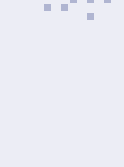
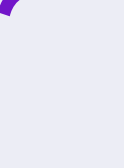


Realising the power of allying Genesys Cloud CX and Microsoft



Understanding the problem

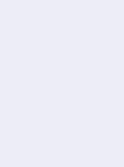
When contact centres, UC, data, and analytics run as siloed systems undue information islands appear. That complicates maintenance and affects productivity, diverting agents from amazing CX while taking IT teams away from service enhancements.



Defining the proposition

Genesys AppFoundry plug-ins and out-of-the box integrations allow unification of Genesys Cloud CX contact centres with powerful Microsoft tools such as:

- Microsoft Teams
- Microsoft Dynamics 365
- Microsoft Power BI
- Microsoft Automate



Describing the architecture

Through the following flexible architecture, the natural empathy between systems from Genesys and Microsoft automates and transforms CX-enhancing contact centre processes, while making life more amenable for agents and customers.

Genesys Cloud



Microsoft Teams enhances width, depth, and reach of the customer experience

With Microsoft Teams talking to Genesys Cloud CX, powered by real-time presence, customers get convenient, personalised service through improved workflows like instant access to subject matter experts.



Increased first contact resolution, net promoter score and sales conversions



Dealt with by best-skilled and best-prepared agents



Reduced waiting time and transfers between departments

Microsoft Dynamics 365 brings Service, Sales, and Marketing strongly into play

Integration with Microsoft Dynamics 365 in three flavours makes for a more fulfilling agent experience in a Genesys Cloud CX omnichannel environment without jumping between screens.



Single omnichannel desktop sees real-time data pushed to assist CX



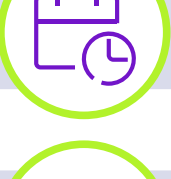
Less duplication of effort and re-keying of data



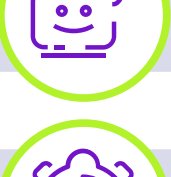
Contact centre staff self-serve for IVR messages and outbound campaigns

Microsoft Power BI opens powerful paths to eliminate contact centre siloes

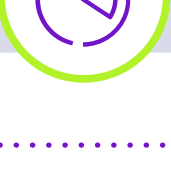
Involving far less expense and effort, Microsoft Power BI enables seamless data flows that unify and clean data in Genesys Cloud CX as well as other information sources such as Excel and Salesforce.



Less time manually producing reports from multiple systems and sources



Low-code tools and templates for simple bot design and build



Previously out-of-reach integrations can be completed quickly

Microsoft Power Platform and Power Automate digitise and simplify customer refund processes

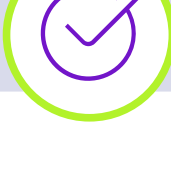
Releasing agents from complex customer-on-hold situations and manual claims, Microsoft Power Platform automates workflows and synchronises work-in-progress across Genesys Cloud CX.



Automation lowers handling time, customer effort, and cost-to-serve



Happier employees, reducing training and recruitment costs



No more hunting for customer entitlements or manager approval

Microsoft Azure, Dataverse, Cognitive Services and AI Builder unlock hyperconnected customer templates

With over 400 out-of-the-box data connectors at their disposal, Genesys Cloud CX owners can leverage Logic, SQL, AKS, and Cosmos DB domains to simplify bot and webchat design and build.



Shorter time-to-market for AI and CX enhancements



Extended opening hours through self-service voice and chatbots



Greater CX insight and use of business intelligence





How Kerv Experience helps.

For the second year running **Kerv Experience** (previously Foehn) has been named EMEA Cloud Partner of the Year by **Genesys**, the global leader in **cloud customer experience** and **contact centre solutions**. And in **cloudThing**, another Kerv Group company and **Microsoft Gold partner**, we bring expertise in **software development**, **DevOps**, and the **Microsoft Power** platform.

Get in touch today to arrange a no-strings demo of Genesys Cloud CX and Microsoft integrations



For further information or to arrange a live demo:

 0330 403 0000  www.Kerv.com