

Cloud doesn't have to be all or nothing

The amazing benefits of a hybrid approach

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Technology Forum 2019

A history of CX technology



Call Center era

2000

INTELLIGENT
ROUTING & CTI



CX & Omnichannel era

2010

DIGITAL ROUTING
OMNICHANNEL



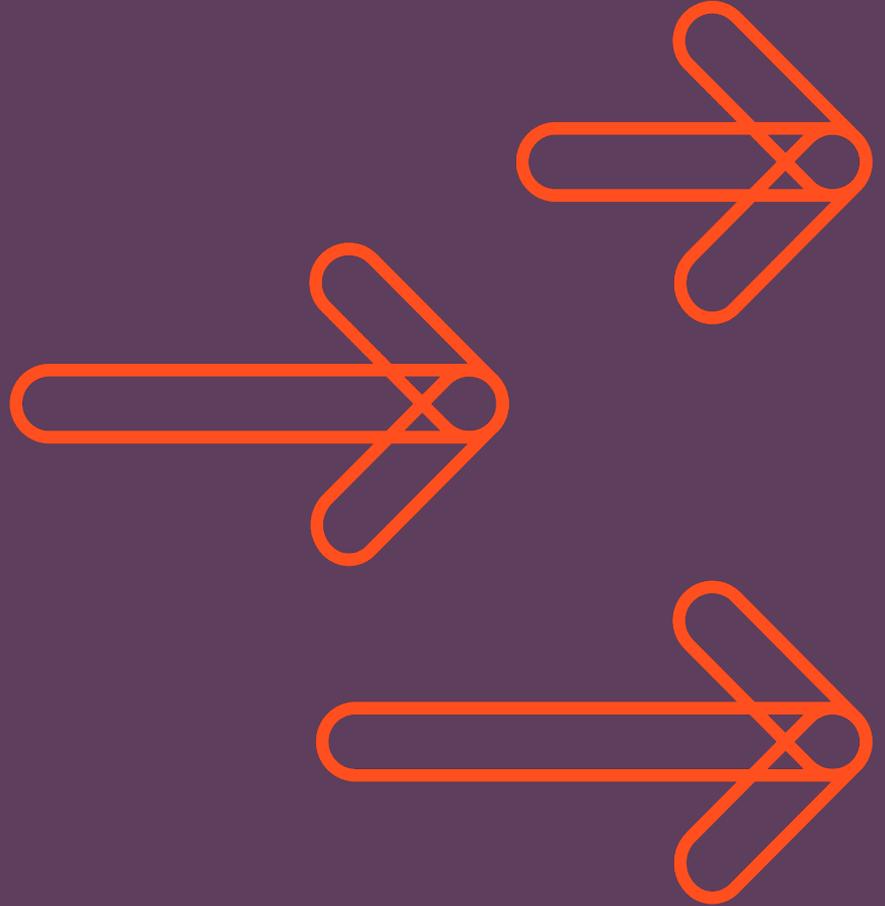
Hyper-personalization

2020

+

CLOUD
ARTIFICIAL INTELLIGENCE

There's a lot
of cloud out
there...



You're using it **today**

 **Dropbox**

 **Office 365**

 **G Suite**

 **salesforce**




WORDPRESS

 **intuit.**

 **slack**

 **aws**

 **CONCUR**


ADP
Always Designing
for People™

 **DocuSign®**

 **zoom**

 **Atlassian
Confluence**

 **GENESYS™**

... and probably **more than you know**

By **Tom Sullivan** | April 27, 2017 |

[Cloud Computing](#)

CIOs have no clue how many cloud apps their employees use

“At the end of 2016, the average enterprise organization was using 928 cloud apps, up from 841 earlier in the year,” Symantec noted in the report. “However, most CIOs think their organizations only use around 30 or 40 cloud apps.”

Business Cloud Benefits Teams

Investment protection
simpler integrations



Agent utilization + zero
learning curve

World class
security



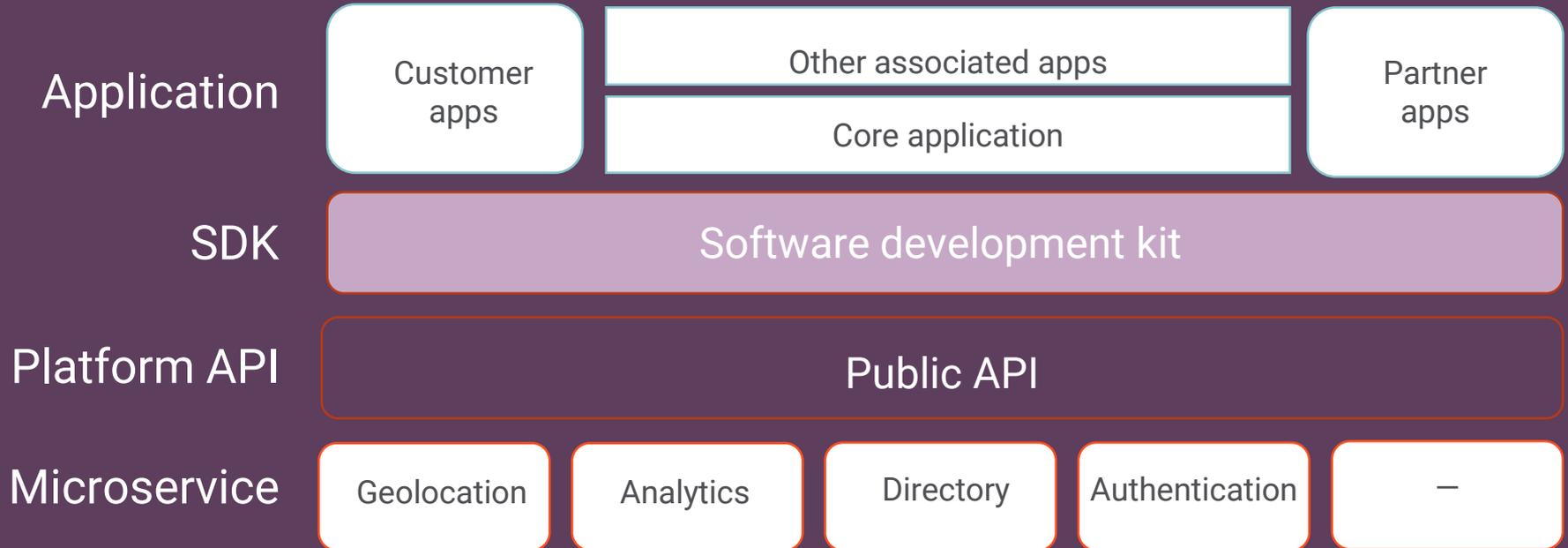
Better business
decisions

Faster
innovation

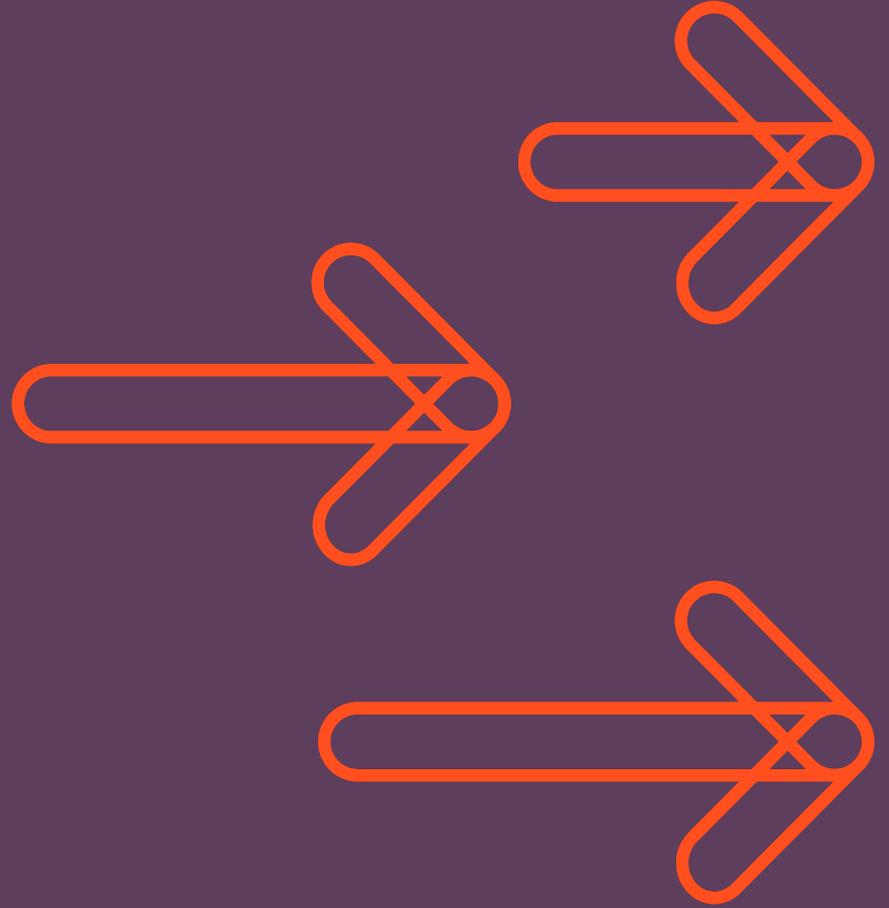


Seamless
customer journeys

Why so much cloud? **APIs**



Let's define
"hybrid"



Definition



hybrid [hahy-brid]

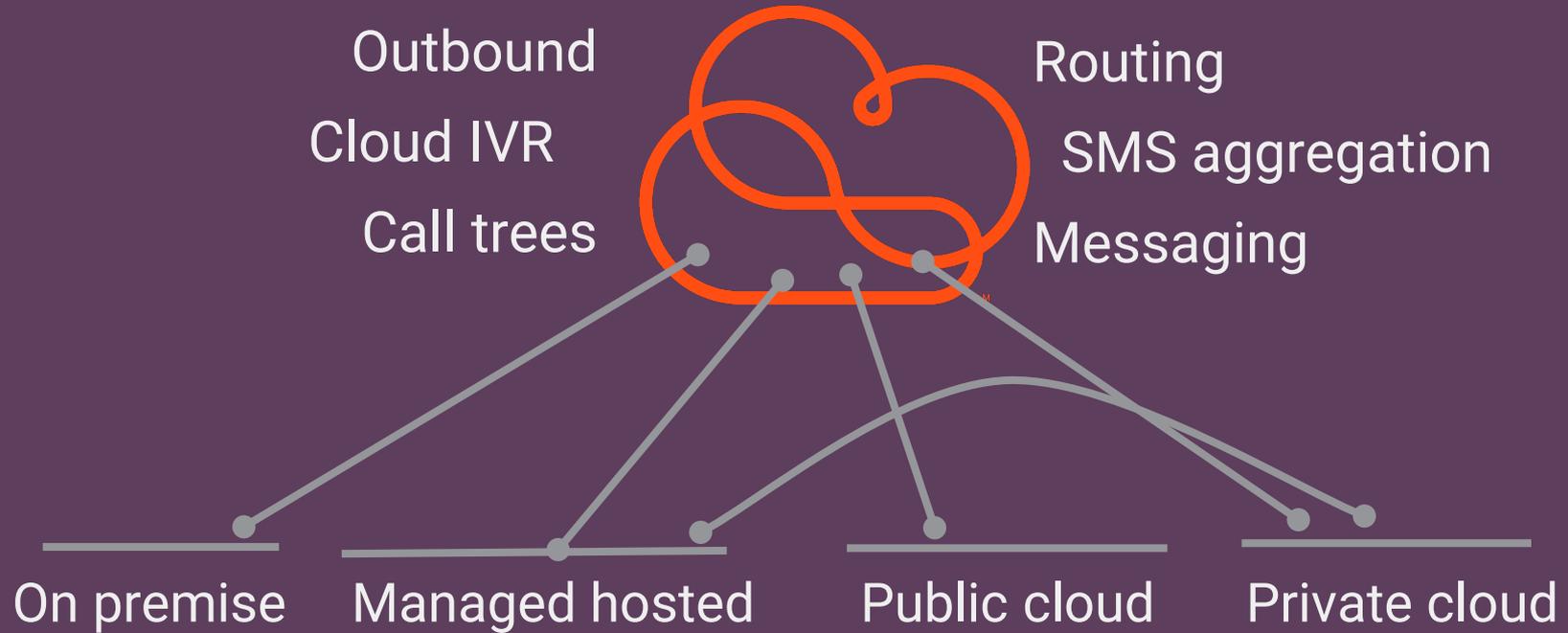
SYNONYMS | EXAMPLES | WORD ORIGIN



7. formed or composed of heterogeneous elements

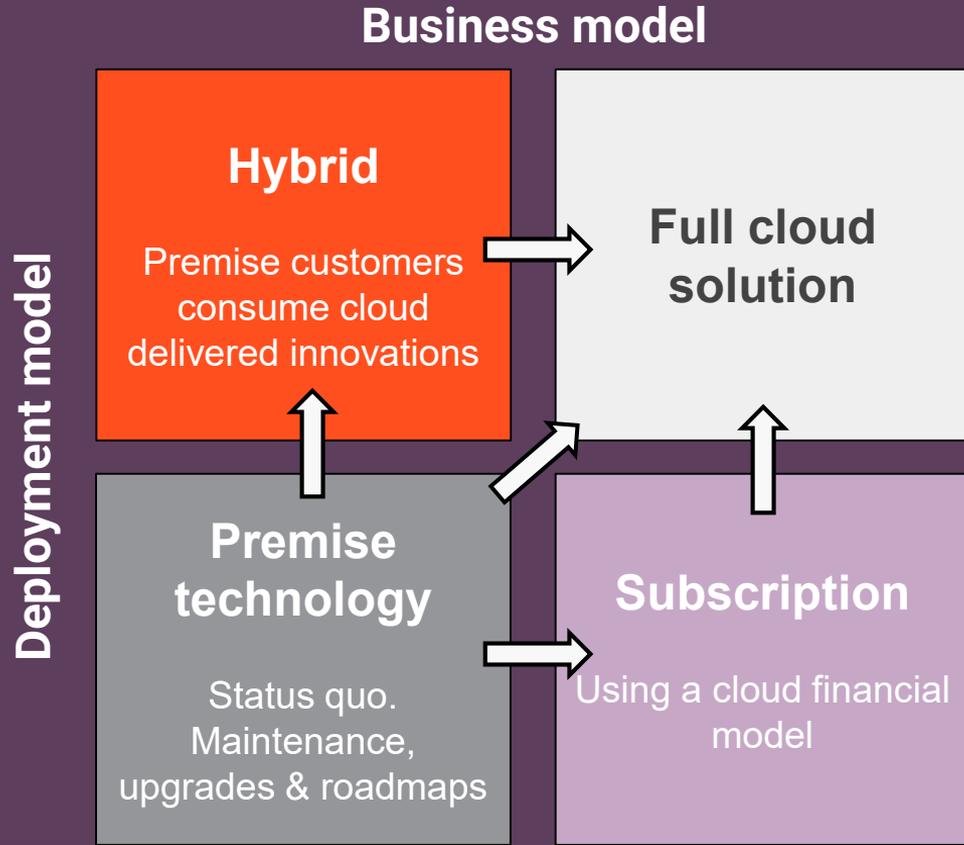
9. powered by more than one source of power

What does **hybrid** look like

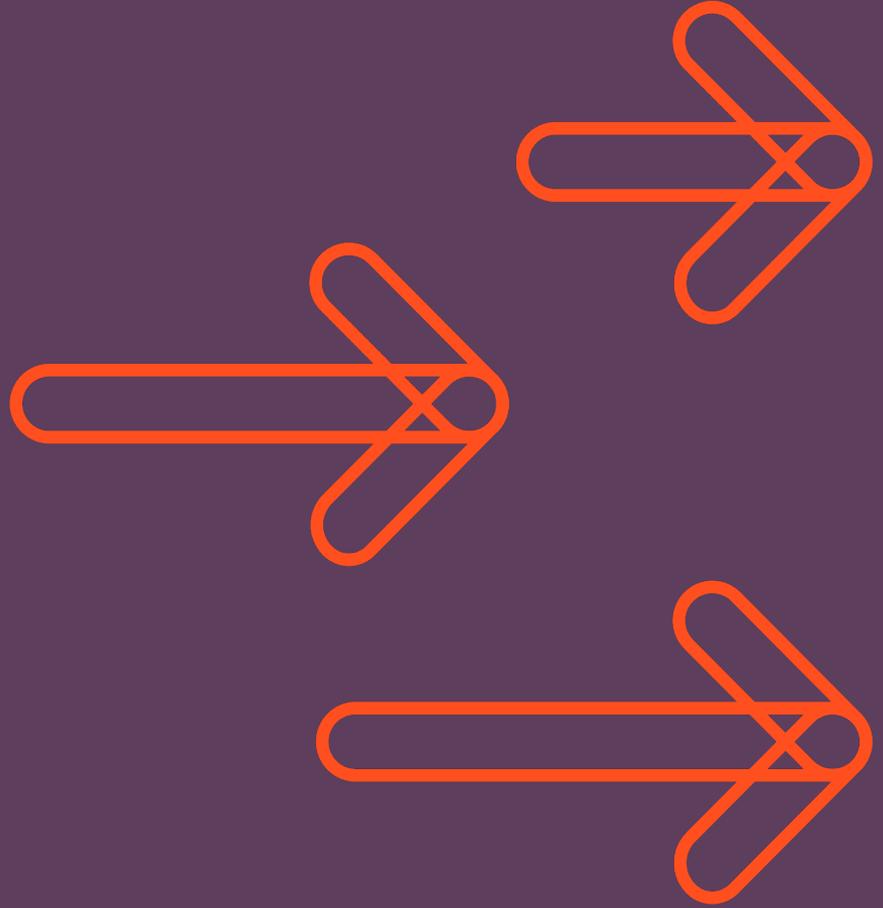


Getting to cloud:

Deployment and business perspectives



So what
does cloud
get you?



Power of a **hybrid approach**

Add, not replace

(digital channels, or new AI services)

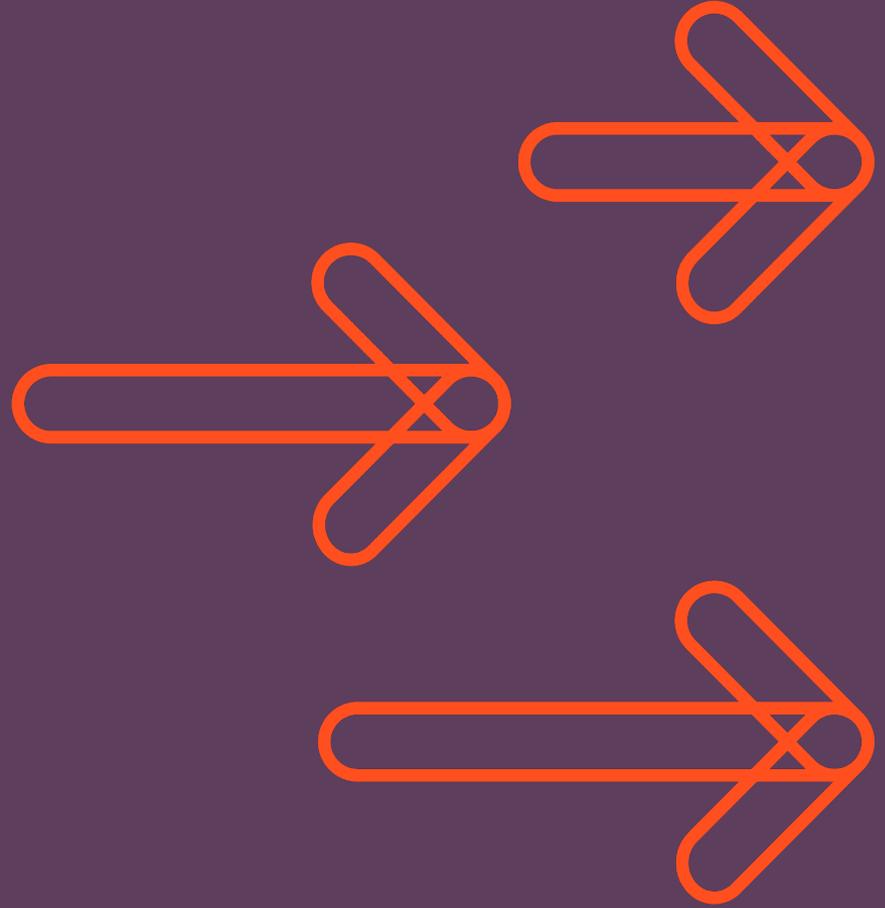
Built to work on-premises or hosted

(more innovation with investment protection)

Move some on-premises services to the cloud

(first step to faster innovation, AI-powered CX)

So what
are some
hybrid
options?



Telephony

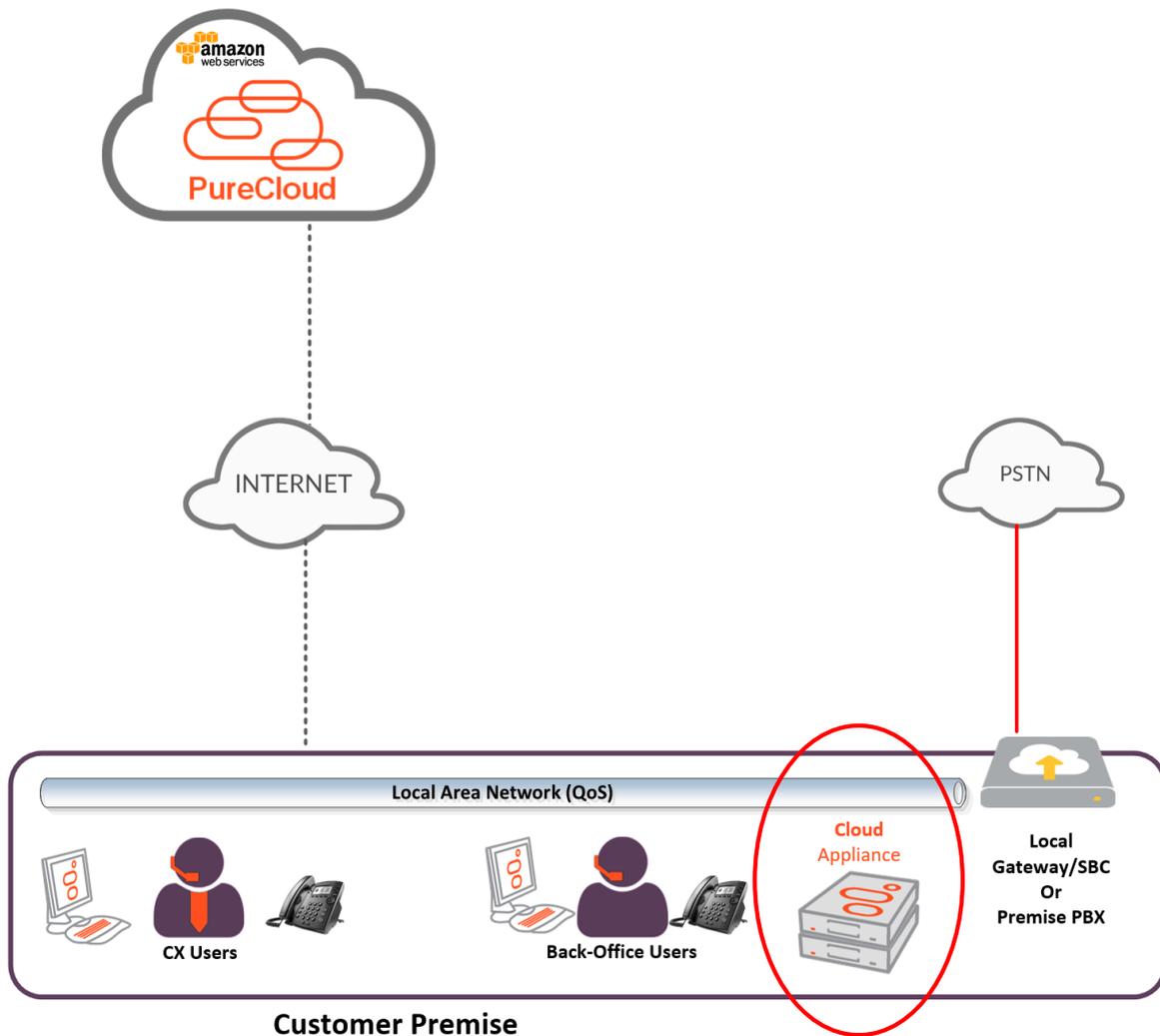
Applications

Innovations



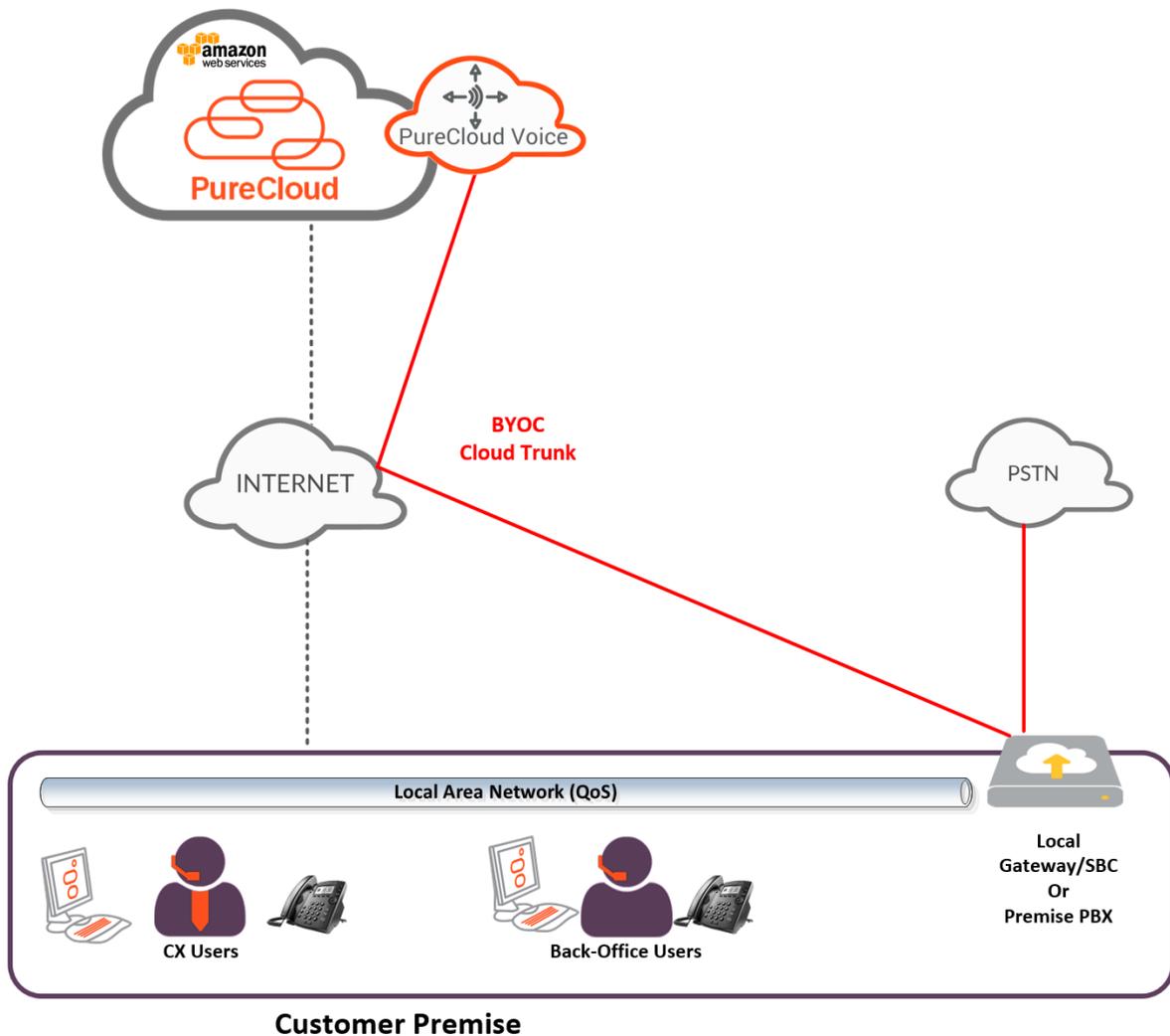
Bring your own carrier (BYOC)

Premise PBX or
premise carrier



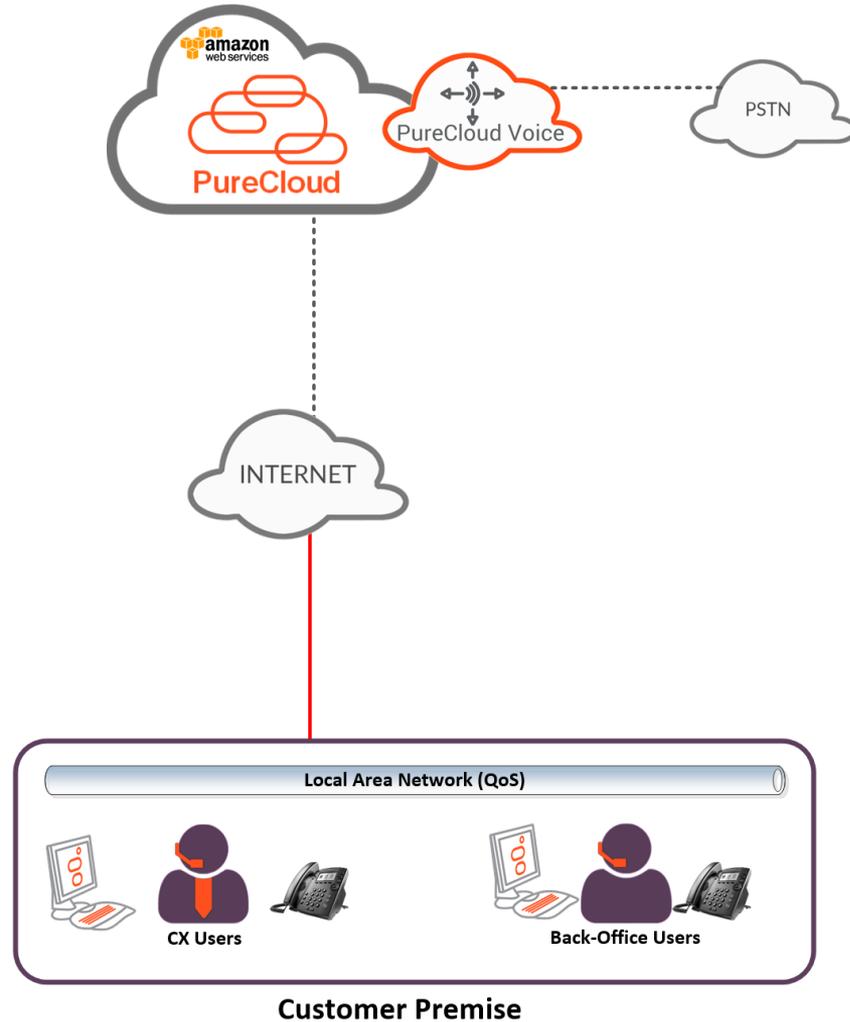
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Premise PBX or
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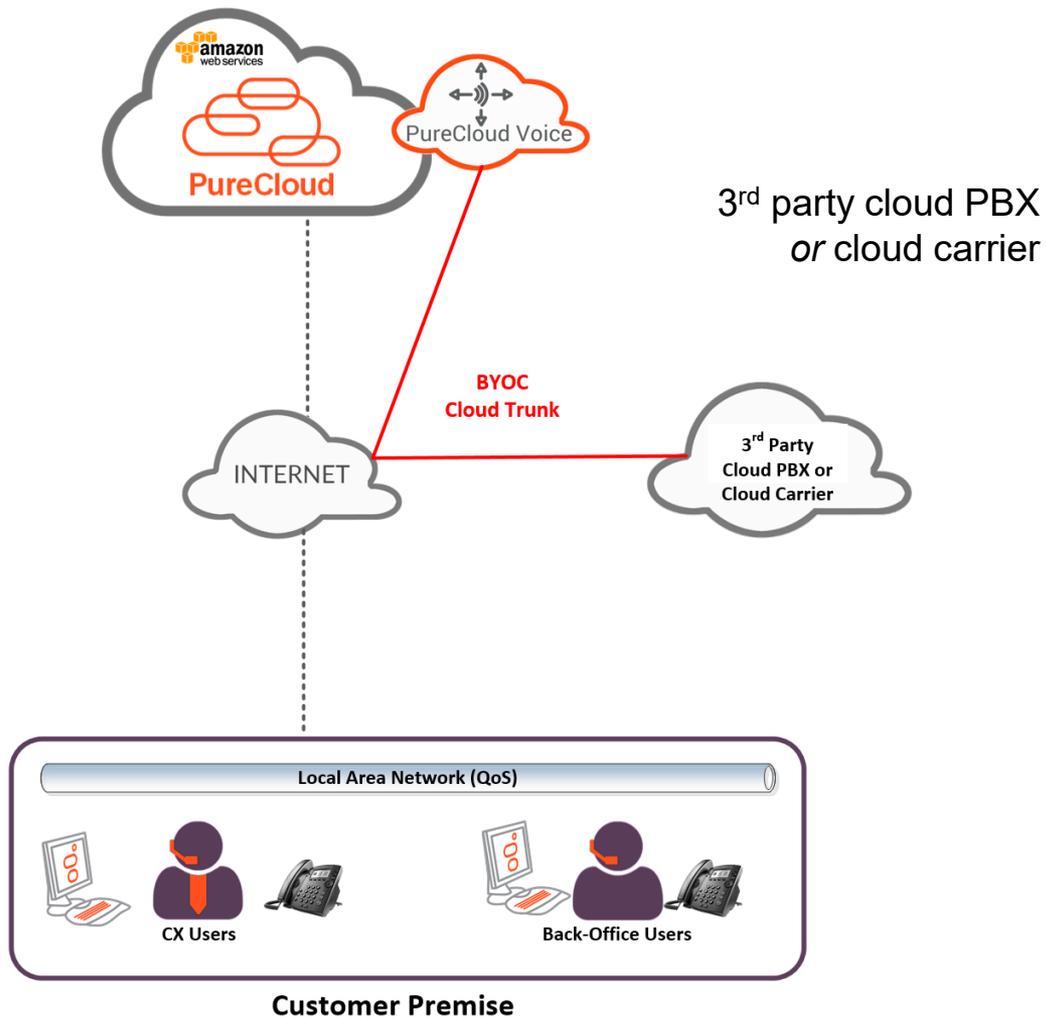
Bring your own carrier (BYOC)

Bundled voice



Bring your own carrier (BYOC)

3rd party cloud PBX or cloud carrier



Telephony

Applications

Innovations



Lots of ways you engage

website



phone
call



IVR self-
service



web chat



in person



email



fax



social



text



mail



Hybrid application options



social



text



IVR self-service



phone call



email



fax



website



web chat



Voice & IVR applications



Reduction in trunking
Inherently set up for disaster recovery
Easier to maintain



IVR menu



IVR self-service



phone call



fax



Voice & IVR applications



WebRTC and PDF

Supports small or remote offices, work from home
Real-time and historic reporting
Disaster recovery option



IVR menu



IVR self-service



phone call



fax



Social applications



social



Inherently cloud applications

Value is when you add them as integrated part of your overall engagement strategy



IVR self-service



phone call



email



fax



website



web chat



Web chat & engagement



Web applications social text

Making it a part of an all-in-one desktop and application for work distribution, reporting, tracking



IVR self-service



phone call



email



fax



website



web chat



Telephony

Applications

Innovations



The power of AI

In customer engagement



Driving **sales**
and marketing
efforts

Next-gen
self-service
for customers



Matching every
interaction to
best resource

Engaging your
employees



Here's the details.



Driving **sales & marketing** efforts

- Real-time control of the customer journey
- Mobile chat & callback
- Outbound email and SMS



Next-gen **self-service** for customers

- Chatbots
- Voicebots
- Knowledge center integration
- Pre-built microApps



Matching every interaction to best resource

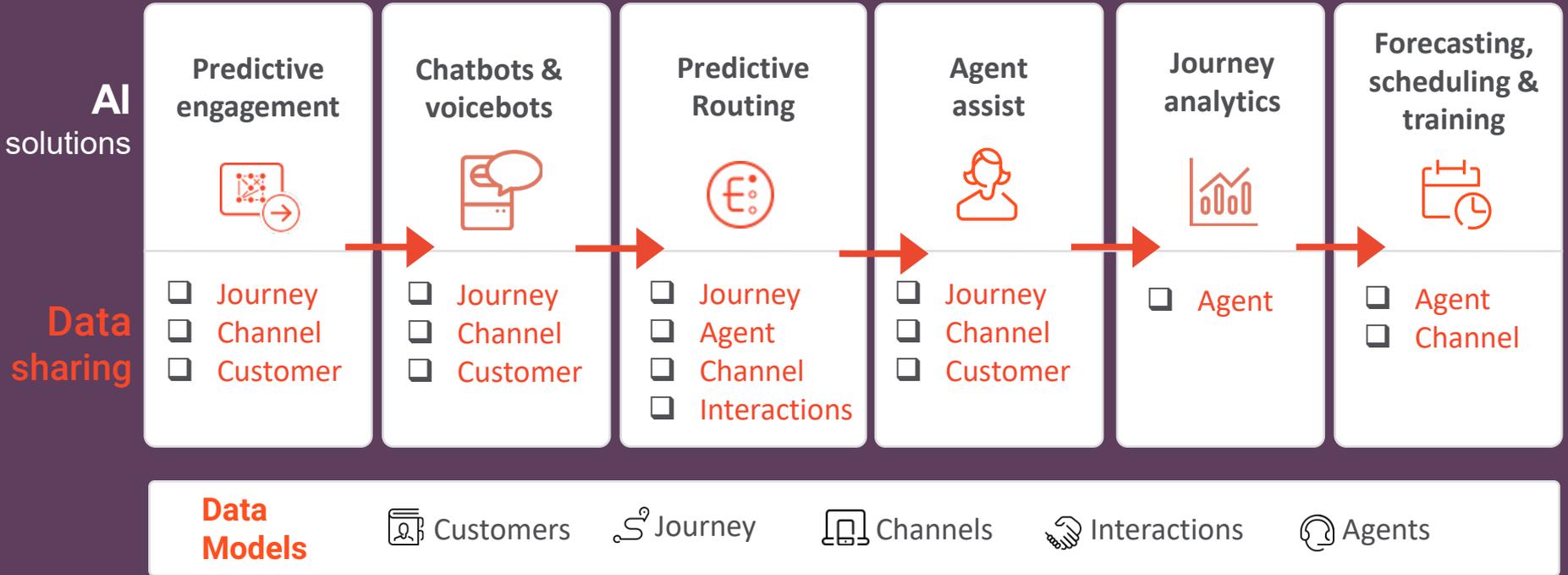
- Predictive Routing using the power of AI and machine learning
- Context routing



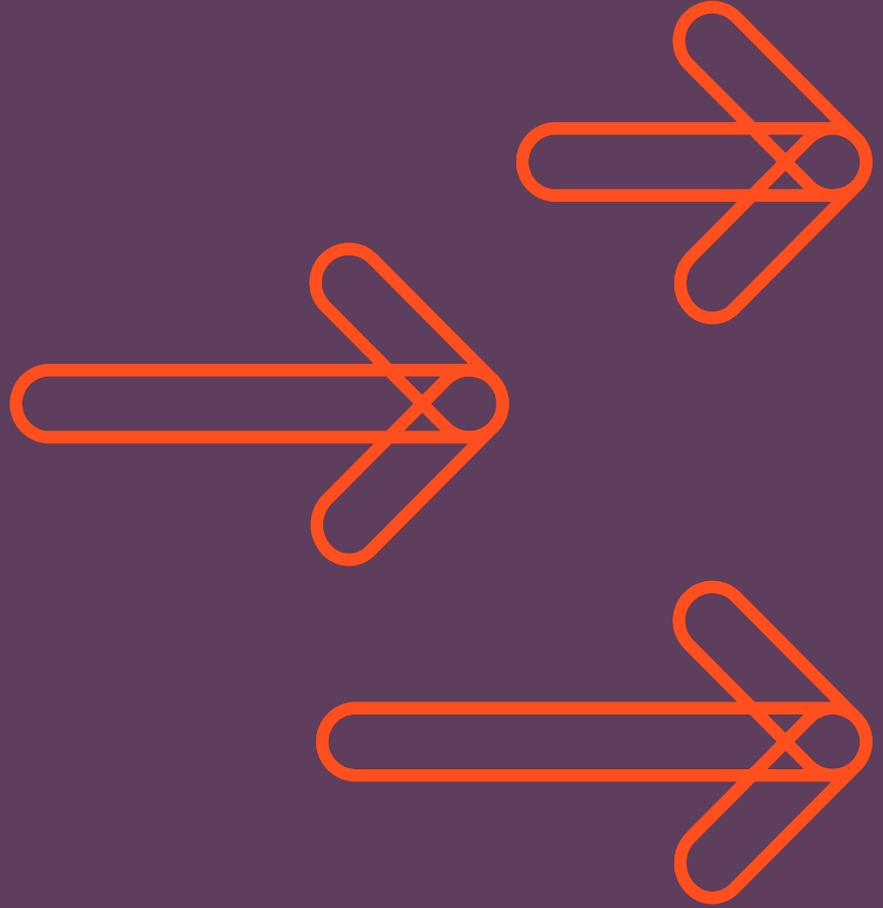
Engaging your **employees**

- Virtual assistants
- 360 employee profile, likes/dislikes
- Voice of customer, voice of employee
- 1-click forecasting and scheduling

Power of AI with common data: sharing



Ready? Great!
Here's what to
look for...



Features!
Technology!

Cloud as an **open platform**



1

Build it yourself

Customize with API toolkits

Rich core APIs:

- Agent view, forms, actions

- Provisioning teams and people

- Client services task routing

Cloud API data download and push
for analytics or processes

Cloud as **an open platform**

Build it yourself

2

Buy and use out of-the-box

All-in-one applications work best

Omnichannel_voice, email, web chat,
messaging apps, SMS, social channels

Unified communications built right in

Analytics, reporting

Workforce management, recording

TM

Cloud as **an open platform**

Build it yourself

Buy and use out-of-the-box

3

Extend with 3rd-party products

AppFoundry Marketplace:

Dynamics, ServiceNow and Oracle CRMs

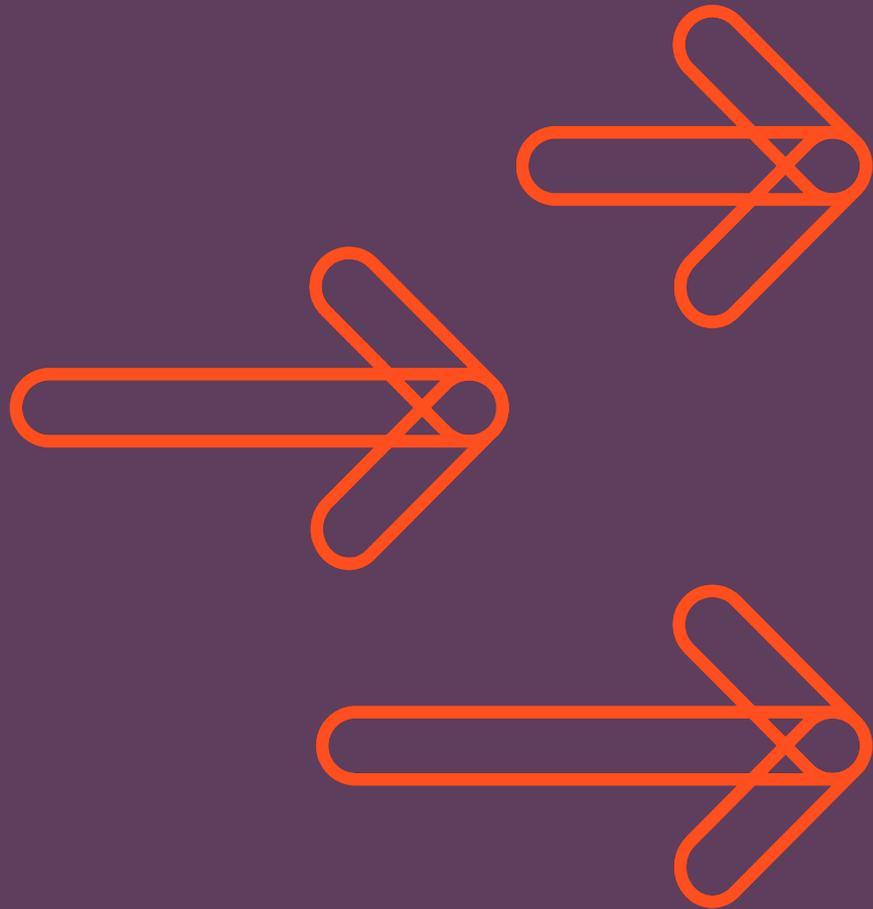
Fraud detection and biometrics

3rd-Party WFM, chat, email and SMS

Bring your own – bots and AI

TM

Buy or build?



Buy vs. build debate

The applications and the players

Customers,
omnichannel



Routing,
skills



Integrations
APIs/developers



Workforce
optimization



Database,
CRM



Traditional mindset for “buy vs. build”

BUY

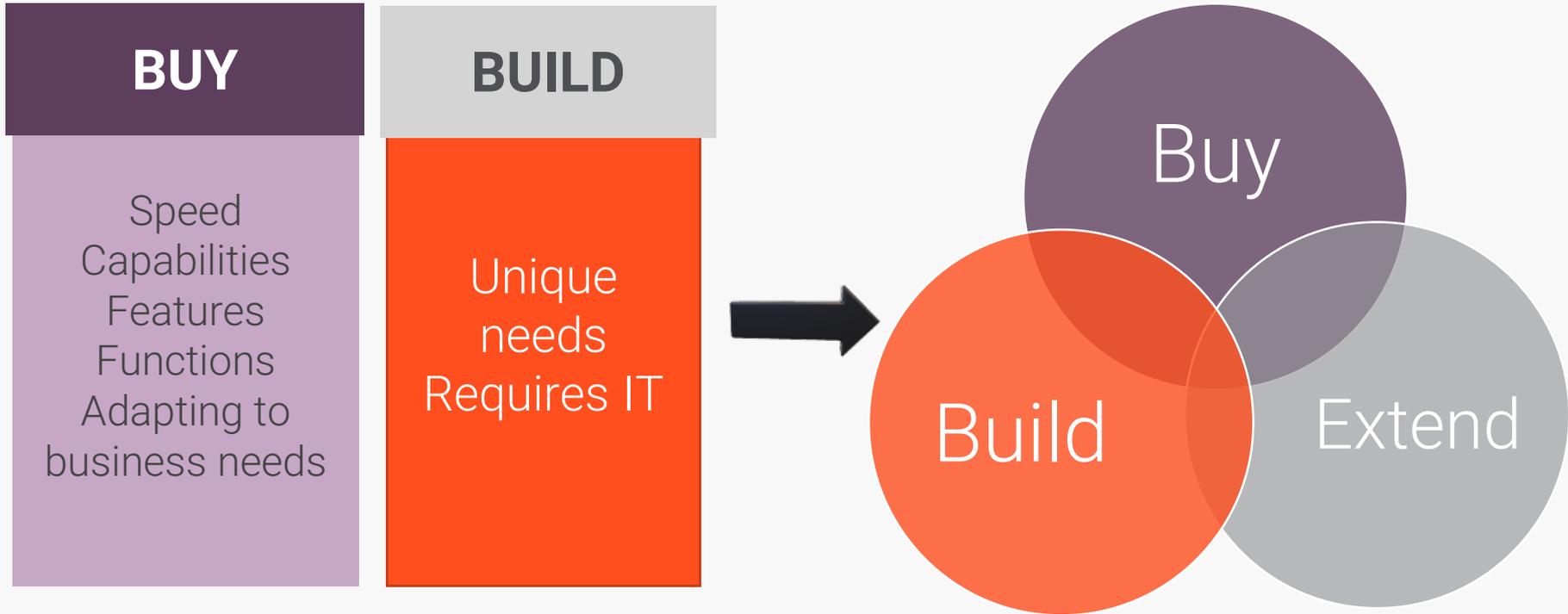
Speed
Capabilities
Features
Functions
Adapting to business
needs

VS.

BUILD

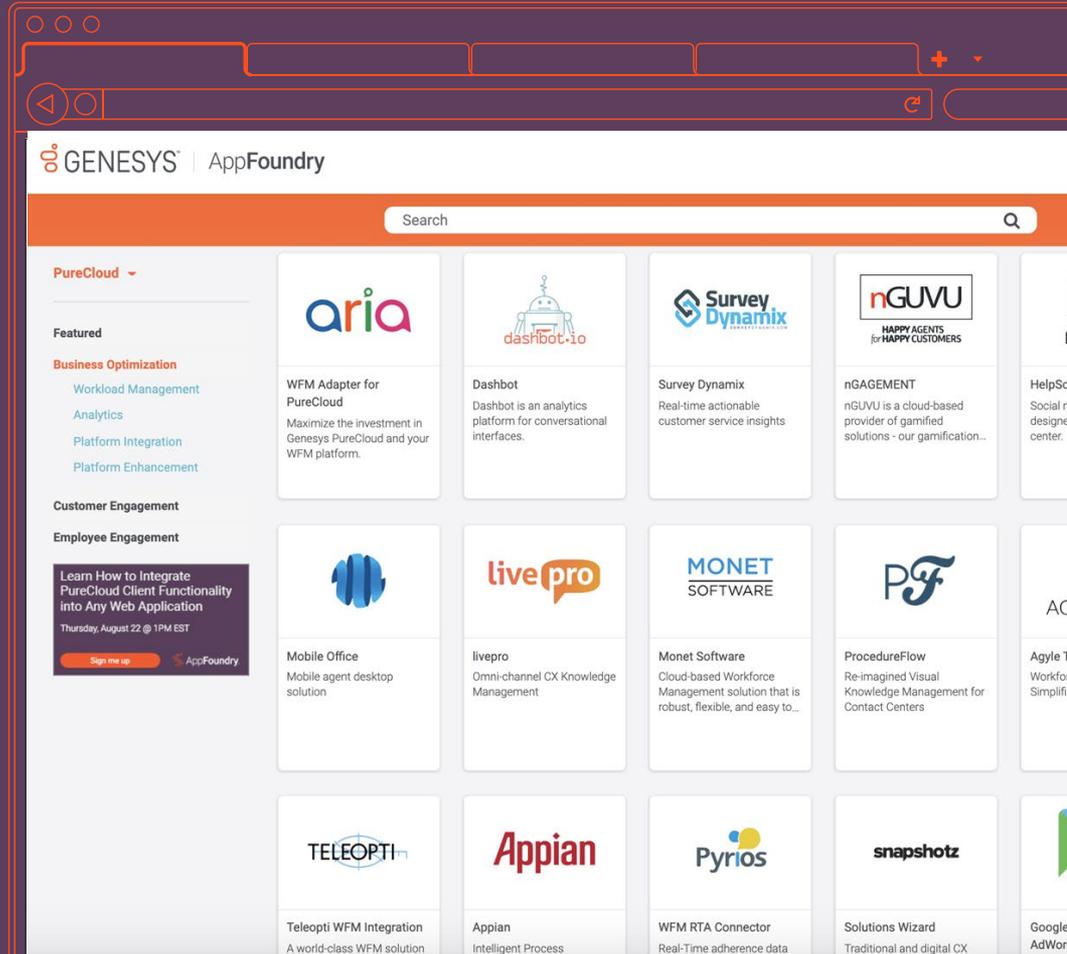
Unique needs
Requires IT

Buy vs. build to **buy, build & extend**



Pre-Integrated partner-built apps

AppFoundry.Genesys.com



The screenshot displays the AppFoundry website interface. At the top, the Genesys logo and "AppFoundry" text are visible. Below this is a search bar. The main content area is organized into sections:

- PureCloud** (dropdown menu)
- Featured**
- Business Optimization**
 - Workload Management
 - Analytics
 - Platform Integration
 - Platform Enhancement
- Customer Engagement**
- Employee Engagement**

A prominent dark purple box contains the text: "Learn How to Integrate PureCloud Client Functionality into Any Web Application" with the date "Thursday, August 22 @ 1PM EST" and a "Sign me up" button.

The main grid of apps includes:

- aria**: WFM Adapter for PureCloud. Maximize the investment in Genesys PureCloud and your WFM platform.
- dashbot.io**: Dashbot. Dashbot is an analytics platform for conversational interfaces.
- Survey Dynamix**: Survey Dynamix. Real-time actionable customer service insights.
- nGUVU**: nGAGEMENT. nGUVU is a cloud-based provider of gamified solutions - our gamification...
- Mobile Office**: Mobile agent desktop solution.
- livepro**: livepro. Omni-channel CX Knowledge Management.
- MONET SOFTWARE**: Monet Software. Cloud-based Workforce Management solution that is robust, flexible, and easy to...
- PF**: ProcedureFlow. Re-imagined Visual Knowledge Management for Contact Centers.
- TELEOPTI™**: Teleopti WFM Integration. A world-class WFM solution.
- Appian**: Appian. Intelligent Process.
- Pyrios**: WFM RTA Connector. Real-Time adherence data.
- snapshot**: Solutions Wizard. Traditional and digital CX.

**You don't
have to
choose**



One solution fits all...

- When it's really three options
- Can move between options



Change driven by:

- New business needs, requirements
- New platform capabilities
- New partners and products

What to look for in a true cloud platform



Purpose-built
for the cloud



Microservices
architecture



API-first
approach



Robust
features



Broad suite of
capabilities



High update
frequency



Rich APIs &
SDK



Extensive
partnerships



Well-stocked,
dynamic app
marketplace



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Your next steps

1. Build a bot workshop
2. Take the time and do the “free trials”
3. Ask the questions



And live together in a world life.

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