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Genesys Multicloud CX User Guide

Self-Service and Automation

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Contents

- [1 Enterprise IVR](#)
- [2 Platform as a Service \(PaaS\) IVR](#)
- [3 Chatbots Support](#)
- [4 Voicebots Support](#)

Describes Genesys Multicloud CX Self-service and automation.

Using self-service and automation capabilities in your contact center allows you to automate all or part of a customer interaction with your business. This makes your contact center more efficient and streamlines the customer experience. Designer integrates third-party bot capabilities for voice and digital interactions, and Genesys IVR for voice interactions.

Enterprise IVR

The Genesys Multicloud CX Enterprise IVR solution delivers rich self-service IVR capabilities that are authored in Designer. Designer includes a set of web interfaces to enable administrative control, and provides both call and application reporting. Genesys Multicloud CX self-service customer engagement solutions are solely based on IVR, without agent engagement; however, the solution is designed to integrate with the customer's standard call routing and computer telephony integration (CTI) systems to provide an integrated caller experience when self-service becomes assisted service and callers opt to speak to an agent.

Platform as a Service (PaaS) IVR

The Platform as a Service IVR solution provides similar self-service capabilities to Enterprise IVR, including speech recognition and text-to-speech services. However, PaaS IVR enables the customer to continue to use their existing on-premise applications and tools. Calls are placed to the Genesys Multicloud CX platform, and customer applications are retrieved at runtime by the PaaS IVR platform. The customer retains application development, reporting, and back-end integrations on their own premises. PaaS IVR can help customers take a measured step towards Genesys Multicloud CX, while continuing to maintain their own application tier. PaaS IVR also enables customers to perform phased migrations to Enterprise IVR.

PaaS IVR supports pure self-service, as well as call transfer to a customer demarcation point. Subsequent routing to customer-hosted assisted service (agents) is handled by the customer. PaaS IVR can also support routing to Genesys Multicloud CX agents, enabled through a Professional Services engagement. PaaS IVR includes administrative and reporting capabilities.

PaaS IVR supports the Genesys Intelligent Automation platform as a premise application server. Other VoiceXML-compatible premise application server platforms can be used as well. Contact Genesys Product Management for details.

Chatbots Support

Customers may use Designer to create a chatbot using Amazon Lex, Microsoft Luis or Google Dialogflow. With Genesys chatbots, you can:

- Automate tasks and assist with queries across multiple channels—web, mobile, social, SMS, and messaging apps
- Alleviate strain on your contact center employees while improving the customer experience and controlling costs

Chatbots can be configured and handed over to an agent within business hours or offer a callback when outside of business hours or at busy times.

Voicebots Support

Voicebots provide AI-driven natural language understanding, allowing rich self-service of voice interactions. Voicebots increase self-service containment and enhance the customer experience through natural language. Voicebots support includes:

- AI-driven Natural Language Understanding
- Third-party speech-to-text, text-to-speech and intent determination
- Designer support for:
 - Amazon Lex
 - Google Dialogflow
- Mix and match native and third-party bots even within a single interaction