



Genesys Acquires nGUVU to Bolster Employee Experience Capabilities and Empower Tomorrow's Workforce with Gamification and Machine Learning

New capabilities for Genesys Cloud Workforce Engagement Management (WEM) serve as strategic step to enabling Experience as a Service for any organisation

Genesys®, the global leader in cloud customer experience and contact centre solutions, has acquired its long-standing partner, nGUVU, to add gamification to its comprehensive workforce engagement management (WEM) suite. Based in Montreal, Canada, nGUVU is a cloud-based software provider of gamified solutions that use machine learning and behavioral analytics to improve employee engagement and performance. Now, Genesys customers can take advantage of a modern way to deliver even better employee experiences. Adding native gamification further strengthens the existing WEM capabilities of Genesys Cloud, an all-in-one solution and the world's leading public cloud contact centre platform. Together, the solutions enable businesses to radically improve employee engagement, customer experiences, staff retention and cost savings. "Helping organisations elevate ordinary transactions into meaningful connections that reinforce to customers how much they matter is central to our vision, Experience as a ServiceSM. While this is no easy feat, it can be done with a combination of advanced cloud and artificial intelligence (AI) technologies and a highly engaged workforce," said Tony Bates, Chief Executive Officer of Genesys. "That's why we are bringing nGUVU into the Genesys family to help organisations positively influence employee behavior and performance through gamification. Following our recent recognition as a Visionary in the 2020 Gartner Magic Quadrant for Workforce Engagement Management, this acquisition offers yet another proof-point that Genesys is ready to support the next generation of the world's workforce." Making a difference in the employee experience Through the award-winning nGUVU solution, current customers have seen significant improvements to key business metrics including: Carestream Dental, a global provider of imaging systems and practice management software for general and specialist dental practices, increased employee performance equivalent to adding 12 team members, in just three months. Senske Services, a leading lawn, tree and pest control company, increased revenue generated per call by more than 15% and improved employee schedule adherence through enhanced visibility and streamlined processes. nGUVU Chief Executive Officer Pierre Donaldson said, "This marks a major milestone for nGUVU, and we couldn't be more excited to join the Genesys team. The scalability we gain from Genesys Cloud WEM benefits our existing customers and gives organisations of all sizes across the globe a powerful gamification solution to help their employees become more effective and engaged." Technology built for the shifting workforce By adding gamification to its WEM offering, Genesys is strategically positioned to help customers provide an improved employee experience that meets the needs of the evolving workforce. nGUVU's solution builds upon the natural human desire for competition, collaboration and achievement by using game mechanics, social media concepts and recognition to help businesses retain and attract the next generation of employees. This is relevant given 75% of the global workforce will be made up of Millennials by 2025. Having spent thousands of hours playing video games, research shows these digital natives are more technologically adept and motivated by opportunities for friendly competition as well as earning rewards, points, badges and more. "Increasingly, organisations recognise the importance of the employee in the overall customer experience equation. With the addition of nGUVU's gamification, Genesys is addressing the way progressive employees want to work," said Alan Webber, Program Vice President of IDC. "As the industry shifts from a workforce optimisation approach to focusing on employee experience and engagement, this strategic acquisition reinforces the company's commitment to delivering the next generation of workforce tools powered by the cloud and AI." Immediate value for Genesys Cloud customers The nGUVU solution, nGAGEMENT, is already seamlessly integrated with Genesys Cloud and available as a premium application on the Genesys AppFoundry®. This means customers can experience the benefits of nGAGEMENT right away via a single-click free trial through the marketplace. nGUVU gamification adds to the employee engagement capabilities of the Genesys Cloud WEM suite, which also includes tools for resource management, quality assurance and compliance. As a result of the acquisition, customers will gain greater insights by leveraging workforce performance data from nGUVU across the Genesys AI suite, including predictive routing and automated forecasting and scheduling. This enables organisations to create more personalised, end-to-end experiences for employees and customers. For more information about the comprehensive Genesys Cloud WEM solution, access a complimentary copy of the Gartner 2020 Magic Quadrant for Workforce Engagement Management that names Genesys a Visionary. -Ends- Gartner Disclaimer Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organisation and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. About Genesys Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organisations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a ServiceSM so organisations of any size can provide true personalisation at scale, interact with empathy, and foster customer trust and loyalty. This

is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public cloud contact centre platform, designed for rapid innovation, scalability and flexibility. Visit www.genesys.com. ©2020 Genesys Telecommunications Laboratories, Inc. All rights reserved. Genesys, the Genesys logo, Genesys Cloud and Experience as a Service are trademarks, servicemarks and/or registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies. Contacts: Yvette Schlegelmilch Account Manager ZADRO yvette@zadroagency.com.au +61 2 9212 7867 Elizabeth Williams Group Account Director ZADRO elizabeth@zadroagency.com.au +61 411 201 354

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