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## Genesys Cloud CX Use Cases

Genesys Digital



## Genesys Digital Use Cases for GenesysCloud

Sort or search the table to find the use case you need to edit. Click the title link to go to the use case.

Use Case	Subtitle
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"> Genesys Work Automation (BO01) Extend journey orchestration to back-office workflows"> Genesys Email Routing (CE16) Route email interactions to the best skilled resource"> Genesys Chat Routing (CE18) Route chat interactions to the best skilled resource"> Genesys Co-browse (CE27) Extend web messaging, voice or chat interactions with Co-browse"> Genesys SMS Routing (CE29) Route SMS interactions to the best resource"> Genesys Messaging (CE34) Offer a powerful new way for customers to connect with you directly in Messages"> Genesys Predictive Engagement (CE37) 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."> Genesys Contact Center Optimization (CE45) 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"> Rule-Based Decisions by Genesys (CE46) Give customers the ability to develop, author, and evaluate business rules to improve classification and routing decisions."> Rule-Based Decisions by Genesys (CE46) Give customers the ability to develop, author, and evaluate business rules to improve classification and routing decisions."> Genesys Virtual Agent (CE47) "> Unified Experience from Genesys and ServiceNow (CE48) Manage real-time communications and process customer data on a single solution with a unified agent workspace"> Genesys Social Listening (CE49) 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.	



