GENESYS™

PureConnect Use Cases

Genesys Predictive Engagement (SL09) for PureConnect

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Contents

Use machine learning powered journey analytics to monitor website activity, predict visitor outcomes, and proactively engage with prospects and customers

What's the challenge?

It's challenging to identify the right individual, the best moments, and the optimal ways to engage online. Companies want to shape their customers' journeys and drive them towards desirable outcomes, but it's hard to utilize all of the available data in a way that is meaningful and actionable. In addition, consumers expect fast answers, but growing your inside or eCommerce sales staff is costly.

What's the solution?

Proactively lead customers to successful journeys on your website. Apply machine learning, dynamic personas, and outcome probabilitiesto identify the right moments for proactive engagement via a web chat.

Story and Business Context

One of the biggest challenges for the modern business is learning to utilize all of the data available to them in a way that is both meaningful and actionable. The data generated by a website is often left unexplored, and as a result, the intentions and reactions of individual customers and prospects can be overlooked. Focus is often placed on the broad strokes–key metrics such as the number of page views this month–and we lose the ability to identify the potential customers who need engagement most. As a result, prospects who may be on the verge of signing up for a trial, completing a checkout, or any other desirable outcome, fall through the cracks.

The high volume of website traffic makes it challenging to identify the right individuals, best moments, and optimal ways to engage in real time. Expectations for time-to-respond are increasing but growing your inside sales staff is costly. Marketing dollars are spent on a wide range of demand generation activities but it is difficult to connect the dots from lead to contact to opportunity to closed. Genesys Predictive Engagement uses machine learning to track the progress of website visitors towards defined outcomes–purchase completion, requesting a quote–and enables the business to define rules to trigger intervention only at the points when it is needed most.

With Genesys Predictive Engagement, you can predict and prioritize high-value leads for your sales team to engage and proactively offer chat to better utilize your staff and reduce your costs. Genesys Predictive Engagement uses machine learning to track the progress of website visitors towards defined outcomes–purchase completion, requesting a quote–and enables the business to define rules to trigger intervention only at the points when it is needed most.

Use Case Benefits

Use Case Benefits	Explanation
	Sales reps are empowered with real time customer journey data from your website. This visibility allows them to personalize and prioritize engagements with prospective customers. Productivity is improved when sales reps interact when they have the most impact. Our software predicts which prospects are most likely to buy or abandon based on outcomes from previous customers taken guesswork out of the equations for your sales teams.
Improved cross-sell and up-sell (Increase Customer Lifetime Value)	Retain customers by increasing customer satisfaction with faster and more personalized service. Improve the ability to up-sell and cross-sell existing customers with data based on their current interests, online journeys and prior purchasing behavior.
Improved Net Promoter Score	Improve CX and NPS scores and reduce Customer Effort by providing customers with a more timely and meaningful engagement online.
Increased Quality of Lead Conversion	Follow individual customer journeys in real time on your website. Identify the moment of struggle or moment of opportunity and launch a chat or voice interaction with a sales agent at the right time to increase lead volume, improve lead qualification and reduce customer churn.
Increased Sales Conversions	Accelerate sales cycles and lead conversion rates (MQL to SQL to conversion) by engaging prospects or online shoppers in real time—at the right time—as they browse your website.
Reduced Sales and Marketing Costs	Reduce customer acquisition cost (CAC). Predict which prospects are most likely to buy based on successful outcomes from previous customers. Use these insights to focus marketing efforts and ad spend on a target profiles or sales sales activities.

Summary

Genesys Predictive Engagement monitors individual customer journeys on your company website and applies machine learning, dynamic segmentation, and real-time outcome scoring to identify the right moments for proactive engagement with the right customer via chat or content offer. When the visitor interacts, the sales rep has the customer journey information at their fingertips.
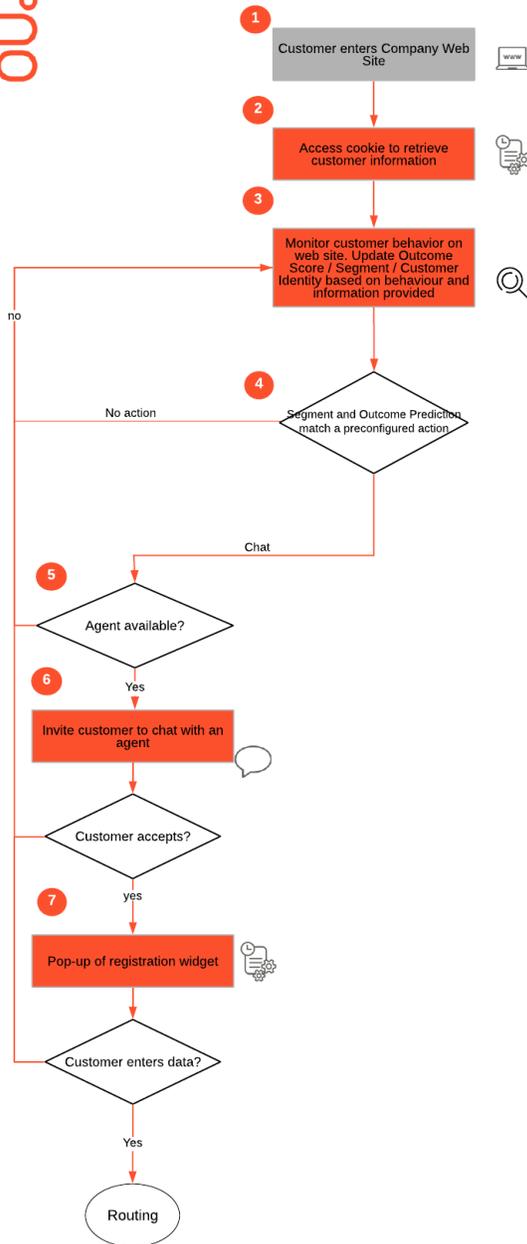
Use Case Definition

Business Flow

Main Flow

The following diagram shows the main flow of the use case, from the point of view of the system.

Business Flow Description

1. A visitor starts browsing the company website.

2. Genesys determines whether visitor is new or returning to website, and associates data from previous journeys.

3. Genesys continues to monitor website behavior and update segment attribution and outcome score as appropriate.

4. The combination of segment and variations in outcome score can eventually trigger a chat offer to the visitor

5. An algorithm determines the predicted availability of sales reps to handle the interactions.

6. If sales reps are predicted to be available to handle chat, a proactive invitation to chat is presented to the visitor

7. If the visitor accepts the invite, a popup registration window enables the visitor to enter their data.
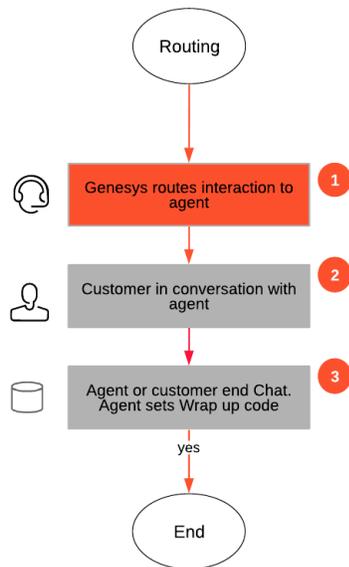
Business Flow

Routing

This diagram details the routing that takes place before and during the chat.

Business Flow Description

1. Genesys routes the interaction to a sales rep based on the skills, media, language, and other ACD routing choices.

2. Sales rep and prospect are in conversation. The sales rep has access to full visitor context such as segment, journey information, and outcome score.

3. After the conversation ends, the sales rep agent sets a disposition code within their desktop to record the outcome of the conversation.

Routing

1 Genesys routes interaction to agent

2 Customer in conversation with agent

3 Agent or customer end Chat. Agent sets Wrap up code

yes

End

For more details

For additional details, contact your Genesys Sales Representative by filing out the form or for immediate assistance call us: 1-888-Genesys.