

Ten Reasons to choose PureCloud by Genesys

Fast facts:

- Designed for simplicity as employees engage with customers, it's also easy to manage
- All-in-one solution that bridges silos for collaboration via chat, video and calls throughout your company
- Built on Amazon Web Services, new features are instantly added without impact to your business
- Get up and running in days, not months using built-in best practices and multiple deployment options
- The PureCloud Platform is the first CX platform using the newest cloud 2.0 microservices architecture

#1 Cloud agility

PureCloud by Genesys is a true, native cloud 2.0 solution that's built to deliver continuous and rapid innovation. As the first cloud contact center platform built using microservices, PureCloud is comprised of hundreds of small, independent microservices that can recover quickly if they fail—so fast, in fact, that you never know an outage occurred. When more customers are added to the platform, it adds microservices to handle the load. With smaller, independent microservices, new features are instantly added to your environment without affecting other services and without interrupting business. Creating new features is just as simple as a browser refresh. Built on the geographic and elastic foundation of Amazon Web Services, PureCloud by Genesys is stable, reliable and offers unlimited scalability. And with local survivability capabilities, you're guaranteed service—even in the event of a global disaster. Because the solution is distributed and decentralized, you experience the direct business benefits of faster innovation.

#2 All-in-one solution

Most companies in the contact center industry either build point solutions or integrate acquisitions in separate silos. These software silos fail to provide adequate intracompany collaboration and data for reporting. Software silos also present adoption challenges for end users. By blending unified communications and collaboration with contact center software, **PureCloud** by Genesys uses your entire organization to support and improve the customer experience. The platform bridges organizational silos for effortless collaboration via chat, video and calls throughout your company. Out of the box, the PureCloud solution includes all the technology required to stay focused on your customers, such as advanced ACD routing for interactions all on

channels, customer co-browse and screen share, self-service IVR, outbound campaigns, quality monitoring and assurance, workforce management, graphical agent scripting, and real-time and historical reporting. Customers can contact you on any device, via any channel—at any time—and agents can manage those moments without the need for desktop downloads or in-depth training.

#3 Transparency and resources

No need to waste time looking for answers to straightforward questions. With PureCloud by Genesys, you have easy access to vital information, including simple and flexible subscription terms and pricing. We spell out SLAs, as well as uptime guarantees. Our complete online resource center is full of valuable tutorials, documentation and knowledge articles. A public-facing PureCloud status page has real-time indicators on the current operational state, by region, and features proactive notifications. New customer heartbeat tools soon will enable you to "trust but verify" using an application suite of diagnostics and testing tools.

#4 Fast and easy deployment

With PureCloud by Genesys, you're up and running in hours or weeks—not months—because of easy sign-up and activation, simple telco connectivity and a zero-client footprint web interface. PureCloud offers built-in best practices and allows you to choose one of many deployment approaches that you can simply click on, including skills-based routing or advanced bullseye routing. Easy-to-use policy managers enable document management, recording retention, call handling and many other critical aspects of customer engagement.

#5 Open platform for fast integrations

PureCloud by Genesys includes more than 40 easy-to-install and secure integrations, with three main ways to integrate data:

- Bi-directional bridge between systems for both cloud-to-cloud and cloud-to-on-premise data;
- Fully secured and versioned public REST API that enables you to embed and access PureCloud data for use in other systems for a unified view—without having to create a lot of new code;
- Telephony Edge interfaces SIP and RTP devices to integrate existing PBX and other telephony systems with PureCloud. Soon, PureCloud Voice will extend its capabilities beyond North America with a global telephony infrastructure for customers who want to purchase telco directly through PureCloud.

Our worldwide ecosystem of partners also is available to assist you with everything from custom integrations to install and onboarding capabilities.

#6 Simple pricing and flexible terms

Genesys offers full pricing transparency and options, which you can easily view on our website. We charge per agent for PureCloud, and that includes supervisor, outbound, agent scripting, workforce optimization, speech, collaboration and business-user phone features. Options are also flexible, allowing you to select annual and month-to-month subscriptions based on your need.

#7 Do-it-yourself administration

The simple user interface of PureCloud by Genesys keeps you in full control of contact flows, queues, skills and more. In-app user guidance, a robust [resource center](#) for admins and users, as well as an [online training center](#) and [community](#), help you manage your employees—instead of managing our tool. The idea of training a user on a platform has become antiquated; no one wants to come back to a vendor to figure out how to make changes or use new features. With this purpose-driven tool, it takes only a few minutes to create a new IVR, for example, and publish it. We keep it simple.

#8 End-to-end omnichannel management

PureCloud unifies all communication channels, interactions and work items through [omnichannel routing](#), enabling you to design, monitor and tune the entire customer journey while delivering a consistent [omnichannel customer experience](#). Agents handle not only concurrent interactions, but also seamlessly switch among multiple channel types simultaneously. PureCloud is massively powerful on the back end and incredibly simple on the front end, giving you a holistic view of how customers communicate. This improves top-line and bottom-line growth.

#9 User interface

PureCloud by Genesys is easy to learn, with a straightforward, integrated and intuitive user interface that's built for collaboration. Everything your agent needs is built-in to automate tasks, get insights into customer journeys and gain operational efficiencies. As a [single desktop](#) application, PureCloud works with your CRM applications and controls all interactions and work items, enabling you to provide consistent, contextual customer service while using enterprise-grade security, stability and functionality. Agents, supervisors, managers and administrators all use a common interface, which eliminates wasted time.

#10 Innovation and leadership

Genesys is the undisputed leader for customer engagement software, and PureCloud is the innovation engine for the Genesys Customer Experience Platform portfolio. This portfolio gives your customers and employees a consistent, seamless and personalized next-generation customer experience. For the ninth year, we are honored to be a leader in the 2017 Gartner Magic Quadrant for Contact Center Infrastructure, Worldwide. In 2017, Gartner placed Genesys highest among all vendors in ability to execute and completeness of vision. Genesys powers more than 25 billion contact center interactions per year, providing over 10,000 customers of all sizes the software necessary to deliver exceptional customer experiences.

Deliver omnichannel customer experience from a powerful all-in-one cloud platform

Whether you want to replace outdated or legacy cloud applications or you're transforming your customer experience strategy, PureCloud by Genesys delivers fast results and prepares you for new opportunities on the horizon.

Proof points

- After a fast two-month deployment, Quicken can add new messages to its IVR in 2 minutes—no IT experts needed.
- Retail solutions company, Smollan, manages the entire customer experience, with social media response time improved by up to 50%
- PureCloud delivered 99.99% uptime at Vivonet, resulting in improved customer NPS, and a reduction in contact center costs

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 10,000 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.

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