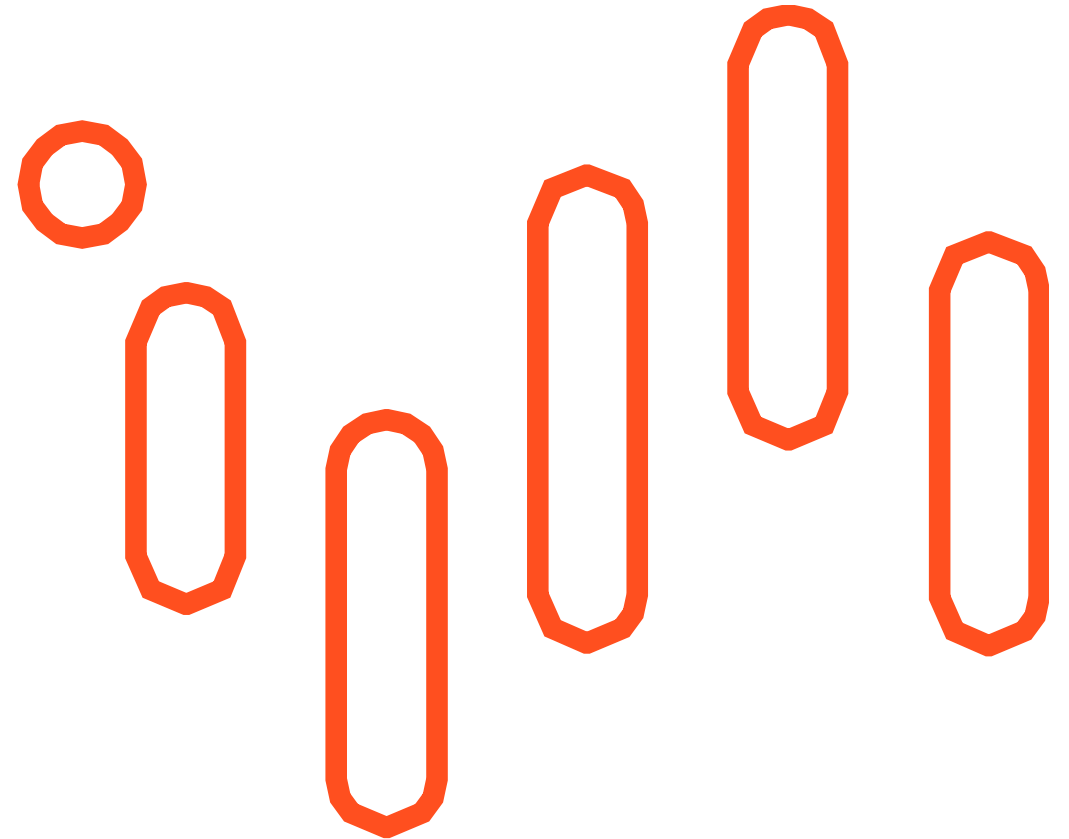




Genesys Cloud, Predictive Engagement



Terrence Hotting, Sr. Solutions Consultant

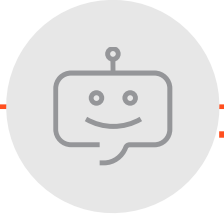
LinkedIn: www.linkedin.com/in/terrencehotting
Email: Terrence.hotting@genesys.com

CUSTOMER JOURNEY

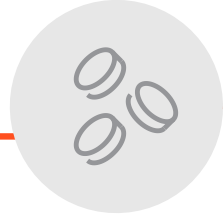
Predictive Engagement
met online klanten



Self service met
chatbots en voicebots



Check-Out
voice of the customer



EMPLOYEE JOURNEY



Optimaliseren agent
skills met
Performance DNA



AI-powered
forecasting & scheduling

Predictive Routing
beste agent
match

Agent Assist
in real time



Automatiseren
post
interaction work



Business intelligence
met
Interaction Analytics

Wat is Genesys Predictive Engagement? (Altocloud)



Customer Journey Analytics platform
voor real-time engagement,
Powered by Genesys AI.



Gebruikt AI voor
observatie, analyse en
het vormen van de
customer journeys
door te verbinden:

Met de juiste
klant / prospect
Op het juiste
moment
Op de juiste
manier

Demo

Predictive Engagement

 GENESYS™

Wat kost dat?

Consumption
based pricing

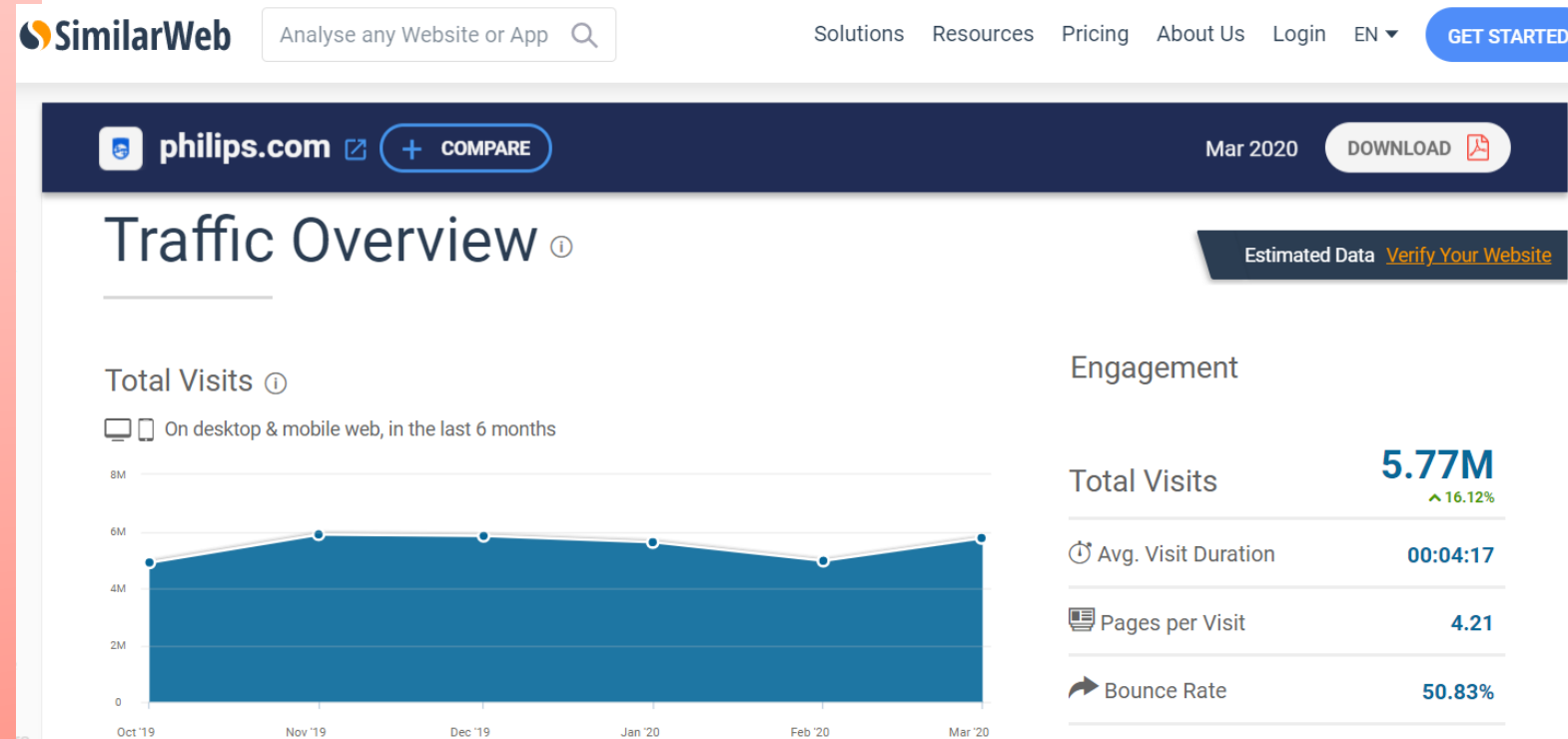
- Web events voor Predictive Engagement

Geen set-up
kosten*

- Installatie van de predictive engagement tracking code in de website

Predictive Engagement: Rekenvoorbeeld Philips Website

- Gemiddeld 5.77 M visits
- Gemiddeld 4,21 pagina's per visit
 - $\text{Visits} * \text{Pages} * 1,5 = \text{events}$
 - $5,77\text{M} * 4,21 * 1,5 = 36.437.550$
 - $36437550 * 0.0002 = \text{€ } 7287,51$
 - Prijs per maand!



Recap

- Predictive Engagement, standaard onderdeel van Genesys Cloud
 - Trackingcode installeren, definiëren segmenten en outcomes, gaan...