

# 2022 contact center **BUYER'S GUIDE**

Trends and technology driving the customer  
and employee experiences of the future





# New world. New experiences. New toolkit.

The start of 2022 marks two years since the world began hearing about the outbreak of a highly contagious new strain of coronavirus. It's now quite clear: The global COVID-19 pandemic has permanently changed how we live, work and do business.

It has also made many of us rethink what's most important — in our personal lives and at work. And customer experience (CX) leaders echoed these sentiments when discussing the defining trends.

This guide connects those trends to the key functionalities you'll need to take customer and employee engagements into the future.



# Connecting trends to technology



In our recent research, customer experience leaders shared how **eight key trends** are reshaping strategic agendas. This buying guide defines the essential capabilities you need to meet these trends to win in 2022 and beyond.



## Reframe contact centers as **ENGAGEMENT CENTERS**

If customer experience is a top priority for your organization, elevate the role of your contact center. It's the heart of customer engagement.



## Orchestrate **CONSISTENT EXPERIENCES** across key channels

Whether you call it omnichannel or multi-experience, your customers expect the same exceptional level of service from your brand — no matter how they reach you.



## Design **EMPLOYEE JOURNEYS** to win on the talent front

Distributed work opened doors, and talented employees stepped right through. Connect with your employees based on values to equip, motivate and retain talent.



## Optimize your CX tech stack for **AGILITY AND INNOVATION**

Legacy platforms and point solutions prevent businesses from differentiating their CX. Invest in technology that helps you pivot in real time

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# REFRAME CONTACT CENTERS AS ENGAGEMENT CENTERS

# The contact center of the future plays a bigger role.

Raise your hand if hearing “call center” or “contact center” still makes you immediately think of hold times, headsets and harried agents. (Be honest.)

Modern contact centers are already so much more — and contact centers of the future will be further evolved. It’s time we elevate and celebrate contact centers as the hub of customer engagement and experience.



## Reimagine experiences

Contact centers of the future will be measured on their ability to provide experiences that drive business growth. That starts with designing and delivering the types of engagements you’d want to experience yourself as a consumer — and selecting the tools to get there.

## Reposition the contact center

To drive revenue, focus on end-to-end experiences. This likely means breaking down siloed views of the customer — and silos within your organization. Seek solutions that blur the lines between marketing, sales and service. Position your contact center as the heart of customer experience. It will unify your business and the experiences you provide.

## Rethink CX metrics

If your KPIs haven’t changed much in recent years, be sure you can measure what matters. Your analytics and reporting should connect data across systems — providing insights into complete journeys and key moments so you can understand what’s working, what’s not and what action to take.



# As you evaluate solutions



ASK THESE QUESTIONS	LOOK FOR THESE RESPONSES
How does the solution handle engagement on mobile, web, chat, phone, social, SMS, video?	Your customer engagement solution should allow you to flow between channels as easily as your customers do. It should leverage customer profile data and context across channels and give employees a full picture from a single view.
How does the solution's virtual agent technology support customer interactions?	The best chatbots serve as an extension of your team. Look for intelligent bots with natural language understanding and the ability to make a seamless transition to a live employee when needed.
How is data aggregated across integrated systems and used for further insights and analytics?	Aggregated data from all interactions should be streamed into your platform. Once captured, it needs to be transformed into artificial intelligence (AI)-ready data so you can take advantage of AI capabilities. Reusing and sharing this data means all your products can benefit.
Are real-time, on-demand, and historical analytics and reporting capabilities easily available?	Historical data, context and real-time insights are available in a flexible dashboard. Robust reporting lets you track and analyze service levels, interaction times, resolution rates, customer satisfaction and other critical KPIs.
What is the platform roadmap?	Your technology partner should have a roadmap that includes strategic goals and planned releases. Evaluate if and how customer feedback influences the roadmap. Look for regular feature releases that will ensure continuous innovation.

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**ORCHESTRATE CONSISTENT  
EXPERIENCES ACROSS  
KEY CHANNELS**

# Focus on consistency across experiences – not just being on all channels.

As the shift to virtual interactions accelerated, many companies leapt to establish a presence on the channels their customers use. But in some cases, that did more harm than good.

If you're just checking the box...

If you're focused only on cutting costs...

If you're using point solutions that create silos...

You'll lack what's need to personalize end-to-end experiences at scale, delight your customers and beat your competition.

This year, prioritize creating consistent, empathetic experiences on the key channels for your business.

## Personalize every journey

Truly personalized experiences go beyond “Hello, [insert first name]” and treat each person as an individual. Look for technology that reflects each customer’s unique context across channels and touchpoints to help them achieve their goals and enable your brand to foster powerful loyalty.

## Earn your right to user data

Your customer engagement solution should surface relevant customer engagement data at the right time. You might already have valuable insights to optimize experiences and build trust. If you're asking for more data, proactively communicate your privacy policies, the type of data you collect and how you use it.

## Use AI to shift toward empathy

Using AI to understand customers and personalize engagement is the number one priority for CX leaders worldwide. Companies need more mature, people-centered AI strategies. Focus on making each customer feel remembered, heard and understood – and ensure your employees feel supported and impactful.





# As you evaluate solutions



## ASK THESE QUESTIONS

Can customers pause the conversation and later resume it – in the same channel or another? And will the solution recognize their history and goals?

Can customers engage with digital assistants using natural language, including speech?

What tasks can business users perform with data that doesn't require IT assistance?

How does the solution approach integrations with existing systems across the CX ecosystem?

How does the solution orchestrate actions in real time?

## LOOK FOR THESE RESPONSES

All engagement channels, including asynchronous channels, are integrated so conversations can start, stop and transition across them. If a customer pauses a conversation on a messaging app, it can be restarted on any channel, including voice, where all context and history are passed on to agents.

Digital assistants that use natural language processing can handle routine queries via speech and capture intent. And, when they respond via synthesized speech, the intention should be modeled appropriately. Without proper nuance, communication breaks down – and that affects the customer experience.

Even without coding experience, business users can visualize, measure and orchestrate journeys using a flexible dashboard.

Look for a solution that distributes historical and real-time data from every touchpoint – inside and outside your contact center – to the systems each team uses. This enables every customer-facing team to understand each customer's unique context and create the consistent experiences they demand.

Look for a solution that can improve journey outcomes in real time by taking the most relevant interactions in the context of each customer's goals and experience – not just dynamically update content or offers.

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**DESIGN EMPLOYEE  
JOURNEYS TO WIN ON  
THE TALENT FRONT**

# Build a culture your team will love.



While happy, productive employees improve customer experience, high attrition and disengaged employees drive up costs and make for lackluster experiences.

And if you're looking to slow the flow of resignation notices, you're not alone. As employee burnout and attrition rates soar, about half of companies are working on comprehensive plans to reduce turnover.

Design employee journeys as intentionally as you craft customer experiences to keep your team motivated.

## Engage employees based on values

What people value — what they care most about — is the top predictor of behavior. CX leaders are realizing the power of tapping into values for attracting, motivating and retaining top talent. Look for solutions that enable you to incorporate values into the way you schedule, coach and motivate employees.

## Become a CX talent hub

Your top reps are highly skilled and have deep knowledge of your customers and your organization. Cultivate this talent by designing exciting career paths inside and outside of the contact center. The right technology will help identify star performers, offer development opportunities and celebrate achievements.

## Make work not feel like work

The new CX workspace is drastically different from just three years ago. Whether your agents are fully remote, on-premises or hybrid, you can give them tools that make work more enjoyable. Seek solutions with an intuitive, singular interface. And make sure you can automate routine tasks and offer real-time resources and coaching.



# As you evaluate solutions



ASK THESE QUESTIONS	LOOK FOR THESE RESPONSES
<p>Does the solution have an easy-to-use and intuitive web- and mobile-based user interface?</p>	<p>Give agents and supervisors a single view of each customer using an omnichannel desktop. It conducts interactions in a single web browser. And the desktop streamlines agent access to information with all the apps they need.</p>
<p>How does the solution enable team collaboration and alignment for a distributed workforce?</p>	<p>Employees can see their work translate into real-time metrics. That can improve performance and boost collaboration for stronger team dynamics – no matter where agents are located.</p>
<p>What tools does the solution provide to support employee onboarding, continued learning, training and development?</p>	<p>Embedded learning tools enable new hires to quickly become proficient. This reduces the costs associated with onboarding. It also encourages existing employees to build new skills while staying current on existing ones.</p>
<p>How does the solution enable real-time performance visibility and improvement?</p>	<p>Learning modules let you train or inform your employees and assign assessment modules to better evaluate their knowledge and skill levels.</p>
<p>What gamification and performance recognition tools does the solution offer?</p>	<p>Gamification creates an interactive environment that encourages employees to manage their KPIs and enjoy engaging with peers. It's fun for them to see their roles in driving results.</p>
<p>How do scheduling and forecasting capabilities account for employee preferences and shift swaps?</p>	<p>Automated processes streamline forecasting and scheduling, including shift allocation. You can set flexible rules to manage overtime, time off, shift bidding and shift trading to give employees flexibility and autonomy without impacting budgets or productivity.</p>

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# OPTIMIZE YOUR CX TECH STACK FOR AGILITY AND INNOVATION

# Invest in adaptive technology to gain a competitive advantage.



Legacy all-in-one contact center platforms prevent businesses from differentiating their CX. This was especially apparent when COVID-19 shook the world and businesses needed to pivot in real time. With composable solutions, companies were able to successfully reimagine customer and employee experiences.

As you evaluate new technology, prioritize solutions that provide the agility your organization needs for swift, sustainable differentiation — no matter what the future brings.

## Differentiate faster

To deliver unique experiences for customers and employees, you need the ability to assemble, combine and orchestrate experiences in real time. Composable solutions are designed with building blocks you can easily mix and match, turn on and off, add or remove, and change and improve. And with low-code tools, it's a lot simpler for business users to rapidly experiment and optimize.

## Build a connected CX ecosystem

As you design more sophisticated experiences, your customer engagement ecosystem will become more complex. But complex shouldn't mean rigid or brittle. Look for a CX solution that's architected for openness. Then you can bring together the leading technologies you need to realize your vision — without getting locked into systems that no longer serve you.



# As you evaluate solutions



## ASK THESE QUESTIONS

## LOOK FOR THESE RESPONSES

Describe the solution's cloud architecture, infrastructure and deployment options.

Depending on your organization's cloud configuration, you'll have different needs. Look for a solution that meets your requirements when it comes to scale, global availability, architecture and deployment preferences.

Describe how the different applications that make up your cloud solution are integrated and work together.

A composable cloud platform gives you the ability to assemble, combine and orchestrate individual CX and employee experience capabilities in real time. This includes capabilities from four building blocks: product, marketplace, ecosystem and development. Mixing the optimal set of capabilities through rich APIs, integration methods, and developer and low-code tools ensures your architecture flows toward the future.

Describe what can be used "out of the box," integrated or built custom.

As you consider solutions, evaluate the product itself, the app marketplace and the partner ecosystem. You should also think about platform access and resources to support development.

What APIs, tools and resources are available to developers?

A modern cloud solution should make integration and customization easy and accessible. Look for public documentation on the platform and its APIs, developer resource centers and factors like SDKs, embeddable frameworks, and blueprints or templates to accelerate development.

## Keep up with the speed of **change**

Over the past two years, all businesses have seen a massive acceleration in consumer and employee demand for digital services. Digital adoption has reached **what was initially expected in 2025**. And things aren't slowing down.

Keeping up with this speed of change isn't easy for any organization. But those on legacy or siloed solutions are struggling the most.

A lot of vendors have viable solutions. But don't be fooled; you don't need a solution that just meets your needs today. You need one that positions you to create unique experiences even through the unknowns of tomorrow.

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### ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer movement across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service<sup>SM</sup> so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world's leading public contact center platform, designed for rapid innovation, scalability and flexibility.

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