

Your omnichannel cloud contact story begins now

People want to contact you whenever and however they choose – whether by phone, email, self-service, web chat, social media, messaging apps or video – and they expect a joined up and seamless experience across all of these channels. Genesys Cloud contact centre will help you meet these expectations. It's an all-in-one omnichannel contact centre service, powered by Genesys Cloud. Pre-provisioned in the cloud and embedded into our portfolio, we can deploy it quickly – to deliver a powerful, complete solution, with limited risk or upfront cost.

Genesys Cloud contact centre provides enterprise-grade communications, collaboration, and contact centre management capabilities, on a global scale. By bringing you the flexibility, agility and choice you need, it will help you meet ever-increasing demands for a unified customer experience.

With an extensive feature set, continuous innovation and rapid release of new capabilities, it's designed to be easy to use, simple to manage and quick to roll out and adapt. If you're moving from an on-site Genesys or Avaya contact centre to the cloud, it's an ideal solution.

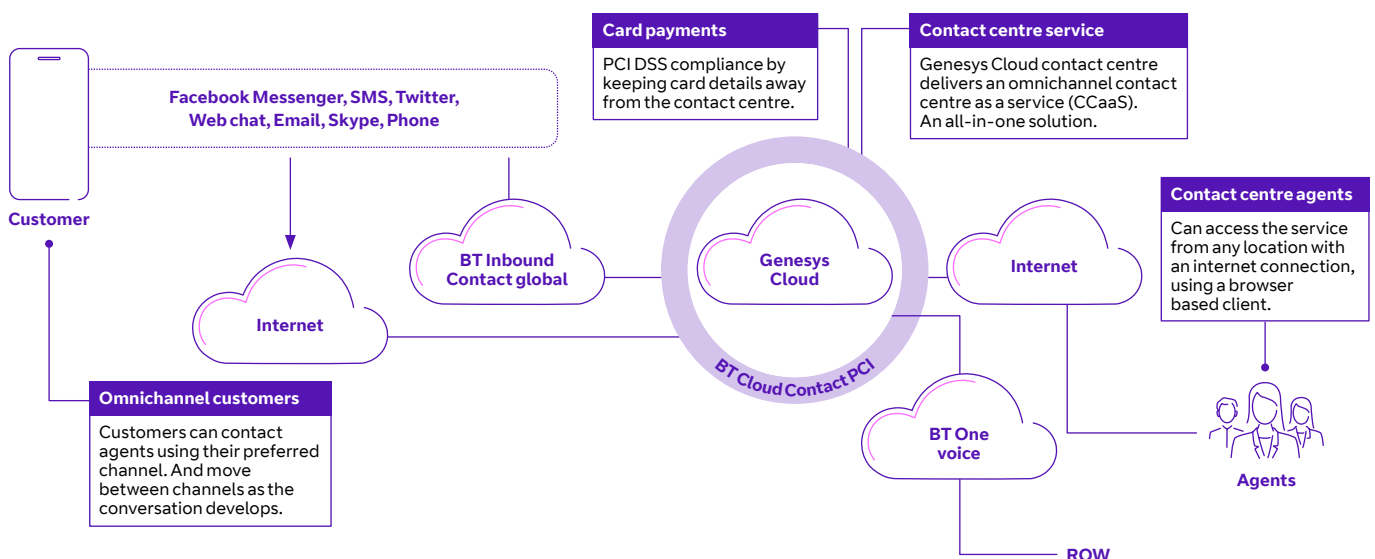
Genesys Cloud is the industry's leading cloud customer experience platform, used in over 100 countries to power 70 billion exceptional interactions

Omnichannel customer experience with global coverage on the cloud

Welcome to a world of:

- flexible usage-based pricing
- evergreen with seamless weekly updates
- resilient microservice architecture
- unlimited scalability
- enterprise-grade security built-in
- continuous innovation
- rapid deployment.

The end-to-end solution architecture



Going beyond the Genesys Cloud

We're uniquely placed to extend the Genesys Cloud coverage with the 180+ countries covered by our global voice and data networks and bring added value from our Contact ecosystem. From being Genesys's first UK customer in 1994, today we're one of its largest strategic partners. Our ability to successfully manage global, multi-site contact centre requirements allows you to focus on customer service rather than IT.

Solution features

Genesys Cloud contact centre comes with a wide range of advanced capabilities, including:

- over 180 countries covered by our networks
- our ecosystem, including best of breed innovation in AI, speech analytics and PCI compliancy
- rich and powerful routing capabilities for all channels
- advanced capabilities like auto-response, AI, IVR with embedded text-to-speech, etc.
- a powerful ACD engine to dynamically match customer interactions and agents
- a large library of APIs to integrate with customer applications and our Contact ecosystem.
- common applications (eg Salesforce.com, MS Dynamics) come pre-integrated for a quick start
- workforce engagement management (WEM) to help you deliver the most comprehensive, all-in-one customer and employee experience
- a complete suite of historical and real-time reporting.

Integration options

Genesys Cloud supports multiple types of integration and can connect to business systems in a number of different ways – using both REST APIs and open APIs.

You can integrate our Genesys Cloud contact centre solution with your CRMs, ERPs, databases, enterprise data repositories, enterprise service buses, and other backend systems.

And native integration with Genesys dialog flow allows bots to interact conversationally with customers.

Innovation

We innovate through our ecosystem market-leading vendors. We integrate global contact centre platforms, channels and applications – across a partner ecosystem – into a single environment. We can also integrate customer applications and preferred vendors using standard tools.

Genesys Cloud is managed as an evergreen environment with updates and new capabilities released every week, giving you immediate access to the latest innovation in customer experience. It means you don't have to wait for updates and helps you avoid the risks related to upgrades. Innovation also comes from a feature-rich Genesys AppFoundry marketplace, which offers a broad range of third party customer experience applications and integrations.

We bring everything together quickly to provide a best-in-class user experience, while at the same time reducing the risk and the cost of custom designs.

Why work with us?

We've established over **4,000+ contact centres** with 60,000+ agents globally. And our Cloud Contact solutions deliver **five million calls** and **500,000 message and chats** in 120 countries monthly.

We're a Genesys Gold Partner. We've partnered at the leading edge of customer service for **more than 25 years**, supporting **75,000 software users**.

Combining our global strengths in networks, ICT and innovation, with our deep expertise and global delivery model, we are a trusted partner.

We offer an innovative, secure and reliable end-to-end solution that's:

- integrated with our global voice and data networks and Contact ecosystem
- supported by the expertise and experience needed for a smooth migration
- underpinned by project-managed delivery and single service desk to proactively manage and assure the service in-life.

What could Genesys Cloud contact centre do for you? Visit bt.com/global

Offices worldwide

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