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GENESYS™

Move to the cloud with confidence
Unmatched business agility, scalability and innovation for Genesys on-premises customers

Contents

You already know that Genesys delivers the experience your customers want. But, an on-premises deployment can get in the way of your ability to keep up with changing customer expectations. Move your Genesys solution to the cloud and gain instant access to new channels and innovations the minute they're released. You get everything you love about Genesys without ever having to worry about an aging system.

Genesys has helped more than 700 companies redefine their customer experience technology reality and evolve from outdated, disconnected systems to a modern omnichannel customer experience that moves the business forward. With a cloud or hybrid deployment model — and flexible consumption models, this proven, prescriptive migration methodology smooths your path to the desired state. And it all happens at your pace, for dramatically lower risks and costs, and much faster time to business value.

- **Coca-Cola Business Services North America** reduced TCO by 50% by moving to a cloud-based solution
- **Westpac New Zealand** increased call flow by 100% and moved from 39 siloed contact centers to a single virtual contact center
- **Quicken** deployed its Genesys Cloud solution in less than two months and achieved a 412% ROI

As you already know from working with Genesys, we don't see your migration as a project or a transaction. Instead, we're intentional in building a strong relationship with all our customers, including you. Your customer experience transformation journey starts with these four simple steps:

1. **Imagine** what exceeding business and customer expectations looks like
2. **Define** a solution for a solid foundation
3. **Migrate** with confidence — get it right and get ready for the future
4. **Achieve** your desired business outcomes

Prepare for the future and transform your customer experience with artificial intelligence (AI), including predictive routing, Blended AI with voice and chatbots, analytics and journey management.

Genesys prescriptive migration
When moving to a cloud-based contact center solution, you need a process that's designed to empower you with best practices, in a repeatable way and with predictable success, so you reduce risk, avoid wasteful costs and complexity, and accelerate your time to real business value.

Discover your customer experience maturity level

Take the CX Maturity Challenge, a 10-minute survey designed to help you assess current customer experience practices and gain insight into improvements that will drive growth. Complete it in advance of the assessment workshop, or we can walk through it together. Then we'll review the results and use that output to guide discussions.

Step one: Imagine what exceeding business and customer expectations looks like

Assessment workshop
Assess where you are. Envision where you want to be.

The first step in a migration project is to assess your business needs and determine how to move forward. There should be a common understanding of current operations among stakeholders, including how you engage with customers, the state of your employee engagement and management practices. Once you objectively evaluate where your business is today, the path to get where you want to go becomes clearer. We can work together to define a migration strategy that delivers an ideal customer experience.
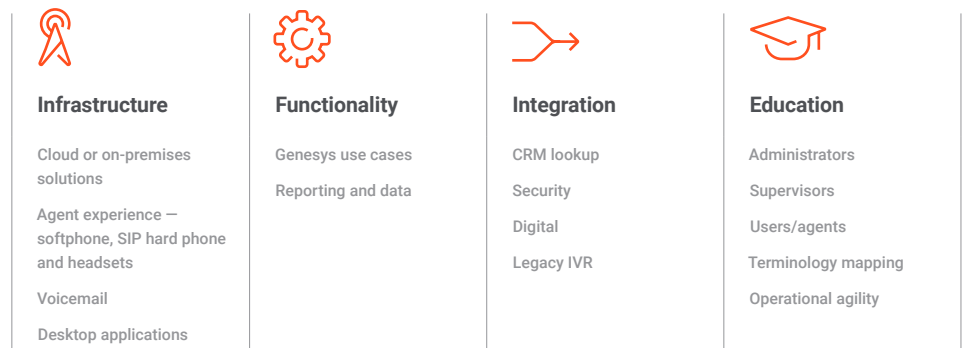
You'll have access to:

- Realistic customer experience roadmap with a phased migration strategy of how to realize your vision
- Roadmap of Genesys use cases tuned to your unique requirements so you gain the desired capabilities
- Financial benefits benchmarks that are driven by Genesys use cases
- Solution proposal with budgetary pricing and product demo
- Definition of desired measurable outcomes for post-implementation value realization

Step two: Define a solution

Reference architecture
A holistic approach for your entire infrastructure. Nothing missed. No surprises.

Your environment has many critical components. One way to drive down risk is to create a reference architecture that identifies key migration components in four major areas: infrastructure, functionality, integration and education.

Infrastructure	**Functionality**	**Integration**	**Education**
Cloud or on-premises solutions	Genesys use cases	CRM lookup	Administrators
Agent experience — softphone, SIP hard phone and headsets	Reporting and data	Security	Supervisors
Voicemail		Digital	Users/agents
Desktop applications		Legacy IVR	Terminology mapping
			Operational agility

Here's a look at how the Genesys use case process begins, with basic inbound voice:

As your transformation continues, you can be future-ready for a situation like this:

Genesys use cases
Take the guesswork out of your customer experience transformation

Genesys use cases map to your customer experience maturity level and support the recommended business steps for building a roadmap to your differentiated customer experience. They're designed to enable faster deployment than traditional customer experience platform replacement — with pre-defined scope, time scales and budget, so there aren't any surprises.

Genesys use cases give you the product, service and best practice expertise gained from thousands of global deployments. These well-defined designs for business and IT offer clear "how-to" guidance to achieve maximum and incremental business benefits. Easy to personalize and assemble, they offer predictable and measurable outcomes, including:

- Improved customer experience
- Reduced cost of operations and increased revenue
- Accelerated deployment leading to a shorter time-to-value

Step three: Migrate with confidence

Proven, paced and predictable delivery
Get the basics right and the future is bright.

Successful migrations are deliberately paced. While all your unique business needs are considered, we focus on getting the basics right first. This reduces risk and disruption and gives you a solid foundation to build on for the future. Think of it as a" walk, run, fly" approach.

Delivery

Migration phase ("walk")
The initial, or "walk" phase, is where you migrate and optimize; the primary objective is to migrate your core contact center environment to a Genesys solution without losing any functionality. You can expect to:

- Migrate to an extensible, reliable platform
- Leverage inherent attributes of the Genesys voice solution opportunistically, including inbound voice routing, reporting, IVR, desktop and workforce management
- Develop a holistic vision for customer experience and a more in-depth strategic plan; this encompasses the "walk" and "run" phases

Count on Genesys to be with you all the way, through all the phases of your migration. Once you've established a solid foundation with the core contact center migration, we'll move forward together at your desired pace.

Omnichannel phase ("run")
Building on the migration or "walk" phase, you'll be able to extend your customer reach by offering access in multiple channels and by proactively reaching out to customers as events occur. This might include:

- Building out digital channels with a mobile and online environment
- Developing context-based next best actions, such as IVR, web engagement, routing and proactive engagement
- Defining holistic and trackable outcomes and performance metrics, based on best practices (e.g., a balanced scorecard), and including reporting and data visualization
- Expanding employee engagement capabilities to include skills assessment, real-time training delivery and coaching tools

Intelligence phase ("fly")
This phase is focused on applying data, learning and AI to optimize every engagement opportunity, customize engagement to a personal level and rapidly improve response times. These components might include:

The advantages of an agile approach

An agile approach to implementation applies a series of predefined three-week sprint cycles to deliver the baseline contact center service. This approach offers multiple benefits:

- Reduce delivery risk and timelines
- Earlier opportunities for your feedback
- Better accommodates design changes
- Enables early identification of challenges

- Speech and text analytics that shape customer dialogs, sales and marketing efforts, as well as staff coaching, development and assessment
- Journey analytics for customer engagement analysis
- Predictive engagement and machine learning
- Digital support with bots and AI

Assured success
It's a relationship, not a transaction.

Your story doesn't end with a successful deployment. We're with you all the way. As a long-term partner in your continued success, Genesys offers enablement and training, tailored customer care, change management guidance and post-implementation value realization consulting to ensure you reach expected outcomes.

As you use, evolve and plan, we're with you on the journey. This means you maximize your investment with any additional learning paths, optimize for continued growth and apply the Genesys roadmap so you use innovations to your best advantage.

Take advantage of the PureSuccess plan, which gives you our experience from 30 years of leading businesses toward their desired results, so you can deliver the right experience to your customers.
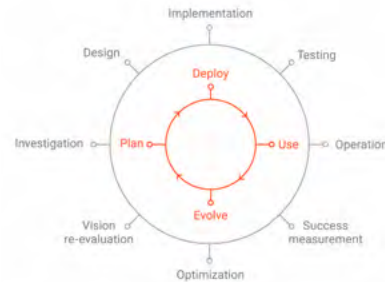
The PureSuccess framework consists of three key components.

- Expert guidance: Receive coaching and recommendations along the way from your Genesys Advisor.
- Clear goals: Jointly develop a vision of what success looks like and how to track progress every step of the way.
- Accelerated results: Realize rapid results with engagements tailored to all phases of your customer experience journey.

A reputation can take years to build, but only a moment to destroy. Don't settle for "good enough" when it comes to how you treat your customers. Become a better version of yourself by partnering with customer experience professionals with the skills to deliver results and adapt to change.

Learn more about the PureSuccess framework.

Here are some of key elements specific to your migration experience, that happen at the same time as your delivery.

Enablement
Ensure your teams get the skills that drive customer experience excellence

Having skilled people who can use technology to deliver your desired outcomes enables you to enhance your ROI. IT teams not only need to know the software, but they also need to understand their role in your customer experience operation.

Realize your full ROI with Genesys training courses that are designed to drive proper adoption of your solution. The courses are bundled into prescriptive learning paths for different organizational roles and planned outcomes. Bundled offers are available to develop product-specific skills for operating the Genesys platform you select and use. The offers also cultivate the business skills of customer experience professionals.

Training courses are recommended based on role and which Genesys use cases are purchased. Some typical courses for migration customers include: Inbound voice routing and reporting, and outbound calling. Migration customers also benefit from available technical certification scholarships and free self-paced online courses.

In addition to formal training you'll have access to the following:

- A community of Genesys experts who respond to questions, offer advice and provide input during the preparation and execution of your migration to the Genesys platform
- The Genesys Knowledge Network, which offers curated content, training and information that you'll find helpful while transitioning to Genesys
- Online fundamental materials that offer rich, interactive content such as videos, how-to guides, knowledge checks and terminology mapping

Visit training.genesys.com to view our courses and recommended learning paths.
Customer experience practitioners should explore training.genesys.com/cx.

Change management*
Every change affects your most valuable resource — your people

It's important to evaluate all job roles and responsibilities, processes, and skill development. It's critical to ensure buy-in and adoption for any change within the organization. Preparing for change leads to a more seamless transition and increased value realization.

With expert-led services, you can ensure your project focuses on the initial vision and desired business outcomes. And with consultation following your assessment, you'll be certain that these efforts are planned and conducted in line with the overall project plan and your specific needs.

What's included:

- Assessment of the organization's change readiness
- Recommendations based on industry research and Genesys best practices
- Expert-led evaluation of change and adoption after rollout
- Recommendations to sustain change and value

Why it matters:

- Increase transformation clarity by aligning stakeholders
- Increase adoption through aligning vision across the enterprise
- Reduce risk by increasing awareness of impact of change
- Maximize value by aligning your vision to strategic business outcomes

Value realization
Technology only enables improvement. People make it happen.

Use expert resources to validate initial business drivers, assess the current environment and collect data points in the assessment workshop. Then, apply the rich set of proven Genesys use cases to accelerate client time to value and focus deployment efforts on achieving positive, measurable business outcomes. Remember: Achieving those outcomes isn't as simple as plugging technology into the wall. Work processes change; management and workers must adapt.

*Genesys Telecommunication Laboratories, Inc. (hereinafter "Genesys") does not assume, fulfill, or replace the role of a change management (CM) practitioner, or the responsibilities or implementation of a CM program or related functions. There are many effective, yet different CM methodologies to choose from. No single approach is enforced or recommended. Organizations often choose a method that aligns to their culture and complements existing programs.

Imagine		Define	Migrate	Achieve
Step 1	**Step 2**	**Step 3**	**Step 4**	**Step 5**
Vision	Discovery	Design	Delivery	Value realization
CX Maturity Assessment	**Understand desired business outcomes**	**Define use cases**	Training, professional services, support, consumption model	Help you acheive business outcomes
Art of the possible		**Best recommendation**		
Envision and share with us the customer experience you want to provide	Evaluate the current environment and identify gaps and opportunities	Present findings, recommendations and a roadmap	Implement the vision and use cases	Monitor and evaluate:
		Walk, run, fly:		• Finalize Genesys use cases and desired outcomes
		Realistic customer experience roadmap with phased migration strategy defined		• Establish tracking mechanisms and accountabilities
				• Deploy
				• Measure
				• Analyze
				• Refine use case application to achieve desired outcomes

The value realization service compares actual to target KPIs and analyzes what a customer planned compared with what they achieved. The service then confirms success or applies industry experience to make recommendations that close any gaps.

Here's a look at how you can achieve the business outcomes you expect with Genesys use cases.

What's included:

- Expert oversight and guidance provided through onsite and remote sessions
- Onsite session for data gathering and current state discovery
- Onsite presentation of findings, recommendations and roadmap to maximize value

Why it matters:
Identify customer experience and operational gaps that could affect your KPIs:

- Customer effort and satisfaction
- Efficiency and cost
- Revenue generation and customer retention

Step four: Achieve your desired business outcomes

Expect more
Mitigate risk and get real business value.

A new customer experience solution should deliver measurable business outcomes. And building off experience gained through more than 1,200 successful migrations, Genesys delivers deployment, operational and economic value.

Deployment value:

- Genesys use cases are designed to achieve specific outcomes that speed your time to value
- Post-deployment value realization consulting service ensures outcome achievement is on track

Operational value:

- Redefine your customer experience technology reality for true omnichannel integration that's simple, consistent, flexible, insightful and efficient
- Choose from a range of deployment options (public, private or hybrid) with a proven, feature-rich Genesys Cloud solution that matches your specific priorities
- Explore the comprehensive roadmap — there are two major market releases each year. See what's available in our latest release
- Resolve multichannel problems

It's all about the outcomes

We have a proven record of delivering business outcomes — increased first contact resolution, higher Net Promoter Score, increased revenue, increased ROI and decreased TCO.

Economic value:

- Industry experts have validated the economic value we deliver to customers when they trade multichannel headaches for omnichannel benefits. A Forrester study shows the importance of customer experience technology investment to drive business success, with findings that organizations who prioritize customer transformation see improved customer experience, digital business acceleration, revenue increase and improved market differentiation.

Now's the time to get started

Your journey to a more agile, cloud-based customer experience starts here.

Contact your Genesys Account Executive today to discuss your path to the cloud.

ABOUT GENESYS

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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