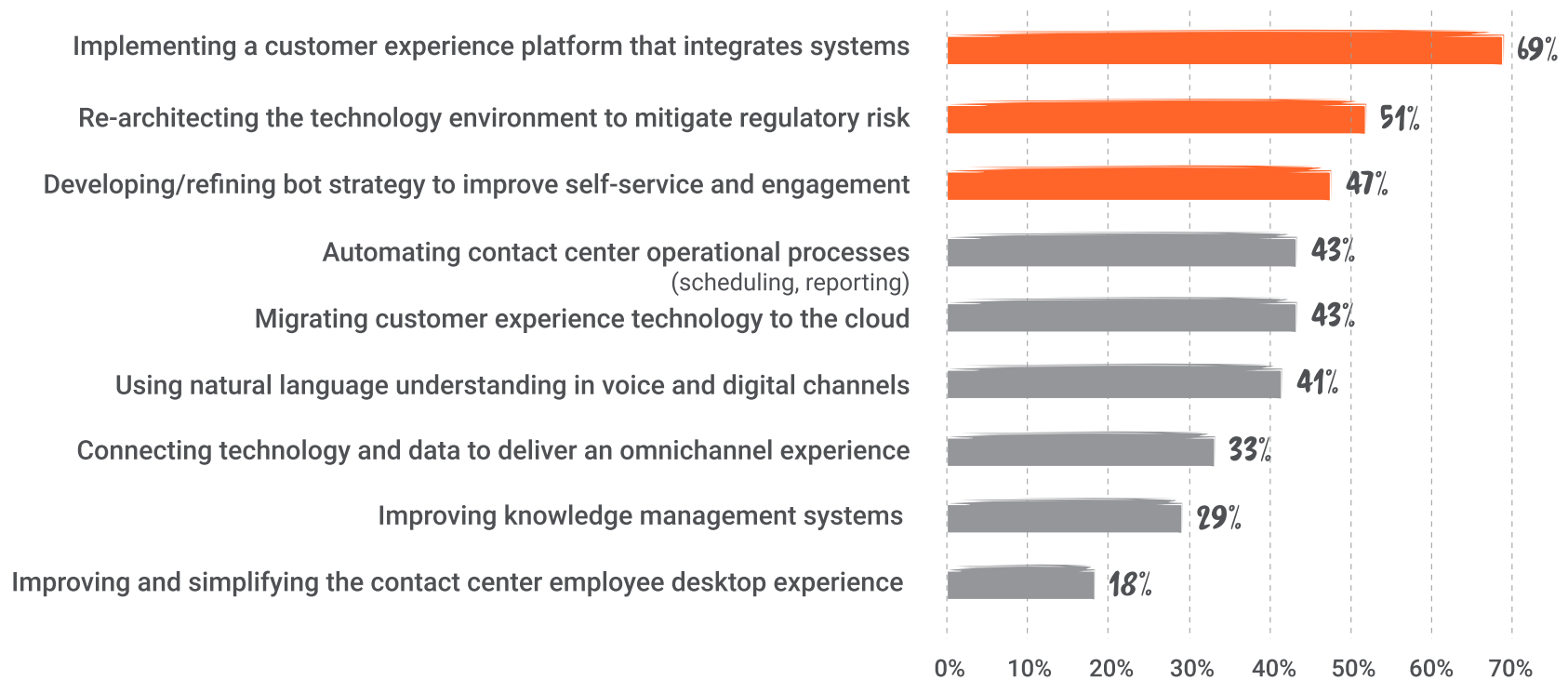
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Financial services



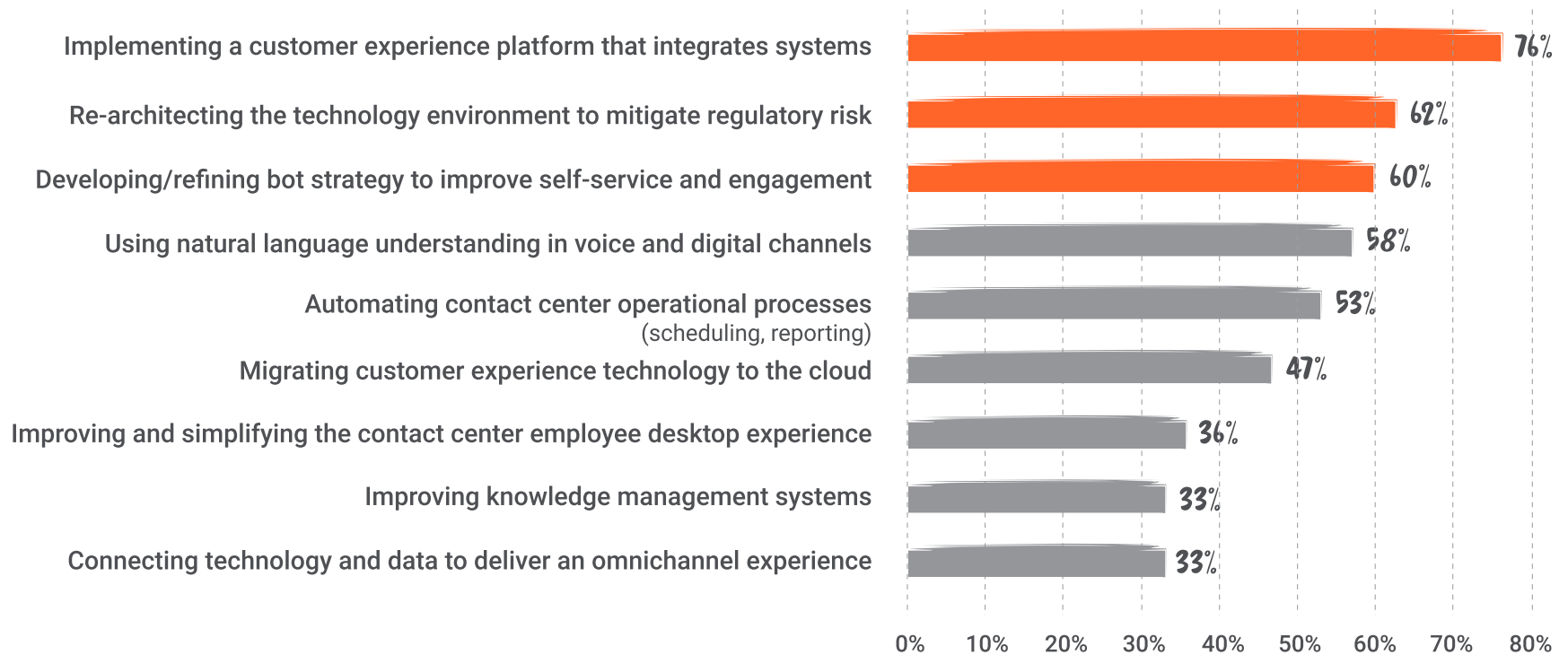
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Healthcare



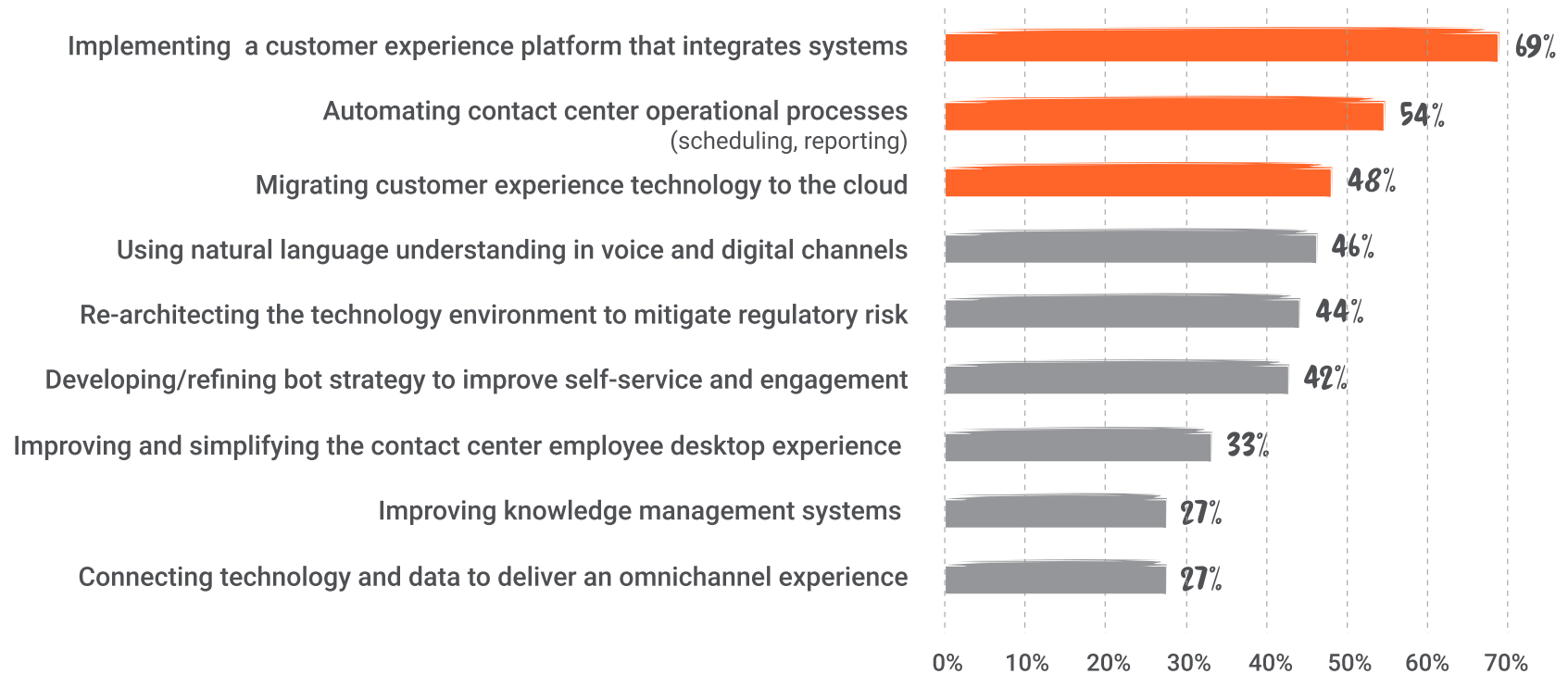
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Retail

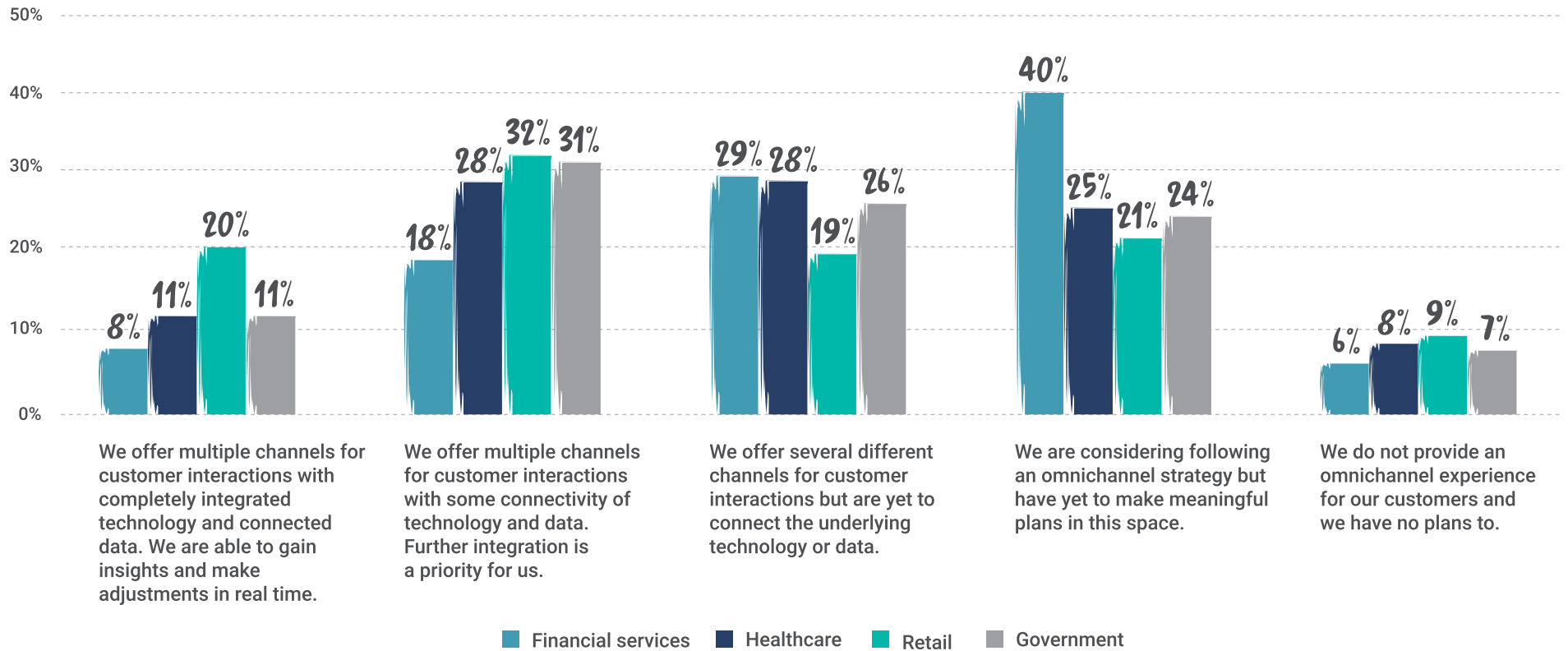


Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

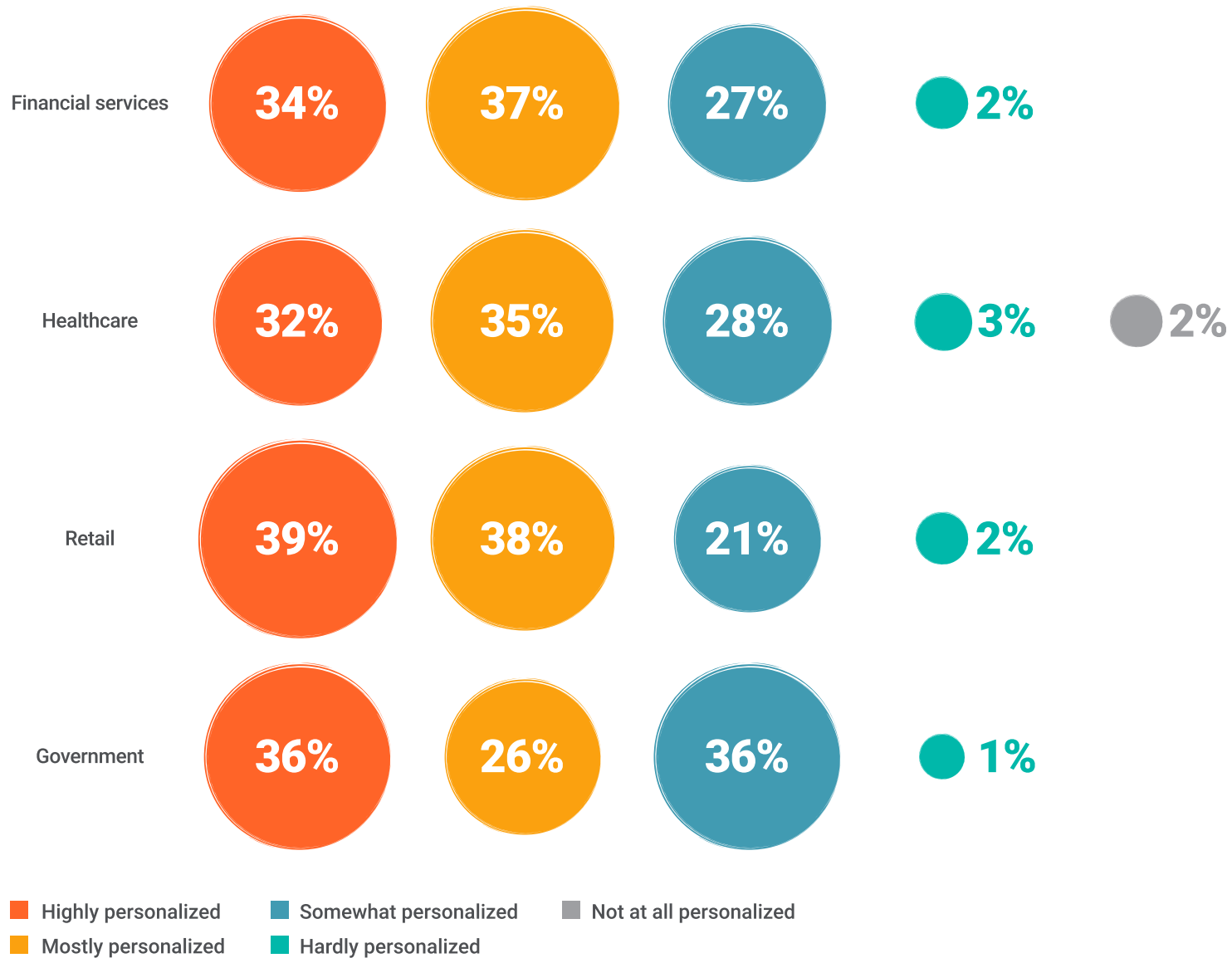
Government



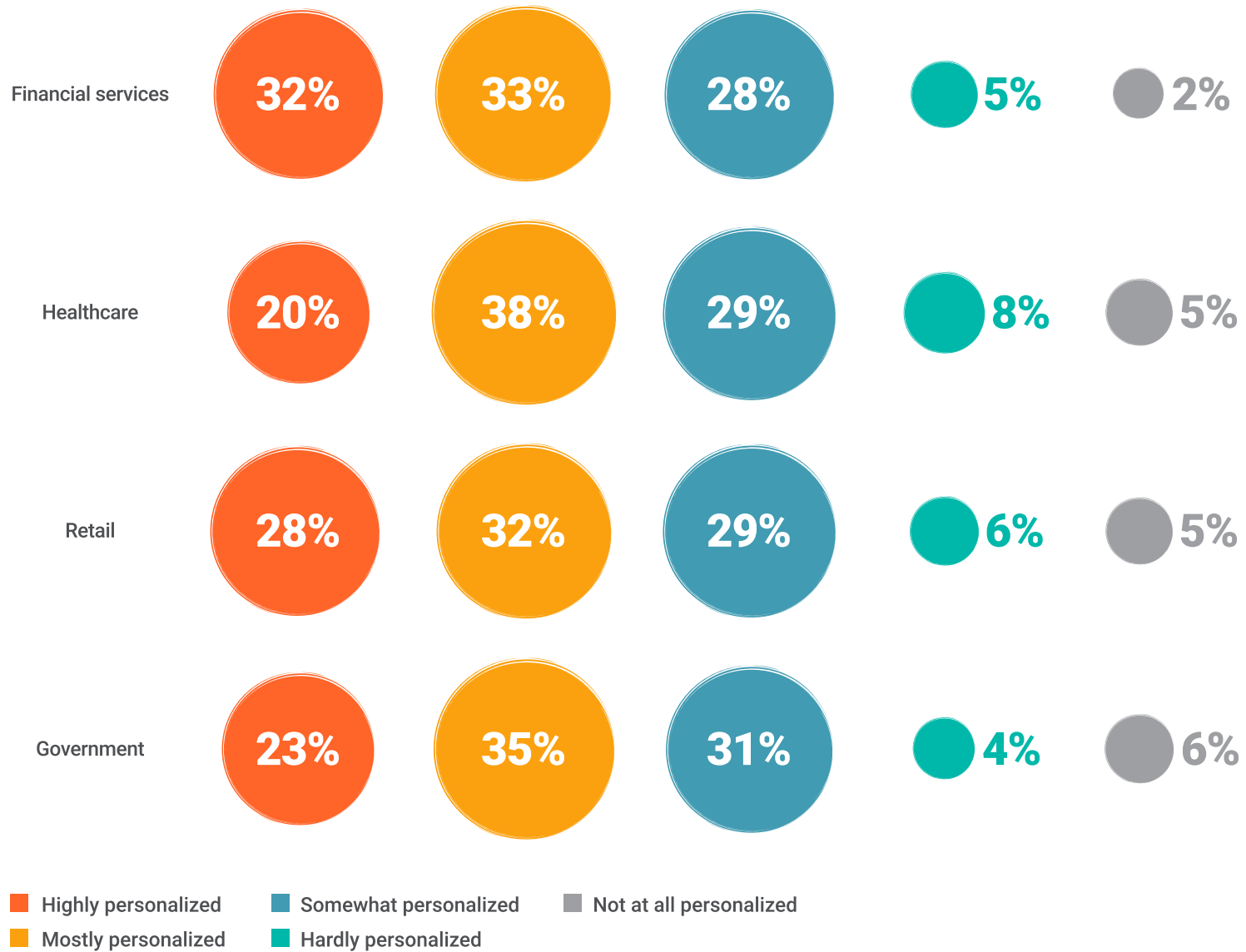
Where are you on your journey to providing an omnichannel experience to your customers?



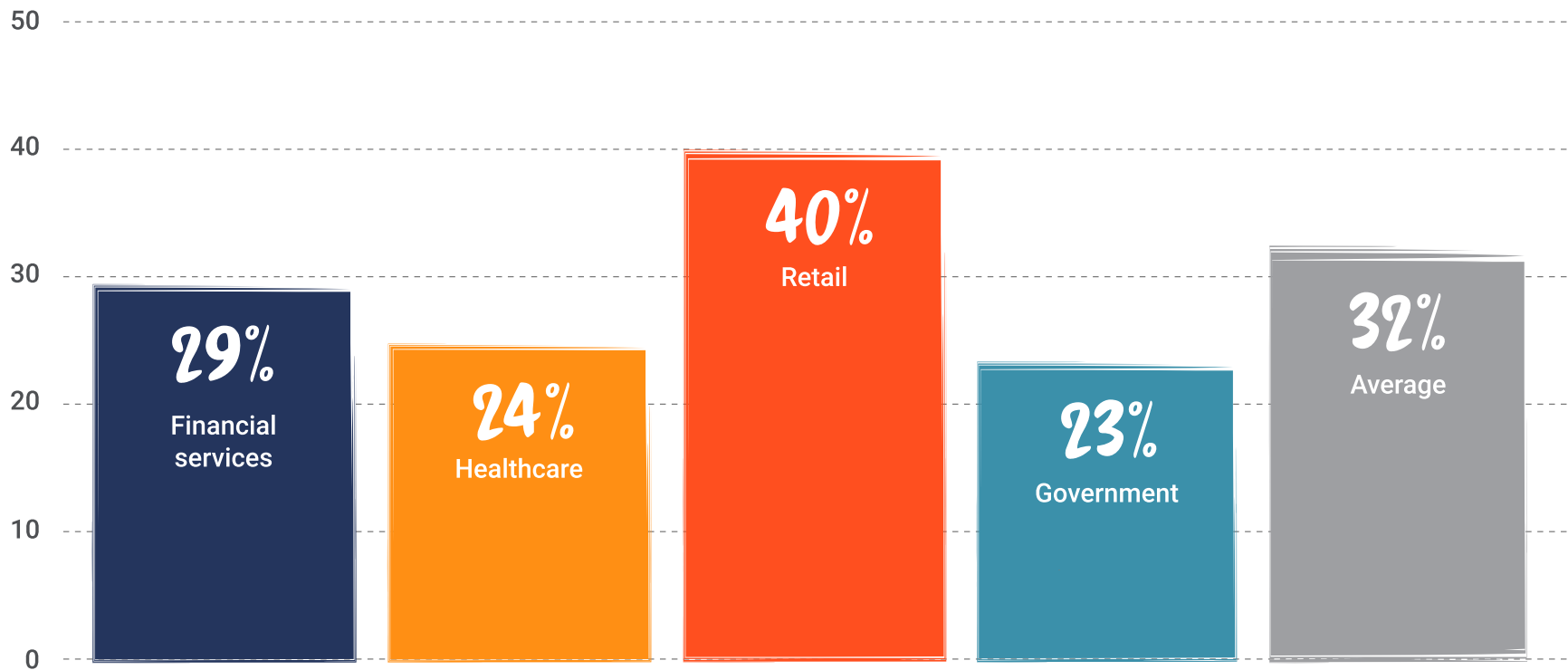
To what degree is your organization currently delivering personalized customer experience?



To what extent is your organization minimizing customer effort in the customer journey?

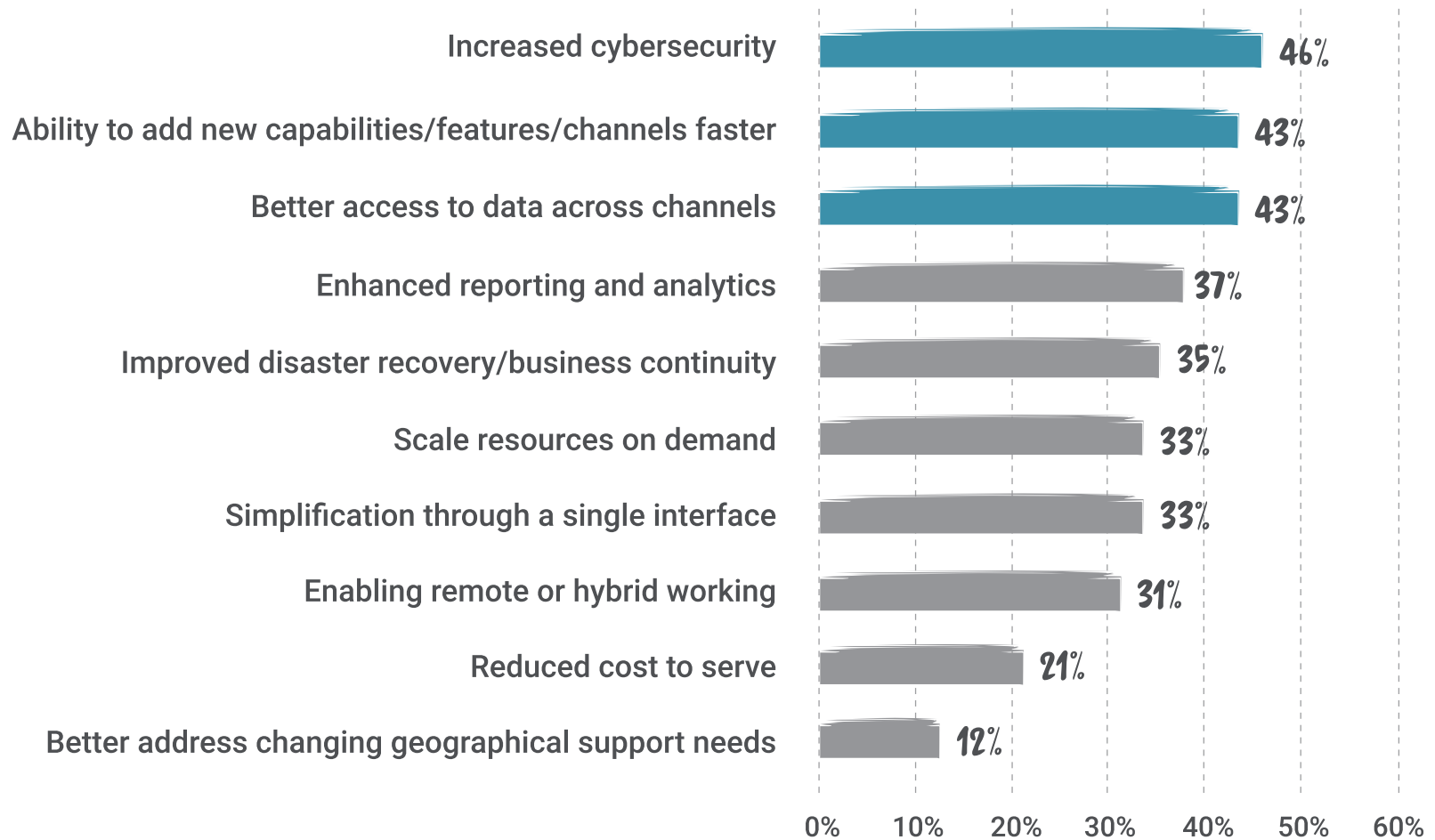


What is (or would you expect to be) the annual employee turnover rate in your contact center?



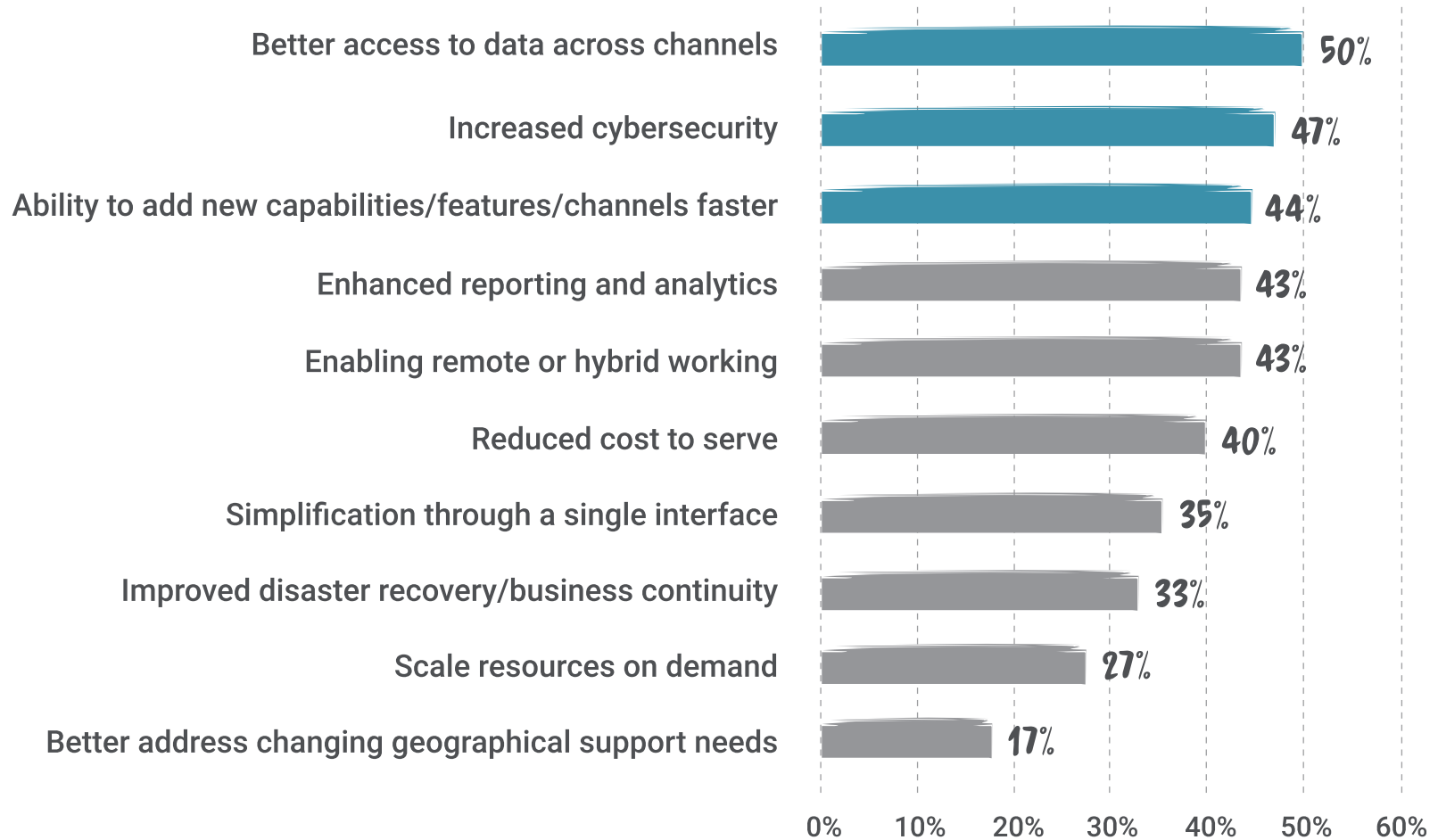
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Financial services



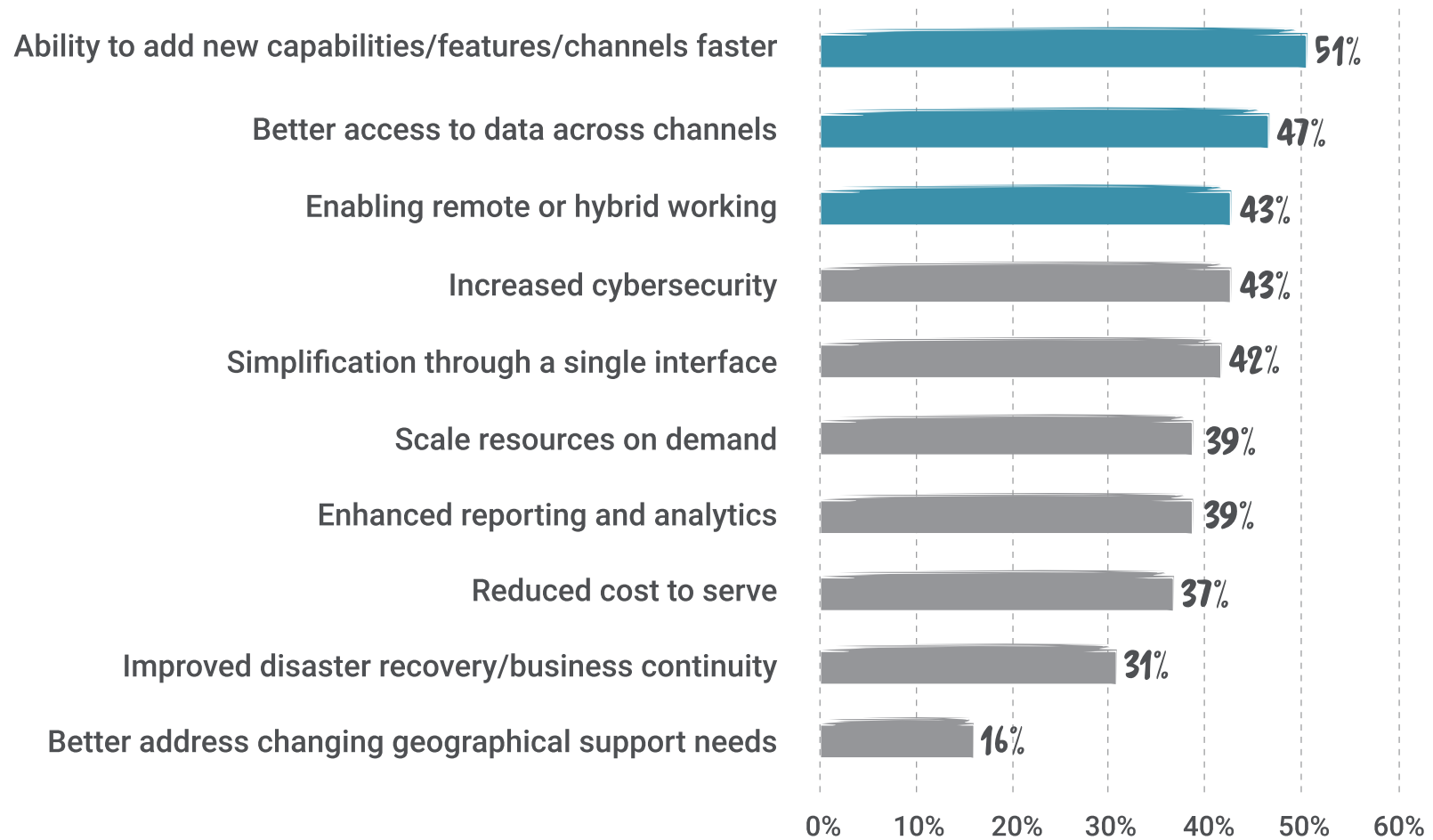
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Healthcare



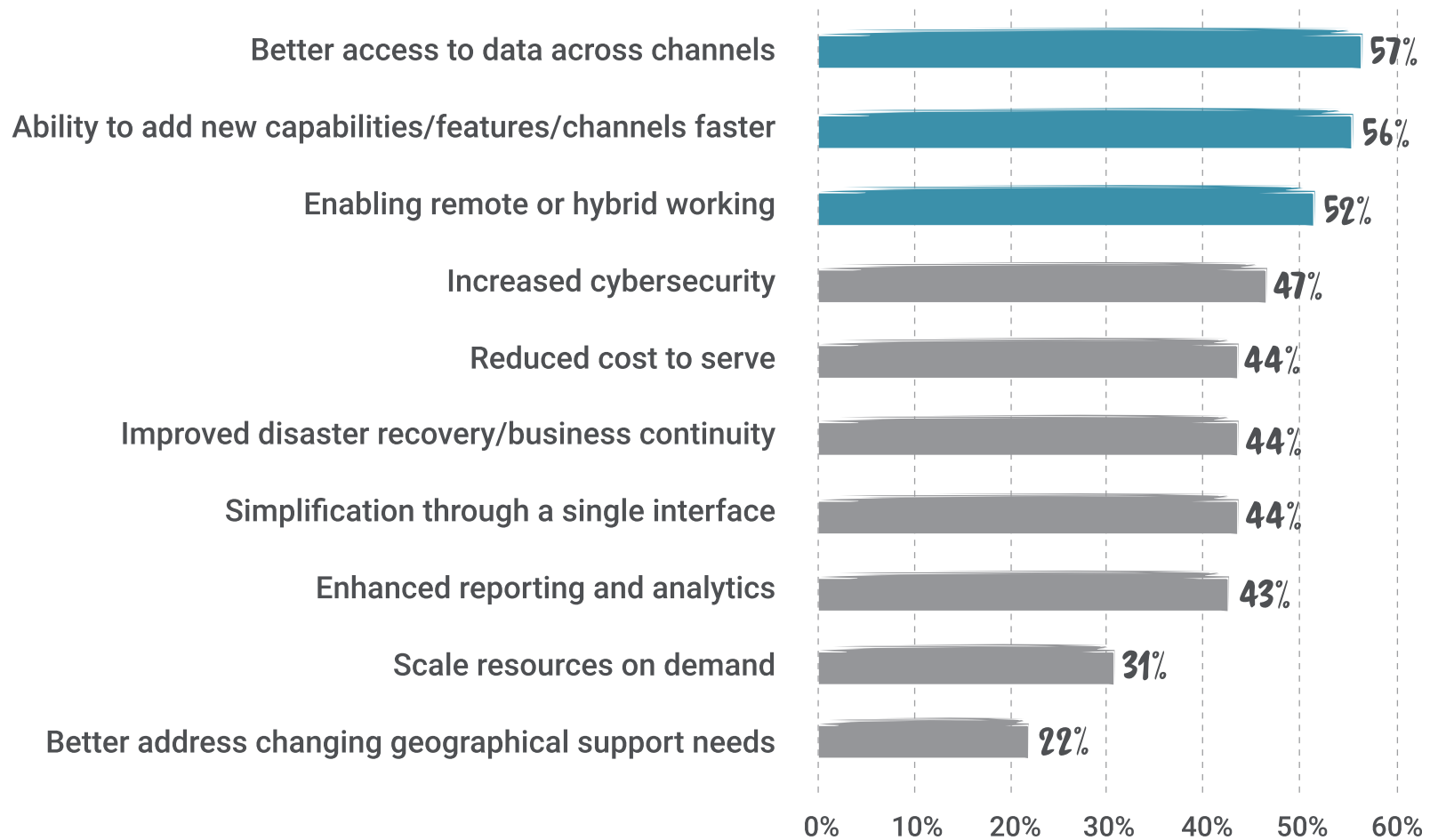
Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Retail



Which of the following technology initiatives will you use to support your strategic priorities over the next 1–2 years? (Select three)

Government





ABOUT GENESYS

Every year, Genesys® orchestrates more than 70 billion 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 into a modern revenue velocity engine, Genesys enables true intimacy at scale to foster customer trust and loyalty.

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