



Genesys Predictive Engagement overview

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Genesys Predictive Engagement is an AI-powered customer engagement solution that analyzes visitors' behaviors on websites, predicts the outcomes visitors are trying to achieve, and personalizes engagements to help visitors achieve those outcomes.

Proactively Engage visitors

Too often visitors abandon carts, customers remain frustrated on websites, or prospects leave websites without finding what they need. These scenarios lead to missed leads, lost revenue, and increased calls to the contact center. Through its use of artificial intelligence, journey analytics, and computer learning, Genesys Predictive Engagement allows you to engage with the right visitors at the right time, whether they be high-value customers or prospects. For example, if a visitor abandons their online shopping cart, Genesys Predictive Engagement proactively offers a chat to connect the visitor to a sales representative who can guide them through the purchase process. Genesys Predictive Engagement does more than just intelligently route calls. It ensures your resources focus on the most valuable and rewarding inquiries.

Provide the best assistance

Genesys Predictive Engagement helps agents and sales representatives provide the right level of assistance to prospects and customers:

- First, when a prospect or customer is on your website, Genesys Predictive Engagement uses journey analytics to match the prospect or customer to the appropriate segments. These segments identify the likely interests, shopping preferences, and buying behaviors of this customer based on similar previous customers.
- Next, when Genesys Predictive Engagement proactively offers a chat to the prospect or customer, it personalizes the chat using the insights from this data analysis.
- Finally, when a customer accepts a chat offer, the sales representative or agent has full visibility into the customer's journey up to that point. This information allows the sales representative or agent to better understand the customer's needs, connect with them on a meaningful level, and provide the needed assistance.

Tip

Genesys Predictive Engagement proactively offers a chat only when an agent is available to provide further assistance. Customers won't get frustrated waiting for someone who isn't there.

Improve over time

Over time, machine learning continues to adjust and improve the engagement model as Genesys Predictive Engagement engages with more prospects and customers.