



Industry-Leading Customer Experience Solutions Now Available from the Cloud in the UK and Ireland

Genesys Launches and Showcases Industry's Most Comprehensive Set of Cloud-based Offerings at the Gartner Customer Strategies & Technologies Summit, London, April 28th-29th

FRIMLEY, UK, April 28, 2014 — Genesys (www.genesys.com), a leading provider of multi-channel customer experience, self-service and contact centre solutions, today announced the availability of a full range of Genesys cloud offerings in the UK and Ireland. The new offerings represent the most comprehensive cloud solutions ever made available to the UK and Ireland markets and support the company's key business imperative for the transformation of the customer experience for organisations of all sizes.

The cloud offers extend best-in-class customer experience solutions to new market segments as fully featured and fully scalable offers, yet tuned to the usability requirements of each segment. They provide a strategic new opportunity for organisations of every size to more easily deploy a customer experience strategy that includes new and improved capabilities such as multi-channel, speech analytics, assisted self-service and end-to-end analytics.

The cloud offers are built on the award-winning Genesys [Customer Experience Platform](#), serving the needs of organisations of all sizes. The newly available platform cloud offers include the easy-to-deploy [Premier Edition](#) for small to mid-sized contact centres, the [Business Edition](#) for mid-sized contact centres and [Enterprise Edition](#) for large contact centres. Additionally, the offers include new standalone cloud capabilities built on the Genesys Customer Experience Platform including [Self-Service](#), [Proactive Customer Communications](#), [Mobile Marketing](#) and [Workforce Optimization](#) solutions that help organisations to deliver predictive, proactive and personalized customer service, sales and marketing experiences to their customers, members or employees, while efficiently scheduling, assigning, quality monitoring and training the workforce.

"These new cloud offers give organisations a comprehensive set of solutions to rapidly innovate their self-service and contact center applications to deliver a connected customer experience across marketing, sales and service," commented Mark Turner, Senior Vice President, Europe, Middle East & Africa, Genesys. "Being cloud-based the solutions give organisations the business agility to quickly tune their customer experience strategies with while also mitigating operational risks and lowering capital expenditures. These solutions are poised to level the customer experience playing field between small, medium and large organizations."

Genesys is demonstrating the cloud offers at the Gartner Customer Strategies & Technologies Summit, taking place in London on April 28th-29th, on Stand PL5 at the event. There will also be the opportunity to hear Reed Henry, Chief Marketing Officer at Genesys, speak in a Solution Provider Session on April 29th from 11.15-11.45 on "Managing Customer Journeys: Get Onboard or Get Out of the Way!" His talk will focus on how market leaders are managing the customer experience by automating connected customer journeys across self-service and human-assisted touchpoints, channels and interactions supported by in-depth analytics. He will discuss predictive, proactive and personalized experiences and the associated workforce optimizations required.

Notes to Editors:

Premier Edition for Small to Mid-Size Contact Centres

The Genesys Premier Edition is a pure cloud offering that delivers everything that small to mid-size contact centres need to provide exceptional customer experiences across self-service and human-assisted touchpoints. Built with world-class routing, IVR capabilities and an intuitive user experience, this edition is designed to be flexible, quick to deploy, and easy to use. Capabilities include:

- Scale to 250 seats
- Multi-channel support
- Unlimited IVR ports
- Intuitive and visual solution configuration
- Proactive notifications and surveys
- Business Intelligence Analytics
- Workforce Optimisation
- Bundled Telco Services

Business Edition for Mid to Large-Size Contact Centres

The Business Edition is the most feature-rich and flexible customer experience solution ever offered for mid to large-size contact centres. With this edition, customers can choose to run their self-service applications and contact centre in the cloud, on-premise with a pre-configured appliance or in a hybrid cloud configuration. The on-premise appliance comes in multiple configurations. Whether in the cloud or on-premise, the Genesys Business Edition deploys rapidly, is easy to use, and scales as contact centres grow. Capabilities include:

- Scale up to 1,000 seats
- Inbound and Outbound Multi-channel support
- Voice, email, chat, mobile and advanced self-service channel support
- Simplified and pre-configured routing options for rapid deployment
- Real-time performance and operational monitoring and analysis
- Proactive notifications and surveys
- Business Intelligence Analytics
- Workforce Optimisation
- Pre-integrated hardware appliances for on-premise deployments

Enterprise Edition for Large Contact Centres

Genesys Enterprise Edition is tailor-made for large organisations that require highly scalable and customised self-service and contact centre solutions. With this edition, customers can choose to run their self-service applications and contact centre in the cloud, on-premise or in a hybrid cloud configuration. Capabilities in addition to those in the Business Edition include:

- Scale to unlimited seats
- Cross-channel interaction management
- Support for remote and branch office workers
- Work item prioritisation, routing & analytics
- Customisation and 3rd party system and application integration

Mobile Marketing

Genesys Mobile Marketing allows businesses to slice through the noise of other media channels to engage consumers through a more responsive and effective medium. Genesys mobilizes existing marketing and social media efforts and is proven to help organisations build lifelong, profitable relationships with their clients. Capabilities include:

- Compliant Mobile Opt In and Preference Management
- Multi-channel (SMS, MMS, QR codes, mobile web, Passbook)
- Mobile Coupons & Cardless Loyalty Programs
- Mobile Polls, Trivia, and Gamification
- Location-based services (iBeacon)
- Worldwide SMS/MMS coverage

Proactive Customer Communications

Genesys Proactive Customer Communications delivers a powerful set of multi-channel outbound business solutions that drive positive outcomes for the organisation in areas such as collections, sales and customer

service. Customers are managed across their journeys allowing companies to take full advantage of historical, contextual and transactional data to ensure customer's needs are being met even before the customer asks. Capabilities include:

- On-demand service that scales to 1000s of seats
- Cross-channel (voice, SMS, email, mobile web) with blending and escalation
- Predictive, preview or progressive dialing
- Proactive notifications and surveys
- CRM integration
- Powerful compliance tools
- Bundled Telco Services

Self-Service IVR

Genesys Self-Service IVR is a truly on-demand cloud IVR that offers organisations a more agile, secure, and cost-effective way to deliver a high-quality self-service customer experience (CX). Built on the world's leading voice automation platform with a simple, intuitive user experience, organisations of all sizes now have a quick and painless path to migrate from inflexible premise- or cloud-based IVR platforms of the past. Capabilities include:

- Intuitive, visual conversation flow builder
- Multi-channel support
- ARS and TTS in any language
- Analytics
- Personalization through data and CRM integration
- PCI, HIPAA, SSAE-16, and ISO 27001 compliant
- Bundled Telco Services

Workforce Optimization

Genesys Workforce Optimization offer can increase operational efficiency and improve employee engagement all while optimizing the customer experience. Capabilities include:

- Speech & Text Analytics
- Workforce Management
- Quality Management and Coaching
- Call Recording with Screen Capture

Free Trial Availability

The Genesys Premier Edition is now available for a 30-day Free Trial in the United Kingdom and Ireland. Learn more and [request your free trial](#).

About Genesys

Genesys is a leading provider of multi-channel customer experience and contact centre solutions. With over 4,500 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact centre, front office and back office. Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

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