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# Genesys Cloud CX Use Cases

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Sort or search the table to find the use case you want to view, then click the title.

ID	Title	Product Category	Subtitle
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"> BO01 Genesys Work Automation Digital Extend journey orchestration to back-office workflows"> CE07 Genesys Customer Authentication Self-Service and Automation Identify and verify customers in your IVR"> CE08 Genesys Voice Payment Self-Service and Automation Capture payments in your IVR"> CE11 Genesys Outbound Dialer Outbound Improve customer communications and increase sales conversion using powerful dialer capabilities"> CE12 Genesys SMS & Email Notifications Outbound Use SMS and email to send personalized, timely and relevant notifications to customers."> CE16 Genesys Email Routing Digital Route email interactions to the best skilled resource"> CE18 Genesys Chat Routing Digital Route chat interactions to the best skilled resource"> CE27 Genesys Co-browse Digital Extend web messaging, voice or chat interactions with Co-browse"> CE29 Genesys SMS Routing Digital Route SMS interactions to the best resource"> CE31 Genesys Chatbots Self-Service and Automation Use chatbots to automate customer conversations and seamlessly hand over to a chat agent when needed."> CE34 Genesys Messaging Digital Offer a powerful new way for customers to connect with you directly in Messages"> CE37 Genesys Predictive Engagement Digital Use AI powered journey analytics to observe website activity, predict visitor outcomes, and proactively engage with prospects and customers via agent-assisted chat, content offer or chatbot."> CE41 Genesys Voicebots Self-Service and Automation Use voicebots to automate customer conversations and seamlessly hand over to an agent if needed."> CE43 Genesys Personalized Routing with Callback Inbound Route voice interactions to the best skilled resource with personalization and callback option"> CE45 Genesys Contact Center Optimization Digital Analyze journeys holistically or as individual flows to understand journey outcomes such as self-service, deflection, first contact resolution and use new insights to improve efficiency and lower costs"> CE46 Rule-Based Decisions by Genesys Digital Give customers the ability to develop, author, and evaluate business rules to improve classification and routing decisions."> CE46 Rule-Based Decisions by Genesys Digital Give customers the ability to develop, author, and evaluate business rules to improve classification and routing decisions."> CE47 Genesys Virtual Agent Digital "> CE48 Unified Experience from Genesys and ServiceNow Digital Manage real-time communications and process customer data on a single solution with a unified agent workspace"> CE49 Genesys Social Listening Digital Seamlessly

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integrate social media customer care into the all-in-one Genesys Cloud platform, enabling you to monitor, analyze, and engage with customers across social channels."> EE31 Genesys Agent Assist Workforce Engagement Monitor conversations between the customer and agent to surface contextually relevant knowledge and FAQs."> EE32 Genesys Agent Copilot Self-Service and Automation Automatically surface contextually relevant information from a knowledge base during customer conversations."> OP01 Genesys Business Communications Open Platform Simplify contact center and business communications"> OP02 Genesys CRM Collaboration Open Platform Enhance routing capabilities and drive agent screenpops using Genesys Cloud CX Data Actions"> OP04 Genesys Voice Services Open Platform Telephony Connection Options"> OP07 Genesys UCC Third-Party Integration Open Platform Enable customer choice of unified communication providers and telephony solutions through integrations with popular platforms."> WE01 Quality Assurance and Compliance Workforce Engagement Improve quality of agent handling of interactions by deriving insights from interaction recording along with recorded desktop activity, quality evaluations, speech & text analytics and post-interaction survey."> WE02 Resource Management Workforce Engagement Optimize workforce planning and scheduling across all channels. Automate forecasting, scheduling and improve employee engagement."> WE03 Employee Performance Workforce Engagement Agent Skills development, Performance management and Gamification