

Build integrated experiences with Genesys and Google Cloud

Create exceptional customer experiences that integrate and leverage your core systems, technology and customer data.

The Genesys and Google Cloud partnership creates a pathway to use the best of cloud, artificial intelligence (AI) and contact center technology — all within the Google Cloud ecosystem.

Learn more at genesys.com/googlecloud →

The future of customer service

Deliver extraordinary customer experiences that drive customer loyalty, boost revenue and increase engagement. The Genesys customer experience solutions combined with Google Cloud CCAI and the power of the Google Cloud Platform provide everything you need, across voice and digital channels.

Why it matters

33%

of customers would consider switching companies immediately after receiving poor service

American Express

73%

of buyers agree customer experience helps to drive their purchase decisions

PWC

87%

of customers would make another purchase from a brand if their previous experience(s) were recorded as very good

Experience Matters

How your business benefits

Best-in-class partners

- Orchestrate ideal customer journeys with Genesys and Google Cloud CCAI in your tech ecosystem
- Align your CX and cloud strategies for scalability, global reach and security
- Partner with two leaders constantly innovating around CX with cloud-based capabilities

Choice and flexibility

- Enjoy the most deployment options for contact center technology: Google Cloud, multicloud, hybrid or private cloud
- Choose your involvement: You operate, your IT partner or systems integrator operates, or Genesys operates

Superior ROI

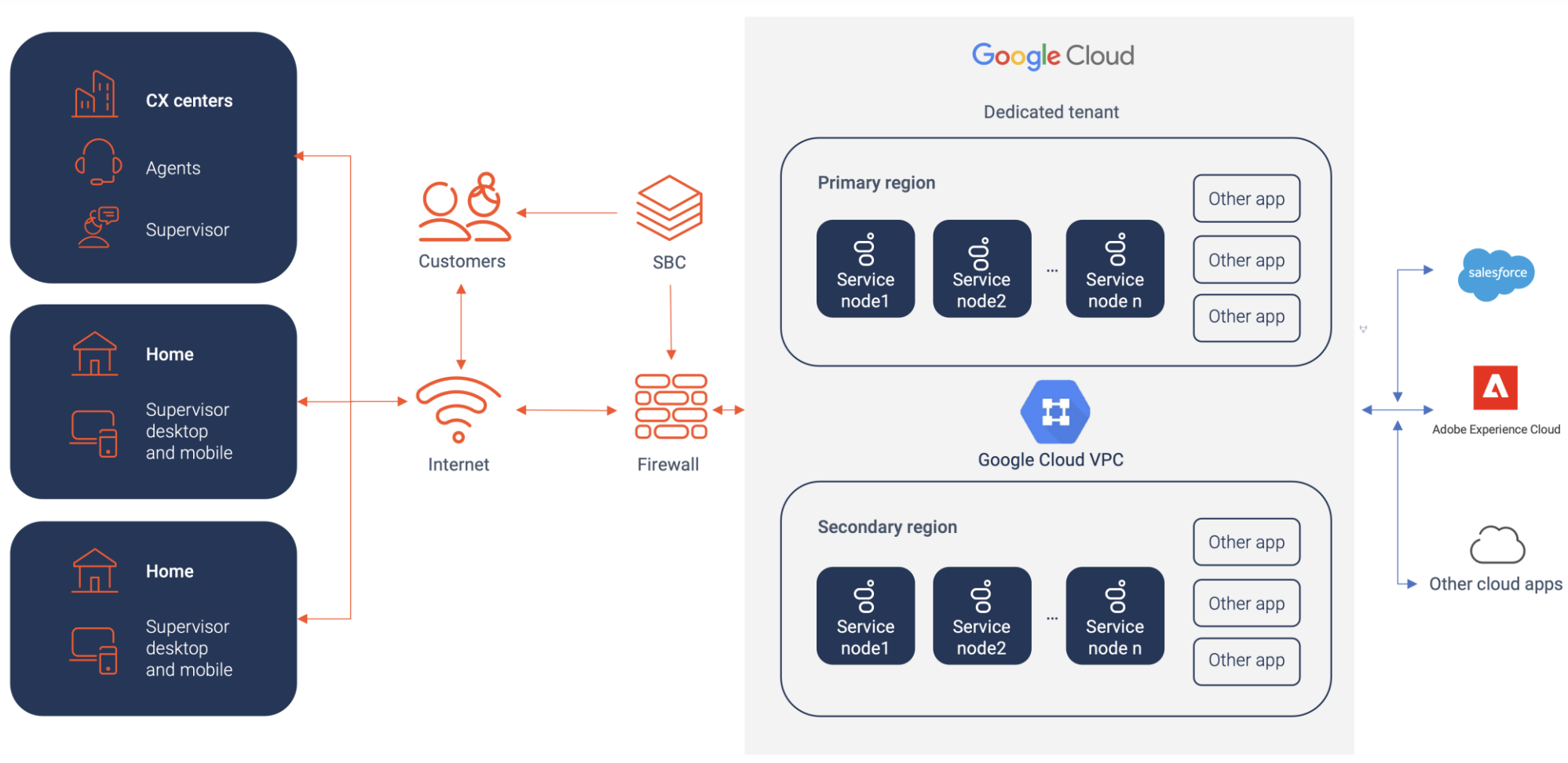
- Accelerate time-to-market with immediate access to new Genesys innovations with Genesys Choice
- Unlock insights on CX spend to improve effectiveness and increase conversion rates

Security and compliance

- Meet strict customer data privacy and data residency requirements combining Google Cloud's secure-by-design architecture and Genesys built-in compliance tools and security certifications

How it works

Genesys Multicloud CX private edition on Google Cloud

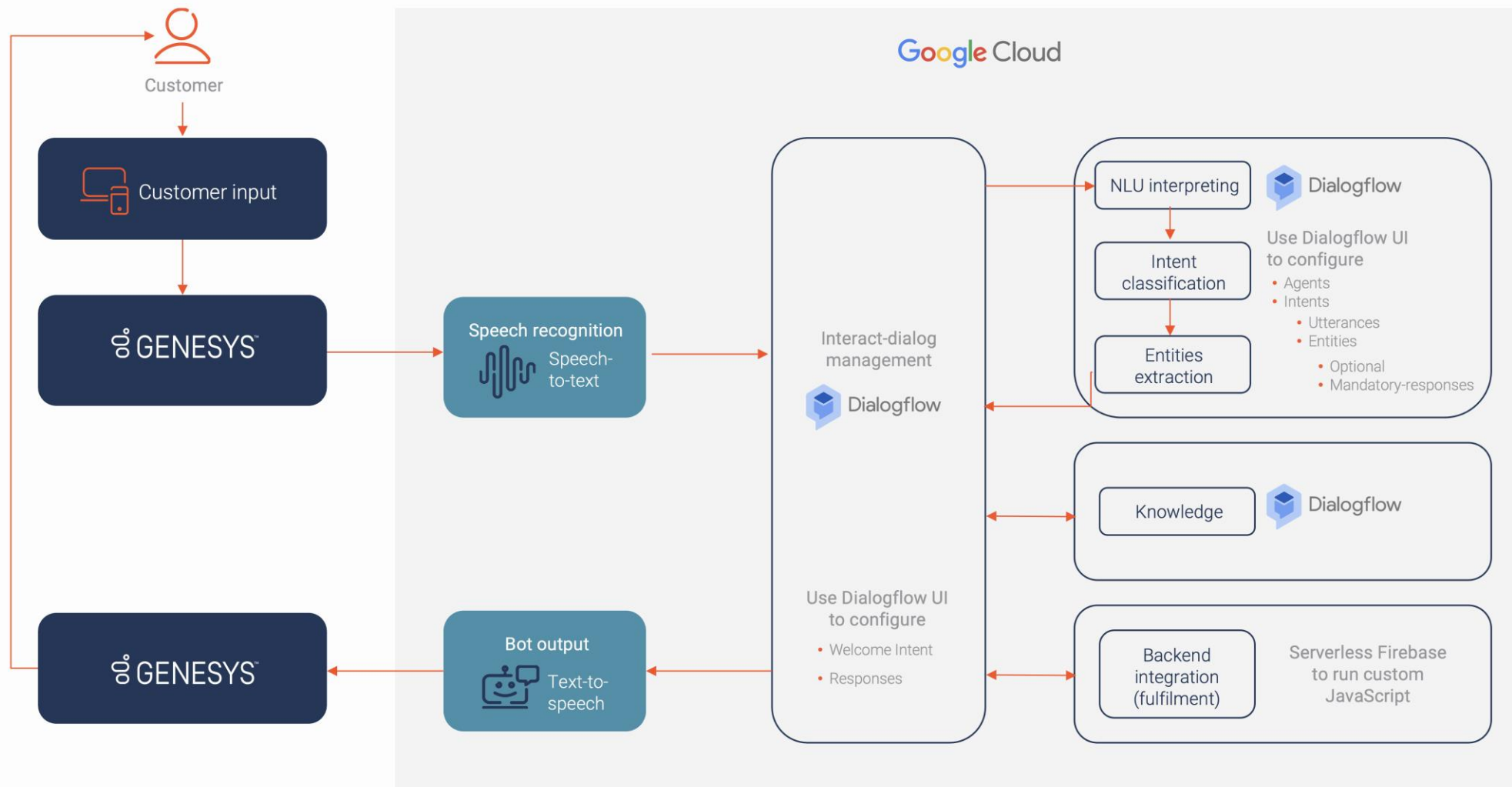


Genesys Multicloud CX private edition on Google Cloud Platform

- Choose the Genesys Multicloud CX™ solution, the best-in-industry, cloud-native contact center software based on microservices and containerization, now offered in private edition
- Get control and the benefits of cloud from a solution that resides in your isolated cloud environment on Google Cloud Platform
- Combine the security of the Google Cloud ecosystem and Kubernetes orchestration with Genesys CX capabilities to support complex challenges in the largest, most prestigious brands
- Unlock your data's full potential to craft the innovative customer and employee experiences
- Continuously deploy new features, functionality and software fixes
- Partner with Genesys and Google Cloud as we innovate together, creating limitless – and unexplored – use cases

How it works

Google Cloud CCAI with Genesys CX solutions



Google Cloud CCAI with Genesys CX solutions

- Easily deliver AI-powered contact center experiences — no matter the deployment platform or product used through Genesys
- Integrate with any Genesys Multicloud CX and Genesys Cloud CX deployment
- Provide a conversational interface that recognizes voice interactions and responds via Google Cloud speech-to-text and text-to-speech
- Deliver voicebots and chatbots, predictive routing and predictive engagement your customers and agents will love
- Fluently speak to customers in over 30 languages
- Equip developer teams with the best CI/CD and analytics tools to quickly and easily deliver bots with Google Cloud Dialogflow
- Improve call/chat containment rates with the BERT-based natural language understanding models that recognize intent and context accurately and efficiently



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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