

# Genesys and Microsoft set free the power of their CX creations in unique ZSL environment



Information islands appear when data and analytics run as siloed systems, making it near-impossible for agents to deliver amazing CX.

That's why Genesys AppFoundry integrations unify Genesys Cloud CX contact centres and amazing Microsoft tools like:

- Teams
- Dynamics 365
- Power BI
- Automate
- Azure Cognitive Services and AI Builder

See how the benefits breed in this infographic.

## Genesys Cloud



This flexible systems architecture embraces empathy between Genesys and Microsoft apps to transform CX-enhancing contact centre processes.

Our customer, Sarah, enquires about buying a membership for London Zoo. She starts a WhatsApp conversation with a chatbot. Drawing on FAQs from the website, the bot quickly surfaces information on memberships. Sarah's satisfied and goes off to consider her options - without needing to speak with an agent.

### Scenario 1: WhatsApp Genesys FAQ Bot



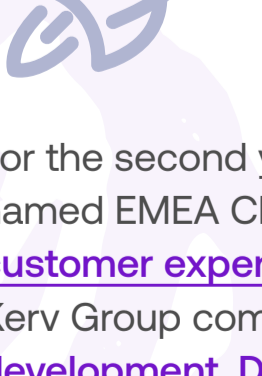
Sarah's browsing the London Zoo site on her laptop and begins a web chat. The bot knows it's a repeat visit from her previous WhatsApp inquiry and, pulling data via the Dynamics CRM system, can see Sarah has a high propensity to buy. The lead is tagged as a hot prospect and transferred to an agent to close the deal and take payment.

### Scenario 2: Web Messaging Membership Purchase - Information Gathering Bot



### A pride of Genesys Cloud CX and Microsoft benefits

- Increased first contact resolution, NPS and sales conversions
- Reduced waiting time and transfers between departments
- Eliminated duplication of effort and re-keying of data
- Time not wasted on manual reports from multiple sources
- Effective collaboration with auto workforce management



### 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.

