



Genesys Extends Google Cloud Contact Center AI Integration Across All Three Customer Experience Platforms

Tightly integrated solution marks swift progress on Genesys and Google Cloud partnership launched less than a year ago

Genesys® (www.genesys.com), the global leader in omnichannel customer experience and contact centre solutions, is extending its integration with Google Cloud Contact Center AI across all three of its platforms – Genesys PureEngage™, PureConnect™ and PureCloud® – this quarter. Differentiated by native telephony, omnichannel orchestration and agent desktop offerings, Genesys provides businesses the rare advantage to implement bots and automation using Google Cloud Contact Center AI without introducing the complexity of third-party integrations. The company is already working with existing customers running on each of its platforms to integrate Google Cloud Contact Center AI, including a leading global ridesharing company, one of the world's top five largest automobile manufacturers and a Fortune 500 U.S. department store. As showcased last year at Google Cloud Next '18, Genesys was one of the first partners to integrate with Google Cloud Contact Center AI. Genesys is now helping multiple enterprise-level organisations leverage this technology through its early adopter program. In fact, Genesys is one of the only vendors to support an integrated end-to-end Google Cloud Contact Center AI solution for small, medium and large enterprises across both cloud and on-premises deployments. “The launch of Google Cloud Contact Center AI was a game-changer for the industry,” said Paul Lasserre, Vice President of Product Management for Artificial Intelligence (AI), Genesys. “Businesses leveraging Genesys solutions have already identified hundreds of use cases for this powerful technology to provide holistic value across marketing, sales and services contexts.” The Genesys integration with Google Cloud Contact Center AI enables AI-powered virtual assistants to intuitively handle routine calls and chats or escalate an interaction to an employee when needed. Lasserre added, “Now any business using our customer experience platform can easily put their AI strategy in motion leveraging Google Cloud and Genesys. Our AI capabilities, including Predictive Routing, coupled with Google Cloud Contact Center AI enables businesses to better support employees and care for customers.” “Contact Center AI empowers enterprises to use AI to complement and enhance their contact centers,” said Rajen Sheth, the Director of Product Management for Google. “Google Cloud’s goal is to make it as easy as possible for our customers to use AI for contact centers through our relationships with key partners like Genesys.” See Google Cloud Contact Center AI and Genesys in action during Google Cloud Next ’19 in San Francisco from April 9 to 11. Visit Genesys booth S1723 to learn how to leverage natural language processing to rapidly help customers and employees in real-time. About Genesys Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on-premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit genesys.com on Twitter, Facebook, YouTube, LinkedIn and the Genesys blog. ©2019 Genesys Telecommunications Laboratories, Inc. All rights reserved. Genesys, the Genesys logo, and Genesys PureCloud are trademarks and/or registered trademarks of Genesys. All other company names and logos may be registered trademarks or trademarks of their respective companies. Media Contacts Australia Elizabeth Williams Group Account Director ZADRO elizabeth@zadroagency.com.au +61 2 9212 7867 +61 411 201 354 Julie Donovan Senior Account Manager ZADRO julie@zadroagency.com.au +61 2 9212 7867 +61 410 510 080

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