

# The Genesys PureBridge program

Staying ahead of customer expectations often requires contact center transformation—from outdated on-premises systems to a modern cloud customer experience platform. The Genesys® PureBridge program smooths the transition, packaging all the critical elements into a single offer with predictable pricing. This dramatically lowers risk and migration complexity while accelerating time to business value.

[Learn more](#)

## Why it matters

# 81%

of companies expect to compete on the basis of customer experience.

Gartner, *Realizing the Benefits of Superior Customer Experience: A Gartner Trend Insight Report*, 2018

# 69%

of companies see the biggest reason to move off current contact center technology as limitations of those systems impacting the business.

Genesys webinar audience poll, 2018

# 36%

of organizations have already moved their customer-focused apps to the cloud; 50% more expect to do so within the next three years.

Frost & Sullivan, *Customer Engagement is Ripe for Change: Is Your IT Team Ready to Enable Digital Transformation?*, 2017

## Who can benefit

Any organization interested in escaping the limitations of outdated contact center technology and transforming to a modern omnichannel customer experience platform can benefit. Deploy new technology with lower risk and faster business value that's fuelled by the power of the cloud.

## How your business will benefit

### Improve:

- Improve customer experience metrics like Net Promoter Score (NPS)—customers have seen a 33-point rise in NPS
- Boost sales capacity and effectiveness— increase capacity by 100% and effectiveness by up to 6%
- Improved efficiency with better agent experience and omnichannel routing from a single platform—25% reduction in handle time

### Reduce:

- Migration risk, complexity and timeline with a prescriptive migration methodology and outcome-based use cases—customers have transformed customer experience operations in as little as six months
- TCO—up to a 50% reduction in TCO
- Customer frustration—give agents visibility and journey context with omnichannel desktop to reduce abandon rate by up to 40%

“We knew we had a lot to improve and that technology could help us... In six months, we completely transformed our operational model.”

**Adrián Lozano**, Heineken Mexico

## OFFER OVERVIEW

### Genesys products

Inbound Voice  
Outbound Dialer  
Agent experience (softphone, headset, desktop application)  
Reporting and Analytics  
Self-Service  
Voice Recording

### Genesys use cases

Call Routing  
Personalized Routing\*  
Callback  
Customer Authentication  
Voice Payment  
Outbound Dialer  
Voice Recording

\*Not available on the PureCloud platform or the PureEngage Cloud platform; PureConnect Cloud solution only; customers can select either Genesys Call Routing or Genesys Personalized Routing, but not both.

Genesys use cases deliver predictable, measurable and flexible solutions to specific business pain points.

### Customer success benefits

Business consulting services: (Complimentary to PureBridge customers)

- Assessment Workshop
- Change management advisory
- Post-implementation value realization

Genesys University training  
Professional Services  
Customer Care and product support

### Deployment options

PureCloud  
PureConnect      Cloud, on-premises, hybrid  
PureEngage      Cloud, on-premises, hybrid

## What your business can expect



Reduce the risk of changing your customer experience technology with an easier, more predictable migration. Genesys has displaced nearly 1,200 Avaya contact centers through our program to help companies transform their customer experience—replacing outdated systems with modern, omnichannel platforms.

Only Genesys has a prescriptive migration process based on knowledge from all our customer engagements. Migration best practices and value-based use cases dramatically lower risk, simplify complicated processes and deliver business value faster.

Together, we assess your current environment and customer experience vision, define a migration path and deployment model that's right for you (cloud or on-premises), and migrate at your pace. We're with you all the way with tailored learning paths, change management advisory and value realization to assure the results you expect.

## 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. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at [genesys.com](https://genesys.com) or call us at +1.888.436.3797

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## Next steps:

Schedule your free PureBridge assessment today.

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 GENESYS™

# Packet Fusion

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**PACKETFUSION**



Connecting the Dots to the Cloud