SMS and messaging app support for contact centers

GENESYS

BENEFITS

- Expand supported channels
- Simplify agent workflows
- Scale customer service
- Resolve problems faster with AI

SMS and messaging apps

Leveraging digital channels makes it easy for customers to engage with a brand. By integrating with Short Message/Messaging Service (SMS), texting and messaging apps, brands can meet customers where they are. And it's available for a range of messaging apps — from WhatsApp to Facebook Messenger.

Manage channels using skill-based, keyword-based, language-based and bullseye routing methods, as well as artificial intelligence (AI)-led processes that use Genesys Predictive Routing.

Messages from these channels are sent to the same agent queue and workspace used for other interactions like chat. That workspace offers a variety of easy-to-use tools, including journey details that show past interactions, chat transcripts that can be summarized with artificial AI and access to customer service management (CSM) data. Message engagement is supported with canned responses, scripts, transfers, wrap-up codes, internal notes and emojis. File attachments are also possible and can be audio, video or documents.

Solution overview

Now brands don't have to sacrifice efficiency to meet customers on their preferred channels. They can bolster scale through self-service and AI. This includes chatbots to improve deflection, AI-based routing and AI-led agent assistance. Improve time to resolution while reducing costs and empowering customers to interact through their preferred channels.

Benefits of SMS and messaging app support

- **Meet customers on their preferred channels**
  In the "State of Customer Experience," customers' top choice for personalization by a business meant delivering service at any time and through a channel of their choosing. Enabling SMS and messaging apps allows you to do this on two popular channels.

- **Expand overall channel reach**
  Interact with customers via Twitter direct messages, Facebook Messenger, WhatsApp, Line or Instagram.

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- **Simplify agent workflows**
  Improve agent efficiency by funneling SMS and messaging apps through the same workspace used for other customer engagements.

- **Scale customer service**
  Use self-service chatbots to simultaneously expand channels while scaling the volume of customers you can serve.

- **Resolve problems faster with AI**
  Leverage AI for agent routing, pairing inquiries with the optimal available agent, and [MB6]agent assistance. Present relevant information to agents and use as is or modify it before sending.

- **Optimize self-service**
  After onboarding SMS and messaging app channels, continue to improve the self-service experience by giving administrators tools to quickly identify gaps in knowledge and fill those gaps with content.

- **IVR deflection opportunities**
  Reduce costs by presenting customers a "no wait" option when they call in, having the IVR offer more immediate service via SMS, WhatsApp or other messaging apps.

- **Enable even more channels**
  With open messaging APIs, you can integrate native assistance for virtually any custom asynchronous channels, enabling even more messaging apps.

The Genesys advantage

Deliver better customer experiences

Continually connect and refine data around each customer's unique experience, giving agents visibility into what customers have done. And you can leverage Genesys Predictive Engagement to predict what they might do next. Streamline communication by building a knowledge base that expands across touchpoints – from self-service with bots to information the AI shares with agents.

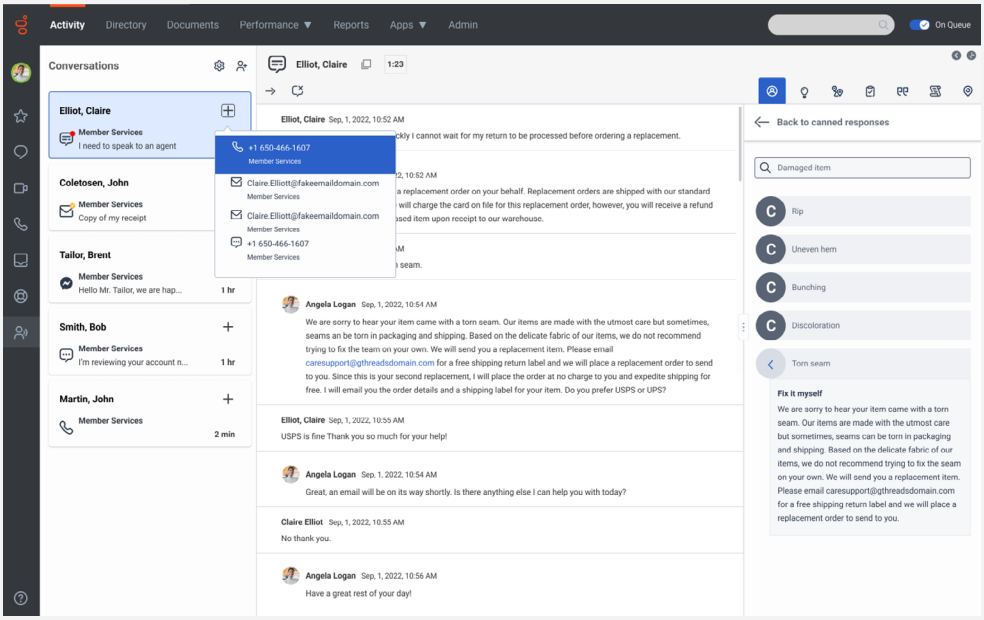
Route to the right agent

Transform digital capabilities to magnify reach and understanding. Take advantage of Genesys Predictive Routing so escalations from SMS and messaging apps go to the optimal agent, speeding resolution times. Empower those agents using a streamlined workspace that allows them to manage multiple concurrent conversations across channels.

Adapt with ease

Learn and adjust faster to what's happening across digital channels by empowering administrators to make quick, meaningful changes. Rapidly identify gaps with the Genesys Knowledge Optimizer to improve self-service rates and accelerate resolutions. And use analytics to track performance across KPIs.

Agent workspace enables you to manage multiple concurrent conversations across a variety of channels — from SMS to messaging apps — while having near-instant access to client details from CSM data, transcripts and the overall customer journey.



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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