

Bridge customer experience gaps with Genesys and Qualtrics

Create unique and actionable insights from voice of the customer data and experiential engagement data.

Elevate CX delivery in your contact center – discover hidden customer signals and sentiment.

New insights. Better experiences.

Customer expectations are constantly changing. To keep up in today's hyper-competitive marketplace, businesses need to deliver breakthrough experiences. Support organizations have traditionally relied on operational data and siloed customer insights to manage customer experience and workforce engagement. This has created an experience gap between what a customer expects and the service they receive. And that negative affects satisfaction and retention.

With Genesys and Qualtrics, businesses can generate new insights and surface trending issues to reduce frustrations, improve the customer journey and boost employee satisfaction.

Why it matters

63%

of consumers think businesses need to do a better job of listening to feedback

Source: Qualtrics 2022 consumer trends report

71%

of CX leaders believe the lack of shared customer satisfaction metrics across departments impacts the delivery of a seamless experience

Source: Genesys "State of customer experience" report

43%

of product managers at growth companies use near- and real-time analytics to complement and build upon data collected from surveys

Source: Gartner

How your business benefits

Improve service efficiency and quality

- Personalize engagements with a rich dataset of customer profiles, segments and sentiment.
- Identify and prioritize CX workflows to guide any type of interaction.
- Deliver exceptional experiences through all channels and across the organization.

Increase customer loyalty and retention

- Initiate appropriate closed-loop follow-up in response to customer sentiment.
- Trigger tickets that address customer feedback.
- Adapt workflows to engage the best-equipped response teams.

Make informed strategic decisions

- Enhance the customer journey by identifying and reducing issues in the process.
- Act on insights from both structured and unstructured customer feedback and engagement data.
- Prioritize training and investments that drive the most impact.

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 ServiceSM, 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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Qualtrics & Genesys

Combining engagement and experience data to deliver personalized interactions at scale



Hear your customers – and delight them

Genesys and Qualtrics help customer experience and contact center leaders answer critical questions, including:

1. What are our customers asking for and are we resolving questions appropriately?
2. What trends are customers responding to?
3. What is the impact of the problems or issues that customers are experiencing?
4. What sentiment is reflected across the customer journey, and why?
5. Is there a challenge with a particular agent or workflow?

With voice of the customer (VoC) insights, you can uncover the blind spots in your CX strategy in the following ways:

1. Surface customer-defined priorities, service-level perceptions and motivations with an integrated post-interaction feedback mechanism.
2. Distinguish between the severity and impact of the surfaced issues and initiate action quickly.
3. Isolate the root cause of customer friction from experience and engagement data.

Operationalize your voice of customer insights to benefit the broader organization.

1. Dynamically respond to customer feedback.
2. Automatically trigger the right actions and recommendations across the organization.
3. Update operational processes, training front-line workers and KPIs.

Products required:

- Genesys Cloud CX™
- Qualtrics CustomerXM

For more information, contact:



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