



Next Generation Customer Experience

Tyler Yeaman | tyler.yeaman@genesys.com

 GENESYS

Consumers prefer SMS for customer support...

52%

prefer texting more than their current preferred method of communication for customer support

Consumers want SMS for offers and notifications...

75%

of consumers surveyed would like to have offers sent to them via SMS

And the results are good...

98%

of SMS messages are opened, compared to 20% open rates for email

S

M

S

Sources:

- [eWeek/HeyWire](#)
- [Forrester, Vendor Landscape: Mobile Messaging Platforms](#)
- [Digital Marketing Magazine](#)

CASE STUDY: LARGE UTILITY COMPANY

Genesys Outbound Improves the Customer Experience for 75% of Surveyed Customers

Challenges

- A large utility company which serves over 16 million people wanted to **proactively alert and update customers experiencing a service interruption**
- Require ability to quickly send a large number of notifications as well as the ability to gauge customer sentiment towards the program

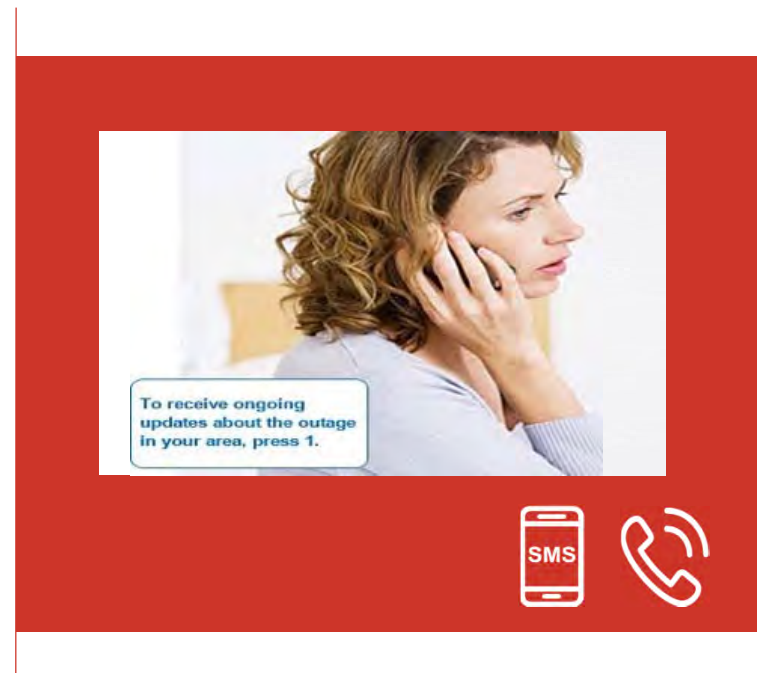
Solution

Genesys Proactive Outbound integrates with Outage Management System to:

- **Notify** thousands of customers per minute via Outbound IVR
- **Capture** personalized update requests (i.e. Text/Voice; Daytime/Evening), including cause and estimated restoral time
- **Survey** customers who received outage alerts
- **Analyze** results, including drill-down sentiment by geography

Results

- 90% listen to the entire outage notification
- 75% surveyed report they had an improved outage experience
- Significantly less inbound calls during an outage



GENESYS AT A GLANCE

THE undisputed
CX Cloud &
Premise leader

25+ years of CX
expertise

10,000
customers in
120+ countries

1,000
partners

1,3 Billion in
Revenue

GENESYS

25 Billion
moments

\$200 Million in
R&D Investment

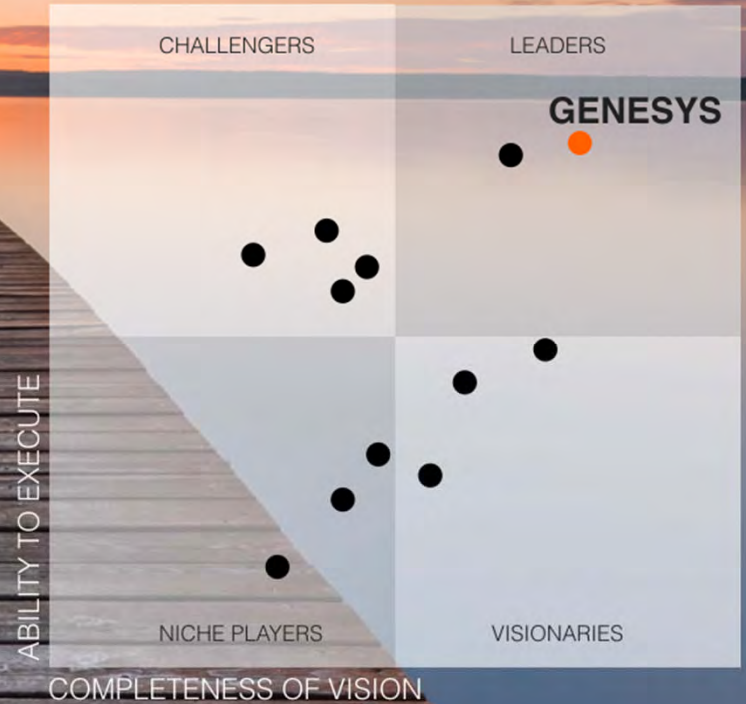
5,000
employees in
55+ countries

More than half of
the Fortune 100

INDUSTRY RECOGNITION

Contact Center Infrastructure
Magic Quadrant 2017

Gartner®



Some of our Government Customers



Indiana



Florida



Michigan



Arizona



Pennsylvania



California



Wisconsin



Canada Revenue Agency



Florida Department of Agriculture and Consumer Services

