InteractionSync for Genesys Cloud

The Power of Your Contact Center Meets the Strength of Your CRM

Your agents are the lifeblood of your contact center. They are the face of your brand, answering hundreds of phone calls, and fielding important questions, all while trying to deliver exceptional experiences to your customers. In order for your agents to efficiently do their jobs, data must be accessible, and your systems must be integrated.

InteractionSync for Genesys Cloud allows you to unify your important systems like your CRM and your contact center and empower your agents to deliver exceptional experiences.

Enable Your Agents to Quickly and Efficiently Deliver Exceptional Experiences with a Unified View of Omnichannel Interactions

InteractionSync for Genesys Cloud provides contact center agents with a unified view of Genesys Cloud omnichannel interactions within Microsoft Dynamics 365, fueling exceptional customer experiences consistently with speed and quality.

Improve Agent Efficiency
Automate routine actions and provide faster navigation and fewer keystrokes for your agents. InteractionSync for Genesys Cloud is proven to save a minimum of 30 seconds on every 300 second call your agent takes.

Enhance Interactions
The 360-degree view of all your interactions gives your agents the power to focus less on mundane tasks, and more on delivering exceptional experiences to your customers.

Optimize Operations
Easily access more data, onboard your agents faster, and enjoy a unified view of your interactions to help deliver consistent experiences across all channels.

Empowering Your Agents

Save your agents a significant amount of time by enabling them to navigate faster and use fewer keystrokes to access customer information. Plus, intelligent screen pops and automatic creation of Dynamics 365 Activities saves your agents even more time.

Your agents no longer have to navigate multiple disparate systems, instead they have a unified system allowing them to efficiently do their jobs and focus on delivering exceptional experiences to your customers.

This simple, intuitive solution also helps your team increase their operational performance by providing access to more data for management decision making and enables faster agent onboarding.

Key Features of InteractionSync for Genesys Cloud

- Built upon an embedded Genesys Cloud softphone within Dynamics 365 Unified Interface or Web Interface

- Supports the new Dynamics Customer Service UI for increasing agent productivity for core customer service, with the ability to work on multiple sessions at a time in a single workspace experience

- Screen pop is a mechanism that opens a specific page in Dynamics automatically, based on information that already exists or is attached to an incoming interaction

- Supports Genesys Cloud omnichannel interactions such as inbound and outbound voice, call back, email, chat, SMS, and social

- Interaction data from the Genesys softphone is available for use within Genesys Cloud and interaction information that is stored in Activities can be used within Dynamics 365

- Logs each interaction made to and from Genesys Cloud as an activity in Dynamics. These activities can then be associated with Contacts, Leads, Accounts, Cases, etc.

About Avtex

Avtex, A TTEC Digital company, is a full-service Customer Experience (CX) consulting and solution provider focused on helping organizations create better experiences for their customers. With an unparalleled breadth of knowledge and experience, and partnerships with leading technology vendors like Microsoft and Genesys, we are uniquely suited to address any CX challenge.

Our portfolio of solutions and services supports our unique approach to Customer Experience, which includes two key phases to achieving CX Transformation.

- Our **CX Design** solutions and services aid in the process of defining and improving CX. From journey mapping to CX design thinking, we provide the support you need to set the foundation for CX success.

- Our **CX Orchestration** solutions and services enable the realization of your CX strategy through people, processes and technology. From technology implementation to training, we ensure you have the capabilities to execute your CX strategy.