Genesys and Cognigy for CX Excellence

We grappled with how Conversational AI enabled new possibilities in the contact center. Then came Generative AI, a new set of technologies that amplify the power of Conversational AI. Together, these technologies can impact every aspect of the contact center. And it keeps getting better: now AI Agents, or Agentic AI, are reshaping the costs and operations of contact centers. These three technologies have blurred boundaries — and organizations integrating them into their contact centers are positioned for a substantial competitive advantage.

Though it is early, these young technologies have already been proven. Despite the rapid pace of innovation, now is a good time for implementation because it's increasingly clear that complexity will become a barrier to adoption as the models mature.

Cognigy empowers Genesys customers with unprecedented capabilities in automation and self-service. Agentic AI, built on Conversational AI and Generative AI, offers a rapid return on investment. One core reason is that unlike traditional bots that adhere to restrictive scripts, Cognigy's Agentic AI uses machine reasoning to deliver humanlike, versatile interactions.

Enhancing Contact Center Efficiency and Customer Experience with Genesys

Genesys' solutions elevate customer experiences and streamline operations. They enable companies to deliver personalized, efficient, and responsive services. With a unified view of customer data, Genesys helps agents understand customer needs and preferences. Organizations that selected Genesys Cloud have the agility necessary to quickly adapt to changes in customer requirements.

By adding Cognigy, Genesys customers can integrate advanced, market-leading AI capabilities for automation and self-service. Through this collaboration, Genesys customers can deliver an even more seamless and intelligent customer experience.

Integrating AI Agents Into Contact Center Platforms

AI is changing the contact center playbook as it evolves from a phone-first, human-centric approach. The human agent has long been the core of the contact center, which includes skills-based automatic call distribution (ACD), forecasting tools for scheduling, and agent analytics. Typically, bypassing the agent is known as deflection (not automation).

But what if technology could do more than deflect and instead resolve? AI Agents are far more capable today than just a few years ago and are getting better and faster. AI Agents can now converse over any major channel, modality, and language. They can query databases for answers and implement routine customer requests.

Human agents will always play a critical role in customer experience (CX), but now, AI technology can resolve more customer inquiries without human agents. AI Agents, using techniques such as natural language processing, machine learning, and computer vision, automate tasks across systems. That means computers and tech do the routine stuff, and humans do the more complex tasks. Everyone wins: Agents have more rewarding work, customers get faster responses and happier agents, and the CFO sees improved resource utilization.

True AI Agents are expected to emerge primarily from specialized conversational AI providers rather than traditional CCaaS vendors. Conversational AI is a rapidly evolving field that requires substantial investment and dedicated focus — not only financially but also in strategic planning and infrastructure. While Conversational AI solutions are not necessarily more costly than common contact center technologies, developing and deploying these AI capabilities requires thoughtful prioritization within R&D budgets, often allocated across a wide range of CX initiatives.

Cognigy is a global leader in Conversational AI that has consistently been ahead of the game. Cognigy is highly focused on building more robust solutions and winning larger, more complex enterprise contact centers. For many providers, Agent AI disrupts their primary business model of agents or seats per month. Cognigy is not changing its business model, planning an IPO, or distracted by the need to support legacy technologies.

There's no question that AI agents are headed to most contact centers — the question is simply when and how this transition will happen. Traditionally, organizations have faced two choices: wait for their current provider to develop basic AI capabilities or replace their provider altogether. However, companies using Genesys contact center solutions have a more powerful alternative: They can enhance their existing setup with a top-tier, pre-integrated Conversational AI provider. This approach allows Genesys customers to leverage both systems in parallel, each bringing complementary strengths, to seamlessly "fill the AI gap" and elevate customer experience.

Adding Cognigy to a Genesys Cloud implementation offers Genesys customers unprecedented flexibility and the fastest path to AI innovation, natural language processing, and advanced speech services.

Cognigy for CX

One contact center with two advanced approaches: Genesys covers the needs of human agents in its solution. Cognigy does the same for AI Agents by combining natural language understanding (NLU) and Generative AI to generate intuitive, human-like responses. Cognigy brings industry-leading AI and automation to an industry-leading contact center solution.

Highlighted Use Cases of Cognigy with Genesys Cloud

Cognigy is revolutionizing customer service with AI. Its acclaimed solution provides exceptional customer service characterized by immediacy, personalization, multilingual accessibility, and channel versatility. Here's a closer look at its key components:

Conversational AI Agents

While Agent Copilot supercharges human agents, the true transformative power of Cognigy's solution lies in its Agentic AI-driven Conversational AI Agents. These next-generation AI Agents leverage intelligent autonomy to revolutionize the contact center, delivering CX that is as humanlike as it is scalable.

Unlike traditional AI systems, these agents have advanced reasoning capabilities, real-time data integration, and adaptive learning, enabling them to handle complex scenarios effortlessly. They can manage thousands of simultaneous interactions across more than 100 languages, providing

THE CONVERSATIONAL INTELLIGENCE MOMENT

Several forces have aligned to make this the right time to implement conversational AI:

1. The post-pandemic era has promoted the critical role that contact centers play.
2. The shortage of contact center agents requires automation. Conversational AI helps manage higher volumes, reduces turnover, and streamlines onboarding.
3. Contact center budgets are increasing to meet new expectations, and conversational AI automation offers the highest growth potential.
4. Conversational AI is one of those rare technologies that simultaneously improves the customer experience, reduces costs, and improves (customer and agent) retention.
5. Generative AI has already changed the game, but significant ongoing investments and research suggest much more is coming. For those positioned to take advantage of it, there is immense potential to revolutionize the customer experience.
6. The emergence of Agentic AI has redefined what Conversational AI can achieve. Advanced decision-making, real-time data integration, and collaborative capabilities enable enterprises to deliver hyper-personalized, efficient, and humanlike customer interactions at scale.

personalized, empathetic responses without the limitations of legacy systems.

Legacy interactive voice response (IVR) systems encounter difficulties with lengthy navigation, inefficient interactions, and impersonal experiences. Cognigy's Voice AI Agents transform contact centers with conversational intelligence and smart routing. They create seamless customer journeys, enhance engagement, and boost first-call resolution.

AI Agents provide personalized, empathetic responses tailored to each conversation. They can also accurately gauge customer sentiment to monitor service quality and optimize processes. And Agentic AI equips these agents with multi-channel mastery enabling conversations to effortlessly switch between chat, voice, and other platforms while maintaining continuity. Whether for capturing photos, sharing locations, signing documents, or making payments, these AI Agents provide frictionless, efficient support.

To serve customers when they need it most, Cognigy's Voice AI Agents enable seamless self-service that can reduce wait times and resolve issues on the first contact. These AI Agents understand customer needs and provide the quickest path to a solution, instantly prioritizing and routing calls, thanks to Cognigy's ability to identify self-service opportunities and critical inquiries that require immediate agent assistance.

Agent Copilot (Agent Assist)

Agent Copilot enhances customer service by providing agents with real-time customer information and relevant knowledge. It also identifies sentiment, enabling empathetic responses, and offers real-time translation during live chat. Additionally, it suggests personalized upselling and cross-selling opportunities based on customer cues and CRM data.

Unleashed Scalability

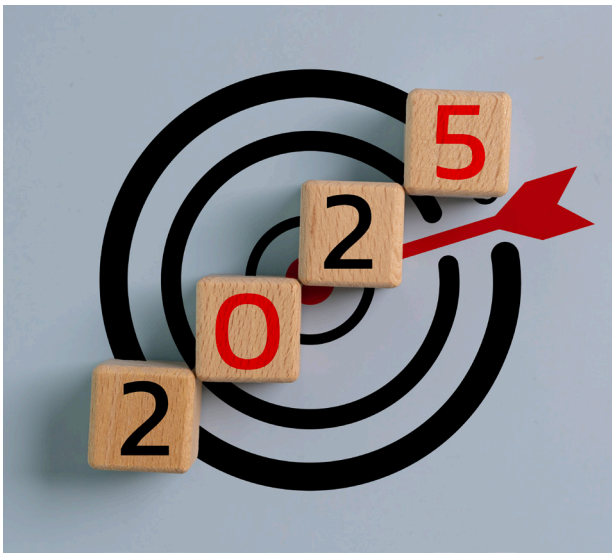
Cognigy's platform stands out for its exceptional adaptability and scalability, empowering businesses to integrate it with their existing systems seamlessly. Genesys Cloud customers, especially, can then scale more effectively. Cognigy offers the versatility to deploy on-premises, in the cloud, or as a hybrid solution. This flexibility ensures a smooth implementation

Boosting Genesys CX with Cognigy AI

process, maintaining business continuity and minimizing disruption.

The on-premises deployment option enables businesses to maintain control over their data and infrastructure. Cognigy's platform can be easily integrated into existing data centers, allowing for secure and compliant management of sensitive information. This option suits organizations with strict data governance requirements or industries with specific regulatory guidelines.

In contrast, cloud deployment gives businesses the agility and scalability to handle fluctuating customer demands. Cognigy's platform can be deployed on leading cloud platforms like Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP). This type of implementation allows organizations to leverage the benefits of cloud computing, including automatic scaling, cost optimization, and access to advanced AI services.



Cognigy's hybrid deployment option offers the best of both worlds. Businesses can seamlessly integrate on-premises infrastructure with cloud-based resources, creating a highly flexible and scalable environment. This hybrid approach enables organizations to migrate specific workloads to the cloud while maintaining control over sensitive data on-premises.

Cognigy also easily exports everything into customer business intelligence tools for detailed analysis. Through these diverse deployment options, businesses can choose the solution that best aligns with their unique requirements and preferences.

Final Thoughts

Cognigy's solution is highly adaptable and scalable, catering to diverse organizational needs with on-premises, cloud, or hybrid deployment options. Its seamless integration with existing systems simplifies implementation and management. This offering provides customers and employees with a convenient and efficient interaction channel, ultimately enhancing experiences on both ends of the interaction. It also automates repetitive tasks, increasing efficiency and productivity while reducing costs. Additionally, it aids organizations in complying with industry regulations and standards by providing auditable records of customer and employee interactions.

Rapid advancements in artificial intelligence are transforming industries and reshaping the business landscape. AI is no longer a futuristic concept but a table stake for enterprise contact centers, an indispensable tool for businesses to survive and thrive in the digital age. It enables automation, enhanced decision-making, and personalized customer experiences. Agentic AI promises to take us to yet-to-be-imagined frontiers.

AI has the potential to dramatically change customer interactions for the better. By embracing AI, businesses can gain a competitive advantage, streamline operations, increase efficiency, and drive innovation. Failure to adopt AI may result in falling behind and missing numerous benefits. Combining the power of Genesys and Cognigy provides businesses with a ground-floor opportunity to leverage the latest innovations in AI and successfully transition toward an AI-first contact center.

About Cognigy

Cognigy is transforming the customer service industry with the most advanced AI Agent platform for enterprise contact centers. Its award-winning solution, Cognigy.AI, empowers enterprises to deliver instant, hyper-personalized, multilingual service on any channel. By integrating Generative and Conversational AI to create Agentic AI, Cognigy delivers AI Agents that redefine customer experiences, drive satisfaction, and support contact center employees in real time.

Built on the world's leading Conversational AI platform, Cognigy.AI delivers next-gen customer service through solutions like Voice AI Agents, Digital Chat AI Agents, and Agent Copilot. With dozens of pretrained skills and Agentic AI capabilities, the platform seamlessly integrates into enterprise systems. By leveraging memory and context, Cognigy's AI Agents provide hyper-personalized interactions and strengthen customer relationships. Agentic AI also fosters collaboration between AI and human agents, giving them superpowers to deliver exceptional service.

Over 1,000 brands trust Cognigy and its vast partner network to create AI customer service agents for their contact centers. Cognigy's impressive worldwide customer portfolio includes Bosch, Nestlé, DHL, Lufthansa Group, Mercedes-Benz, and Toyota.

Cognigy is recognized as a global leader in conversational AI. For its leadership in this field, Cognigy has received several awards and recognitions, including:

- Gartner Magic Quadrant for Conversational AI Platforms, Leader
- Forrester Wave Conversational AI for Customer Service, Leader
- IDC MarketScape for Worldwide Conversational AI Software Platforms, Leader
- Aragon Research Globe for AI Agent Platforms Leader
- Stevie Awards for Sales & Customer Service, Gold
- AI Breakthrough Awards, Best Overall Conversational AI Solution
- Frost & Sullivan, Best Practices Award for Conversational AI, Leader
- ISG Provider Lens Intelligent Automation – Conversational AI Platforms, Leader

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