



Genesys PureCloud Generates Triple-Digit Revenue Growth Year On Year

Cloud-based customer experience solution is one of the fastest-growing SaaS platforms ever reported

In the first three quarters of 2018, Genesys® reported record momentum for the PureCloud® platform, a unified, all-in-one customer engagement and business communications solution. In Australia and New Zealand, the company boosted PureCloud revenue by nearly 100% and customer wins grew by nearly 200%, compared with the same period last year. Genesys signed deals with more than 500 customers globally, making PureCloud one of the fastest-growing Software as a Service (SaaS) platforms on the market today. With a proven return on investment (ROI) nearing 600%*, leading brands of all sizes are choosing PureCloud to avoid high upfront investment for hardware and software associated with on-premise solutions. The cloud solution enables businesses to engage with their customers via voice, web chat, email and text. Companies including Accordo New Zealand, Westpac New Zealand, The Warehouse Group, Fonterra, 86 400, Greater Bank and O'Brien Glass have made the move to PureCloud, joining international firms such as Actavo, ARS, Asistencia Boliva, BookIt.com, Butterball, Company Nurse, Entrust Energy, Flex Gestão de Relacionamento S.A., Kenkou Communications (RIZAP GROUP), Performance Health Technology, Pfizer Japan, Postcode Lottery, QuinStreet Brazil, Seguros Bolivar, and many more. A Cross-Industry Solution for Customer Conversations In the past year, over half of all new customers chose Genesys PureCloud, across the three primary offerings. This is due to its ease of use, quick deployment and scalability. In addition, there has been marked momentum among enterprises, with a 330% increase in new customer wins with very large organisations, including a multi-million-dollar deal with one of the world's leading ridesharing companies. Notably, there's been marked growth in the number of deals won in the public sector (600%) and travel/tourism industry (300%). PureCloud's global footprint has expanded rapidly. North America and Latin America have experienced double-digit increases; while wins in Europe, the Middle East, Africa and Asia Pacific have climbed nearly 200% each. This growth is due in part, to the deployment of the Amazon Web Services Cloud in Germany, the expansion of PureCloud's internet-based telephony service in four new markets, and the solution's growing ecosystem of strategic reseller partners. In fact, PureCloud partners account for almost 50% of software sales this year alone. "There's no denying PureCloud is experiencing explosive growth," said Olivier Jouve, Executive Vice President of PureCloud at Genesys. "Smaller, fast-growing organisations with limited resources love PureCloud because of its simplicity and cost-effectiveness. Large, global enterprises applaud it for its infinite scalability and the flexibility of its public API. And no matter the size – everyone agrees – it just gets the job done." Getting Better All the Time Currently, PureCloud manages an average of more than 3 million conversations per day and 4 billion API calls a month for businesses around the world across every industry. New features and capabilities are released to the PureCloud platform every week, with nearly 130 this year to date. A few highlights include: Analytics: New filter, save and export capabilities provide customers with virtually limitless ways to view, filter and refine data. Digital: Support offered for SMS text interactions, Facebook Messenger, LINE, and Twitter. Workforce Management: The first-ever AI-powered automated forecasting and scheduling service for contact centres generates results with proven accuracy of 95%-97%. Embeddable Framework: Using this simple plug-and-play framework, now the PureCloud user interface can be embedded into third party applications, such as a customer relationship management (CRM) system. Premium Client Applications for the PureCloud platform: More than 60 PureCloud integrations are available, and over half of PureCloud customers are using one or more. Customers can also access a free trial of third-party Premium Client Applications directly through the Genesys AppFoundry, allowing customers to go from installation to setup in less than five minutes. Launched globally in 2015, the PureCloud platform is flexible, open, feature-rich, and built for rapid innovation, providing organisations with a future-proof solution for quickly scaling to meet customer growth. Recently, Genesys was recognised as a "Leader" for its PureCloud platform in "The Forrester Wave™: Cloud Contact Centers, Q3 2018" report. Forrester Research, Inc., a leading global research and advisory firm, looked at current product offering, strategy, and market presence. Download your complimentary copy of The Forrester Wave: Cloud Contact Centers, Q3 2018. *A commissioned Total Economic Impact™ of Genesys PureCloud study conducted by Forrester Consulting on behalf of Genesys, December 2017. More information: www.genesys.com/anz

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