



Improve customer satisfaction, sales and workforce engagement with Genesys AI

A Genesys ebook

Introduction



Implementing artificial intelligence (AI) is one of the most important things you can do to give your business a competitive edge today – and over the long-term.

While many companies use AI in customer service interactions, its value extends across your entire organization.

Take AI further with Genesys, where it's built into every area of our portfolio. Automate your information, processes, insights and trends, and combine these with the power of your human team to maximize results.

Make an impact today in these key areas with Genesys:

- Increase customer satisfaction with bots
- Boost sales with predictive engagement
- Improve workforce engagement using automation

This ebook demonstrates how Genesys solutions are different and the ways our customers use these solutions to achieve results.

Improve customer satisfaction with bots

Using chatbots and voicebots is a great place to start with AI. Through automation, customers get routine answers quickly and your agents are freed up to resolve interactions that require greater skill.

But the moment of truth is when a bot needs to hand off a customer to an agent. You need to give the agent full customer context across all channels, and get the customer to the best agent to help them. That's where Genesys Predictive Routing kicks in – connecting customers and information to the right person to resolve issues quickly and provide a great customer experience.

With Genesys, you can build bots rapidly using a large library of pre-built microapps, deploy them anywhere without having to rebuild, and let business teams easily adjust to changing needs and customer expectations.



DNB financial group exceeds customer experience expectations with bots



DNB, Norway's largest financial group and long-time Genesys customer, incorporated chatbots to continuously improve customer experience and put its customers first. As a result, DNB has freed up agents for more valuable tasks and experienced an over 30% reduction in inbound contact center volume.

In the bank's bot-first strategy, all customers are directed to the bot. If it can't answer the customer's question, then the interaction is routed to an agent. The ability to easily escalate to an agent is critical.

"We saw that one important thing when it comes to the chatbot – when using AI toward our customers – is to have the possibility to escalate to an agent and give them the full journey view," said Anders Braten, Head of Technical Operations and Customer Service Solutions for DNB.

The company's goal is to make that transition seamless every time, so the customer feels like it's a natural part of a conversation with the bank.



"We assumed that chatbots would provide a 30% reduction in call volume, but they actually exceeded our expectations. Now, fewer than 50% of chats are escalated to an agent."

Anders Braten, Head of Technical Operations and Customer Service Solutions for DNB

Increase sales with predictive engagement



When you increase conversions, you increase sales and revenue. It's that simple. Yet many people who engage with you today don't convert. Predictive engagement with Genesys Altocloud uses AI and machine learning to help you turn more prospects into happy customers.

By integrating real-time customer journey analytics within a machine learning engine, you can better predict and shape customer behavior, match the right agent to the right customer, and accelerate the path to digital sales conversion.

With Genesys, you gain three unique capabilities.

- Better understand web and mobile behavior, so you can manage and shape prospect journeys.
- Reach prospects in real time at the right point in their journeys.
- Personalize contact by connecting the prospect and insights about them to the best agent to close the deal.

Smyths Toys increases website conversions



“The most important benefit is our new ability to engage customers who would have previously left our website without a sale.”

Customer Care Manager, Smyths Toys

Smyths Toys is the largest independent toy retailer in the UK and Ireland – with 100 store locations and 20 million website visitors per month. With concerns about increasing online sales conversions, it deployed Genesys Altocloud software to identify and engage customers with large shopping cart values who were at risk of abandoning.

“With the visibility that Altocloud Customer Context offers, we can see exactly what they did on the website, including previous visits,” said the Customer Care Manager at Smyths Toys.

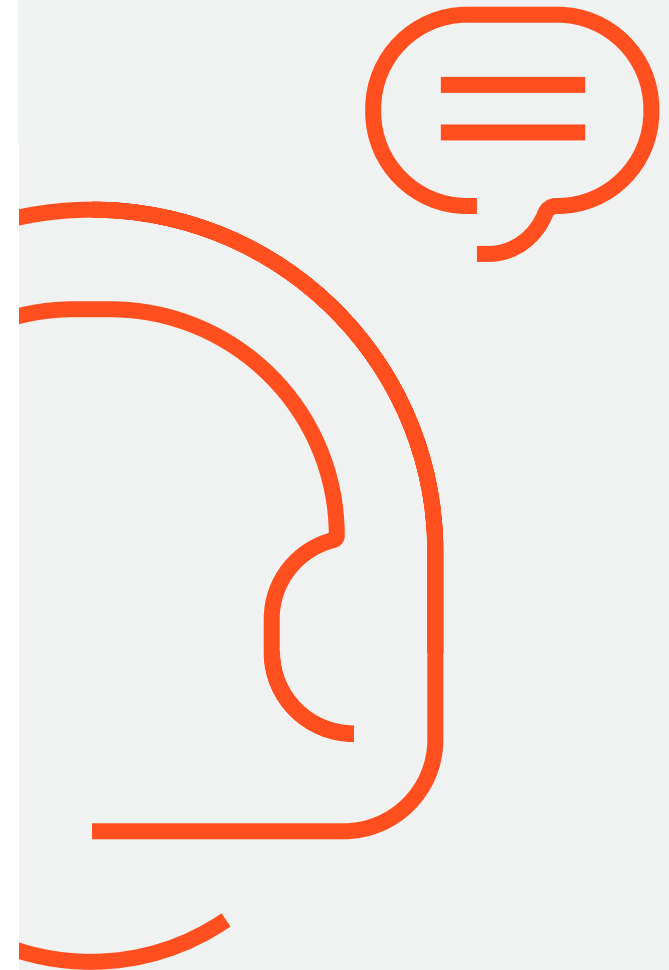
As a result, Smyths Toys has seen a 30% reduction in cart abandonment and a 3% increase in high-value conversions.

Increase workforce engagement with automation

With AI tools, you can better engage and manage your workforce, enable them to work smarter, and provide a more satisfying employee experience that increases effectiveness and reduces turnover.

Automating your information, processes, insights and trends with unique Genesys capabilities makes it easier to manage the entire employee lifecycle – from recruiting through development. Create schedules and make changes with lightning-fast speed. Throw out your spreadsheets, get the right forecasts and make better decisions without the headaches. Give your employees more meaningful work, ensure that they have the skills and customer insights necessary, and let them create quality moments that matter.

The first step many companies take toward AI-powered workforce engagement is to implement predictive routing. Genesys Predictive Routing provides the finest-grain matching between customers and agents, capitalizing on your employees' skill sets, and improving their effectiveness and impact on the business.



See how Genesys and Google technology **augment the agent experience**

Canadian communications company lets agents own the customer experience

A leading Canadian communication media company has been using Genesys for several years to distribute inbound and outbound interactions from voice and digital channels. Competing effectively in a complex business environment had resulted in specialized virtual queues, additional agent profiles and other complications.

To simplify routing, reduce maintenance and lower customer segmentation, the company implemented Genesys Predictive Routing into its universal agent pool with a focus on two KPIs: churn and first-call resolution. With predictive routing, agents own the calls from beginning to

end. They provide service to retain customers. And business users can develop, deploy and adjust models with minimum IT involvement.

By using predictive routing, the company saw a 2% increase in customer saves and 5% increase in first-call resolution. And it's looking to extend these capabilities to email and text interactions.



“With predictive routing, we’ve been trying to find a proven way to more effectively match our customers’ intent with agent skills without over-fragmenting our contact routing and compromising our efficiencies in customer experience.”

Senior Manager, National Customer Contact Center Solutions Management, leading Canadian communication media company

Drive better outcomes with predictive routing

Your ability to get customers to the best resource to answer their questions, solve issues or make a sale directly affects your business outcomes.

Genesys Predictive Routing uses AI and machine learning to predict the right resource for your customers across all channels – whether that resource is an application, a bot or a human. Predictive routing uses rich historical data gathered over time. It adapts to changing interaction patterns, builds predictive models using continuous learning and improves your business KPIs automatically.

Whether your KPI is efficiency-driven like first-call resolution, a customer experience target like Net Promoter Score, or sales and revenue goals, predictive routing leverages your data to enable a more intelligent routing model. Balance predictive scores with real-time conditions to generate the best match, enabling your customers to reach the best resource – every time.



Learn more about [predictive routing](#)

Learn more about Genesys AI for your business

When you're ready to implement or increase your use of AI, look to Genesys. Unique capabilities like predictive routing and integrations with industry leaders, including Google and Apple Business Chat beta, empower you to build better customer relationships, improve employee satisfaction and effectiveness, and create business outcomes that put you ahead of the competition.

- **Genesys AI for customer service**
- **Genesys AI for sales**

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Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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