

# Optimize customer experiences with Genesys Cloud AI

## BENEFITS

- Effortless AI implementation and prebuilt AI models
- Actionable insights for orchestrating experiences
- Task automation that increases efficiency
- Real-time assistance that empowers your workforce
- Reliable security, resilience and compliance

## Genesys Cloud AI

Today's evolving customer expectations require businesses to find new ways to innovate. More than that, it demands looking beyond technical and resource limitations. Artificial intelligence (AI) can help make this innovative approach possible — and is no longer a luxury reserved for large enterprises.

With turnkey AI, anyone can automate and optimize faster. You can use AI to automate repetitive tasks, quickly adapt to increasing business demands and improve experiences for customers and employees alike. To beat the competition, you need an AI-enabled platform that leverages all data, mines for actionable data and automatically acts on those insights in real time. Genesys Cloud AI makes it possible.

## Solution overview

Genesys Cloud AI delivers a turnkey solution that's easy to use. With Genesys, you can automate and optimize the entire customer experience in smarter, more strategic ways. Our market-leading AI solutions are available as a single package, so you can extract valuable, actionable insights out of your data as quickly as possible.

## Genesys Cloud AI offerings

- **Predictive engagement:** Analyze behavior, predict outcomes and personalize engagements.
- **Predictive routing:** Match customers with the best possible agent based on your target KPI.
- **Knowledge:** Operate more intelligently with knowledge workbench, knowledge optimizer and knowledge portal.
- **Genesys bot flows:** Build personalized, conversational digital and voicebots directly in the Genesys Cloud CX® solution.
- **Agent Copilot:** Empower agents with contextual, real-time knowledge and task automation.
- **AI for workforce engagement:**
  - Speech and text analysis
  - Forecasting
  - Quality assurance
  - Performance management
  - Gamification

# The Genesys advantage

## Contextual

Draw intelligence from every interaction into customer, agent and admin experiences to generate impactful and personalized AI responses. Precisely target customers with relevant offers and resources. Or, if a more human touch is needed, seamlessly connect them to an employee. With AI, you can truly nurture customer relationships, driving customer loyalty and lifetime value.

## Effortless


Achieve instant value and ROI for complex contact center use cases from the start. Genesys Cloud AI makes it easy to automate routine interactions, increase agent productivity and implement smarter workflows. By increasing self-service capabilities and agent efficiency, you can seamlessly reduce the cost of contact.

## Secure

AI Experience capabilities are built to work together, reducing the need for custom integration and point solutions. By leveraging this total solution, customers can realize a higher ROI through improved efficiencies, reduced contact costs, higher self-service rates and an elevated customer experience.

## Optimize your customer experience

Human-centric AI ensures continuity between self-service and agent-led interactions. With the right solution, you can create and orchestrate engaging, memorable brand experiences that are shaped by customer and interaction context.

 All plans natively enabled

## Ready-to-use Genesys Cloud AI

All plans include native Genesys Cloud AI capabilities. Genesys Cloud AI Experience tokens are required for certain features. Some tokens per organization per month are included. Contact us today to determine the right quantity for your business.

[Contact a Genesys expert for more information →](#)

### About Genesys

Genesys empowers more than 8,000 organizations in over 100 countries to improve loyalty and business outcomes by creating the best experiences for customers and employees. Through Genesys Cloud, the #1 AI-powered experience orchestration platform, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experience at scale. As the trusted, all-in-one platform born in the cloud, Genesys Cloud accelerates growth for organizations by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements.

Visit us at [genesys.com](https://genesys.com) or call us at +1.888.436.3797.

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