GENESYS

DIGITAL ENGAGEMENT
best practices

Bring human intuition
to every digital interaction

Making digital more personal

Welcome to 2025 — at least in the digital sense. Over the past two years, businesses worldwide have seen a massive acceleration in consumer demand for digital products and services. And today, digital adoption has reached what was initially expected in 2025.

Consumers across all demographics have grown accustomed to using digital channels like chatbots, live chat and messaging apps. And these digital customer service interactions will increase by 40% in 2021, predicts Forrester.

But it's not just consumer expectations that are changing. *The way we work is changing.*

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Personalized experiences at scale — a competitive edge

Millions of customer support agents have been forced to work remotely. And many companies are determining if these agents should return to the contact center, keep working remotely or establish a more flexible hybrid approach.

Contact centers now face an estimated three times more interactions without an increase in employee headcount. Self-service technologies are handling many of these interactions, with more complex inquiries going to human agents.

But these digital technologies aren't to be taken lightly.

Eighty percent of customers now consider their experience with a company to be as important as its product. That means companies must engage smarter — combining the best of artificial intelligence (AI) and human support so customers and employees get what they need the first time, every time.

Today, nine out of 10 organizations view customer experience (CX) as a competitive differentiator. And to differentiate with CX, leading companies are driving their business outcomes by:

- Engaging with customers in real time 24/7 on the channels they're already using

- Providing the right information to their customers and agents, where and when they need it

- Empowering their agents and customers with smoother, more comprehensive interactions

In this ebook, we'll explore how industry leaders are creating personalized experiences at scale — bringing human intuition to every digital interaction.
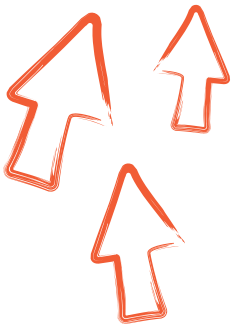
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DIGITAL SERVICE

Challenges in delivering digital service

Customers now expect information and services to be available whenever they need it, 24/7. But many businesses struggle to scale their customer support in a cost-effective manner. To make matters worse, organizations can face difficulties in maintaining human knowledge about their products and services due to high staff turnover.

In some cases, the information is complex and changes frequently. Fannie Mae faced that particular challenge — and solved it with the Genesys DX™ offering.

At a glance

Customer: Fannie Mae
Industry: Financial services
Location: US
Company size: Around 7,700 employees

Challenges

- Deliver complex information 24/7
- Enable customers to self-serve

As Fannie Mae sets the standard for the selling and servicing of mortgages, it is critical that the rules and regulations are easy to understand. But these vast, numerous and sometimes complicated regulations are updated monthly.

Fannie Mae opted to design and implement an interactive experience powered by natural language processing using Genesys DX.

Ask Poli and Pocket Poli are the innovative, interactive guide, search and navigation interfaces that allow servicers to ask questions, in their own words, about the more than 2,500 pages of policies and requirements to deliver loans.

As a result, lenders and borrowers can understand, in plain language, what Fannie Mae requires, and it also captures the latest updates related to these rules.

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RESULTS:

- 90% self-service of more than 1.5 million queries

- 4.5 out of 5 customer satisfaction score

- Real-time data provides key customer insights

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SELF-SERVICE

Helping customers help themselves

Often the digital service challenge involves answering large volumes of customer questions about everything from product features to store hours. Even if these questions are simple, they can grow into a huge backlog if they're not answered in a timely manner.

Citrix solved this problem by helping its customers easily find their own answers. With Genesys DX, Citrix developed a simple self-service solution that provides answers to numerous questions quickly — enabling the computer software leader to reach more customers than ever before.

At a glance

Customer: Citrix
Industry: Computer software
Location: US
Company size: Over 8,000 employees

Challenges

- Reduce call volume
- Mantain high customer satisfaction
- Implementself-service for non-technical users

RESULTS:

- Over 10,000 questions asked per month
- 60% of questions answered without agent involvement
- New sales leads generated

Citrix provides small, mid-market and enterprise businesses with a digital workspace platform that gives employees everything they need to do their best work wherever and whenever, in one unified experience.

Citrix provides solutions to a wide variety of users, and the customer service team needed to reduce its call volume on a growing backlog of questions from non-technical end users.

Citrix implemented Genesys DX in a phased approach, targeting specific use cases to ensure a positive experience for its customers and internal support team. This approach allowed Citrix to remain agile throughout the process to maintain helpful interactions with all customers.

Even though Citrix could prepare customer content and plan for many of the questions customers might ask, there were still unexpected queries. During the first few months, the chatbot received a high volume of questions related to pricing and product discovery.

Citrix expanded Genesys DX to its sales team to generate new sales leads while ensuring all customer questions are routed to the right team.

Read the full story →

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EMPLOYEE EXPERIENCE

Enhancing the employee experience everywhere

Modern enterprises also face a variety of workforce challenges. As companies become more global, they face the challenges of being able to support their employees, regardless of language or location. A global healthcare company enhanced the internal technology experience for its employees with the addition of live chat and AI-powered self-service.

GLOBAL HEALTHCARE COMPANY
IMPROVES TECHNOLOGY OPERATIONS

At a glance

Customer: Global company
Industry: Healthcare

Challenges

- Revolutionize customer experience
- Streamline customer service
- Increase customer conversion

RESULTS:

- Live chat supports 24 languages and the chatbot supports 11 languages

- Resolution is four times faster when the end user successfully engages with the chatbot first

- More than one-third of all chats resolved via chatbot, with just 2% of those engagements requiring a voice call

A global healthcare company charged its internal support teams with increasing efficiencies while also providing better patient experiences. Additionally, the firm's IT team struggled to provide 24/7 support across time zones and in various languages.

After analyzing the data on its help desk requests, the team found they received a lot of questions on how to do simple tasks.

Enabling self-service options offered the best way to help employees access information in their native languages at the time most convenient for them.

After research and evaluation, the IT team chose Genesys DX to launch a live chat solution that answers employee questions in real time. The team also implemented an AI-powered chatbot that helps resolve employee questions faster.

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OPEN
ENROLLMENT

Overloaded by open enrollment

Growing businesses need to support employees when they have questions about their compensation, benefits enrollment and plan coverage. Mercury Systems, a leading aerospace technology company, felt the pressure of open enrollment when a variety of support questions overloaded its HR department.

At a glance

Customer: Mercury Systems
Industry: Aerospace
and defense technology
Location: US
Company size: 2,000

RESULTS:

- MAE handled 1,890 queries from 2,000 employees within the 14-day open-enrollment period that would have normally been routed to HR staff

- Since the 2019 launch, the information accuracy rate sits at 92.6% with MAE answering 20,960 questions out of the 22,511 asked

- Increased productivity and accuracy without any additional hiring

Mercury Systems is a leading commercial provider of secure sensor and safety-critical processing subsystems that power a wide variety of critical defense and intelligence programs. Supporting its employees has always been a priority for Mercury. But with its growing staff size, the HR team was overloaded with support questions, especially during open enrollment, and needed help meeting the needs of their employees efficiently and effectively.

To improve the employee experience, Mercury Systems implemented Genesys DX to add an AI-based virtual assistant to its HR team. With intelligent self-service capabilities, Genesys DX gives employees immediate answers to their questions, thereby reducing the number of routine inquiries that are diverted to HR.

With Genesys DX, Mercury Systems built a knowledge base that consolidated all HR data from an outdated site and other documents into one, allowing the HR team to easily keep it current and relevant. The team built out its HR model around centers of excellence (COE) for talent, recruitment and benefits, and learning and development; and pointed employees to its bot, MAE (Mercury Assistant for Everyone). Basic information resides in these areas where employees can get the answers they need, and if the bot cannot answer a question, it is elevated to the HR operations team or up to the COE lead.

Read the full story →

Supercharge your digital experiences with Genesys DX

Engage smarter by combining the best of AI and human support so customers and employees get what they need the first time, every time. From creating engaging customer experiences to supporting live agents with AI, Genesys DX is the "always-on" platform that brings human intuition to every digital interaction.

Always-on engagement

- Engage with customers in real time 24/7 on the channels they use
- Provide the right information to customers and agents, where and when they need it
- Empower agents and provide customers with smoother, more comprehensive interactions

Human intuition for all digital interactions

- Create personalized experiences at scale
- Act on customer insights in real time
- Deliver personalized experiences to gain a competitive edge

Build, deliver, wow

- Drive business outcomes
- Realize value fast
- Work smarter, not harder

Book a demo ⟶