

Deliver Next-Generation

Customer Experiences in The Cloud



PureCloud



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Give Customers the
Experiences They Want—Even
as Their Expectations Evolve





Keep up with Changing Customer Expectations

In today's always-on, always connected environment, the right simple, powerful customer engagement platform keeps you on top of changing customer expectations.

Consumers have higher expectations and more influence than ever before. They want to use all the rich communications tools on their phones and devices when they communicate, and they expect your business to support those choices. With a platform that connects across all the channels your customers prefer, you eliminate the risk of losing them to more customer-focused businesses.

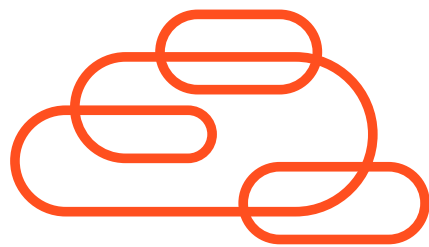
Keeping up with customers also requires visibility. When you don't know what's happening, it costs you customers, time and money. With the right platform, you'll have the visibility into employee availability to be sure your team can adequately support your customers.

Adding point solutions for channels or visibility to an existing system only creates complexity and an integration and maintenance headache. Even solutions that look simple enough can turn out to be very complex once you begin using them. In addition to extensive IT expertise, they may require more investment in training, as employees alt-tab between a growing number of apps.

But the right solution combines the power to connect channels with real-time visibility and, yet, is truly simple to maintain and use. It even provides continuous innovation so you can keep up as customer expectations evolve.

In a world where customer service expectations are changing at lightning speed, PureCloud gives us a serious competitive advantage.

Quicken Inc.



PureCloud

PureCloud by Genesys makes customer relationships simple. We help you connect with customers, manage relationships, and see trends using one simple platform. Our award-winning software puts real-time information into the hands of agents and employees, so you can focus on customer happiness.

Simple Operations Create Great Customer Relationships

No one can be certain what the next big communications channel will be, yet not keeping up can lead to serious risks and missteps. That's why today's most innovative businesses recognise the value of simplifying operations in order to build relationships with customers—across all communication channels.

Simple

PureCloud was designed with the user in mind. It's easy for employees to engage with customers and easy to manage. By connecting interactions across every channel, you have a single conversation thread between your employees and customers.

Powerful

Get up and running in days, not months. With its built-in integrations and open APIs, it's a snap to connect to existing systems or applications. The intuitive interface lets you make the changes you want, when you want them. And because PureCloud uses the secure cloud capabilities of Amazon Web Services, you can scale up or down on-the-fly.

Progressive

PureCloud offers continuous innovation that keeps you on the latest version with the newest capabilities every time you log on. You get a future-proof solution with no hardware purchases or long-term commitment required. And, you minimise training with a modern consumer-like agent interface.

“Our prior solution didn't show our customer's email history, so we would receive emails but have no context about the previous interaction. Having the ability to see a complete email history and even include another email address on the thread has been extremely beneficial.”

Rose-Hulman Institute of Technology



PureCloud is the innovation engine for the Genesys Customer Experience Platform portfolio ...

... designed to help your business deliver a consistent, seamless, and personalised next-generation customer experience.

What PureCloud Can Do for You

Spend time with your customers, not your software

Let's say that you have grown from a single store to multiple locations across the city, each with its own loyal customers. You connect to these customers over many different channels, including web chat, phone call, text, and Twitter.

You want to connect them to support staff who are best able to help—whether that's by location, skills, or relationship—and have the agility to change along with business demands. No problem. You can do it in a flash with the PureCloud easy, automated administration. No consultant or IT expert required.

PureCloud lets you communicate
with your customers in the way
that best suits them and you.

Do it All with All-in-One

No matter the size of your business, with PureCloud you have an all-in-one solution that stands apart from other solutions in these important ways:

Know what's going on with your customers

Connect to your customers, whether it's by phone, email, chat, social media, or the next greatest messaging app. And no matter the channel, history and context about that customer and all their interactions lets employees have informed conversations. Real-time and historical information in interactive dashboards makes it easy to manage the customer experience.

Optimise your workforce

Improve performance and employee engagement with a complete workforce optimisation solution. Built-in recording helps you meet compliance requirements and gives you the foundation for quality improvement. Simple tools help your supervisors manage quality assessments and provide employee feedback. And, with the powerful forecasting and scheduling capabilities you can ensure you'll have the right staff to meet customer demands

Create a modern work environment

Create a collaboration environment where employees are empowered to share ideas, assist agents and supervisors, and facilitate training. Tools include group chat, on-demand video conferencing, and desktop sharing. Employees can see real-time status of other employees—even subject matter experts who work outside of the contact centre.

Support your business users, too

For those users outside the contact centre, PureCloud combines traditional telephony functionality with features like video conferencing, screen sharing, dynamic team chat, rich employee profiles, and document management.

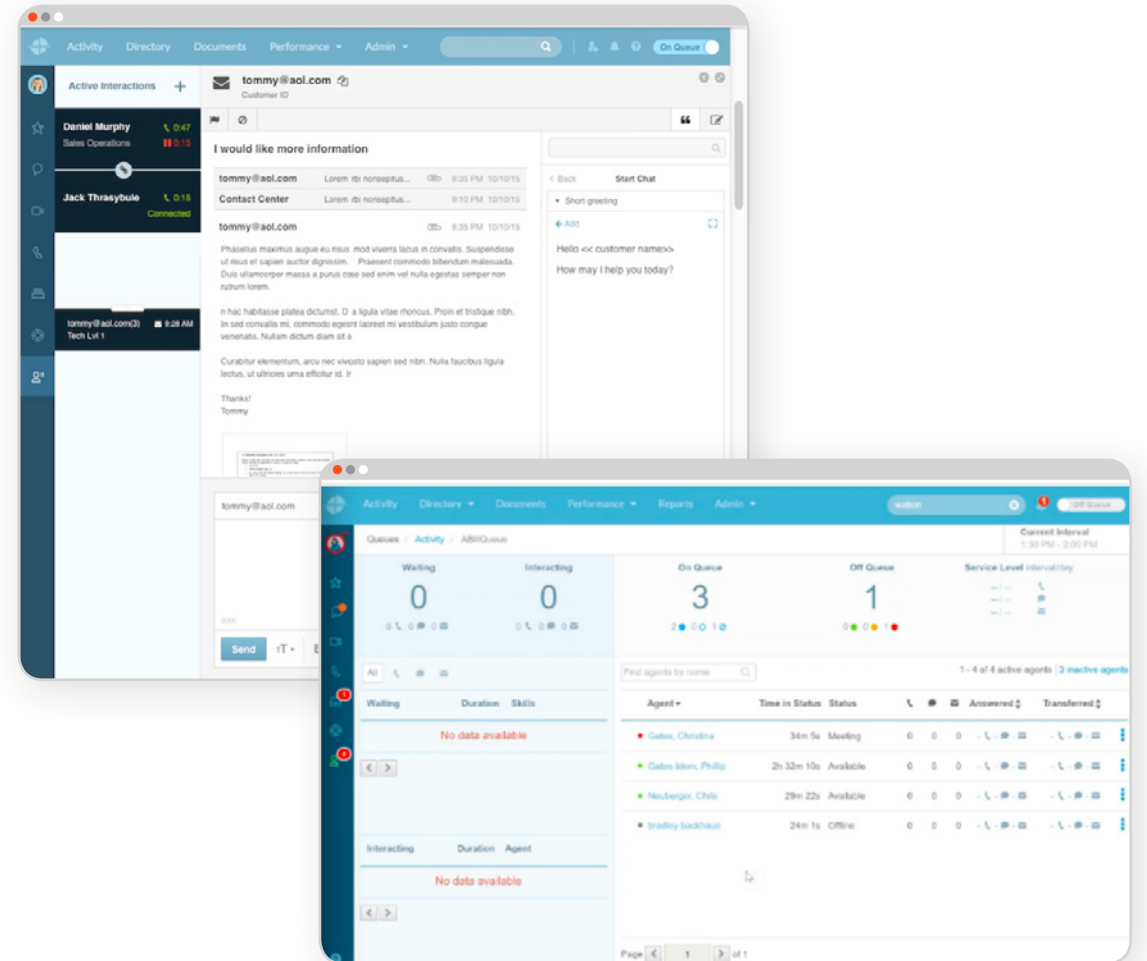
Increase reliability, scalability and security with a microservice-based architecture

Even if you have a well-designed legacy solution, a failure in just one component can cause widespread service outages, and upgrades are discouraged so as not to upset the status quo.

PureCloud takes a radically different approach, dividing up functionality up into hundreds of microservices. Instead of scaling by making processes or databases bigger, PureCloud duplicates then groups together these small microservices. That way, if one goes down, none of the others are affected. Even in catastrophic situations such as earthquake or flood, our cloud deployment via Amazon Web Services provides geographic redundancy across the globe.

Transform customer and employee engagement:

- Proactively reach out to customers via phone, email, chat or Twitter
- Use instant video conferencing to enhance employee collaboration
- Route customer calls seamlessly to available staff
- Scale up and down to match workload on-demand



“Initially we wanted to stick with an on-premises solution. Once we demoed PureCloud though, we knew that in order to get ahead of the curve we needed to transition to the cloud. We especially liked that it included workforce management, reporting and analytics all running on a single platform, which is something other vendors didn’t offer.”

Deliver Omnichannel Customer Experience from a Powerful All-in-One Cloud Platform

With PureCloud, you get a powerful all-in-one communications and customer experience platform that powers happy customer experiences. It's driven by an award-winning cloud-based platform with a flexible architecture for innovation and scalability, and its customer support features are easy to learn and use.

Whether you need to replace older cloud applications, or you are transforming your customer experience strategy, you'll see results fast and be well prepared for any new opportunities on the horizon.

Move to PureCloud

- No IT expertise needed to keep up with evolving technology
- Simple, modern interface meets employee needs and customer expectations
- Immediate access to new features through continuous deployment
- No long-term commitments with a pay-as-you-go subscription



The background is a solid, vibrant red. Overlaid on this are several thick, white, hand-drawn style lines that form a complex, abstract pattern. The lines are interconnected, creating various loops and curves that suggest movement and connectivity. The overall aesthetic is modern and dynamic.

About Genesys

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.



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