



# Genesys Cloud™

The easy all-in-one contact center solution

## Customer relationships can be hard. The technology shouldn't be.

The Genesys Cloud™ solution makes interacting with prospects and customers simple. Built to handle any channel, Genesys Cloud turns calls, email, chats, texts and messages into one seamless conversation – empowering your teams to provide exceptional customer experiences.

### Connect with customers

Simplify how you connect with customers across channels, using data to tailor each experience.

### Empower your teams

Give your employees a unified, easy-to-use desktop that boosts their performance.

### Understand your business

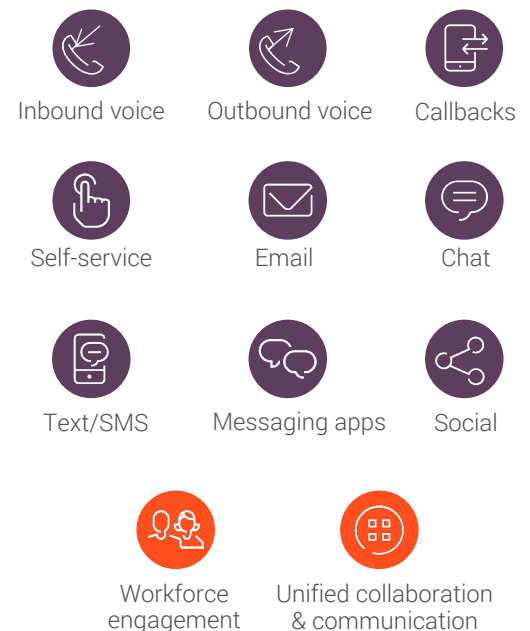
Get insights you need to run your business with real-time dashboards and up-to-the-second analytics.

## All-in-one, from start to finish

[Genesys Cloud](#) eliminates the need for multiple applications and systems. Whether your customer wants to self-serve, call, or communicate using the digital channel of their choice, it's all there for you to offer.

Agents benefit from a single intuitive interface that handles every interaction no matter the channel. Rich customer context and complete interaction histories give your teams everything they need to make your customers feel heard and remembered.

There's also [all-in-one applications](#) built right into Genesys Cloud, such as forecasting & scheduling, quality management, recording, PBX and collaboration. No other cloud solution offers such broad functionality with a single point of administration, one routing engine across every channel, and a unified agent desktop.



## AI-powered innovation

With Genesys Cloud, customers benefit from the power of AI with improved customer experiences, greater efficiency, revenue growth and improved operational performance.

- Context & understanding of each interaction
- Higher engagement with chat bots
- Expanded self-service with voice bots
- Better close-rates with predictive web engagement
- Faster, more informed forecasting & scheduling
- Ai-powered agent assistance

## Self-service

Provide 24/7 self-service and agent-assisted service. Administer IVR flows yourself with the drag-and-drop editor. Configure prompts, data dips, sub-menus and transfers — all without downtime or the need for professional service.

## Workforce engagement

Boost employee engagement and productivity with native, AI-powered workforce engagement tools. Get employee performance, resource management and quality assurance tools — no integration required.

## Outbound campaigns

Improve campaign performance while keeping agents productive, costs low and contact rates high. A built-in automated outbound dialer provides the features, scale and flexibility you need. Blend inbound queues and outbound campaigns so reps can move seamlessly between the two.

## Flexible voice services

Choose Genesys as your carrier to keep things simple, fast, and hardware-free.

Or, bring your own carrier to use the telephony provider of your choice.

## Custom dashboards & reports

Get the actionable insights you need to optimize and run your business — from one place, in real time.

## Unified communications

Connect new agents, teams or sites with voice, fast. The WebRTC Softphone lets agents immediately handle calls securely using only a browser and a headset — no additional software or hardware.

Consolidate features like voicemail and group ring with real-time collaboration tools like video conference, screen share, team chat, corporate directory and document management. And mobile applications give employees anytime, anywhere collaboration.

## Security and resiliency

Genesys Cloud uses strong encryption, logical isolation, and stringent multi-tenant security standards.

Genesys Cloud delivers unparalleled business continuity, reliability and disaster recovery. Genesys Cloud is deployed in multiple Amazon Web Services (AWS) regions, each with independent data centers. This distributed deployment provides geographic fault tolerance and disaster recovery, as well as ensures that your data stays local to your region its compliance standards. Check [here](#) to keep track of the latest data center locations.

## Certified and compliant world-wide

Genesys Cloud continuously works to meet ever-changing global compliance and certifications standards, including HIPAA, PCI, GDPR, SOC, CCPA, and more.

## Learn more...

- [Genesys Cloud System Status](#)
- [Trust Page](#)

“What sold us on the Genesys Cloud solution was the simplicity. The cost is straightforward, it's quick and easy to implement, and it just works... all the time.”

*Lindsay Hull, Associate Director, Rose-Hulman AskRose*

[Read more success stories](#) from happy Genesys Cloud customers.

## Integrate with other tools

Connect with your CRM, HR systems business intelligence tools and more. Pre-built integrations for all major systems are quick to deploy and easy to configure.

## Build or buy

Genesys Cloud is flexible enough to meet any business needs as both an application and a platform:

- Buy out-of-the-box applications
- Build on the platform using APIs
- Extend via AppFoundry marketplace

## App marketplace

Browse hundreds of pre-built CX applications and integrations in our [AppFoundry marketplace](#). Many feature one-click installation and free trials.

## APIs

Use APIs to build almost anything, in any programming language. Use the same Public REST API Genesys developers use. Our public documentation is continually updated, and our Developer Community is here to help.



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