



ICONIC DATA

PRODUCT REVIEW



GENESYS CLOUD CX

REVOLUTIONIZING CUSTOMER
EXPERIENCE MANAGEMENT

2023

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ABOUT US

Iconic Data Japan (IDJ) is a multi-national data services company that stands at the vanguard of data technologies. IDJ specializes in state-of-the-art data solutions that bring the best of our clients. Be it data mining, data gathering, databases, or data analytics, our services aim to enhance, transform, and revolutionize our clients operations through the proper and full integration of data solutions into business operations.

From data services to data analytical insights we provide solutions that create the shifts in

corporate culture and business environment that enable companies to adapt and thrive in the new landscape of data centric business operations.

We achieve this by not only providing data solutions but incorporating these solutions into strategic data consulting solutions that bring about effective and actionable data centric practices that are integrated throughout the business operations.

REPORT CONTENT

03

**EXECUTIVE
SUMMARY**

.....

04

A CX SOLUTION

.....

06

**SPECIFIC
FEATURES**

.....

08

COMPETITORS

.....

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GENESYS CLOUD CX

AS A SOLUTION

Executive Summary

Genesys Cloud CX is a cloud-based contact center platform that provides a comprehensive suite of tools and features to help businesses manage customer interactions across multiple channels. The platform is highly scalable, customizable, and AI-powered, making it an ideal choice for businesses that require advanced capabilities to optimize their customer experience. However, due to its high cost, it may not be suitable for businesses with limited budgets. While the platform's reporting capabilities could be improved, its integration capabilities and customer service capabilities are excellent. Overall, Genesys Cloud CX is a top-tier customer experience management platform that is worth considering for businesses looking to improve their customer experience.

GENESYS CLOUD CX

A CX SOLUTION

Genesys Cloud CX is an ideal customer experience management platform for businesses that require comprehensive features and flexibility.

Genesys Cloud CX is a cloud-based contact center platform designed to help businesses manage customer interactions across multiple channels, including voice, chat, email, and social media. The platform offers advanced tools and features, such as predictive routing capabilities, real-time analytics, and customizable workflows, to help businesses deliver a superior customer experience.



MAGIC QUADRANT
FOR CONTACT
CENTERS AS A
SERVICE - GARTNER

MAJOR COMPETITORS

- NICE CXone
- Five9
- Twilio
- Dialpad

STANDOUT



A solution for medium to large clients, that have the need to incorporate multiple channels.

Genesys Cloud CX stands out from its competitors in several ways

- Comprehensive feature set
- Cloud-based infrastructure
- Customizability
- AI-powered capabilities

Appeal Points:

- Comprehensive Omnichannel Support
- Scalability and Flexibility
- Advanced AI Capabilities

SUPPORT



Provides a wide range of channels for customer interactions, including voice, email, chat, and SNS.

It allows businesses to manage all customer interactions from a single platform, enabling them to provide a seamless omnichannel experience for customers. This is a key differentiator compared to competitors who may not offer as many channels or require the use of multiple platforms to manage customer interactions.

AI ABILITY



Offers advanced AI capabilities, including chatbots, voicebots, and predictive analytics.

These capabilities allow businesses to automate repetitive tasks and provide personalized customer experiences. They can also help to identify trends and patterns in customer behavior, enabling businesses to proactively address issues and improve customer satisfaction. This is a significant advantage compared to competitors who may not offer the same level of AI capabilities or require businesses to use third-party solutions.

GENESYS CLOUD CX

SPECIFIC FEATURES

OMNICHANNEL ROUTING

MySQL compatibility for TiDB means existing queries work with this SQL database out of the box, and with little to no need for adaptation. It also means existing tools and services that support MySQL databases also support TiDB.

QUALITY MANAGEMENT

TiDB also enjoys an ecosystem of tools that facilitate various aspects of database management, and increase its attractiveness. These tools range from Data Migration tools like TiDB Data Migration, and TiDB Lightning, to database management packages like TiUp, and a fully up-to-date Operator. This is not an extensive list but is meant to give an overview of the tools available, but is meant instead to highlight that there exists a range of solutions that are up to date and supported. So for example Vitess has an Operator tool, this lacks support which results in issues while trying to set it up with Kubernetes.

WORKFORCE MANAGEMENT

In real-time analytics TiDB is using HTAP, which is also known as hybrid transaction/analytics processing, transactions—like updating a database—are combined with analytics—like identifying prospective customers. Both workloads i.e. Online Transactional Processing (OLTP) or Online Analytical Processing (OLAP) workloads may be supported by an HTAP database, which offers speed and simplicity. TiDB is using Storage engines, Data consistency, Data isolation, and the MPP computing engine of HTAP.

REAL-TIME ANALYTICS

Unlike some other architectures TiDB retains the higher level “repeatable read” system of baseline MySQL. This isolation level system allows increased guarantees of reads and writes.



OMNICHANNEL



REAL-TIME ANALYTICS



WORKFORCE MANAGEMENT

DRAWBACKS

01 COMPLEXITY

As a feature-rich platform, Genesys Cloud CX can be complex to set up and configure, which may require significant time and resources from an organization's IT and support teams. This complexity may also make it more difficult for smaller organizations to adopt and fully utilize the platform.

02 COST

Genesys Cloud CX is a premium platform and may be more expensive than some of its competitors, which could make it less accessible for some organizations with smaller budgets.

03 CUSTOMIZATION

While Genesys Cloud CX offers a high degree of customizability, some users may find that the level of customization is not sufficient to meet their specific needs. In some cases, this may require additional development work or integration with third-party tools to achieve the desired level of customization.

GENESYS CLOUD CX COMPETITORS

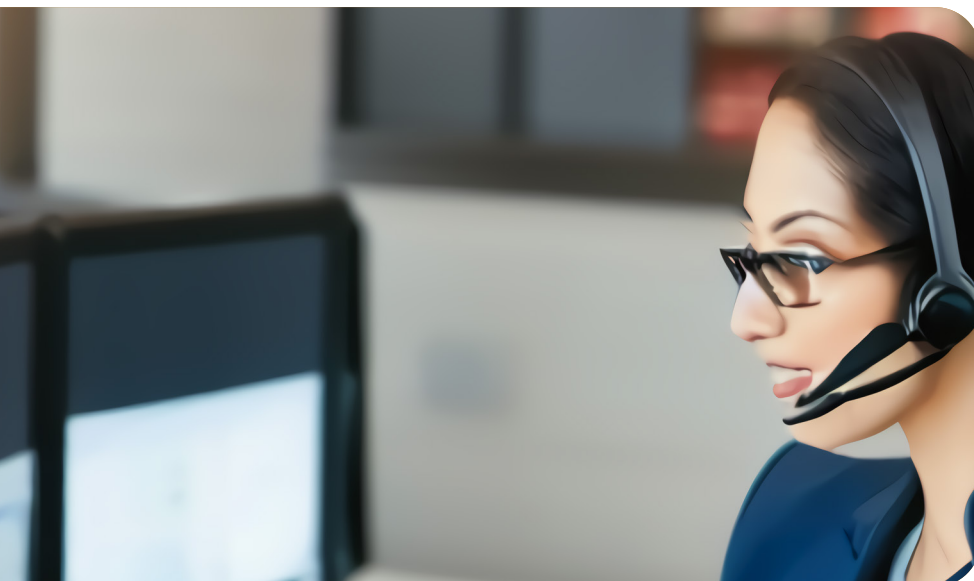
Complexity and premium pricing may make Genesys Cloud CX less accessible for smaller organizations, and competitors may offer more affordable pricing options or customizable features.

NICE CXONE

- Supports only web-based platform while Genesys supports multiple platforms
- Offers pay-as-you-go pricing, while Genesys has premium pricing
- Provides only 3 digital customer support channels, while Genesys offers a wide range of digital channels

FIVE9

- Supports only web-based platform, while Genesys supports multiple platforms
- Offers a range of pricing options, while Genesys has premium pricing
- Less comprehensive feature set than Genesys



TWILIO

- Supports only web-based platform, while Genesys supports multiple platform.
- Offers a range of affordable pricing options, while Genesys has premium pricing
- Less comprehensive feature set than Genesys

Genesys Cloud CX stands out from its competitors with its strong AI-powered routing and analytics, while also offering excellent social media integration and international coverage capabilities.

COMPETITOR SUMMARY

HEAD TO HEAD

	MIN. PRICE*	MAX PRICE*	AI ROUTING	SPEECH TO TEXT	SOCIAL MEDIA	WEB CHAT
Genesys Cloud GX	\$75	\$250	***	***	****	**
NICE CXone	\$75	\$175	****	****	***	***
Five9	\$100	\$200	***	**	**	****
Twilio	\$0	\$200	**	***	**	***
Dialpad	\$15	\$45	*	***	**	****

* Per User, Per Month.

CONCLUSION

In conclusion, Genesys Cloud CX is an ideal customer experience management platform for businesses that require comprehensive features and flexibility. The platform offers advanced tools and features, predictive routing capabilities, and a higher degree of customization than other platforms. Its scalability, integration capabilities, and AI-powered features and tools make it a top choice for businesses that are looking to improve their overall customer experience. However, businesses with limited budgets may find the platform's pricing to be a significant hurdle.



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