Genesys Multicloud CX User Guide

Digital

9/7/2025

Contents

Describes Genesys Multicloud CX Digital.

Enabling personalized communications with your customers over digital channels is a critical requirement for an effective and empathetic contact center. From web and mobile chat, email and SMS to public social posts and third-party messaging apps, Genesys brings together an omnichannel agent desktop with consolidated routing and reporting to give you the tools to create the best agent and customer experiences.

Chat

Genesys Advanced Chat provides both live and asynchronous assistance to your web and mobile customers, allowing for long-lived meaningful conversations. Advanced Chat includes the ability to send and receive emojis, images, and other files, plus it integrates seamlessly with our chatbot solution and Genesys Predictive Engagement for proactive invitations to chat.

Email

Genesys Email allows our customers to effectively capture, manage, and respond to customer email inquiries with the same routing, agent desktop and reporting as your Genesys Multicloud CX voice interactions. Genesys Email uses your business rules and defined SLAs to categorize and constantly re-prioritize your backlog of messages before routing them to the best available resource.

SMS

Genesys SMS provides a convenient way for enterprises to engage with customers over a fast and easy channel. Use short codes, local, and toll-free numbers to communicate to any phone, anywhere in the world. Also includes support for multimedia messaging (MMS) to enhance your SMS conversations.

Web callback

Web Callback enables end consumers to click on a "request callback" link on a website, input data on a webform, and request a callback from the customer either immediately or at a scheduled time. Callback reporting provides active (real-time) and analytic (historical) views of how effectively your callback strategy is meeting consumer needs.

Co-browse

IMPORTANT NOTE: Genesys Co-browse is available only to existing customers who currently subscribe to the service. Customers wishing to add a co-browsing service to their Genesys Multicloud CX subscription should contact their Genesys representative for available options.

Genesys Co-browse lets consumers and customer service agents conduct co-browsing sessions that, in conjunction with real-time chat or phone support, enable more effective and personalized online assistance. By being able to view what online consumers are seeing, the agent can help with everything from resolving shopping questions to completing forms and applications.

Widgets

Genesys Widgets provides a library of configurable, extensible, dynamic, and context-aware business widgets, which incorporate the user interface, business logic, and connections to your backend Genesys Multicloud CX Services. Genesys Widgets can be used on websites and in web applications to provide a personalized experience for your consumers:

- Web and Mobile Chat
- Callback
- Click-to-Call
- Co-browse

Social Engagement (Facebook and Twitter)

There's no getting around it – customers today are talking about your business on social media – either hoping to interact with you directly or sharing opinions with others about their experiences with your business. Genesys Social Engagement allows companies to:

- Manage and reply to comments on public posts that need attention, including Twitter handles and mentions.
- Conduct private conversations across Facebook Messenger & Twitter Direct Messaging.
- Handle public-to-private conversations for higher customer satisfaction.

WhatsApp Messaging

Manage long-lived, asynchronous WhatsApp interactions in your Genesys Multicloud CX solution to offer customers the convenience of messaging within the fastest-growing messaging channel in the world. Supports outbound template messages, bots, and linking to existing customer profiles.

Genesys Predictive Engagement

Genesys Predictive Engagement uses machine learning and AI to build predictive models in real time to segment visitors, prospects, and customers into Personas to determine the ideal moments to engage with them. Currently, Chat and Content Offers are supported. Create your desired business outcomes and action maps to support personalized proactive engagement. To learn more about Predictive Engagement, visit the Resource Center.