New customer service opportunities in the era of digital customers.

Timely, meaningful engagement that converts

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GENESYS PREDICTIONS 2019

01 Outcomes Matter

Businesses are now looking to service providers to deliver defined outcomes

02 Convergence & Amplification

Hard to detect customer signals can now be amplified through open data models

03 Trust Me

TRUST MUST BE EARNED

Data becomes the primary source of value, but monetisation of data must respect privacy

04 Mindful Design

MIND FULNESS

Mindful design that puts the human experience at the centre of product innovations is core to long-term success

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GENESYS PREDICTIONS 2019

05 Edging Forward with HyperCloud

Processing at the edge will become as important as the move to cloud

06 We're Human After All

EMPLOYEES OF THE FUTURE

Sometimes customers just want to hear your voice

07 Affective Computing

Emotions aren't just for humans any more
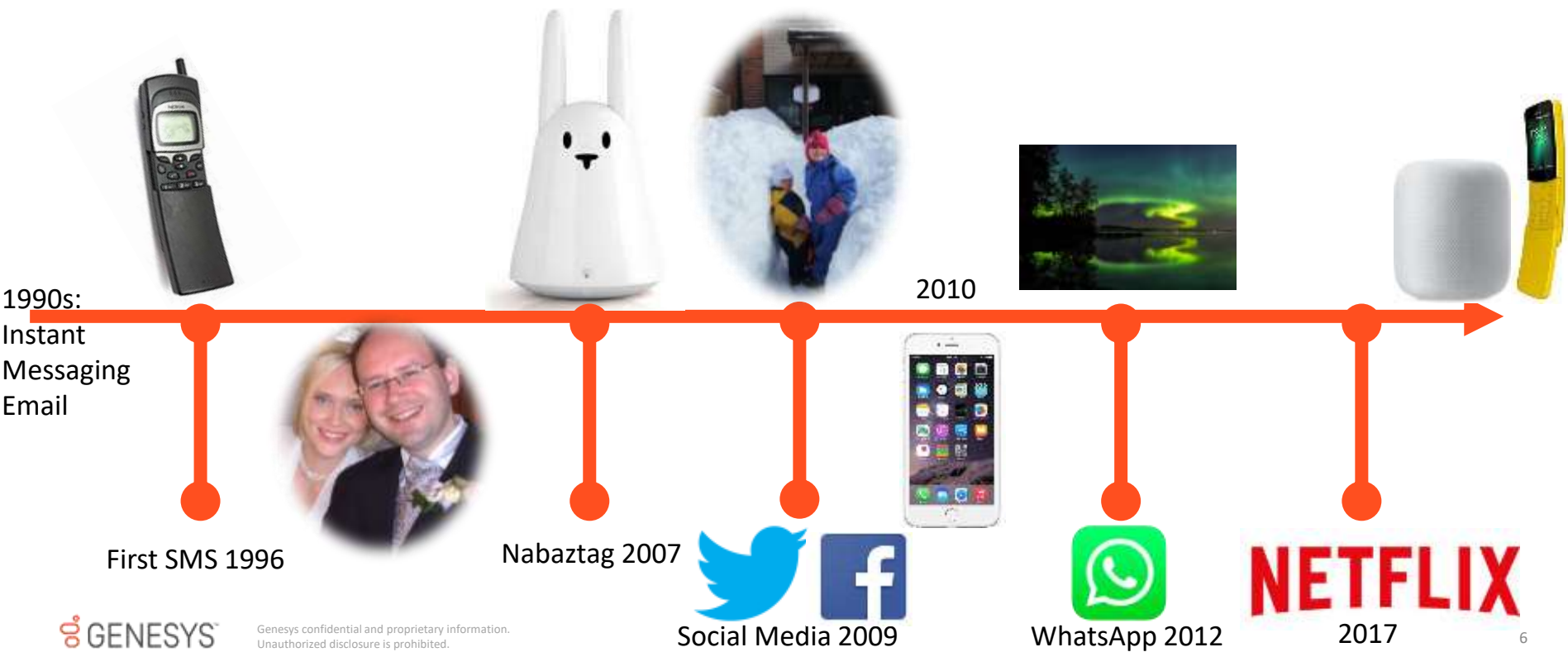
08 Hyper Reality

Interactive content is the stepping stone we need to bring about hyper reality

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My personal digital transformation

1990s:
Instant
Messaging
Email

First SMS 1996

Nabaztag 2007

Social Media 2009

2010

WhatsApp 2012

NETFLIX 2017

Voice is Emerging as the New Computing Interface

71% are listening to more audio since getting a Smart Speaker

The phone call still dominates

Up to 53% of mobile shoppers called a business.

Automotive
25% of auto shoppers first contact a dealership by calling.

Health Care
56% of patients book appointments by calling.

Insurance
40% of insurance purchases happen via phone.

Local
70% want to call businesses to purchase local services.

Financial
68% want to call a bank while researching purchases.

Retail
51% want to call a store when buying home goods.

Travel
35% of hotel bookings are from phone calls.

Telco
45% of sales close via an offline conversion

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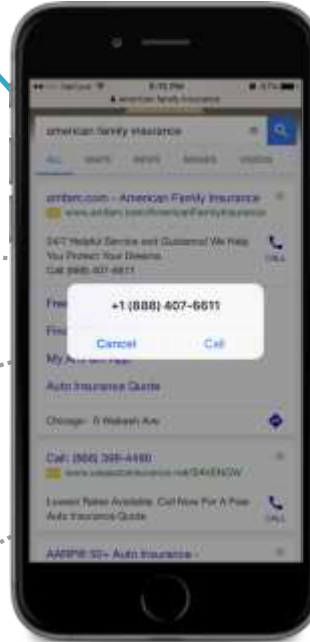
How mature is your digital engagement?

Digital Beginner

Digital Experimenter

Digital Leader

Digital Innovator

IVR

Outbound Campaigns

Mobile Engagement

Conversion Assist

Real-Time Lead Engagement

Predictive Automation/AI

E-mail

Social

SMS

Mobile App

Mobile Chat

Co-Browse

Web Chat

Click-to-Call

Proactive Chat

Proactive Callback

Altocloud Journey Management

Speech

Predictive Routing

Automation

Bots

Q. Which group currently owns the majority of the budget for your company's enterprise-wide CX efforts?

Marketing **59%**

Sales **14%**

IT **8%**

Customer Service **7%**

Centralized Customer Loyalty Team **4%**

No Single Department **8%**
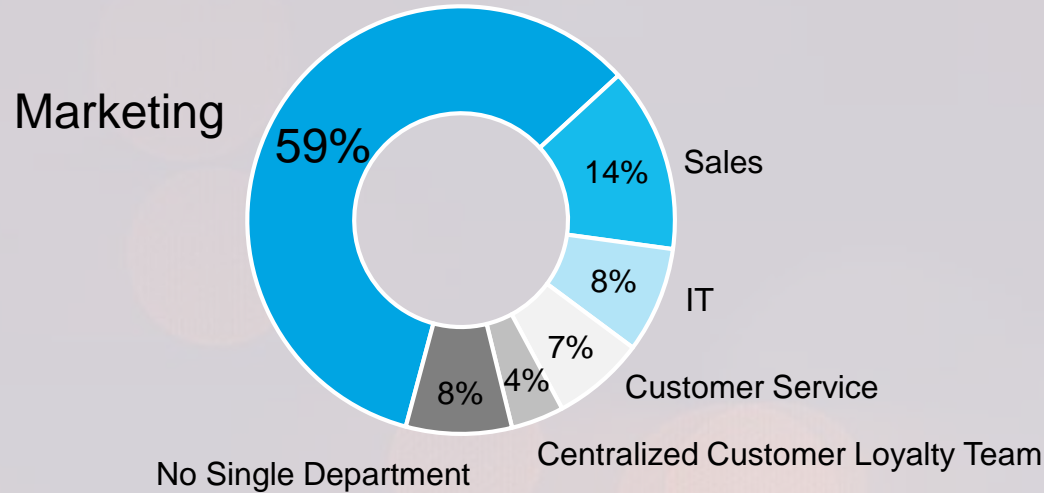
BUT who is accountable for CX?

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Challenges with selling to digital consumers

57%
Organisations identify conversion is top priority
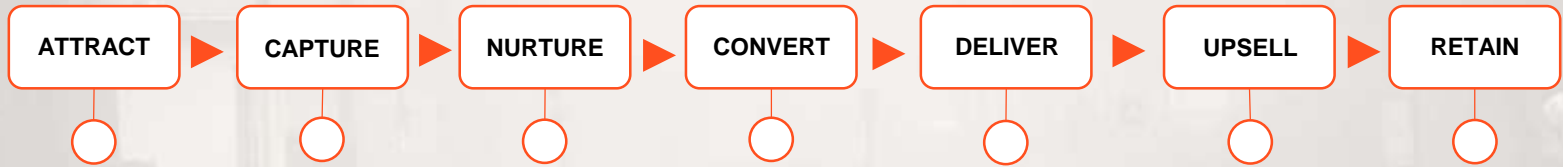
10x
Drop in lead contact between 5 – 10 minutes

5%
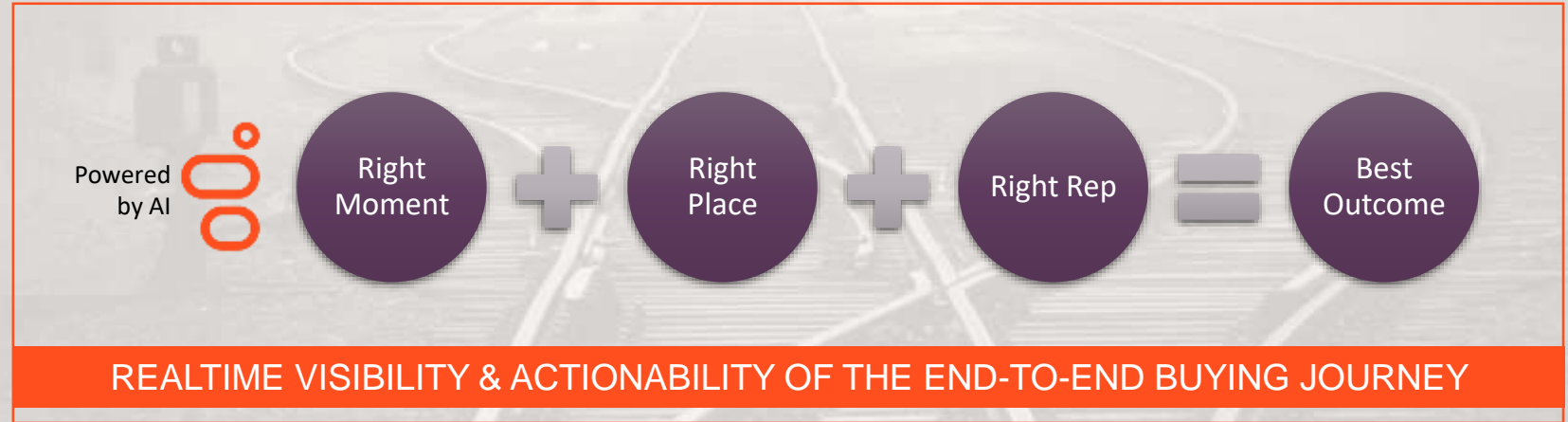Only of leads converted by top performers

Marketing Sherpa

HBR & InsideSales

Forrestor

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Enabling timely engagement & meaningful interactions

ATTRACT ▶ CAPTURE ▶ NURTURE ▶ CONVERT ▶ DELIVER ▶ UPSELL ▶ RETAIN

PROSPECT

Powered by AI

Right Moment **+** Right Place **+** Right Rep **=** Best Outcome

REALTIME VISIBILITY & ACTIONABILITY OF THE END-TO-END BUYING JOURNEY

Connecting data for better moments

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MULTICHANNEL CAMPAIGN MANAGEMENT

LEAD MANAGEMENT

CRM

ANALYTICS

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Messaging

Right Moment + Right Place + Right Rep = Best Outcome

3.7B+

Active monthly users on messaging apps (surpassed social networks)

50%

Increase in use of push notifications including in-app messaging

#1

Choice of contact channel aged between 23-34

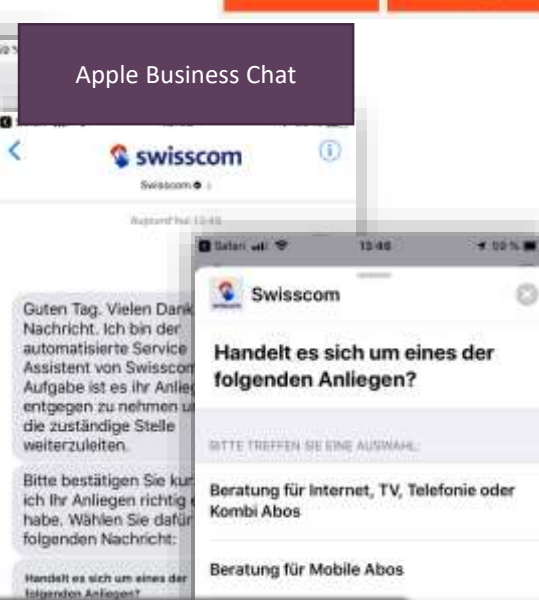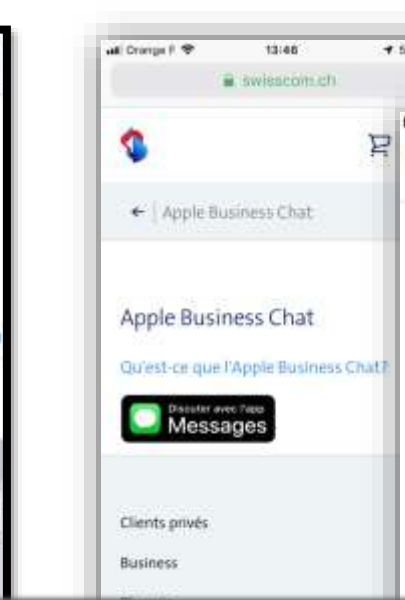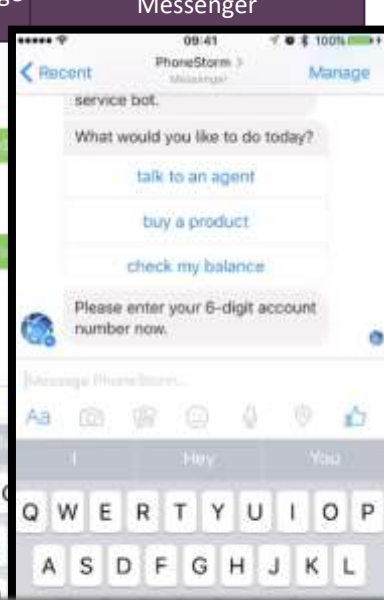| BI Intelligence	Forrester	Dimension Data

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The new engagement domain

SMS

Google Click to Message

Messenger

Apple Business Chat
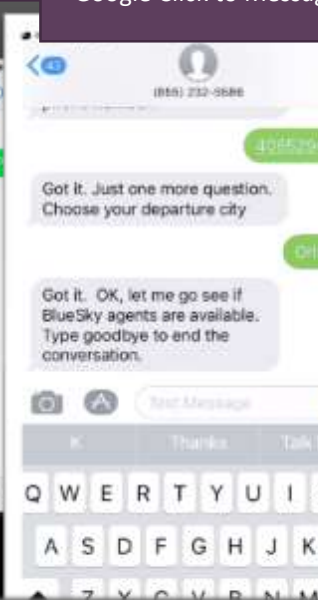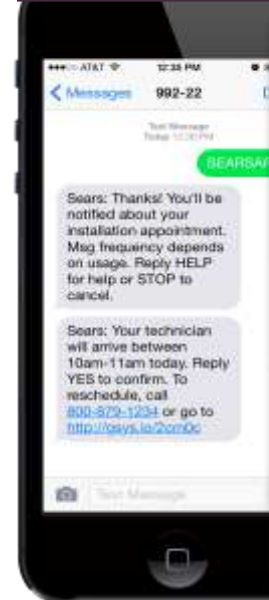
Just another channel

Keep your promises

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WHAT IF:

Right Moment + Right Place + Right Rep = Best Outcome

You could see the prospect journey as it happens?

AI could engage for you based on outcome predictions?

Customer profile

Journey stage

Outcome probability

Outcome Scores

Let heat-seekers convert

Intervene only when assistance is needed

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SMYTHSTOYS

Challenges

Marketing was driving more traffic but **CONVERSION** remained static.

Solution

◦ Personal shopper: Realtime **engagement of high value** purchasers

◦ Predictive churn prevention: engage with the prospect **before cart is abandoned**

◦ **Realtime campaign adherence**: align customer journey with campaign goals.

Results

◦ 30% reduction in cart abandonment
◦ 3% increase in high-value conversions

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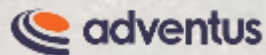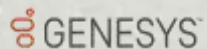
DESKTOP TO EMPOWER EMPLOYEES

Right Moment + Right Place + Right Rep = Best Outcome

Empowers Agents

Boosts Efficiency

Transforms Your Customer's Journeys

Before

- Reps log into over 20 different applications to help sell
- Manually log every interaction in CRM
- Sets prospecting reminders in Outlook, CRM, personal device, etc.

After

- Reduced 20+ applications down to 4
- Reps save more than 10 hours/week to focus on selling

Large B2B software company: +25% increased selling capacity

Right Rep. Blended AI with Agent Assist – Bot Gateway

Blended AI

Google AI

Predictive Routing

Agent Assist

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Are you ready to see
what you've been missing?

Get insight into your customers' online journeys for 30 days free

Receive a comprehensive report on how predictive engagement can uncover hidden value.

Genesys Altocloud Value Study

See what you are missing

Increase Conversions and Revenue Closure by Engaging the Right Customers at the Right Time

$3,996,000
Estimated Annual Value Gain

Granularity 1 Hour 1 day Zoom Day week month

100%

Current State	Transformation	Impact
Operational Details	Estimated Improvement	Estimated Impact
Average monthly number of	1,000,000	Percentage Improvement in	56%	Estimated New Conversion	9%

Genesys PureEngage

> "The limits of the possible can only be defined by going beyond them into the impossible"
>
> *Arthur C. Clarke*

Translating the art of the possible into what is actionable
- Engagement acts on what is happening now -

Create personalized omnichannel journeys

Align strategy, people, process, technology to business outcomes

Empower agents with blended AI and Agent Assist across domains

How are you converting prospects?