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# Genesys Multicloud CX User Guide

Outbound

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Describes Genesys Multicloud CX Outbound.

Designed to meet the needs of the business user, Genesys Multicloud CX Outbound provides advanced control capabilities for outbound users.

## Voice Outbound

The Genesys Multicloud CX-based dialer lets you develop sophisticated outbound contact strategies that leverage preview, predictive, and progressive dialing.

- Preview Dialing – Distribute calls from a list to the agent’s desktop on request.
- Progressive Dialing – Initiate an outbound call when an agent is available and no calls are in queue.
- Predictive Dialing – Leverage a predictive dialing algorithm to pace outbound calls, including compliance, auto pacing, and unproductive call filtering (voicemail, busy, disconnected numbers).
- Blending Inbound/Outbound – The dialer supports the blending of inbound calls and outbound campaigns, allowing agents to balance their time in a manner that delivers higher customer satisfaction and service levels.
- Outbound Automated Voice Messaging – Automated message notification service enables you to proactively notify customers about upcoming appointments, prescription availability, or other key events.

Separate provisioning fees will apply for Genesys to create and manage outbound dialing campaigns and enable blended inbound/outbound dialing on the customer’s behalf.

## Proactive Outbound – SMS and Email

Genesys Outbound SMS and Email supports automated one-way and interactive text or email message campaigns to customers without involving an agent. Included is the ability to create standalone message campaigns or sophisticated multi-channel, blended outbound campaigns using Dialer, Outbound IVR, Text and/or Email channels that leverage escalation capabilities based on the results of previous contact attempts. Campaigns can be scheduled in advance or individual messages can be sent on demand. Both email and SMS messages can be personalized.

For SMS, Genesys supports short codes, text-enabled toll-free numbers, long codes, and alpha sender IDs.

Outbound SMS and Email can be used for marketing and sales promotions, proactive status notifications, collections efforts, and interactive surveys.

When used in conjunction with the inbound SMS and Email routing services, customer responses to

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proactive email and SMS messages can be routed to an appropriately skilled and enabled agent to continue the conversation.