

Who is Genesys

How to Spot a Deal

Key Verticals that are a Contact Center (CC) sweet spot: Retail, HealthCare, Insurance, Banking, Education... also ANY seasonal business.

Key Personas

If your customer contacts do not have CC knowledge, ask for an introduction to who may! And then here are a few key things to uncover to position a CC evaluation

For **any persona**, try to uncover if they are:

- Looking to move from **PREMISE to CLOUD**
- Using an outdated competitor **PREMISE** platform. Listen for Avaya, ShoreTel or Cisco (most are ending support for older platforms forcing very expensive upgrades)

IT (CIO, CTO, Director of IT...)

IT costs and resources are maxed out – looking to reduce. Needs scalable, flexible and customizable, all in one.

Contact Center (CC Director, CC Manager...)

Disparate systems. Can't self-service - must rely on IT for changes. Reporting nightmare, needs one source. Need for multi-channel.

Business (CEO, CMO, VP Sales, Ops...)

IT costs are soaring – needs a low cost, easy to manage option. Customer experience (CX) issues.



We realize **YOU** may have several vendor options when partnering with a **contact center (CC)** provider. So, you might be thinking, what makes Genesys the right choice for ME and MY customer? Especially because YOU are your customers trusted advisor. Well, we hope this Tip Sheet provides you with the information you need to feel confident that referring your customers to Genesys, is the **RIGHT** and **ONLY** choice!



Why Genesys

- **#1 Leader** in the space (Industry Analysts agree)
- **Over \$200M Annual spend on R&D**
- **80 of the top 100 Global** brands use Genesys
- **25 Billion** interactions per year
- **Over 11,000 customers**, in over **100 countries**
- Can you say, "**easy to do business with**"!? OH yes
- **Channel Focused** -- 72% of new logos and more than 50% of revenue comes from partners
- More to be found at: www.genesys.com/company



Differentiators

1 All in ONE

PureCloud® is the only cloud contact center software platform to unify all business communications in ONE interface. One vendor. One bill. **CC, WorkForce Management, Quality Management** – all in ONE tech stack, in the cloud.

2 True Cloud with Microservices Architecture

Not all "clouds" are created equal

- Endless **scalability**
- **No single point of failure**
- Unmatched **speed of innovation**
- Built on AWS – day 1

Our customers reap massive benefits simply on how we've architected our technology.

3 Transparency

- We share our pricing on our website. The only CC vendor who does. And be assured, **we NEVER lose on price!**
- We **publish any downtime** – "say what?" Yes, the only vendor who is confident enough to do so!

4 Employee Collaboration

PureCloud® is the only CC software platform that includes **Employee Collaboration IN the tool.**

Packet Fusion

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PACKETFUSION



Connecting the Dots to the Cloud