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## PureConnect Use Cases

Genesys Business Communications (OP01) for PureConnect

8/7/2025

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## 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:

Genesys Cloud

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## Use Case Overview

### Story and Business Context

Companies are looking to reduce complexity, simplify administration, improve efficiency, and reduce total cost of ownership. They need a way to have a single platform for powering both contact center and business users. The combination of customer experience management and business communications gives customers a unified all-in-one solution. Companies are tired of dealing with multiple cobbled-together 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 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 supports basic dial tone capability, plus multichannel queuing and routing, IVR, speech-enabled auto-attendant, unified messaging, conferencing, and presence management. Companies want a platform that extends beyond call control to provide multichannel customer service calls, faxes, email, and messaging that handles all types of communications quickly and consistently. Platform business users require streamlined real-time monitoring and end-to-end reporting capabilities that make it easy to ensure service quality across channels. Equally as important to the business are applications for multichannel recording and scoring, as well as automated post-call satisfaction surveys to improve service performance on a continuous basis. In keeping with multi-modality requirements, companies must empower their employees, especially their sales force and field organizations with mobility-based applications to give them the same functionality as their in-office counterparts: company-wide presence, one-number find-me/follow-me, conferencing, ad-hoc call recording, and unified messaging, as well as speech-enabled access to email, calendars, and contacts from anywhere. Selecting a unified platform that supports basic to advanced communication capabilities becomes 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	Implement a single all-in-one platform to reduce equipment and operational costs, streamline centralized administration and reporting, and save on personnel and training from a single vendor
Reduced Deployment Costs	Automate key parts of deployment through auto-configured PureConnect gateways for IP networks and VoIP, auto-provisioning and management of IP phones, and pushed-out client updates via Interactive Update™. Take advantage of incremental application licensing and multi-site location independence with disaster recovery, which is easily scalable and cost effective.
Reduced IT Operational Costs	Leverage your existing technical expertise with a standards-based platform that openly integrates

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Use Case Benefits	Explanation
	with third-party PBX systems, IP PBX systems, IVR systems, and call recorders – or simply use the built-in features. It integrates easily to databases, web services, messaging platforms, back-office systems, business apps, CRM and ERP packages, and SIP devices, including gateways, telephones, and headsets. Take advantage of the platform's open interoperability that eliminates vendor lock-in to proprietary hardware. Save on phones and hardware by using softphones with a browser and network or Internet connection

## Summary

This use case offers rich IP PBX functionality, together with basic unified communications features. Features include: IP PBX call processing, auto-attendant, full-featured operator console, complete desktop phone features, enhanced desktop client features, SIP softphone, real-time presence management, on-demand call recording and monitoring, conferencing, corporate and workgroup directories, embedded call controls for desktop applications, instant messaging, voice mail and unified messaging, multilingual support, and reporting. All of this functionality is built in to the Interaction Center server, so it's merely a licensing exercise to use.

## Use Case Definition

### Business Flow

(1)

### Business Flow

(2)

### Business and Distribution Logic

#### Business Logic

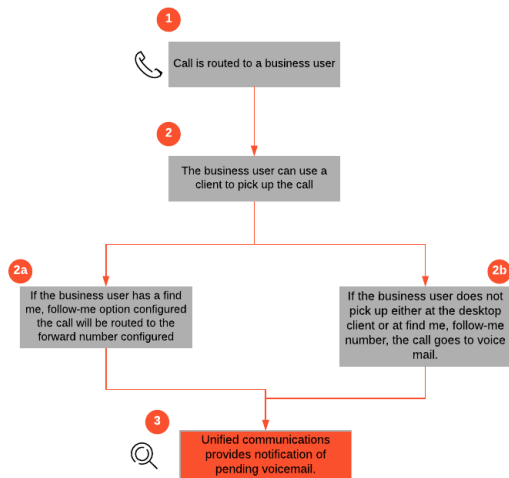
N/A

#### 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.



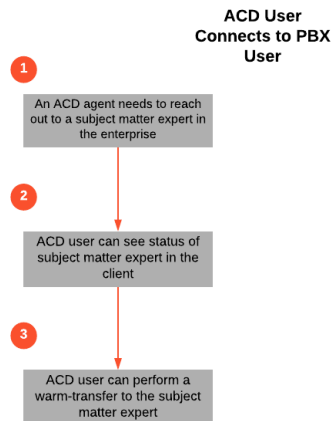
#### Inbound PBX Call or Call to a Business User



## Business Flow Description Inbound PBX call or call to a business user

### Call options provided

1. The call routes to a business user.
2. The business user can use the client to pick up the call.
  - If the business user has the find-me/follow-me option configured, the call is routed to the forward number configured.
  - 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 voice mail.
3. Unified communications provides notification of pending voice mail.



1. The

**Business Flow Description** ACD user connects to PBX user

1. The ACD agent needs to reach out to a subject matter expert in the enterprise.
2. The ACD user can see the status of the subject matter expert in the client.
3. The ACD user can perform 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.

## User Interface & Reporting

### Agent UI

See the PureConnect Installation and Configuration Guide [PureConnect Installation and Configuration Guide](#) .

### Reporting

#### Real-time Reporting

See the Interaction Reporting Help landing page in the PureConnect Documentation Library and the PureConnect Reporting Technical Reference.

[Reporting Help Landing Page](#)

[Reporting Technical Reference](#)

#### Historical Reporting

Interaction Reporter is an IC Business Manager application that allows you to run pre-defined reports, using filters to configure report parameters.

[Interaction Reporter Help](#)

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## 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

- The customer is an existing PureConnect on-premises customer.
- Or, the customer is an existing PureConnect cloud customer.

### Document Version

- Version **v 1.0.1** last updated **August 8, 2025**