

Keep pace with seismic changes in customer expectations

With changing buyer demographics, new technologies and new digital channels, customer and employee expectations were already shifting in dramatic ways before COVID-19 — but the pandemic set these changes on a course of rapid acceleration. Now, it's clear that the change will only continue. And companies like yours are feeling the seismic shift.

If your contact center hasn't transformed to meet those changes, or if you haven't shifted your view of it from a cost center to revenue driver, your organization risks going the way of the dinosaurs.

Together, Genesys and Google Cloud deliver to you the powerful combination of recognized industry and innovation leaders delivering to you the CX of the future that will drive unique competitive advantages for your customers.

Learn more at genesys.com/googlecloud →

Future-proof your customer service

You can provide extraordinary customer experiences that drive customer loyalty, boost revenue and increase engagement. By combining Genesys customer experience solutions with Google Cloud CCAI and the power of the Google Cloud Platform, you get the innovation you need, across voice and digital channels to drive competitive advantages today and in the future.

Why it matters

33%

of customers would consider switching companies immediately after receiving poor service

[American Express](#)

82%

of customers would Purchase additional items from the same company If a company delivered a personalized experience

[The State of Customer Experience](#)

87%

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

[Forbes](#)

How your business benefits

Best-in-class partners

- Orchestrate ideal journeys for your customers with Genesys and Google Cloud CCAI in your existing technology 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

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

Superior ROI

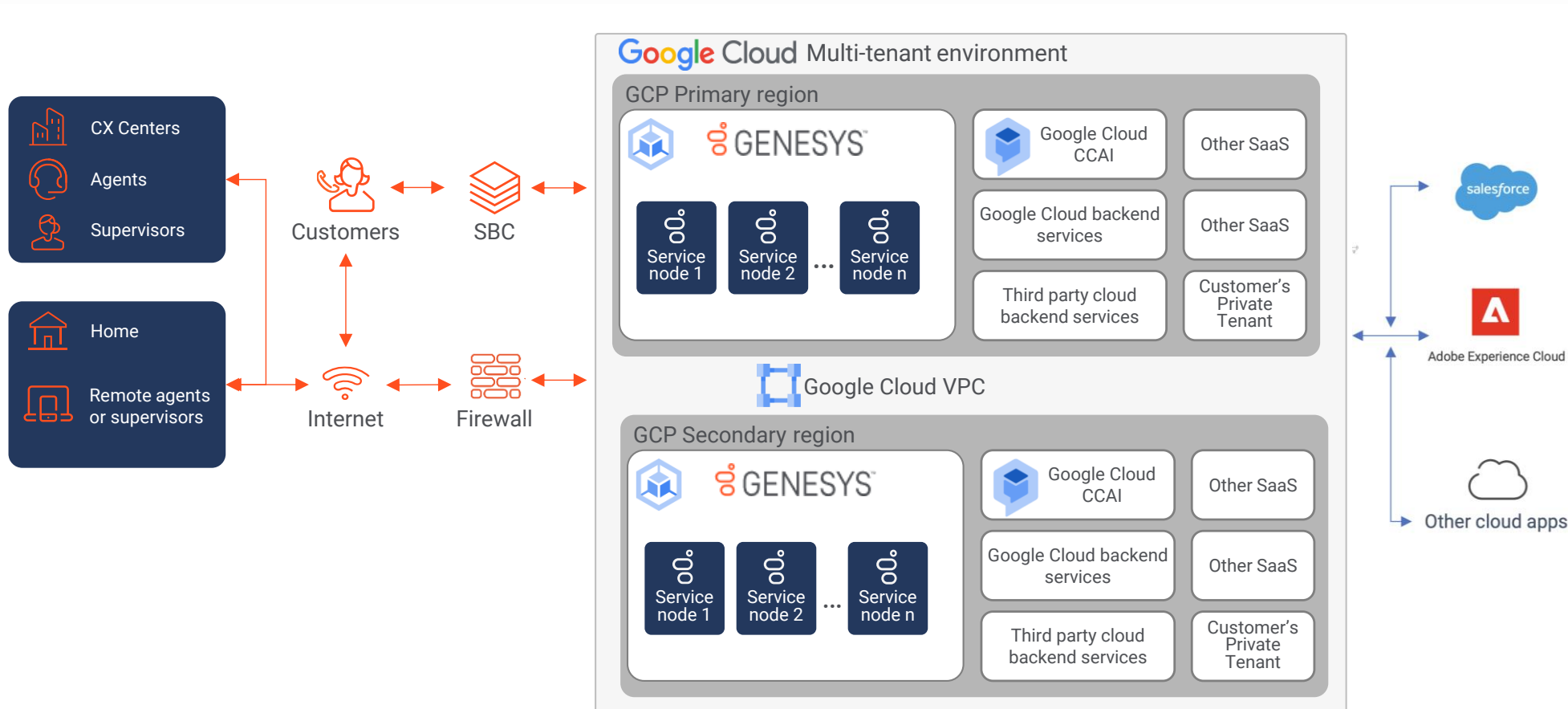
- Accelerate your time-to-market with immediate access to new Genesys innovations with Genesys Choice
- Unlock insights on CX spend to improve your effectiveness and increase conversion rates

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 CX on Google Cloud (SaaS)



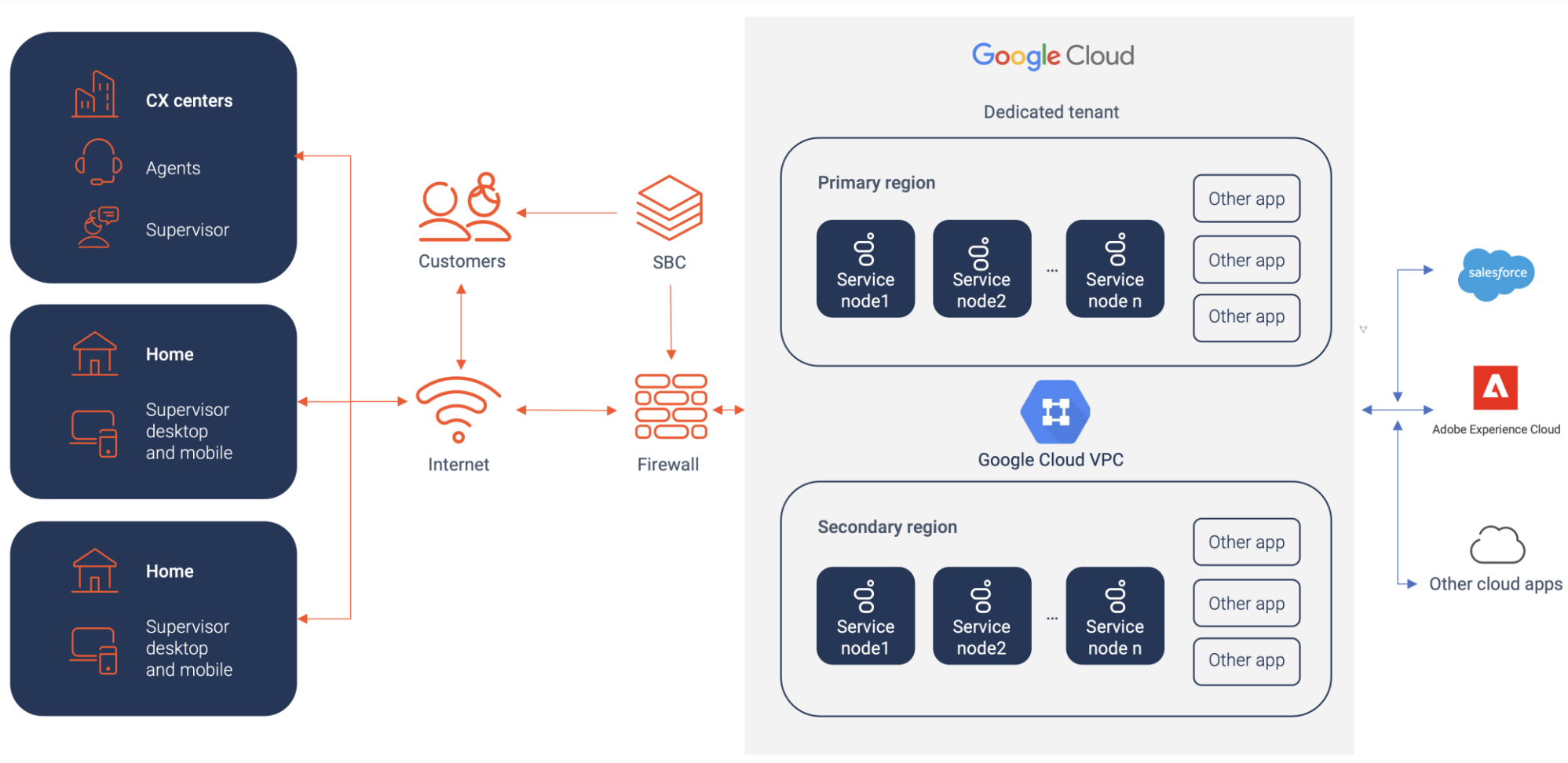
Genesys confidential and proprietary information. Unauthorized disclosure is prohibited.

Genesys CX on Google Cloud Platform

- With Genesys CX™ on Google Cloud solution, you will take advantage of the most advanced, most capable, cloud-native contact center software available.
- Based on Genesys' multicloud software with microservices and containerization, you get a Genesys-operated and managed SaaS contact center to orchestrate truly unique customer experiences.
- Choosing the leader in customer experience and cloud innovations, you will have immediate access to the latest capabilities and technologies that will scale to meet your business needs.
- Genesys CX is the contact center solution of choice for the largest, most prestigious brands with sophisticated global requirements.
- With the Genesys CX™ on Google Cloud, you can leverage your existing technology investments and align your CX to your cloud strategy.
- Genesys CX on Google Cloud empowers you to engage with customers across the globe – across any channel.

How it works

Genesys Multicloud CX private edition on Google Cloud

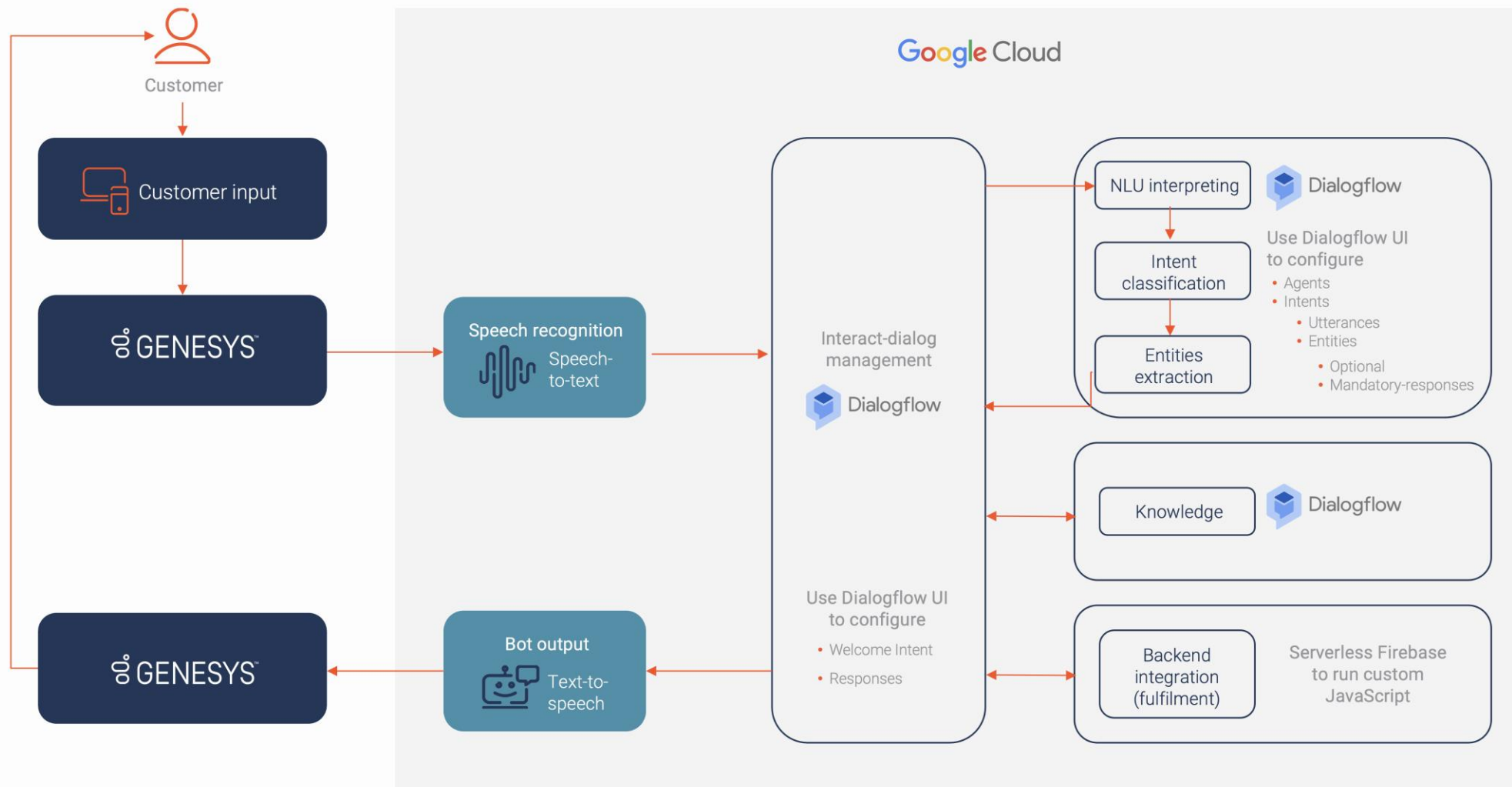


Genesys Multicloud CX private edition on Google Cloud Platform

- 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.

Visit us at genesys.com or call us at +1.888.436.3797

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ABOUT GOOGLE CLOUD

Google Cloud accelerates every organization's ability to digitally transform its business. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.