



*Genesys Recognized as the*

**2021**

**Company of the Year**

Latin American

Cloud Contact Center Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Genesys excels in many of the criteria in the cloud contact center solutions space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### *A Complete Vision for Digital Experience*

Genesys introduces to the Latin American market a clear-eyed strategy for cloud services and solutions

*“Genesys introduces to the Latin American market a clear-eyed strategy for cloud services and solutions that attends to the concerns and needs of local companies, service providers, and resellers both in the here and now and in the medium-term.”*

**- Juan Manuel Gonzalez, Research Director**

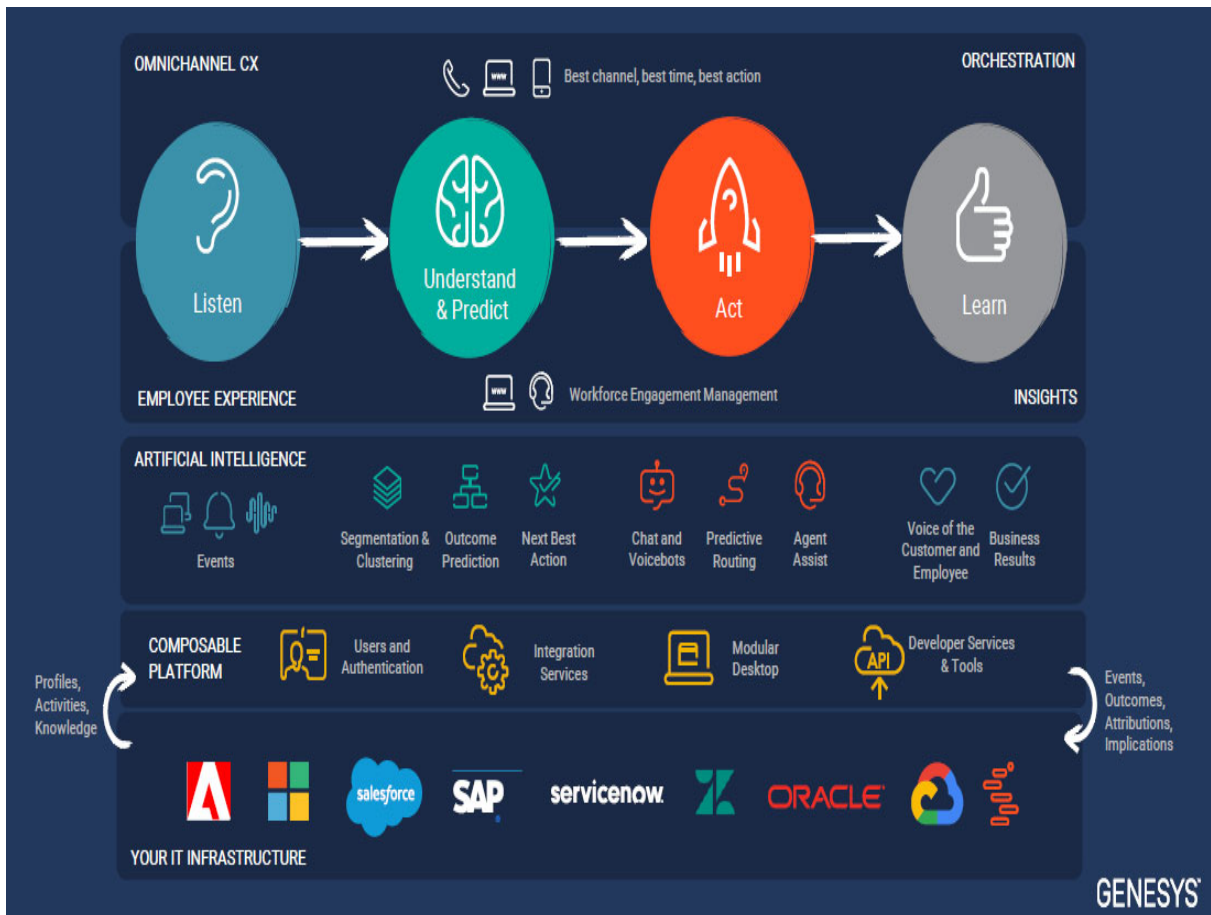
that attends to the concerns and needs of local companies, service providers, and resellers both in the here and now and in the medium-term. Treating the movement to the cloud as the first part of a larger digital transformation journey for contact centers, Genesys serves as a guide for the customer throughout the relationship built around solutions and outcomes rather than simply transactions. The CCaaS Genesys Cloud CX offering comes in three tiers

offering customers flexibility to select the level of functionality that meets their needs. As a platform, Genesys Cloud CX aids businesses in connecting with their customers through omnichannel capabilities (voice, email, self-service boards, social media, bots, and asynchronous channels such as the region’s preferred WhatsApp).

Genesys Cloud CX connects the dots, aggregating information across channels and the business’s systems of records such as customer relationship management to enable a highly personalized experience throughout a curated customer journey. The platform integrates with a spectrum of partners to share and consolidate data, making it easy to connect those systems and leverage insights to personalize the customer experience. The platform is designed for companies to implement quickly and begin to utilize the array of capabilities without adding on professional services.

In addition to the omnichannel and personalization capabilities, Genesys Cloud CX platform supports employees across engagement management, quality compliance and resource management. It also supports employees, as the platform serves up prescriptive options to the agent to achieve the best outcome for the customer. In the larger vision, Genesys develops the platform to link together the feature set along with a broader ecosystem of partners and developers that are constantly evolving and adding to the capabilities in a cohesive and fluid experience.

**Genesys Cloud CX Orchestrates the Complete Customer Journey**



Source: Genesys

### ***Continuous Drive to Personalization and Digital Value***

Recognizing years ago the importance of leveraging rich data to serve a range of digital touchpoints and align all customer interactions, Genesys has been building its platform to act as the orchestrator across numerous capabilities and driving digital value. With the culture of a startup to endlessly challenge status quo mindsets and paradigms, Genesys emphasizes future-facing developments that boost digital customer experience and agent abilities. The Genesys model forms a continuously reinforcing loop to “listen,” “understand and predict”, “learn,” and “act” that leverages the insights of artificial intelligence (AI) and the power of cloud computing to understand the customer’s context, predict the journey, and augment the experience with a human touch and personalization in each interaction. In practice, this model represents a workflow that provides for omnichannel customer interactions where the platform uses diverse data to predict the customer’s behavior and desired outcomes and directs the next best action for predictive routing service to a chat or voice bot or a live agent. The agent assists the customer with an array of options, predictive actions, and relevant information at his or her fingertips to resolve the customer’s issue quickly. As the orchestrator at the center of the customer experience, Genesys Cloud CX connects systems of records (for both structured and unstructured data) to inform the AI and agents before, during, and after the interaction.

Rather than simply automating processes to reduce labor costs, Genesys focuses on enhancing the customer experience via personalization and informed agents that safeguard each interaction with the client brand or product. While the Genesys platform is a mature presence in the space, the company launched numerous improvements and new features in 2020: in connections (predictive engagement and proactive outreach across various messaging channels and integrations with Microsoft Teams and Zoom for unified communications), in process orchestration (AI-powered predictive routing, and improvements to dialog engine and bot flows), in resource management (add-ons bundles for workforce engagement management, as well as planning tools), and in knowledge and insights (new enhancements for dashboard and performance analytics). Many of the new features released in 2020 revolve around aiding the agent in a suite of AI-infused solutions that enhance the capabilities and supply the agent with more relevant information and suggested actions. These workforce tools ensure

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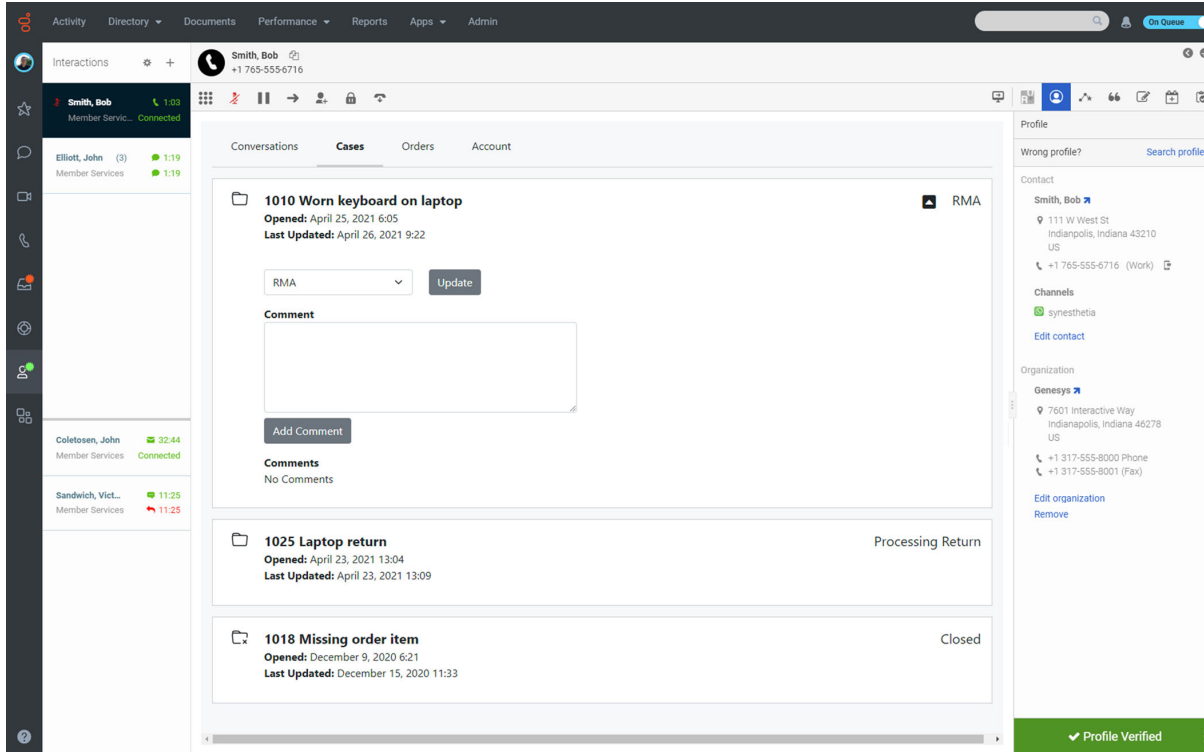
***- Nicholas J. Baugh, Best Practices Research Analyst***

the agent knows the history of the customer’s interactions and provides predictive engagement with a high probability to resolve the customer issue. With AI embedded in the platform, agents can proactively offer promotions and support and drive positive outcomes.

Moreover, Genesys recently finalized the acquisition of Bold360, which will combine the Genesys Cloud CX platform’s engagement and orchestration capabilities with Bold’s dynamic knowledge, smart advisor, and agent experience

capabilities. Genesys has also launched a standalone Genesys DX (digital experience) platform that delivers always-on digital engagement and data-driven insights at every scale.

**Genesys Cloud CX: Driving Productivity with AI-powered Support for Agents**



Source: Genesys

**Investment in Innovation Pays Dividends in the Form of Scalability and Flexibility**

The company’s devotion to innovation shines through in the platform’s scalability, the pace of feature development, as well as the flexibility that enables co-creation with customers. Prioritizing constant improvement and new development, Genesys released 267 features in 2020 revolving around enterprise function, customer experience, and infusions of AI. Client and user feedback are primary drivers for new feature and platform developments. Genesys invests significantly into the platform’s features, on top of the solid architecture. Designed on microservices from the beginning for scalability and reliability in the public cloud, the platform delivers 99.999% availability and offers assertive service level agreements. Clients can rely on enterprise-class scalability. Genesys Cloud CX supports more than 400,000 agents on the platform..

The platform’s architecture and the focus on business outcomes for the customer is a clear show of Genesys’s flexibility. In a model of co-design, Genesys works with customers (as well as drawing from its expertise and relationships with partners and vendors) to create the optimal service for the purpose. Emphasizing outcomes and as a part of the complete digital transformation relationship, Genesys continues with customers past the adoption phase to help companies maximize the usability of the platform’s toolsets and optimize the use cases. Rather than delivering only a technological

implementation, Genesys supports companies to understand the complete customer journey and use the platform to target business success.

### ***Broad Ecosystem and Strong Integrations Open Opportunities***

Genesys embraces an expansive ecosystem of integrations and partnerships. The Genesys Cloud CX architecture enables a broad ecosystem of partners and integrations that add value and capabilities that enrich the entire platform. The company aids third parties to build on the platform, now with approximately 17,800 integrations, more than 240 applications on the Genesys Cloud CX marketplace, and more than a dozen Latin American partners creating their own unique solutions. The development community of partners (and enterprise customers themselves) can monetize their creations and users can access the enriched platform solutions, ranging from business intelligence and analytics to bots and robotic process automation, security and compliance, enhanced workforce management, mobility, operations, and specialized customer relationship and case management tools amongst an ever-growing list. The platform's breadth allows customers to access integrations from across the globe and contribute to the model and sell complementary tools to the world.

Further, Genesys emphasizes innovation and accelerates development with the *Ignite* program for startups in partnership with regional allies (Innpulsa Colombia, Start-Up Chile, Startup Mexico, and the Associação Brasileira Online to Offline). The *Ignite* program brings together developers, entrepreneurs, and venture capital to incubate development and solutions contributing to the experience as a service vision. *Ignite* in Latin America connects startups with resources, events, and consulting to mature the company and broaden their reach while contributing to the overall Genesys ecosystem.

### ***Peerless Experience in the Region***

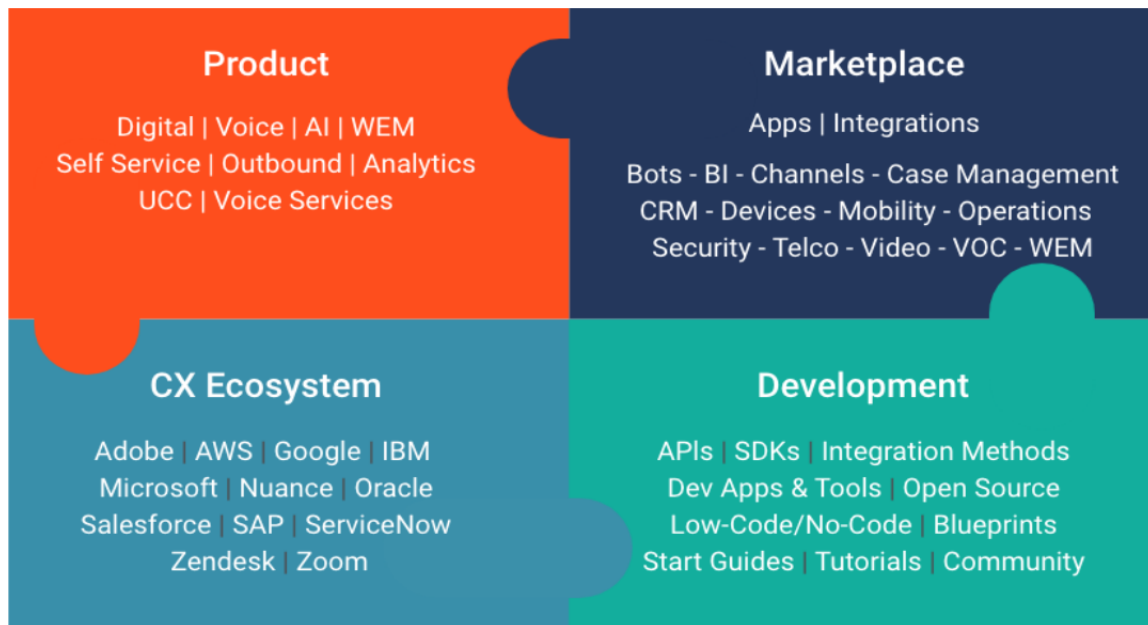
Beyond the service and technical elements of the cloud offering, Genesys maintains a peerless level of experience and commitment to Latin America. With more than 330 employees supporting Latin America operations, Genesys maintains its early mover advantage and steady growth over 20 years in the region. Proven success cases of local customers testify to the Genesys track record. Drawing from the knowledge base of a global company and combining the local flavor, Genesys retains a depth of understanding of the regulations, best practices, and relationships with partners and connectivity providers that make Latin America a complex region to do business.

Moreover, Genesys is doubling its investments in Latin America and focusing on key markets like Brazil, Chile, Colombia, and Mexico in its long-term plan. A major part of those plans includes enhanced customer success and services teams. A customer success manager, a professional services team member, and a technical account manager all work closely and collaboratively with the customer throughout the relationship to build loyalty and demonstrate value continuously. Simultaneously, the team in the region is always challenging traditional models, for example, attracting a new general manager in Brazil with experience from software pioneer Adobe to infuse a different vision into contact center operations. Competitors cannot buy or quickly imitate Genesys's maturity and expertise, or the successes demonstrated and experience gained, in the region, since the company's evolution to the cloud-first mentality in 2017.

**Remarkable Performance in Pandemic Year Underlines Foundation for Success**

Genesys succeeds due in no small part to its complete vision and exemplary execution amid pandemic disruptions that demonstrate a mature company that maintains agility in tandem with its strategic foresight. The company has applied itself to delivering cloud service since 2017, a bet that proved fortuitous when the COVID-19 pandemic forced on-premise operations to cease and nearly all employees to work from home. Many contact centers and enterprise operators had been reluctant to transition to the cloud, but when the context changed, the transition accelerated for many customers. Genesys already had a fully developed vision for cloud migration and constant evolution, supporting diverse customers (from banks, to telecommunications providers, and airlines) to move to cloud operation within days or weeks. Both enterprise and small and mid-market businesses faced an emergency situation that Genesys helped them to cope with, and the platform’s capacity and capabilities enabled them to sustain completely remote operations and improve engagement with customers. Latin America is a leading region for the company, accelerating digital transformation and the move to the cloud beyond worldwide benchmarks. Indeed, the company has nearly completed its business model transition with cloud and subscription bookings making up more than 90% of total new bookings **in the first half of fiscal year 2022**, up from nearly 75% in fiscal year 2021 and 53% in calendar year 2019, driven by Genesys Cloud CX and Genesys Multicloud CX success. Customers in the region embraced the Genesys Cloud two-tier at the pace of 250% growth and the Genesys Cloud three-tier 200% in 2020 over 2019, making clear the market’s preference for the Genesys vision and mature offering.

**Genesys Cloud CX is an all-one-one composable platform for swift adaptability**



## Conclusion

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As the pandemic disrupted business operations and forced contact centers to adapt, Genesys proved the foresight of its bet on cloud services and digital transformation and the capabilities to help contact centers innovate customer-centric experiences and incorporate empathy into each interaction. Genesys articulates a cohesive vision and impressive roadmap for orchestrating the contact center's digital capabilities. Built for scalability and flexibility, the Genesys Cloud CX platform serves as a consolidated solution for servicing the entire customer journey, with automation and agent augmenting capabilities and optimizing operations with workforce engagement solutions. Prioritizing future-facing innovation, Genesys is constantly developing native customer experience and employee experience functions and cultivating a broad ecosystem of partners and third-party integrations. The company's deep commitment and investment in Latin America give it a further competitive advantage, with unmatched expertise and relationships.

With its robust platform, complete vision, and peerless presence in the region, Genesys earns Frost & Sullivan's 2021 Latin America Company of the Year Award in cloud contact center solutions space.



## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

