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Genesys Cloud CX Use Cases

Genesys Messaging (CE34) for Genesys Cloud

7/29/2025

Offer a powerful new way for customers to connect with you directly in Messages

What's the challenge?

To engage customers on their devices, enable seamless experiences, build brands and reduce service and support costs using mobile messaging channels. Pain points include increased customer frustration due to failure of carrying context across channels and rising costs due to increased calls to agents.

What's the solution?

Using Genesys Messaging to support continuous, personalized conversations with integrated agent assistance and persistent history of contact, bringing new levels of scalability, consistency, and responsiveness to messaging interaction strategies

[Link to video](#)

Other offerings:

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Use Case Overview

Story and Business Context

In today's digital world, telephone calls are not always the best or desired way to communicate with businesses. Telephone calls are not visual, and they require synchronous live interaction. Consumers want a simple, convenient method of communication through the channel of their choice and according to their own schedule. They want to use channels they are familiar with and that they use in their everyday lives. Third-party messaging applications are a popular communication option that consumers have come to expect as a way to interact with companies.

Genesys messaging enables two-way conversations between consumers and businesses on familiar digital channels and across mobile devices. Genesys messaging provides a feature-rich, flexible, and convenient method of answering questions and solving problems all through a single messaging conversation. The long-lived, asynchronous nature of the conversation means that consumers and contact center agents can return to the conversation at any time with a full history.

This use case enables businesses to handle messaging conversations with channels like Genesys Cloud Web Messaging, Facebook Messenger, Instagram, X (Twitter) Direct Message, and WhatsApp in their Genesys contact center environment. Additional messaging channels can be integrated with Genesys Cloud through the Open Messaging API.

To increase successful self-service interactions, a bot used over these messaging channels can automate the conversation with the customer. A bot can transfer the interaction to a contact center agent seamlessly if needed. When companies enable supported Genesys Messaging customer service channels within their Genesys environment, benefits can include:

- Improved first contact resolution and reduced handle time by matching every consumer with the agent best equipped to respond through skills-based routing
- Improved NPS by carrying context across channels and matching the consumer with an appropriately skilled agent, similar to how all Genesys channels are managed
- Reduced costs by granting agents the ability to manage multiple messaging conversations simultaneously and blend messaging conversations with other media types in the same agent desktop
- Continuity in asynchronous conversations, enabling consumers to make contact when convenient throughout the day or week
- Workforce management and reporting integrated with the rest of the contact center
- Improved brand perception by offering channels that end customers want to use to interact with businesses
- More engaging experiences with file transfers, images, and rich media such as quick replies, cards, carousels and more.
- Convenience for consumers by offering a familiar messaging solution as opposed to a separate chat window

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- Reduced cost by lowering handling time on complex issues through using co-browse functionality (available with Genesys Cloud Web Messaging)

Use Case Benefits*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

Use Case Benefits	Explanation
Improved Customer Experience	Match the consumer with an appropriately skilled agent. Provide continuity in asynchronous conversations by enabling consumers to make contact when convenient throughout the day, week, or buying or service journey. Make it convenient for consumers by using familiar and convenient messaging solutions
Improved First Contact Resolution	Ensure each consumer is matched with the most suitable agent by utilizing various routing options, such as skills-based routing or AI-driven Genesys Cloud Predictive Routing.
Reduced Administration Costs	Reduce costs by granting agents the ability to manage multiple messaging conversations simultaneously and blend messaging conversations with other media types (email, SMS and voice) in the same agent desktop.

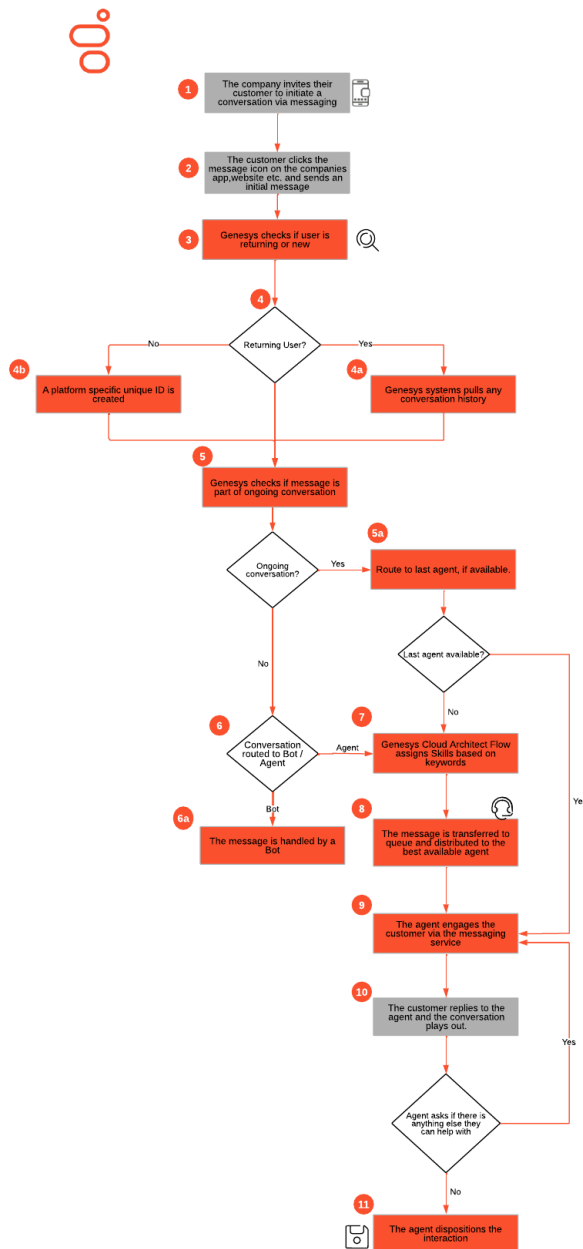
Summary

A consumer can start a conversation with a business directly in messaging platforms such as Facebook Messenger, Instagram, X (Twitter) Direct Message, and WhatsApp. Additional messaging channels can be integrated with Genesys Cloud through the Open Messaging API. To start a conversation a consumer can receive offers that include messaging apps, links, or account names and phone numbers in customer mobile apps, websites, and promotional materials. Genesys Cloud Web Messaging works similarly, with the consumer engaging the business directly through their website or mobile app where Messenger is deployed. These conversations route to a company's contact center through the Genesys Messaging service. A bot can automate the conversation and transition to a contact center agent if needed or the conversation can route directly to a contact center agent to provide human assistance. These engagements are persistent and long-lived (asynchronous). During the conversation bots can present rich media elements to enrich the conversation and gather information and preferences. The conversation can be further enriched with images, files, URL links, emojis, and embeds such as video content. This feature makes it convenient for the consumer to resolve an issue, receive an answer to a question, or complete a transaction (such capabilities vary by channel).

Use Case Definition

Business Flow

Messaging Flow



Business Flow Description

1. Company invites the customer to initiate a conversation via messaging e.g. via a custom Click to Action button in their app, on their website, or in an email or promotional materials.
2. The customer clicks the message icon and sends an initial message to begin the conversation.
3. The Genesys system checks to see if it is a new or returning customer
4. (a) For customers who have initiated a conversation previously, the system pulls the conversation history and presents it to the agent.

(b) For brand new interactions, Genesys Web Messaging, Facebook, Instagram and X (Twitter), and WhatsApp pass platform-specific unique IDs

1. The Genesys system determines if the message is part of an ongoing conversation by checking if a message from the same user was received within a configured threading timeline window. Ongoing conversations will be routed to the last agent who handled the conversation, if available.
2. If the message is not part of an ongoing conversation, conversation may be routed to a Bot, and/or
3. When the last agent is not available and for new conversations, The message is processed by a Genesys Cloud CX Architect Flow.
4. The message is transferred by skills-based ACD to an Agent queue.
5. When routed to an agent, the customer and agent begin or continue a conversation.

Depending on the conversation topic, the agent can send the customer messages including text, emojis, stickers, URLs, images and files.

6. Customer and agent interact via messaging service
7. After conversation is complete, the agent disposes the interaction.

Business and Distribution Logic

Business Logic

End users can receive brand-initiated messages if they have opted in

- **Genesys Cloud Web Messaging**

- Conversations will be threaded until a maximum period of 72 hours of inactivity is reached. If an agent wraps up an interaction and there is no further activity within the 72-hour period, the conversation session will be terminated and the consumer will see a brand-new session when they revisit the Messenger. This 72-hour threading window can be configured to be less than 72 hours if desired, however the customer's view of the conversation in Messenger will always be based on the 72 hours of inactivity.

- **Open Messaging APIs**

- Open Messaging is a lightweight integration that enables communication with third-party systems and external messaging services, greatly expanding the amount of asynchronous channels you can cover beyond those natively supported by Genesys. Through using Open Messaging, you can harness Genesys Cloud's asynchronous ACD capabilities to route incoming messages to the appropriate queues and agents. Asynchronous messaging keeps conversations active, allowing customers to continue at their own pace. Furthermore, you can utilize Inbound Message flows in Architect to direct inbound messages to integrations, bots, and queues based on the content of the message.

Distribution Logic

With each conversation:

- For new interactions:
 - Genesys Cloud Web Messaging, Facebook, X (Twitter), Instagram and WhatsApp pass platform-specific unique IDs.
 - For customers who previously initiated a conversation, the system pulls the conversation history and presents it to the agent.

User Interface & Reporting

Agent UI

- History of the threaded conversation is displayed to the agent upon interaction arrival. Agent can scroll back through previous messages on the threaded conversation.
- If enabled the agent can view the end customers journey and interaction history via the journey panel in the UI. This provides the agent with valuable context about the journey the customer has taken and the historical interactions and channel preferences.
- Agent can send rich message elements, such as files, images, emojis or URL links depending on the platform.
- Genesys Cloud CX 2, Genesys Cloud CX 2 Digital, Genesys Cloud CX 3, Genesys Cloud CX 3 Digital or the Genesys Cloud Digital Upgrade for CX 1 is required for Genesys Cloud Web Messaging, Open Messaging, and third-party messaging channels.

Reporting

Real-time Reporting

Use Genesys Cloud Performance views and dashboards for real-time reporting on Message interactions. Filter by Media Type to view Message analytics reporting on messaging channels. Further filter on message type to see reporting for specific messaging channels.

The **Interactions view** displays current and historical metrics and data about Message interactions for the conversation duration of the message interactions, the queue the message interaction was routed to, the agent that handled the message interaction, the skills required for handling the message interaction, a consult transfer, the total handle time, and the wrap-up code, for a time period. The data in this view and the **View an interaction's details view** can assist you in improving first contact resolution and reducing handle time.

The **Agents Performance Summary view** displays current and historical metrics and data about agent Message interactions for the number of messages handled, the average number of seconds an agent spent interacting on message interactions, the total amount of time an agent spent handling message interactions, the percent of message interactions transferred, for a period. The data in this view and the **Agents Performance Detail view** assists you in forecasting Message interactions and scheduling agents.

The **Queues Performance Summary view** and the **Queues Performance Detail view** display current and past metrics and data for queues that receive Message interactions. A queue configured to receive Message interactions displays the total number of message interactions routed to a queue, the average time a message interaction waited in a queue, the number of message interactions transferred by an agent, and the total time and average time agents spent handling message

interactions in the queue, for a time period. The metrics in these views can assist you in balancing and managing agent workload for messaging channels.

View real-time reporting on Message interactions that are in progress and waiting in the **My Queues Activity view**. The data in this view can help you improve workforce management for messaging.

Historical Reporting

To report on messaging channels in Genesys Cloud Reports, for the Media Type parameter, select Message. Further filter on message type to see reporting for specific messaging channels. The following is an example of running a report for Message interactions.

Run the **Interaction Details report** for one or more agents during a specific date and time range. The report includes the Message interactions associated with agents, the queue wait time, the duration of the message interaction, and the wrap-up code. In addition to the interaction details, this report assists you in understanding the amount of time agents are spending on Message interactions.

Customer-facing Considerations

Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

All of the following required:	At least one of the following required:	Optional	Exceptions
None	None	None	None

General Assumptions

Web Messaging

- Customers create a Web Messenger configuration and deployment, then add the deployment snippet to their web pages where their consumers can interact with the business.

Mobile Messaging

- Customers can embed Genesys Mobile Messenger SDK into their native mobile apps to show a Messenger UI capable of asynchronous messaging where consumers can interact with the business, similar to the Web Messenger.

Facebook Messenger

- Customers create a Facebook Messenger Integration in Genesys Cloud to connecting their Facebook page enabled with Facebook Messenger to Genesys Cloud and enable receiving and sending of direct

messages within Genesys Cloud.

Instagram

- Customers create an Instagram Integration in Genesys Cloud to connecting their Instagram Account to Genesys Cloud and enable receiving and sending of direct messages within Genesys Cloud.

X (Twitter) Direct Message

- Customers create an X Integration in Genesys Cloud to connect their X handle to Genesys Cloud and enable receiving and sending direct messages within Genesys Cloud.
- Businesses deploy an approved X (Twitter) Direct Message app.
- Customers agree to the X/Twitter Rules and Spam Policy as defined by X (Twitter).

WhatsApp

- Customers provision and own the voice or SMS number to be used for their business WhatsApp account. Customers will maintain ownership of the voice or SMS number while their WhatsApp account using that number is active.
- Customers create a WhatsApp Integration in Genesys Cloud to connect their WhatsApp number to Genesys Cloud and enable receiving and sending of direct messages within Genesys Cloud.

Open Messaging

- Customers create an Open Messaging Integration in Genesys Cloud using a Outbound Notification Webhook to connect to a custom asynchronous messaging channel to Genesys Cloud. This will enable receiving and sending of messages with Genesys Cloud.

Other Assumptions

End customers must have a supported application version installed as a mobile or desktop application, where applicable, or be logged into the Messaging channel provider's website with a supported web browser.

- Text, Files, Images, Emojis, URL links, and Rich Media are supported (support by channel varies)
- Mobile applications
- Facebook Messenger, X (Twitter), Instagram, and WhatsApp mobile clients are compatible with Genesys Messaging for Genesys Cloud CX, where required platform messaging apps have been approved, configured, and deployed according to the provider's guidelines.
- Website applications
- Facebook Messenger, Instagram, X (Twitter), and WhatsApp web clients are compatible with Genesys Messaging for Genesys Cloud CX, where required platform messaging apps have been approved, configured, and deployed according to the provider's guidelines.

Customer Responsibilities

Customers will adhere to all Terms and Conditions of the Social Messaging platforms they choose to configure with Genesys Cloud.

Facebook Messenger

- Customers must setup up their own business Facebook page with messenger setup to integrate with Genesys Cloud.

Instagram

- Customers must bring their own Instagram Account for integration.

X (Twitter)

- Customers must signup for their own business handle with X to integrate with Genesys Cloud.

WhatsApp

- Customers are responsible for setting up their companies Meta Business Manager Account and verifying their business with Meta.
- Customers are responsible for procuring a voice/SMS number to be used by their business for WhatsApp. Customers are responsible for maintaining ownership of the voice/SMS number while their WhatsApp account is active.

Open Messaging

- Customers are responsible for building any middleware solutions needed between Genesys Cloud Open Messaging and the integrated messaging application.

Web & Mobile Messenger

- Customers are responsible for deploying either JavaScript snippet to their website, or add Mobile SDK to their mobile app, in order to run both Web and Mobile Messenger.

Related Documentation

Document Version

- Version **2.0.2** last updated **July 29, 2025**
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