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Genesys Predictive Engagement for Genesys Cloud CX Solution Guide

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Genesys Predictive Engagement integrates with Genesys Cloud CX to provide an AI-powered customer engagement solution that:

- Analyzes customer behavior on websites
- Predicts the outcomes customers are trying to achieve
- Personalizes customer engagements in real time to improve the customer experience and optimize business outcomes

Solution overview

About Genesys Predictive Engagement

Genesys Predictive Engagement analyzes the real-time behavior of prospects and customers, using machine learning and AI to drive the best next step in their journey. Understanding patterns such as sales abandonments or churn risk, it triggers the action in the ideal moment that optimizes your business outcomes and your customers' experience. For example, Predictive Engagement can trigger automated or agent-assisted web messaging or web chat offers. It can also trigger automated content offers.

Predictive Engagement can:

- Evaluate who to engage with now, and who can wait
- Engage customers at the right moment and in the right way
- Extend customer engagement beyond digital channels easily, with visibility throughout the journey
- Evolve as customer behavior changes to optimize outcomes dynamically

For more information, see Genesys Predictive Engagement in the Shared Resource Center.

About Genesys Cloud CX

Genesys Cloud CX is an all-in-one contact center solution that allows you to connect with your customers through phone, email, chat, and social media in one seamless tool. It's a suite of cloud services for enterprise-grade communications, collaboration, and contact center management. Genesys Cloud CX is built on top of Amazon Web Services (AWS) and uses a distributed cloud environment that provides secure access with a marginal IT footprint. For more information, see the Genesys Cloud CX Resource Center.

About the integration

Genesys Predictive Engagement is a real-time journey analytics platform that observes and analyzes visitors on Genesys Cloud CX customer websites. It predicts the probability of visitors achieving a

desirable business outcome. Then, it offers the most appropriate and effective channel to help visitors complete their journey.

Administrators can configure and manage Genesys Predictive Engagement through Genesys Cloud CX. Administrators can also use the Live Now view in Genesys Cloud CX to see real-time information about visitors on your website and adjust configurations to meet your business goals.

An agent can pick up a customer interaction in Genesys Cloud CX and see the customer's journey on your website. This information helps agents understand where the customer might be struggling and provide a personalized response.

For more information, see About Predictive Engagement in the Genesys Cloud CX Resource Center.

Features and benefits

Genesys Predictive Engagement evaluates visitor behavior using real-time data, historical data, machine learning, and dynamic behavioral segmentation to understand intent. It predicts the outcomes customers are trying to achieve and personalizes engagements to help customers achieve those outcomes. It draws from segmentation and real-time outcome scoring to identify the ideal moment to engage. It then uses action maps to proactively connect the customer with the right resource at the right time to secure the desired outcome.

Feature	What it does	Benefits
Customer tracking	• Tracks what customers do and where they go on your website • Uses Genesys AI and machine learning to capture and analyze data in real time	• Improves your understanding of the effectiveness of your website • Provides insight into the needs of your customers
Customer segmentation	• Classifies customers based on shared behaviors and characteristics • Uses dynamic behavioral segmentation and machine learning to identify which customers are likely to buy or abandon • Engages specific segments of customers during a single web session (session segments) or based on events that occurred during previous visits (customer segments - coming soon)	• Improves customer conversions • Provides a means to evaluate how well you are engaging segments of customers

Feature	What it does	Benefits
Action maps	• Determines when and how to engage with customers • Triggers based on any combination of segment, customer activity, or outcome score • Intervenes at key points in a customer's journey and presents a content, messaging, or chat offer	• Decreases support tickets • Reduces abandon rates • Lowers costs associated to agent-assisted interactions • Increases customer satisfaction through personalized service and targeted offers
Customer journey visualization (agents, administrators)	• Provides agents with visibility into a customer's journey across all channels • Provides administrators with a live view of who is active on your website currently, and other relevant information • Displays data to agents from external systems, such as package tracking systems	• Provides insight into a customer's questions, based on their searches • Improves an agent's ability to provide personalized service • Empowers agents to prioritize engagements
Outcome predictions and scoring	• Uses AI and machine learning to analyze traffic on your website to identify patterns of behavior • Predicts the probability of a customer achieving a specific business outcome based on previous and real-time web behaviors	• Allows agents to see what outcomes a customer achieved, or how close the customer is to achieving an outcome • Improves outcomes
Analytics	• Captures data about visits to your website • Captures data about action map performance • Captures billing and usage information	• Improves your understanding of the types of visitors who come to your website and usage trends • Helps you to optimize your website according to visitor demographics, location, and devices used • Provides insight into the effectiveness of your action maps (for example, does it trigger at the right time and how did visitors respond)

Feature	What it does	Benefits
		• Improves your understanding of your Genesys Cloud CX billing and usage, including usage charges for Predictive Engagement events

Prerequisites and pricing

Prerequisites

An administrator must fulfill the Predictive Engagement prerequisites before configuring Predictive Engagement.

Genesys Cloud CX domains

Ensure that your network configuration allows access to the required Genesys Cloud CX domains.

Supported browsers

Genesys Predictive Engagement supports the browsers listed in the Genesys Cloud CX system requirements.

Event pricing

An administrator deploys the Predictive Engagement web tracking snippet to your website, which starts the accrual of browsing events (typically a page view). Charges for Predictive Engagement are per event.

Data compliance and usage

Data compliance

Tracking sensitive customer data requires compliance with GDPR and other regulations. For the purposes of GDPR compliance, Genesys is a data processor on behalf of our customers who use the Genesys Predictive Engagement product. You are the data controllers of the personal data that you collect from your end customers.

For more information about how to adhere to GDPR consent requirements, should you identify consent as the most appropriate lawful basis for processing personal data, see:

- Genesys Predictive Engagement considerations
- Genesys Cloud CX and GDPR compliance
- Genesys Cloud CX GDPR API

Data usage

Genesys Predictive Engagement collects data about activity on your websites to gain insight into your website visitors. It uses machine learning and AI to analyze visitor-generated events (page views, searches, form-fills, and chats) to determine the probability of a specific visitor achieving a specific business outcome. For example, completing a purchase, signing up for a webinar, or filling out a form. Predictive Engagement bases its predictions on historical data combined with real time, one-to-one data.

For more information about the data that Predictive Engagement tracks, see About the data we track.

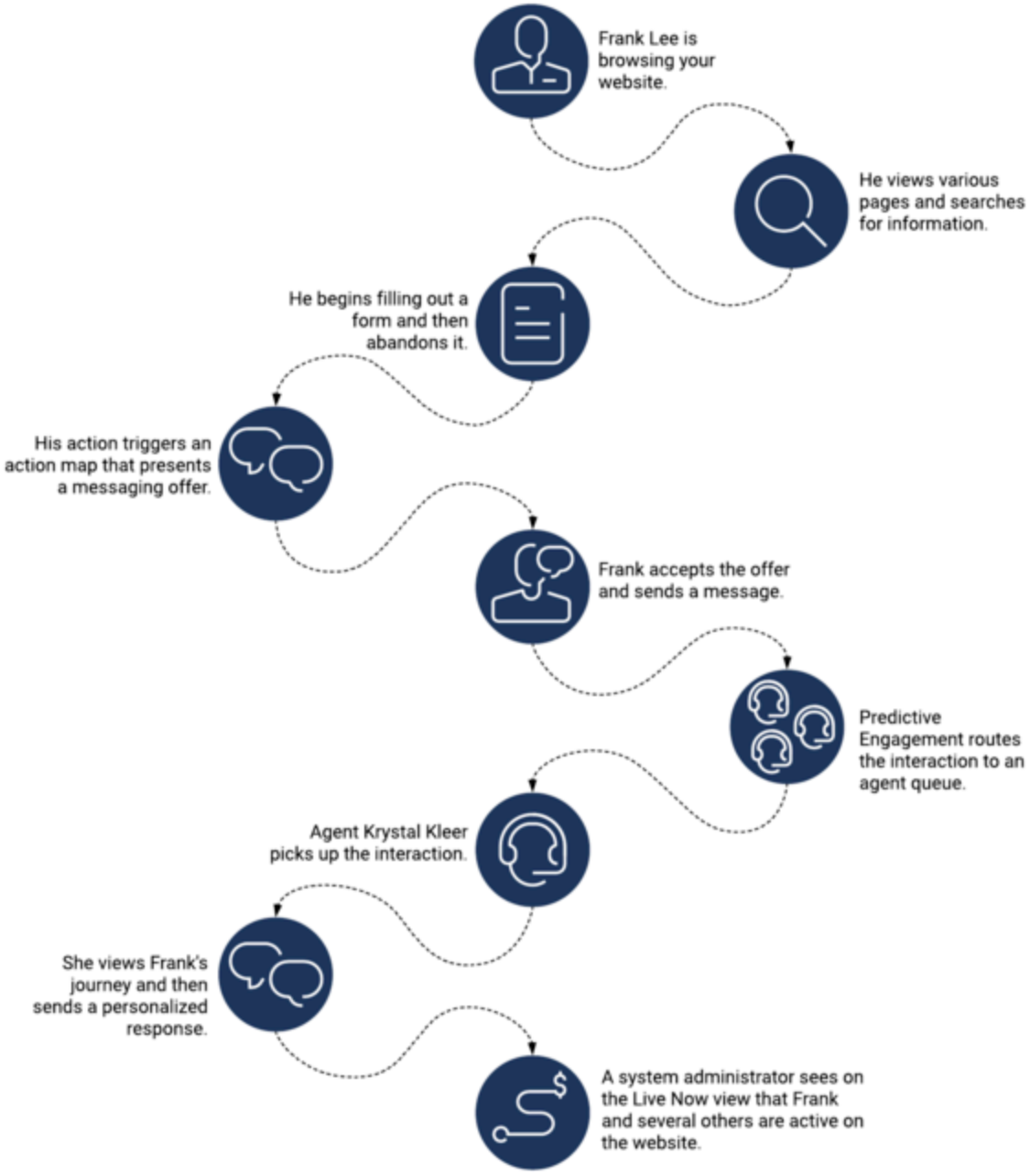
Get started

Following is a high-level overview for getting started with Predictive Engagement for Genesys Cloud CX.

1. Enable the Predictive Engagement feature (for more information, contact your designated Customer Success Manager).
2. Assign the appropriate permissions to your administrators, agents, and other Predictive Engagement users.
3. Create a configuration to define the appearance and behavior of the messenger window.
4. Define a deployment, assign the configuration to it, and then publish the deployment to your website.
5. Configure web tracking to track visitors as they move around your website.
6. Create segments to identify and classify customers based on their shared behavior and characteristics
7. Create outcomes to define the business goals to track and predict
8. Create content offers to encourage customers to complete a specific action
9. Configure action maps to engage customers through web messaging, web chat, or content offers

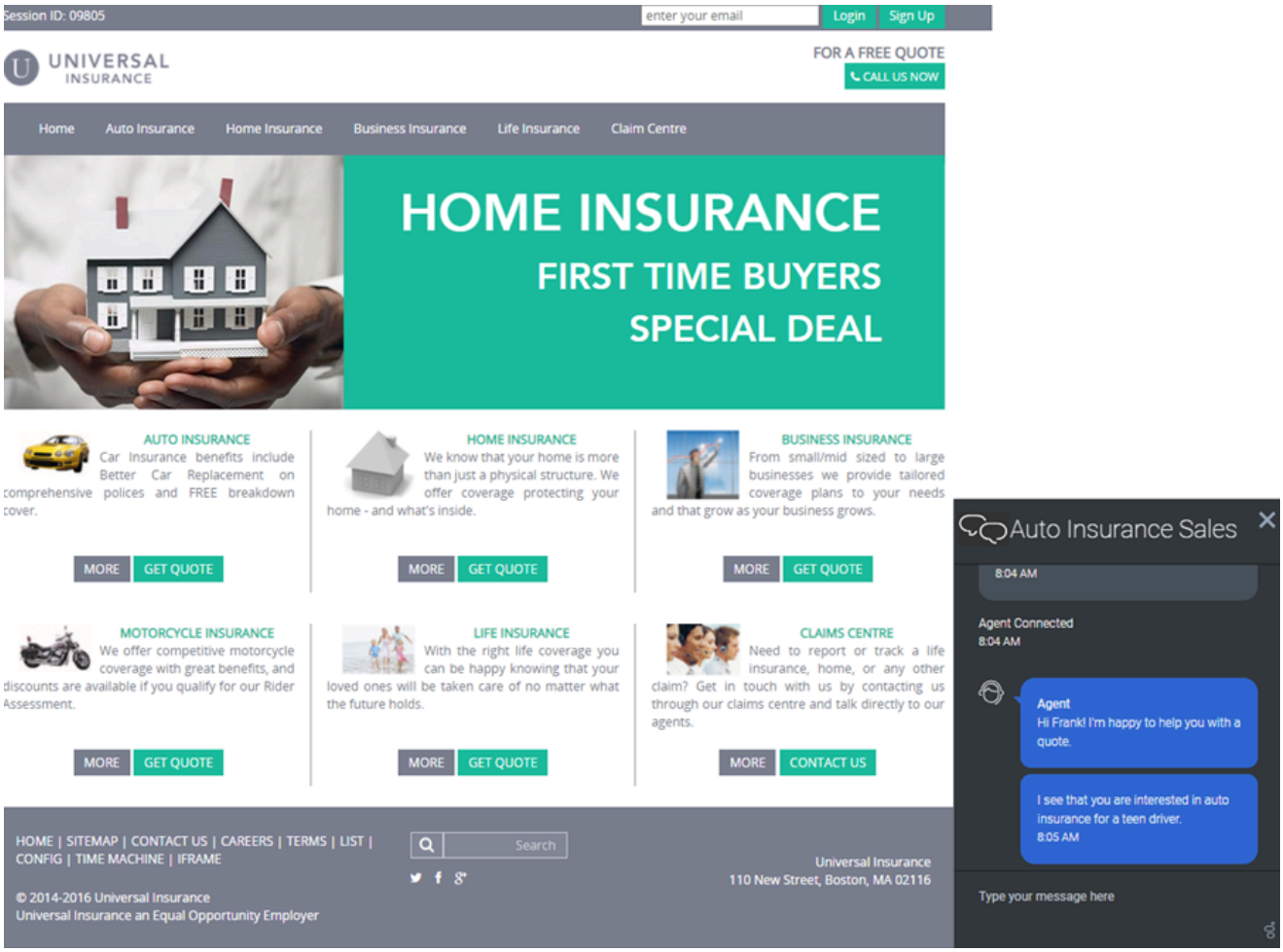
Example: Engagement scenario

Following is an example of an engagement with a customer.



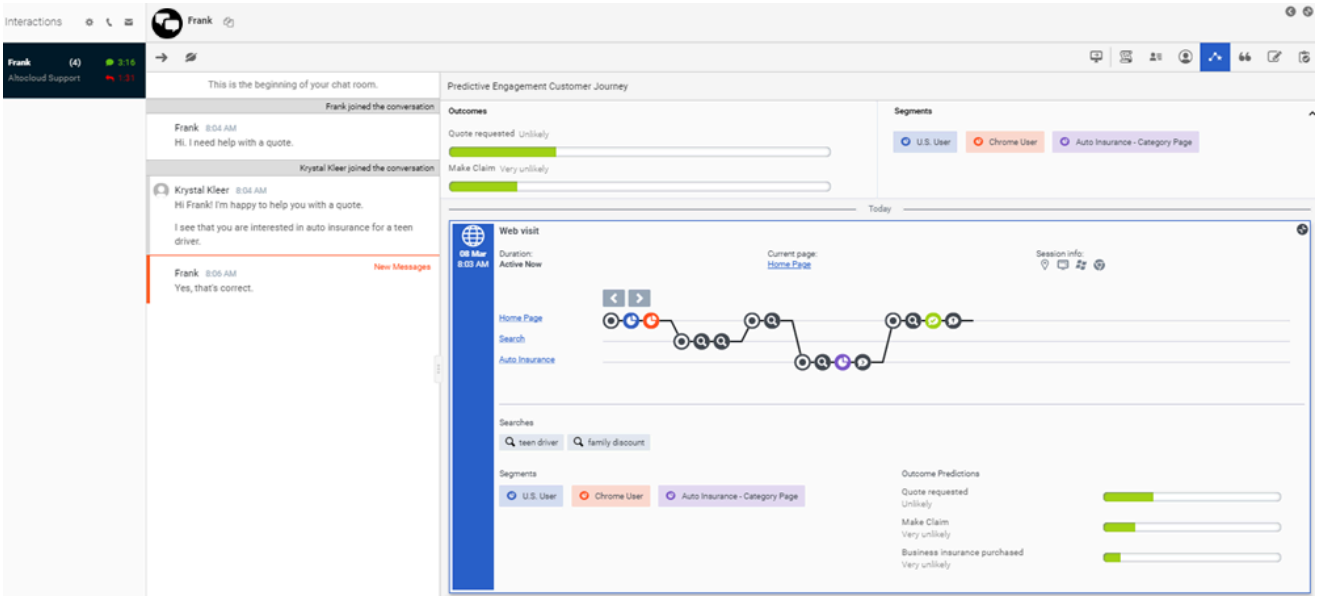
Customer's view

Following is the customer's view of the interaction on your website.



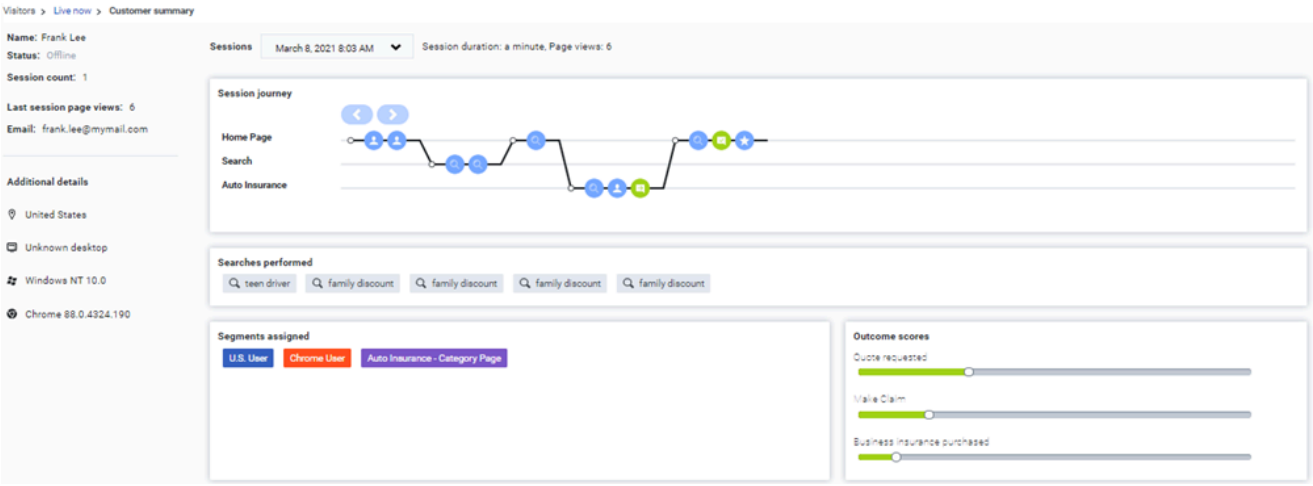
Agent's view

Following is the agent's view in Genesys Cloud CX of the interaction and the customer's journey.



Administrator's view

Following is the administrator's view in Genesys Cloud CX of the customer's journey in Live Now.

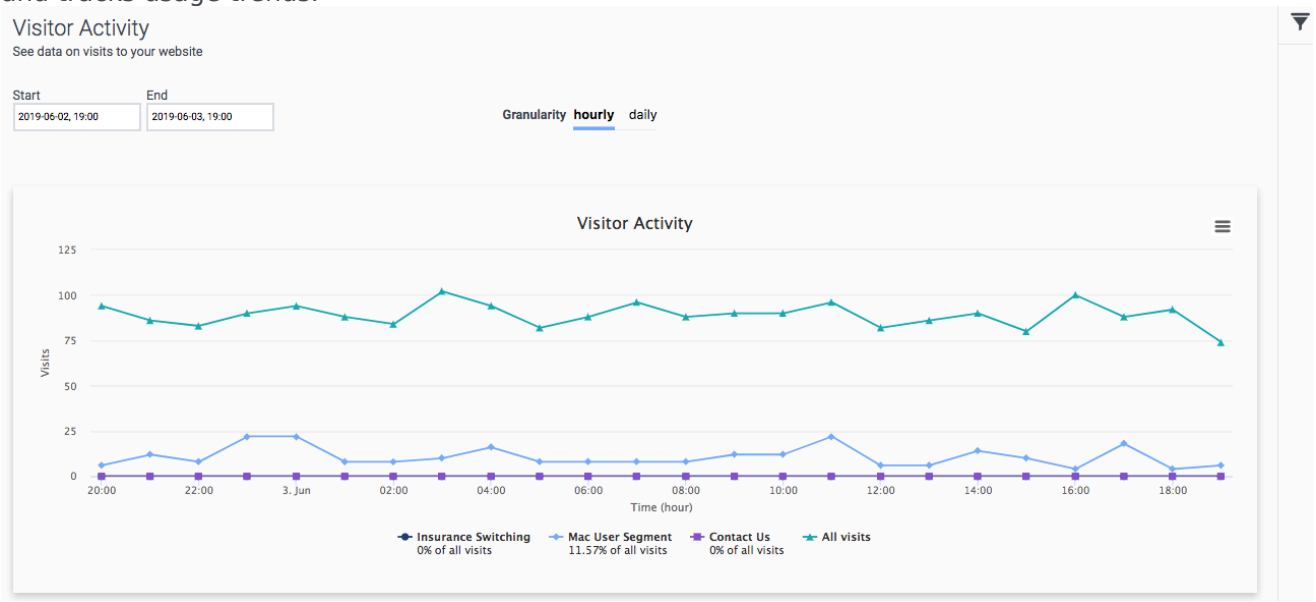


Reporting in Predictive Engagement

Genesys Predictive Engagement collects data from all your touch points over time to create a full and accurate picture of each customer. It tracks channel behavior and other preferences so that you can build business models driven by historical trends. The data allows you to spot patterns and use them to improve customer journey mapping.

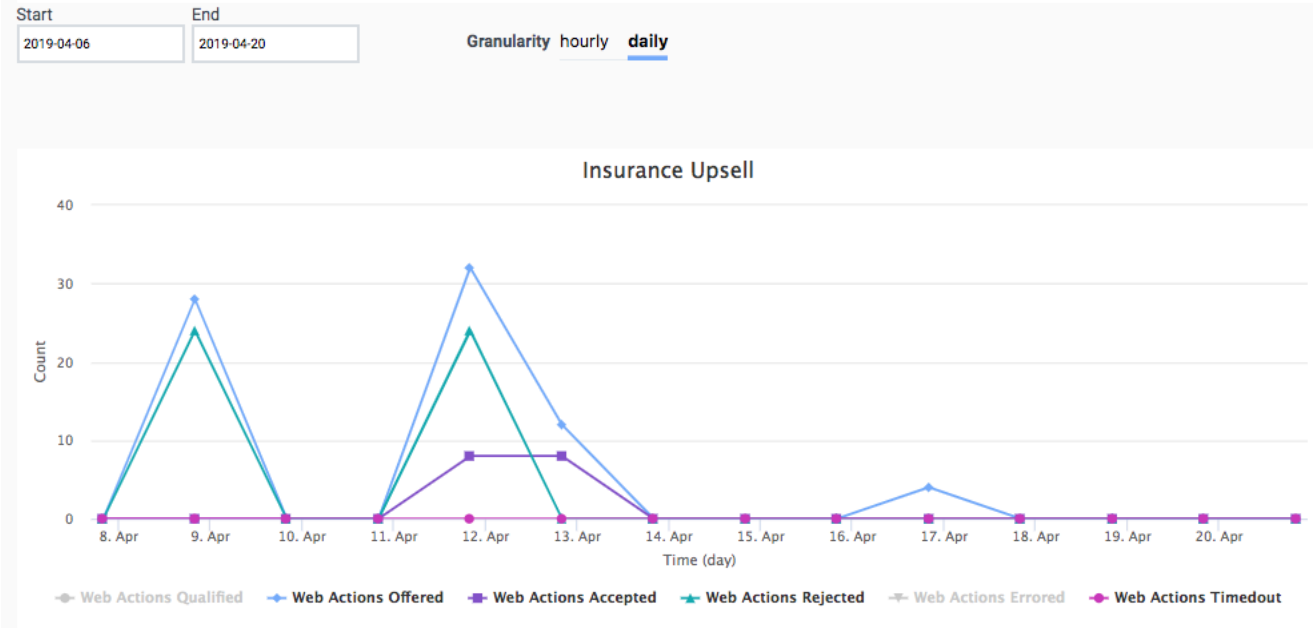
Visitor Activity

The Visitor Activity report shows the number of visitors on your website during a specific time period and tracks usage trends.



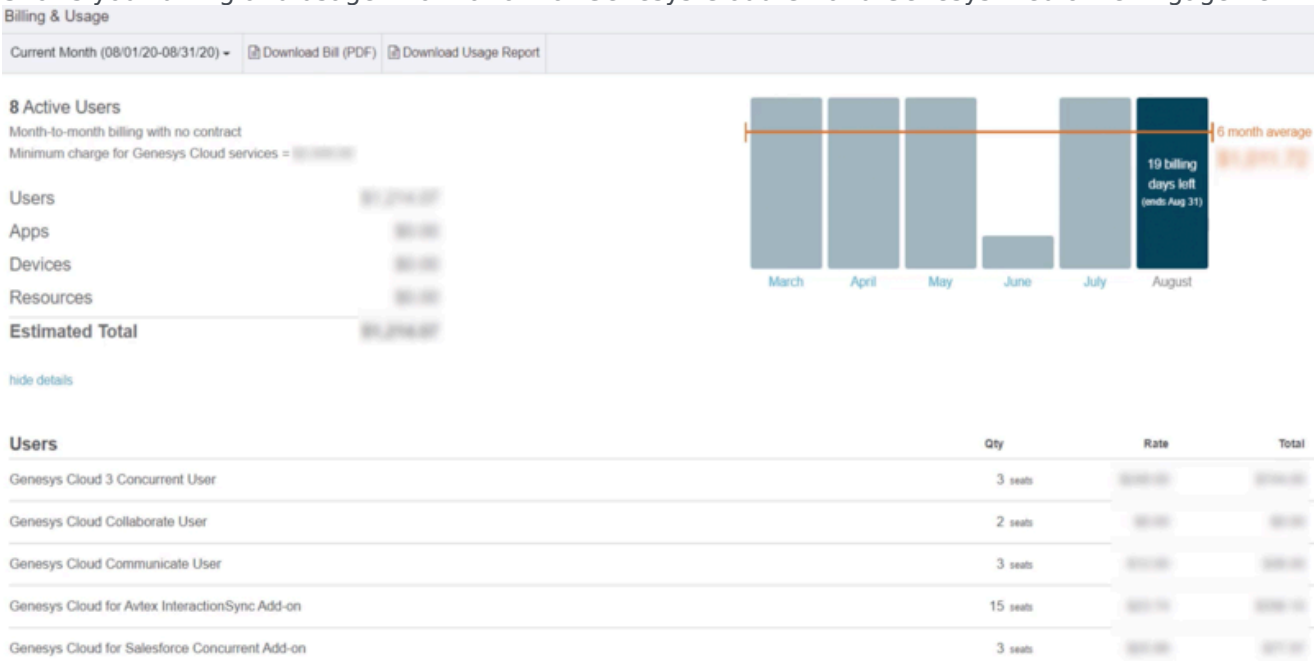
Action Map Performance

The Action map performance report provides insight into the effectiveness of your action maps.



Billing and usage

Shows your billing and usage information for Genesys Cloud CX and Genesys Predictive Engagement.



Reporting in Genesys Cloud CX

Predictive Engagement collects data from all your touch points over time to create a full and accurate picture of each customer. It tracks channel behavior and other preferences so that you can build business models driven by historical trends. The data allows you to spot patterns and use them to improve customer journey mapping.

Journey Action Maps view

The Journey Action Maps Summary view displays metrics about the effectiveness of your action maps. For example, the number of times an action map qualified to be offered to a visitor.

Journey Segments view

The Journey Segments view displays metrics on specific segments of visitors and how well you are engaging them. For example, the number of outcomes that were achieved by session segments and customer segments using an action map.

Journey Outcomes view

The Journey Outcomes view displays metrics on the outcomes of visitors achieving your business objectives. For example, the number of outcomes that were achieved by a visitor using an action map.

Third-party integrations

You can use Genesys Architect flows (webhooks) to create in-house and third-party integrations to provide real-time feeds.

Predictive Engagement also integrates with the following:

- Google Tag Manager to customize and deploy the Predictive Engagement tracking snippet or Messenger snippet
- Adobe Launch to customize and deploy the Predictive Engagement tracking snippet or Messenger snippet
- Adobe Experience Platform to look up a customer's profile and display richer contextual data to agents
- Salesforce to create leads from campaign-related web activity in Predictive Engagement
- Salesforce Lightning to allow agents to view customer journey data in Salesforce Lightning

Appendix

Genesys AppFoundry catalog

- Genesys Predictive Engagement

Documentation

- Genesys Predictive Engagement Administrator's Guide
- Genesys Predictive Engagement Agent's Guide
- Messenger JavaScript SDK in the Genesys Developer Center
- About Predictive Engagement in the Genesys Cloud CX Resource Center
- Genesys Predictive Engagement (CE37) for Genesys Cloud CX (use case)

Videos

- Administrator videos
- Event tracking videos
- Genesys Predictive Engagement (CE37) for Genesys Cloud CX
- The AI-powered contact center