Genesys Cloud CX Use Cases

Genesys Social Listening (CE49) for Genesys Cloud

5/2/2026

Seamlessly 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.

What's the challenge?

Today's customers expect seamless, omnichannel experiences—including on social media. They voice their opinions, seek support, and engage with brands across platforms like Twitter, Facebook, Instagram, and LinkedIn. However, many CCaaS providers struggle to integrate social interactions into their customer experience (CX) strategy, leading to missed opportunities, reputation risks, and customer dissatisfaction.

Given below are some of the key challenges

1. **Fragmented Customer Journeys** – Without social listening, brands lack visibility into customer interactions happening outside traditional channels, making it difficult to provide consistent, personalized support.

2. **Reactive vs. Proactive Engagement** – Many contact centers rely on customers reaching out with issues rather than proactively identifying sentiment shifts, potential crises, or brand advocacy moments.

3. **Brand Reputation Management** – Negative feedback can escalate quickly on social media. Without real-time monitoring and response capabilities, brands risk reputational damage.

4. **Lost Revenue Opportunities** – Customers often express purchase intent, complaints, or competitive comparisons on social media. Without social CX integration, companies miss valuable sales and retention opportunities.

5. **Scalability and Compliance** – Managing high volumes of social interactions manually is inefficient and poses compliance risks in regulated industries.

To remain competitive, CCaaS providers must offer integrated social listening and engagement capabilities, ensuring that brands can provide proactive, personalized, and efficient customer experiences across every touchpoint—including social media.

What's the solution?

Genesys Cloud Social allow companies to monitor and analyze through social listening to engage with customers across social media in real time. These capabilities enable brands to track customer sentiment, proactively address issues, and create seamless customer experiences across social channels. Social listening uses AI-driven sentiment analysis to detect emerging trends, potential crises, and customer intent, ensuring companies stay ahead of customer expectations.

Genesys Cloud Social seamlessly integrates with existing contact center workflows, allowing agents to engage with customers across social platforms—all within a unified interface. Agents can view interactions across voice, chat, email, and social, ensuring personalized and contextual responses.

Genesys Cloud Social also helps protect brand reputation by identifying negative sentiment spikes and enabling rapid responses to prevent issues from escalating. Real-time analytics track

engagement trends, campaign performance, and customer feedback, allowing companies to refine their CX strategy continuously. Social interactions can also uncover purchase intent and competitive insights, turning social engagement into revenue opportunities.

By embedding social listening and the ability to engage with social media comments into existing contact center workflows, companies scale customer engagement, improve response times, and deliver proactive, AI-powered support. This results in higher customer satisfaction, reduced operational costs, and increased brand loyalty. It also empowers organizations to leverage insights from social engagements across all orchestrated experiences that touch the Genesys Cloud platform.

Contents

Use Case Overview

Story and Business Context

The rise of social media as a key customer engagement channel has transformed how businesses interact with their customers. Customers are no longer limiting their service requests to traditional channels like voice and email; instead, they voice concerns, ask for help, and share feedback on platforms like X/Twitter, Facebook, Instagram, LinkedIn, and Reddit. As a result, organizations must manage an ever-growing volume of social interactions while ensuring a seamless, omnichannel customer experience.

Many companies have implemented AI-powered solutions to improve engagement, yet social interactions often remain disconnected from the broader customer experience strategy. Without integrated social listening with the ability to quickly engage with customers, businesses miss critical opportunities to proactively address concerns, protect their brand reputation, and drive engagement that leads to customer loyalty.

Genesys Cloud Social plays a crucial role in transforming customer engagement by enabling businesses to monitor, analyze, and respond to social interactions in real time. AI-powered social listening detects sentiment shifts, identifies emerging trends, and uncovers valuable insights from customer conversations. At the same time, Genesys Cloud Social ensures agents can engage with customers across all social platforms from a single interface, providing contextual, seamless support.

Genesys delivers an innovative approach by integrating these social media capabilities into the broader contact center experience. This integration ensures that social interactions are no longer siloed but instead become a key part of a brand's customer engagement and service strategy.

For contact center agents, the benefits extend beyond engagement. They receive real-time insights and sentiment analysis, helping them prioritize and personalize interactions.

End customers experience a seamless, proactive, and responsive service experience. Whether they reach out via social media or other digital channels, AI-powered Social CX ensures their concerns are addressed promptly. Instead of waiting on hold or navigating fragmented support channels, customers receive immediate responses, personalized engagement, and issue resolution in the channel of their choice.

Moreover, when a social interaction is completed, the system automatically logs and categorizes the conversation, ensuring valuable insights are captured for future analysis. These insights empower businesses to measure social engagement effectiveness, refine their strategies, and continuously improve the customer experience.

By integrating social listening and the ability for agents to directly engage with relevant customer comments, businesses can scale engagement, drive brand loyalty, and transform social interactions into powerful opportunities for customer service, reputation management, and revenue growth.

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	Genesys Cloud Social enable real-time engagement, ensuring customers receive fast, personalized responses on their preferred social platforms.
Improved Employee Occupancy	AI-powered sentiment analysis detects customer concerns and trends, allowing businesses to address issues before they escalate.
Improved First Contact Resolution	Thanks to a variety of routing methodologies, including AI-led Genesys Cloud Predictive Routing, ensures social media interactions are routed to the right agent, reducing the need for multiple touchpoints.
Improved Insights and Visibility	Social interactions are unified with other customer service channels, providing agents with a complete view of the customer journey.
Increased Revenue	Social listening identifies customer intent, enabling businesses to capture sales opportunities and drive engagement with potential buyers.
Reduced Customer Churn	Real-time monitoring and response capabilities prevent negative sentiment from spreading and damaging brand perception. This reduces customer churn.

Summary

Genesys Cloud Social enables businesses to monitor, analyze, and engage with customers on social media in real time. AI-powered sentiment analysis detects trends and customer intent, allowing proactive engagement and reputation management.

The solution integrates social media interactions seamlessly with other channels, providing agents with context-rich interactions and AI-driven automation for quick responses and smart routing. Businesses can improve customer satisfaction, reduce agent workload, and unlock revenue opportunities through social engagement.

Use Case Definition

Business Flow
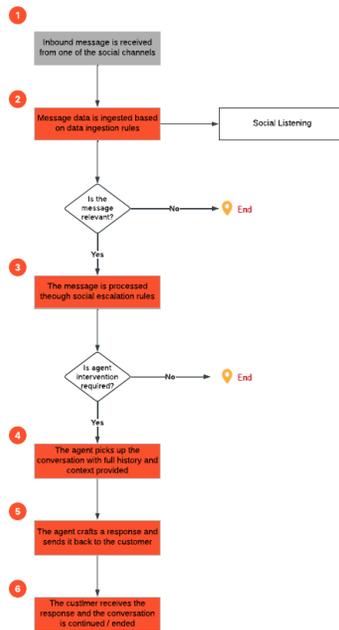
Business Flow Description

1. An inbound message is received from one of the social channels.

2. The message data is ingested based on the data ingestion rules to ensure that it is relevant.

3. The message is processed through Social Escalation rules to ensure that Agent intervention is required.

4. If Agent intervention is required, the agent picks up the conversation with full context and history provided.

5. The agent provides a response and sends it back to the customer via the appropriate social channel.

6. The response is received by the customer and the conversation can be continued or ended if there are more questions.

Business and Distribution Logic

Business Logic

The business logic of the process behind Genesys Cloud Social can be broken down into the following steps:

Inbound Social Message

1. Customers post messages, comments, or queries on public social media platforms such as **X (Twitter), Facebook (FB), Instagram (IG), and Google Business Profile.**
2. These messages could be general inquiries, complaints, feedback, or engagement with the brand.
3. These messages could be public or private messages

Data Ingestion

1. The system **ingests social media data** based on **Data Ingestion Rules** that are created by the users
2. These rules determine which messages are captured, filtering out noise and focusing on relevant customer interactions.

Social Escalation

1. Once the data is ingested, it is processed through **Social Escalation Rules** to determine whether it needs agent intervention.
2. Escalation criteria could include **sentiment detection, specific keywords**
3. If escalation is required, the message is routed to an agent.

Agent Engagement

1. Escalated messages require agent intervention and agents can pick them up for responses via the **Agent Desktop**.
2. The agent receives the conversation with full context and history, enabling them to provide a **personalized, informed response**.

Agent Response

1. The agent crafts a response and sends it back through the appropriate social channel.
2. Responses can be manual, or templated based (canned responses) on the nature of the inquiry.

Outbound Message to Social Channels

1. The response is sent back to the customer on the original social media platform (X, Facebook, Instagram, Google Business Profile, or others).

2. This ensures a seamless, real-time interaction between the brand and the customer.

User Interface & Reporting

Agent UI

The Social Listening Performance view page is the central location for viewing more information about social listening performance data. The data is automatically populated based on the queries created by the admins. This page provides a visual representation of the social listening performance data in the following categories:

- **Mentions Over Time Breakdown by Topic –** Displays the topic-wise social statistics for brand mentions and the keywords added in the Data ingestions rule over a specific period. By default, the data is displayed as a line chart. You can change the chart type to a pie chart and see the standard deviation.

- **Unique Users by Topic –** Displays the number of unique users over a specific period based on the topic. By default, the data is displayed as a line chart. You can change the chart type to a pie or bar chart and see the standard deviation.

- **Net Sentiment Over Time –** Displays the net sentiment percentage data over a specific period based on the topic. By default, the data is displayed as a line chart. You can see the standard deviation. The net sentiment is calculated by: ((Total Positive Posts – Total negative posts) / (Total Positive + Total Negative + Total Neutral posts)) * 100

- **Sentiment Breakdown by Topic –** Displays the topic-wise sentiment data such as Positive, Negative, Neutral, and Unknown. By default, the data is displayed as a bar chart.

- **Sentiment Breakdown by Platform –** Displays the platform-wise sentiment data percentage. By default, the data is displayed as a bar chart.

- **Mentions Breakdown by Platform –** Displays the platform-wise social listening data. By default, the data is displayed as a bar chart. You can change the chart type to a pie chart. By default, the data is displayed as a bar chart.

- **Mentions Breakdown by Topic and Platform –** Displays the topic-wise and platform-wise social listening data.

- **Content Type Breakdown by Platform –** Displays the platform-wise content type data such as Open, X (formerly Twitter), Instagram, Facebook, and Google Business Profile. By default, the data is displayed as a pie chart.

To see social listening data and metrics, click **Performance** > **Workspace** > **Social** > **Social Listening Performance**.

In all the chart types, you can right-click on the respective data point to view the drill-down information of that point along with the filters and the duration.

Set a default time zone in the workspace

You can set the default time zone in the analytics workspace before viewing any analytics view.

To set the default time zone in the workspace, follow these steps:

1. Click **Performance** > **Workspace**.

2. On the left side, from the **Time zone** drop-down menu, select the required time zone as the default time zone for the analytics workspace.

To save the view with your filter, click **Save View** .

This view updates automatically except when you use filters from the Filters pane. To see the most current data, click **Refresh** .

Customize the view

To show only certain data, customize the Social Listening Performance view using any combination of filters. For example, you can choose to show only certain filters to see certain types of data. You can also save your filter and column settings as a saved view to switch quickly between different data of interest in the same view.

Reporting

Real-time Reporting

N/A

Historical Reporting

N/A

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

Document Version

- Version **V 1.0.1** last updated **May 2, 2026**