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## Genesys Multicloud CX User Guide

Inbound

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Describes Genesys Multicloud CX Inbound.

Genesys Inbound enhances your contact center infrastructure, empowering you to create an optimal experience with every interaction. Genesys Inbound is the right contact center infrastructure to seamlessly connect and interact with customers.

## Inbound Voice Routing and Traffic

Using operational parameters and rules, administrators can control both custom routing strategies installed at the time of provisioning, and pre-defined templates made available with the service. The customer's contact center hours of operation are an example of an operational parameter that can be configured by administrators.

The inbound voice IVR service includes standard DTMF signaling and supports advanced options including Text to Speech (TTS). Automatic Speech Recognition (ASR) is currently available for Genesys CX on AWS and will be available in Q3 2021 for Genesys CX on Azure.

With the rich control afforded by operational parameters and rules, administrators have a web-based mechanism to control the service in near real time. More complex routing changes may require either a Move/Add/Change/Delete (MAC/D) Services Order (placed with Customer Care) or a Statement of Work (SoW) through Professional Services, depending on the complexity of the requirement.

Routing Analytics provide the ability to view, in near real time and historically, the effectiveness of your routing applications to better understand your customer experience.

Throughout the lifecycle of the service, the Genesys Multicloud CX Customer Portal (also known as Portal) will evolve to allow more customer administrative and routing changes to be made without a MAC/D Services Order. Customers will always have the option of engaging Professional Services (via a SoW) to make more complex changes.

## Post-call Voice Survey

The Voice service includes an integrated and simple-to-engage voice survey option that allows for reliable measurement of customer satisfaction through post-call surveys that include the ability to capture and report on metrics related to the user experience.

## Private and Group Voicemail

Genesys Voicemail enables group and personal voicemail. Features include the capture of messages,

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playback, deletion, and storage, as well as a Message Waiting Indicator on the Agent Workspace. Email notification is also supported.

## Queue Callback

The Genesys queue callback service allows consumers to request a callback when they are in queue, either as soon as possible, or at a scheduled time. Callback reporting provides active (real-time) and analytic (historical) views of how effectively your callback strategy is meeting your customers' needs.

## Designer (Voice and Digital)

Genesys Designer provides a simple intuitive web-based interaction flow design tool. It supports both self-service and assisted-service call flows and digital flows. Designer includes predefined routing blocks to support after-call voice surveys as well as immediate and scheduled callback. This same administration tool also provides support for managing operational parameters and announcements.

## Predictive Routing with Designer

Predictive Routing with Designer determines the best possible match between waiting interactions and available agents by drawing on accumulated agent and interaction data, analyzing interactions and outcomes, and generating models to predict outcomes.

## Designer Omnichannel Applications

Build your self-service and routing applications once and point the application to voice, chat, email, and other digital channels.

## Context Routing

Genesys Context Routing allows businesses to access their customer data to personalize the voice, IVR, and digital routing experiences for their consumers.

Most common use cases:

1. **Observed Customer Preference** – Personalize IVR menus based on customer preference.
2. **Customer Value Segmentation** – Provide specialized routing or menus based on customer value.

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- 3. **Campaign Response** – Recognize when an interaction is in response to an outbound campaign.
- 4. **Third-Party Activity** – The routing application checks a third-party for service status – like cable router offline. For phone calls, the customer can bypass standard IVR menus and get routed to the right agent based on the type of issue.