



Self-Service-
How to
Remove Calls
from the
Contact Centre

Webinar

>> Thursday 13th February 2020

Mike Murphy

- Safari
- Easy
- Personal





- Easy with Widgets

- One line of code for Webs (Snippet)

- Same invite for Self Service



Live Chat



Send Message



Live Assistance

Powered by  GENESYS™

Go beyond targeting to true
personalisation

Experience as a Service by Genesys

Empathy

Recognise moments
that matter

Trust

Act at the moment that
matters

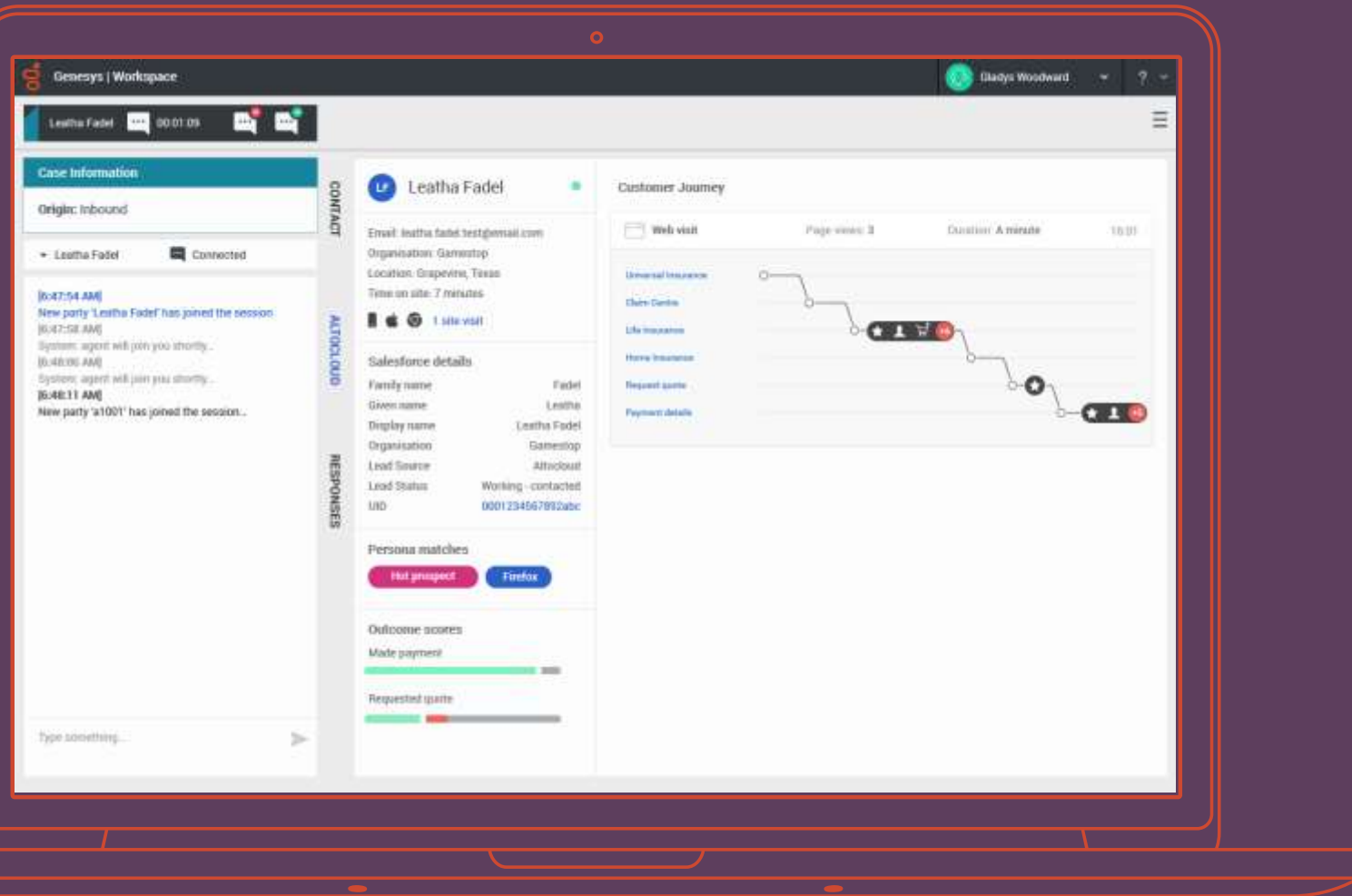
Loyalty

Make the moment
count

 **GENESYS™**

Genesys confidential and proprietary information. Unauthorized disclosure is prohibited.

Predictive Engagement



Customer Journey Analytics platform for real-time engagement – Powered by Genesys AI.

It uses AI to observe, analyze, and shape customer journeys by engaging:

- with the right customer
- at the right time
- in the right way.

Typical use case... first contact resolution

The screenshot displays a Genesys customer service interface. On the left, a sidebar shows a list of interactions with 'Laura Mason' selected. The main chat window shows a conversation between Gary and Siobhan Bennett regarding bank feeds. On the right, a 'Laura's Customer Journey' map shows the customer's path through various touchpoints, including a live chat session with agent Eliza James and a web visit to myob.com.

Interactions List:

- Abraham Betson
- Carly Dalyson
- Etna Franklin
- Laura Mason** (Connected) 05:43

Chat Conversation:

LM: Hi there, I need help setting my bank feeds. (Gary, 30 May, 3:32:37 PM)

SB: Hi Gary, my name is Siobhan and I can help you. You have two types of banking feeds open at the moment. Direct Bank Feeds & PayPal Feeds. Would you like to cancel both types? (Siobhan Bennett (Me), 3:33:15 PM)

LM: No, just the PayPal ones. And can they be cancelled right now? (Gary, 3:35:15 PM)

SB: Of course! I will cancel the PayPal feeds for you now. (Siobhan Bennett (Me), 3:36:28 PM)

LM: Awesome! Can I get confirmation via email? (Gary, 3:37:15 PM)

SB: Your PayPal feeds have been cancelled. You will receive an email confirmation shortly. Can I help with anything else? (Siobhan Bennett (Me), 3:38:21 PM)

Customer Journey Map:

Laura's Customer Journey

- June 1st:**
 - Live chat:** Time started: 3:32PM, Agent: Eliza James
 - Web Visit:** Time started: 3:21AM, Duration: 07:11
 - myob.com
 - myob.com/support
 - myob.com/FAQs
 - myob.com/support/other
 - help.myob.com/wiki/...
- June 3rd:**
- June 1st:**
 - Web Visit:** Time started: 5:15PM, Duration: 01:31

One Solution, Two Industry Leaders



Leader in CX



Leader in AI
and Infrastructure



omnichannel
orchestration
and journey
management



routing
&
smart agent
escalation



outcome driven
end-to-end
CX solutions



machine
learning
leadership



natural
language
understanding



speech
recognition
& synthesis



The End of an Era of Frustrating IVR Phone Trees

COMPLEX
SLOW
REPETITIVE
FRUSTRATING
POOR CX

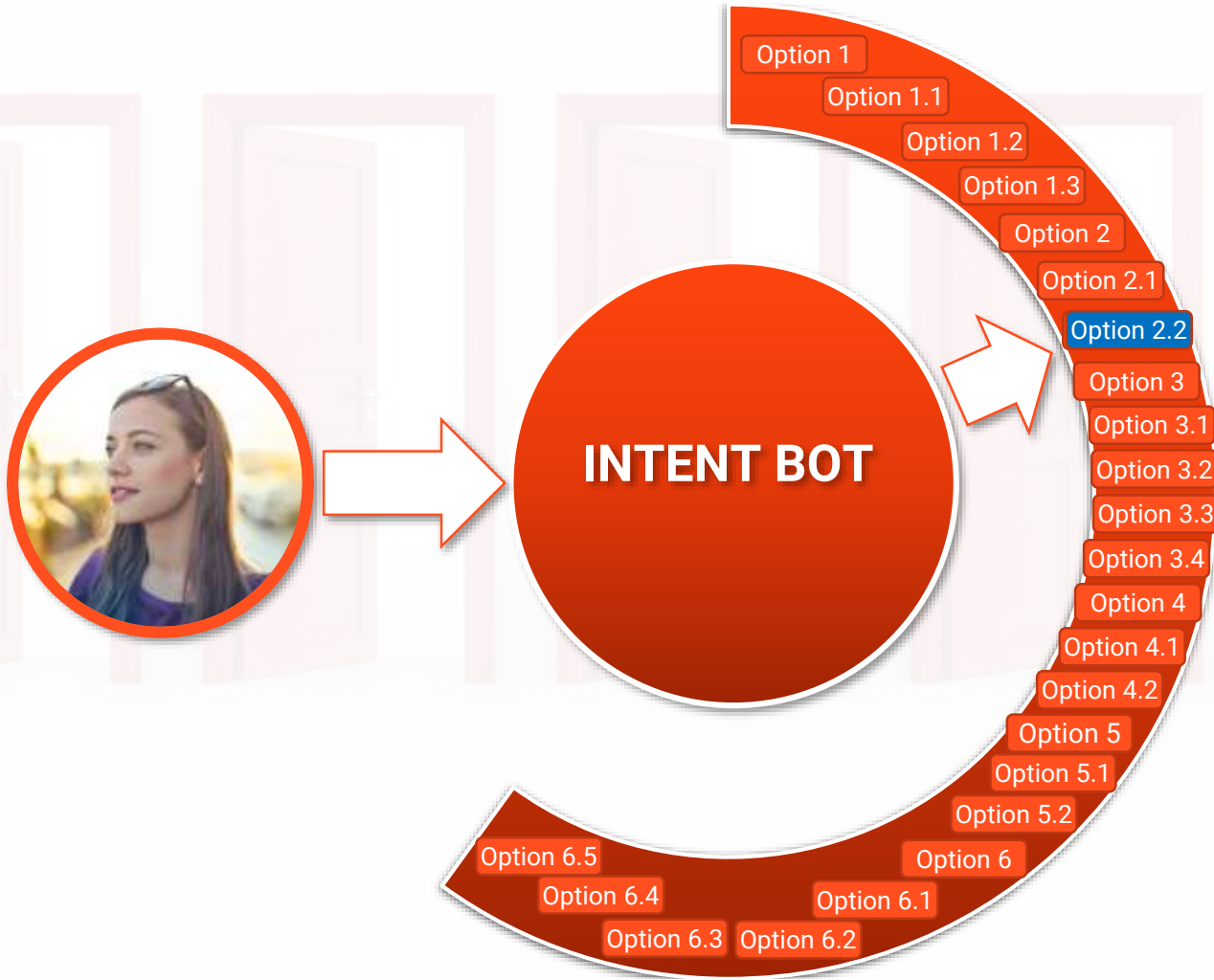




- Main Menu
- Welcome
- Option 1
- Option 1.1
- Option 1.2
- Option 1.3
- Option 2
- Option 2.1
- Option 2.2
- Option 3
- Option 3.1
- Option 3.2
- Option 3.3
- Option 3.4
- Option 4
- Option 4.1
- Option 5
- Option 5.1
- Option 6
- Option 5.2
- Option 6.1
- Option 6.2
- Option 6.3
- Option 6.4
- Option 6.5

To Conversational & Convenient

FAST
EFFORTLESS
PLEASING
INTELLIGENT
GREAT CX



Genesys & Google - Contact Centre AI Solution

Combining the best of Genesys with Google Cloud AI



Conversational IVR



Multichannel Chatbot



Agent Assist



Topic Modeling



Value



Bot Orchestration

When your Bot and Routing understand each other and leverage customer journey, customers don't have to repeat themselves. They'll love you for it.



Omnichannel

Continue your customer journey on any channel



Blended AI

Employees get smarter when they're backed by AI
AI gets personal when its backed by humans



MicroApps

Quickly deploy new omnichannel self-service microapps that reflect best practices in business processes and give you a competitive advantage.



Thank you!