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Genesys Cloud CX Use Cases

Genesys Business Communications (OP01) for Genesys Cloud

8/2/2025

Simplify contact center and business communications

What's the challenge?

Companies are tired of dealing with the complex maze of separate communications solutions that require more resources to deploy and maintain, increase cost of ownership, and leave the business without a good way of collaborating across teams. Customers and employees are too important to just maintain the status quo.

What's the solution?

Consolidate multiple systems to a single, reliable platform for both contact center and business users. With a unified platform, enterprises can seamlessly connect with customers, partners and teams anywhere. Enjoy fast deployment, simplified administration, improved efficiency and reduced total cost of ownership.

Other offerings:

PureConnect

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Use Case Overview

Story and Business Context

Companies want to reduce complexity, simplify administration, improve efficiency, and reduce total cost of ownership. They need a single platform that empowers both contact center and business users. The combination of customer experience management and business communications gives customers a unified all-in-one solution.

Companies no longer want to deal with multiple cobbled-together communications solutions. These solutions require more resources to deploy and maintain, increase cost of ownership, and leave the business constantly context-switching without a good way to collaborate across teams and business units. Customers and employees are too important to just maintain the status quo.

With a unified platform, enterprises smartly connect departments, workgroups, contact centers, branch offices, and remote and mobile workers. The unified platform combines a contact center solution with traditional business telephony functionality, speech-enabled auto-attendant, and real-time collaboration features. For example, video conference, screen share, dynamic team chat, presence management, corporate directory, and document management.

In keeping with multi-modality requirements, companies must equip their employees, especially sales force and field organizations, with mobility-based applications that give them the same functionality as their in-office counterparts. This functionality includes a company-wide directory with real-time presence and geolocation indicators, call controls and voicemail, find-me/follow-me, video and voice conferencing, ad hoc call recording, and unified messaging. Employees must also have access to contacts and communications from anywhere, on any device—including native mobile applications. Selecting a unified platform that supports traditional and digital communication capabilities can bridge the gap between the contact center and the rest of the business, and become a competitive advantage.

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
Reduced Administration Costs	A single, all-in-one platform approach enables you to better control communications while reducing costs. The Genesys Cloud CX solution centralizes omnichannel processing, system configuration, administration, and reporting, while also consolidating multiple vendors to one. Wizard-driven DIY administration eases time and effort to set up and manage.
Reduced Deployment Costs	The cloud platform provides fast deployment and provisioning through the ability to auto-sync users from your HR record system, and cost-saving WebRTC softphones vs. expensive hardphones.

Use Case Benefits	Explanation
	Continuous deployment enables fixes and features to be rapidly and automatically delivered—without a heavy upgrade process or downtime. A scalable cloud architecture enables simple and cost-effective pricing. Instantly deploy new users as needed, when needed – wherever they’re located. The reliable, integrated application suite eliminates unstable voice processing cards and all the points of potential failure that come with multi-system configurations.
Reduced IT Operational Costs	The platform provides cost-effective omnichannel customer service calls, email, chats, text, and social media to handle all types of communications quickly and consistently. The streamlined real-time monitoring and end-to-end reporting capabilities make it easy to ensure service quality across channels. Applications for outbound campaigns and workforce management complete the solution. The platform supports open interoperability and eliminates vendor lock-in to proprietary hardware. Customers can take advantage of the platform to integrate openly with third-party cloud or premises PBX – or just use the built-in features. The platform also integrates easily to databases, web services, messaging platforms, business apps, CRM and ERP packages, and SIP devices. These include gateways, telephones, and headsets. Desk phones are no longer necessary. Users are able to break free of location and hardware restraints and reduce business communications costs with a simple PureCloud Softphone. Users can make and take calls with just a browser and the Internet.

Summary

This use case offers basic PBX functionality, together with rich collaboration features. Features include:

- IP PBX call processing
- Auto-attendant
- Desktop phone features
- WebRTC softphone
- Real-time presence management
- On-demand call recording
- Voice and video conferencing
- Screen- and file-share
- Corporate and workgroup directories
- Instant messaging

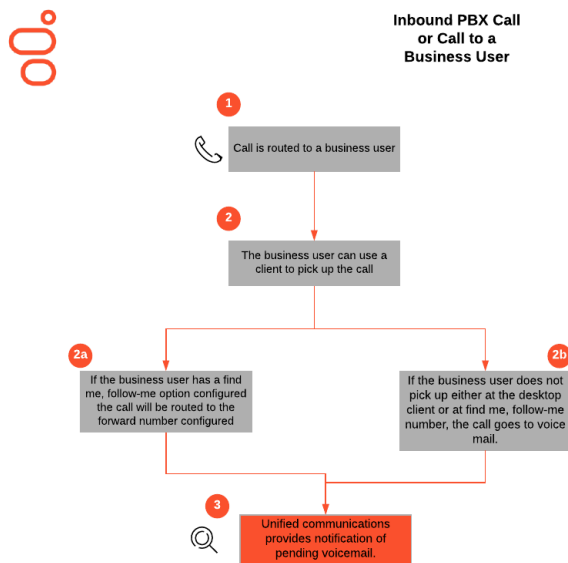
- Voicemail and unified messaging
- Document management
- Multilingual support

This complete functionality is built into the Genesys Cloud CX Communicate license, available as low as \$19.99 per user per month (with annual prepay). Genesys Cloud CX Communicate complements the contact center sales: lead with contact center and evaluate back-office opportunity for business users.

Use Case Definition

Business Flow

(1) Inbound PBX Call or Call to a Business User



Business Flow Description Call options provided

1. The call routes to a business user via Direct Inward Dial (DID) See flow at bottom for Company Directory example.
2. The business user uses the client to pick up the call.
 1. If the business user has find-me/follow-me configured, the call routes to the configured forward number.
 2. If the business user does not pick up either at the desktop client or at the find-me/follow-me number, the call goes to voicemail.
3. Unified communications provide notification of pending voicemail.

ACD user connects to Business user via chat.

1. The ACD user searches Directory to find a SME (based on name, department, title, or skills).
2. The ACD user contacts the back-office SME via chat tool.

ACD user connects to Business user via video.

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1. The ACD user searches Directory to find a SME (based on name, department, title, or skills).
 2. The ACD user opens an internal video and receives product training via screen share tool.

ACD user connects to Business user via mobile application.

1. The ACD user can still reach Business users in the field via mobile device.

The Company Directory feature allows customers to call an IVR and say the name of the Genesys Cloud CX user they want to reach.

1. Customer contacts a Genesys Cloud CX user that does not have a DID (or they do not know the DID).
2. Customer calls the main IVR no. and says the name of the Genesys Cloud CX user they want to reach.
3. The system automatically connects the caller to the Genesys Cloud CX user.
4. Notes: "<https://help.mypurecloud.com/articles/enable-company-directory-support-menus/>"

Business Flow

(2)

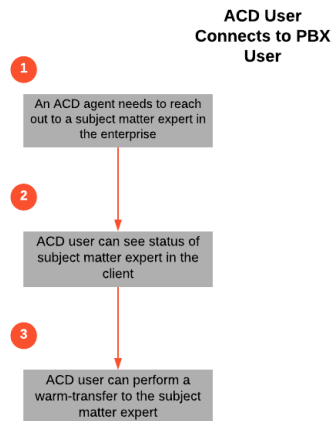
Business and Distribution Logic

Business Logic

There is no applicable content.

Distribution Logic

An ACD agent connects to a PBX user (e.g., Subject Matter Expert/SME). The PBX user/SME can be a remote agent working from a satellite location or from home. In either case the ACD agent would see the status of the SME and be able to warm transfer the customer call.



1. The

Business Flow Description ACD user connects to PBX user.

1. The ACD agent reaches out to a subject matter expert in the enterprise.

2. The ACD user sees the status of the subject matter expert in the client.

3. The ACD user performs a warm-transfer to the subject matter expert.

ACD agent needs to reach out to a SME in the enterprise.

2. The ACD agent can see the status of the SME in the client.

3. The ACD agent can perform a warm-transfer to the SME.

ACD user connects to business user via chat

1. The ACD agent reaches out to a SME in the enterprise.

2. The ACD agent sees the status of the SME in the client.

3. ACD user reaches out to the back office SME via chat.

ACD user connects to business user via video

1. The ACD agent reaches out to a SME in the enterprise.

2. The ACD agent sees the status of the SME in the client.

3. ACD user reaches out to back office SME via video.

ACD user connects to business user via mobile application

1. The ACD agent reaches out to a SME in the enterprise.

2. The ACD agent sees the status of the SME in the client.

3. ACD user can still reach business users in the field via mobile device.

The Company Directory feature allows customers to call an IVR and say the name of the Genesys Cloud CX user they want to reach.

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1. Customer contacts a Genesys Cloud CX user that does not have a DID (or they do not know the DID).
 2. Customer calls the main IVR # and says the name of the Genesys Cloud CX user they want to reach.
 3. The system automatically connects the caller to the Genesys Cloud CX user.
 4. Notes: <https://help.mypurecloud.com/articles/enable-company-directory-support-menus/>.

User Interface & Reporting

Agent UI

See the Genesys Cloud CX Installation and Configuration Guide: <https://help.mypurecloud.com/articles/purecloud-apps/>.

Web app

Access your Genesys Cloud CX account from almost any computer with the web app. Use a web browser, such as Chrome or Firefox, to log on to Genesys Cloud CX without downloading an app.

Mobile apps

Use the mobile app to stay connected to your org directory and chats, even when you are away from your office. We offer apps for iPhone and Android phones.

Desktop app

Keep Genesys Cloud CX separate from your browser and other work with the desktop app. The desktop app allows you to open Genesys Cloud CX automatically at startup and run it in the background. Download the desktop app for Windows or Mac.

Reporting

Real-time Reporting

Due to the continuous evolution, the features available in Genesys Cloud CX change rapidly. See the Genesys Cloud CX Resource Center for latest features at <http://help.mypurecloud.com>. The following are examples of Genesys Cloud CX historical and real-time views that provide relevant insights:

Business User Reporting

- Interactions. The Interactions view provides detailed information on both historical and real-time interactions.
- Call Detail Reporting (if leveraging voice from Genesys Telecom). This report tracks your organization's consumption of Genesys Cloud CX Voice services, including information about call origin and destination, and the type of call.

Contact Center Reporting

- Agent

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- Agent views provide metrics on agent status, agent performance, agent interactions, and other metrics to understand agent activity. Filters include skills, languages, wrap-up codes, and more.
 - Queue
 - Various views provide insight into both real-time and historical queue activity.
 - The Queue Activity view shows real-time metrics, including all calls that are currently waiting on and interacting with agents.
 - Reports
 - Genesys Cloud CX has a full library of canned reports available in .pdf and .xlsx formats.
 - Supervisors can filter these reports by dates, users, queues, and more.
 - Supervisors can download reports from the Genesys Cloud CX user interface.
 - Supervisors can schedule reports to run and download in batch.
 - Other views include, but are not limited to:
 - WFM
 - Quality
 - Outbound
 - Scheduled Callbacks
 - Campaigns

Historical Reporting

There is no applicable content.

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	Open Platform	None

All of the following required:	At least one of the following required:	Optional	Exceptions
		<ul style="list-style-type: none">Genesys Voice Services (OP04)	

General Assumptions

- The customer is an existing Genesys Cloud CX customer.
- Voice option has been setup and configured under Cloud CX/OP04 Draft Genesys Voice Services (OP04) for Genesys Cloud CX

Customer Responsibilities

There is no applicable content.

Document Version

- Version **V 1.0.1** last updated **August 2, 2025**