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GSN GenesysCloud Service

Playbook 2020

Genesys Cloud™

Helping organisations create value in every interaction.

Contents

GSN GenesysCloud Service

The GSN GenesysCloud Service is ideal for organisations wanting an affordable and quick to deploy Contact Centre solution. It is a fully featured, configurable solution delivered with the simplicity of the cloud, enabling you to delight customers with rich personalised experiences.

It is the ideal solution for contact centres with 10 to 500+ seats. Fast and easy to configure, all you need is internet access to get started.

The GSN GenesysCloud service combines the advanced capabilities of Genesys the world's leader in omni-channel contact solutions with local GSN expertise and support to give you a personalised service with global scale.

With a local expertise GSN can respond to your needs quickly – whether that be feature development, bespoke customisations, service & support, training or simply expert advice.

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Why GSN GenesysCloud Service?

Enhance your Customer Experience

Delivering a consistently great customer experience requires a modern solution that brings together expertise, innovation and mature processes.

The GSN GenesysCloud service:

- Enables your customers to interact with you across multiple channels: voice, SMS, email, web and social.
- Provides a fully featured solution out-of-the-box, including auto-attendant, speech enabled IVRs, call routing, call-back, and reporting.
- Integrates with your CRM so that you can provide personalised, context aware, experiences.
- Leverages AI to enable accurate demand management and forecasting of valuable people resources.
- Supports continuous improvement through employee performance and quality management.
- Provides 24/7 self-service experience with chatbots to handle simple customer enquiries or tasks, and initiates context aware transfers to agents for high value interactions.

Quick to deploy, scalable and evergreen

Fast and easy to configure, all you need is internet access to get started.

- GSN GenesysCloud Service can be set up in days, not months. There is no hardware/software installation or integration.
- Fully hosted through Amazon Web Services (AWS) removes the need for on-premise equipment, support and maintenance.
- A simple and consistent experience for Agents no matter where they are working - office or at home. All you need is Internet access to get started. Agents can simply plug a headset in and start using the solution straight away.
- Scales with your business. Easy to manage the addition of new features or end-users (from 10s-to-100s at a time).
- Range of flexible pricing options – month-by-month or annual in-advance. Together with low set-up costs, the GSN GenesysCloud Service provides a fully featured contact centre solution with low TCO.
- Together with GSN (BYOC) Cloud Carriage you can get your voice carriage set up at the same time. No delays in waiting around for others to get connected.
- A strong roadmap of feature development from both Genesys and GSN that can be easily adopted in your business so you can keep up with ever changing customer expectations.

Why GSN?

Expertise & experience
From pioneering the Cloud Contact Centre in Australia 17yrs ago, GSN has continued to develop innovative customer solutions to businesses across Australia & NZ. The GSN team includes the industry's best Software Engineers, Natural Language Experts and Solution Architects from some of the world's leading technology companies.

Our customers trust us with over $500m of value and 40m interactions every year.

Focused on your outcomes
As an independent business, GSN is 100% focussed on understanding and meeting the needs of our customers. We balance your needs with customisation, innovation and total cost of ownership to provide a recommendation that is right for your business.

With this expertise inhouse we can undertake the simplest to the most complex customisations to ensure the solution meets your needs.

Combined global strength of Genesys with the local support of GSN
As a Genesys partner we combine the global capabilities of the world's leader in omni-channel contact solutions with local expertise and support to give you personalised service with global scale. Being local also means that we can respond to your needs quickly – whether that be development, service, training or simply expert advice.

Roadmap of innovation and award-winning partners
With our award-winning partners we continue to design and deliver the latest customer engagement solutions specifically for the Contact Centre space. We combine the best of the GenesysCloud roadmap, together with industry leading applications and solutions, so that your business can continue to keep up with ever changing customer expectations.

Simple & cost-effective network connectivity
The simplicity of one point of contact for your entire solution, including voice carriage, to get you going quickly and make ongoing support easy.

Our "GSN (BYOC) Cloud Carriage" Service can be rapidly provisioned at the same time as our GSN GenesysCloud Service meaning we get your business working from the cloud quickly. This means no waiting around for others to connect your voice carriage.

Features & Benefits

Agent experience

	Features	Benefits
Agent	• A single interface to manage customer interactions across channels • Scripting, document access and canned responses • Agent assistance with full or partial automation options	• An easy-to-use dashboard helps agents work more efficiently • Improve quality and timelines of agent responses • Personalisation and simplification of customer engagement
Inbound Routing	• Auto-attendant for call routing based on customer touchphone input • Voice, email and chat communications can be routed through the same queue • Skills-based routing based on staff proficiency and call priority • Open APIs – predefined adapters to integrate with supported CRM solutions like Salesforce, Zen Desk and MS Dynamics	• Automates initial contact to save time and reduce the load on your staff • Agents can efficiently handle interactions from all channels, and easily switch to the channels with the highest incoming queries • Send the call to the most skilled agent, or according to call importance • Pushes call context so agents can identify customers, personalise contact, or provide a premium service to valued customers
Workforce Management	• Real-time adherence. Compare agents' current status against scheduled work time • Intraday monitoring. View and monitor the difference between original forecasts and what occurs in the day in real-time • Historical adherence. See how well agents have followed their schedules in the past • View an agent's schedule. Agents can access their schedules from the agent dashboard, create and view time off requests, and see if they are adhering to the schedule	• Configure management units, set up activity codes, and manually create schedules • Additional licensing offers you more robust features, including short-term forecasting, load-based schedule generation, administration, and time off against scheduled work-time

Customer experience

	Features	Benefits
Quality Management	• Interaction recording • Real-time monitoring • Search tools to locate recorded interactions • Track, replay and store inbound/outbound interactions via interactive dashboards	• Assess agents and train them in areas where they need to improve • • Enhance customer experience and speed of resolution
CRM Integration	• GenesysCloud for Salesforce offers advanced call controls inside the Salesforce CRM system. Features include basic call log support, click-to-dial, screen pop, and more • Genesys Cloud for Zendesk offers advanced call controls for the Zendesk CRM system. Features include basic call attribute support, click-to-dial, screen pop, and more • Microsoft Dynamics 365 data actions provides static actions and allows you to create custom actions for data in Microsoft Dynamics 365. Use these data actions to make routing decisions within your interaction flow in Architect, present information to your agents in Scripts, or to act on data in other ways	• Continue to use the platform your people know • No extra CRM investment needed • Adaptable – APIs integrate with most CRM systems • Save time on customer look-up • Personalise service by having customer history on hand • Provides a unified view to save time and effort
Customer Survey	• Web surveys allow you to invite a customer to provide feedback about a previous interaction with your call center. After an interaction, GenesysCloud sends the customer an invitation email containing a link to the survey. • GSN is able delivery Genesys or CentraCX survey capabilities with your Genesys Cloud Contact Centre.	• Surveys allow managers to evaluate agents and interactions to improve the contact center experience. Managers can also coach agents to improve agent performance.

Digital channels

Features	Benefits
Interactive Voice Response (IVR) • Cloud-hosted platform • Simple point and click control with a web-based tool • Support for voice and touch phone interactions, plus text to speech • Integrated IVR and contact centre capabilities	• No costly set-up or integration required. Scale up / down based on demand • Simple configuration – pre-built templates mean no coding/technical skills or professional help needed • Easily create and modify your own IVR scripts • Use the best interaction method – Directed Dialogue or Touchtone • Provide a seamless interaction journey for your customers and more personalized service • Have cost certainty as well as flexibility to meet increased call volumes
Webchat and Email • Seamless integration with your corporate email and chat servers • Customers can email or chat with staff using standard response templates • Asynchronous chat and messaging platform integration	• Add new communications channels with minimum time and effort • Enables customers to communicate with you in the way they prefer
AI powered Bots • GenesysCloud offers voice and chatbot integrations for use in architect interaction flows • Amazon Lex – integration allows BOTs to interact conversationally with customers. Amazon uses Natural Language Understanding (NLU) to interact with a user speaking conversationally* • Google Dialogflow integration allows BOTs to interact conversationally with customers • Genesys Predictive Engagement offers advanced routing, auto-response and AI capabilities that provide customised chat solutions to customers	• Call on a chatbot to handle interactions • When a customer can speak naturally, your company can better understand the customer's intent and more quickly route the call to a highly skilled agent or respond with self-service responses • With the evolving functionality of artificial intelligence tools such as Alexa, Siri, and the like, conversational interactions with computers have become mainstream. Contact centres are a natural progression into this world of virtual assistants • Use Genesys predictive engagement features to monitor engagements, predict behavior, and respond according to configured action maps

Reporting and Analytics

	Features	Benefits
Real-time Analytics	• Interactive dashboards and views display real-time metrics for the contact centre, queues, agents, and interactions • Statistics of queues across channels in real–time • Up-to-the minute staff response times, types of queries and more • Real-time and historical performance statistics for queues in your organisation • Ability to specify daily, weekly, or monthly views	• Quickly assign priority to channels with high usage at any given time • Identify areas of customer delays or frustration and quickly rectify • Easily customise views and reports to suit your needs • Access reports from anywhere you have internet access
Historic Reporting	• Easily schedule and run a wide selection of reports about interactions in PDF or XLS • APIs allow you to connect historical and real-time data to external sources	• Gain insight to continuously improve staff performance and customer service • Understand the performance of your contact centre • View reports from anywhere you have internet access
Performance Tools	• Assign agents to queues where needed • Monitor, coach, and offer supervisor assistance on calls	• Full visibility and control of agents from an easy-to-use interface • Fine-tune staff performance and service • No need to install software • Flexibility to supervise and coach staff when you're on the move • Send the call to the most skilled agent, or according to call importance • Pushes call context so agents can identify customers, personalise contact, or provide a premium service to valued customers

Built on reliable technology

	Features	Benefits
Security	• PCI DSS 3.0 Level 1 – Secure Pause and Secure IVR have been validated by an external Qualified Security Assessor as Level 1 PCI DSS-compliant. Both Secure Pause and Secure IVR are certified for PCI Compliance with either local Edge devices or with virtual edges and Contact Centre Genesys Cloud Voice in any deployment region. • SSAE 16 Type II – financial records and reporting standard • SOC 2 Type II and/or ISO 27001:2013 and ISO 27018	• Confidence knowing the platform meets key industry standards to keep interactions secure and private
High Availability	• 99.95% target availability	• GenesysCloud uses microservice architecture on Amazon Web Services (AWS). Each microservice operates independently, providing extremely high levels of stability and reliability
Choice of Network Models	• Fully hosted model – fully integrated with GSN's carrier-grade SIP network, so calls can be delivered over the PSTN to a fixed landline number • The WebRTC (softphone) option only requires internet access • Staff desktops and data are accessed via the public internet • We also offer dedicated network models to connect your network/dedicated GSN SIP Trunks	• Ready-to-go – no dedicated network or complex data and voice design required

Choose from annual or month-to-month plans

Flexible pricing options designed to help you purchase only the capabilities you need. If you want to scale down or upgrade at any time, we make it easy.

	Features	Benefits
Month-to-Month	• Simplicity of month-to-month billing per seat • Automatically extended each month at current pricing	• No lock in contract
Annual Month-in-Advance	• Annual upfront pricing per seat, monthly payment, price certainty	• Reduced cost compared with month to month agreement • Monthly in advance payment schedule • Protection from price variation during contract period • Ability to spread cost across the whole year • Overages paid in arrears
Annual-in-Advance	• Annual upfront pricing per seat with the ability to burst capacity on demand, price certainty	• Best pricing • Protection from price variation during contract period • Single payment for services • Overages paid in arrears

Three models to choose from

Three different plans to meet your business needs and give you more flexibility.

	Features	Cloud 1	Cloud 2	Cloud 3
Inbound	Inbound Voice Routing	●	●	●
	Voicemail	●	●	●
	Callback (IVR & web)		●	●
Self-Service	Speech Enabled IVR	●	●	●
	Voicebots	●	●	●
	Chatbots		●	●
Outbound	Basic outbound campaigns	●	●	●
	Advanced outbound campaigns		●	●
	Inbound/outbound blending		●	●
Digital	Unlimited chat & email routing		●	●
	Co-browse & screenshare			●
	SMS & messaging app routing			●
Workforce	Unified communications	●	●	●
	Interaction recording	●	●	●
	Screen recording			●
	Quality Management and compliance		●	●

Three models to choose from

Three different plans to meet your business needs and give you more flexibility.

	Features	Cloud 1	Cloud 2	Cloud 3
Insights	Real-time & historical views	●	●	●
	Historical reporting	●	●	●
	Performance dashboards	●	●	●
Integrations	CRM integrations (SF, Zendesk, Dynamics)	●	●	●
	Platform APIs	●	●	●
	AppFoundry marketplace	●	●	●
GSN Cloud Carriage	⟵⟶ ▪ Inbound ▪ Outbound ▪ TFNs, DIDs ▪ Mobile numbers ⟵⟶			

Value-Added Services
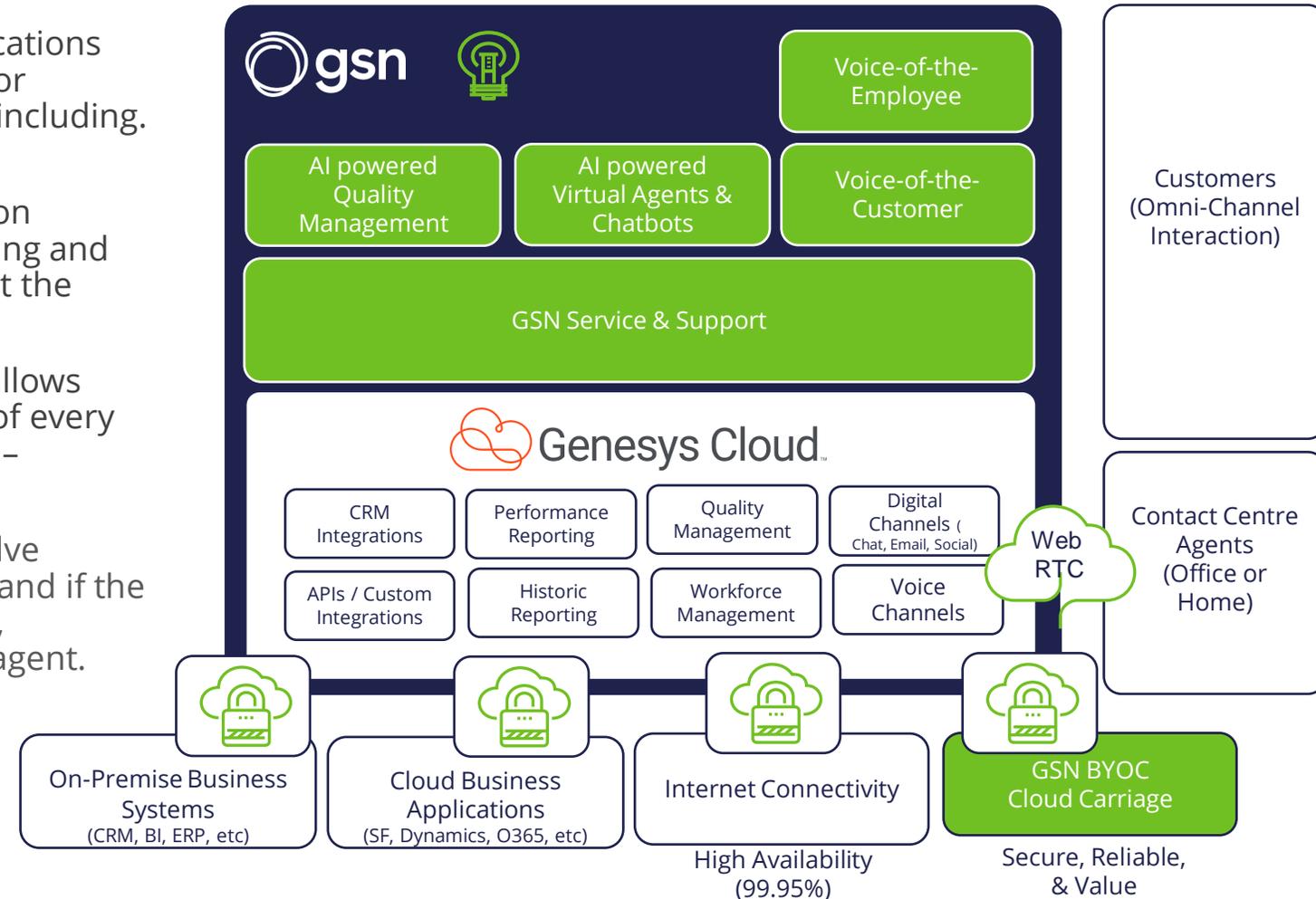
GSN GenesysCloud Ecosystem

GSN offer a broad range of award-winning applications that are built for Contact Centres and available for integration with the GSN GenesysCloud Service, including.

- AI powered **Voice-of-the-Customer**: enables organisations to Collect, Understand and Action customer feedback. Combines machine learning and human intelligence to put customer opinion at the center of your business.

- AI powered **speech and sentiment Analytics**: allows companies to quickly understand the quality of every customer interaction across three core pillars – communication, conduct and compliance.

- AI powered **Chatbots and Virtual Agents**: resolve common customer enquiries or tasks – fast – and if the customer interaction becomes more complex, seamlessly transition your customer to a live agent.

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Voice-of-the-Employee

AI powered Quality Management

AI powered Virtual Agents & Chatbots

Voice-of-the-Customer

GSN Service & Support

Genesys Cloud™

| CRM Integrations | Performance Reporting | Quality Management | Digital Channels (Chat, Email, Social) |
| APIs / Custom Integrations | Historic Reporting | Workforce Management | Voice Channels |

Web RTC

Customers (Omni-Channel Interaction)

Contact Centre Agents (Office or Home)

On-Premise Business Systems (CRM, BI, ERP, etc)

Cloud Business Applications (SF, Dynamics, O365, etc)

Internet Connectivity

GSN BYOC Cloud Carriage

High Availability (99.95%)

Secure, Reliable, & Value

Customer Terms

Things you should know.

There are a number of important Customer Terms you should know:

- IVR for GenesysCloud has an included number of minutes (based on your GenesysCloud license type and number of licenses) in your plan. Any additional usage above the included minutes are charged on a per minute basis.

- Based on your subscription plan, you are allocated a monthly allowance of data storage. Any additional usage above the included usage is charged retrospectively. All usage can be monitored from the user interface.

- You need to acquire voice carriage either through the GSN (BYOC) Cloud Carriage Service or your own Dedicated (Edge) Voice Network.

- If you choose the GSN (BYOC) Cloud Carriage Service, you must use GSN Inbound Services (1800/1300/13 numbers) for the delivery of inbound calls.

- A minimum spend per month on a Genesys Cloud plan is required.

- Other variable usage charges may apply when you use other services such as Predictive Events, SMS or Bring-your-own technology, such as Google Dialog flow and Amazon Lex.

For more information, please contact us:

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