GENESYS™

Conversation Manager Overview

What problems does Conversation Manager solve?

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How do you orchestrate customer engagement and manage your customer's experiences consistently across many channels? How do you manage customer engagement context to know when to take action? How do you know what action to take?

Genesys designed Conversation Manager to tackle these problems.

Example 1: Moment of Truth

There are a lot of breadcrumbs out there! Conversation Manager is only interested in Actionable Business Events and context that can be applied to the interaction (therefore, smaller breadcrumbs). Conversation Manager filters through all these actionable business events to identify the moment of truth.

An example of a moment of truth could be a simple Login Failure. In this case, none of the other events really impact the customer experience. So, if the customer chooses to call, tweet, or connect via chat, the CX Platform is aware of the actionable event and this enables us to prompt the customer with statements in the IVR such as "Is this what you're calling about?"
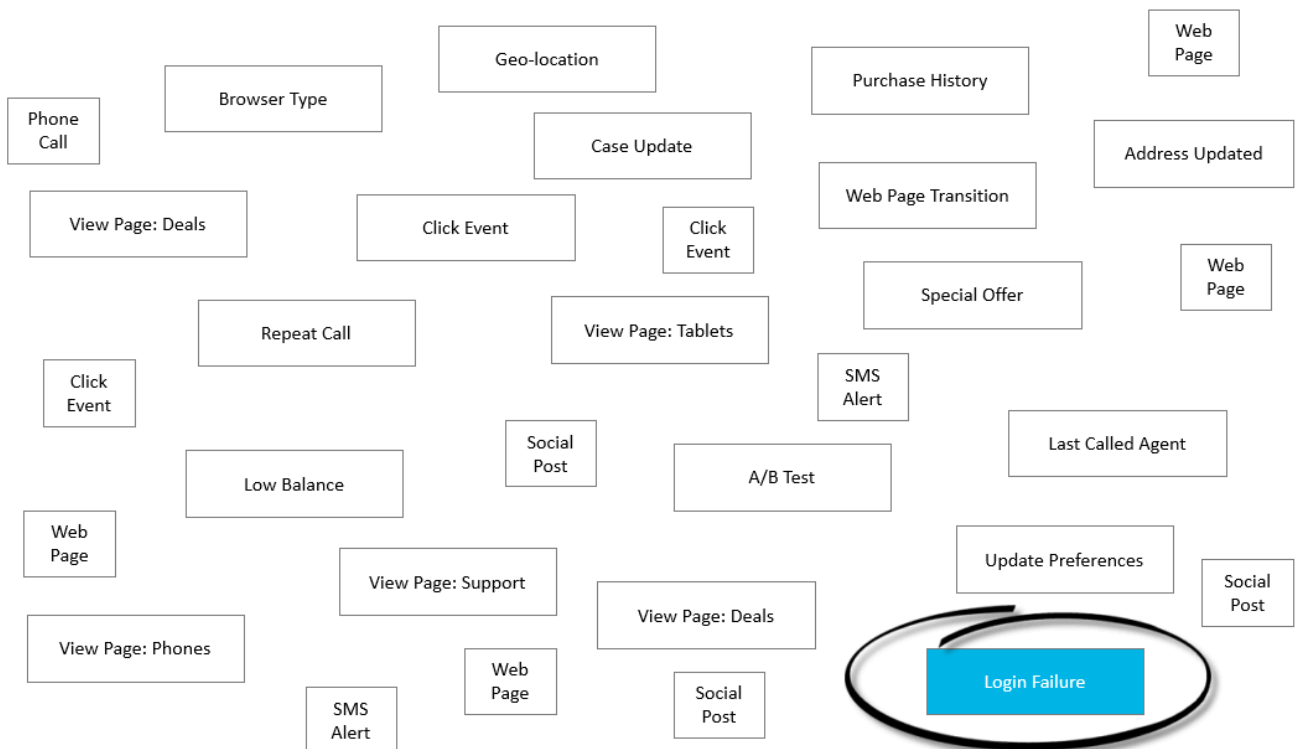
Example 2: Optimized On-Boarding Journey

Customer interactions are not isolated events, but related actions taken by the customer during multi-event, multi-channel journeys. With Conversation Manager, contact centers can identify customer journeys and optimize them for best results.

In the following diagrams, we see the difference between a typical customer on-boarding journey and one optimized by Conversation Manager. In this example, proactive notifications reduce the number of interactions and customer effort.

A Typical Customer Journey

Optimal Customer Journey Re-Design

Deliver the Optimal Low-Effort Experience and Shape Customer Behavior
Frequent Proactive Notifications Reduce Interactions and Customer Effort