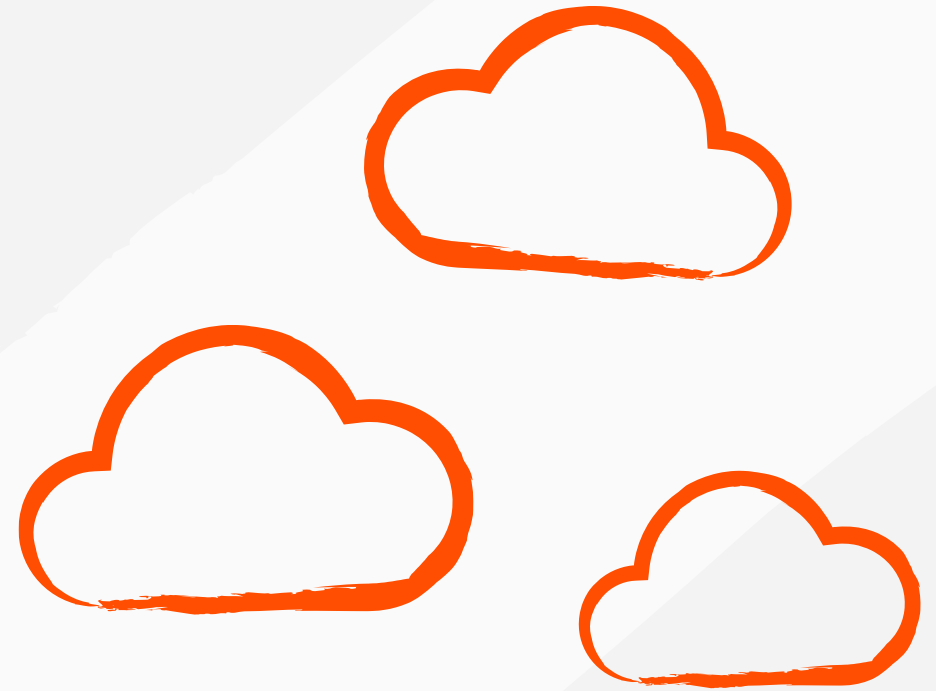# Customer Experience Orchestration
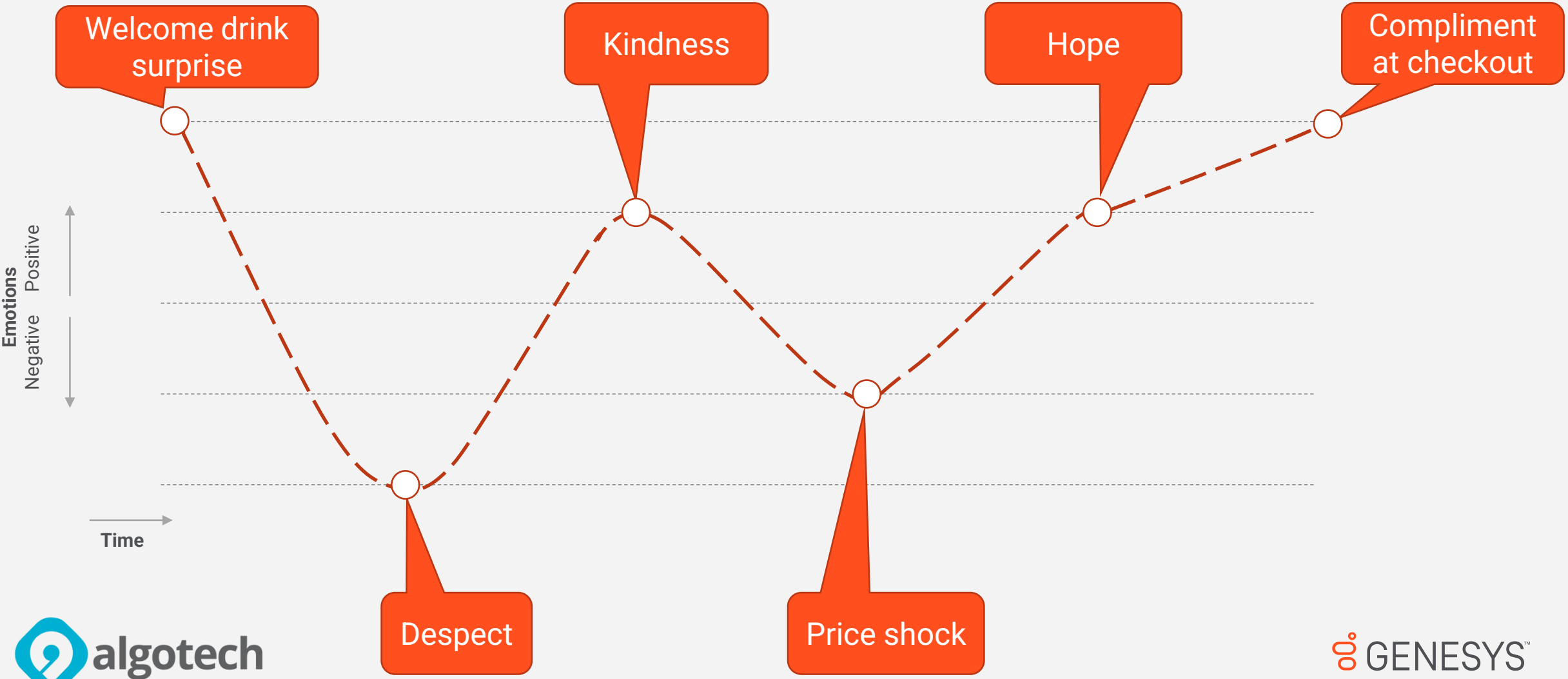
Patrik.Ort@Genesys.com

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What is Customer Experience?

Gartner defines **customer experience** as the customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, systems, channels or products.

"LV" shoping Experience

...but how to maintain Customer Experience in more complex journeys?

Real World Experiences

Customers

Employees

Products & Services

Experience Orchestration | DYNAMIC, REAL-TIME

Orchestrate *people, channels, events, interactions, knowledge, data, and systems* into superior, end-to-end experiences

Systems of Engagement

| Web | Apps | Bots | Contact Center | Voice of the customer |

| Campaign Mgmt | Employee Engagement | Social | Collaboration | ... |

Workflow | PRE-DEFINED, TRIGGERED

Systems of Record

| CRM | ERP | HR | Finance | Industry-specific systems | ... |

Integration | STATIC, ASYNCHRONOUS

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# Can this change KPI perception of tomorrow?

✳ WHY

The rise of digital banks, payment platforms and fintech disruptors has created an innovative and competitive customer landscape

✳ HOW

➤ Maintaining customer mindshare,

➤ Reducing the cost to serve,

➤ driving agility through accelerated digital transformation and customer end employee experience (CX & EX)

…are key to sustained growth. (Forrester)

⊙ algotech
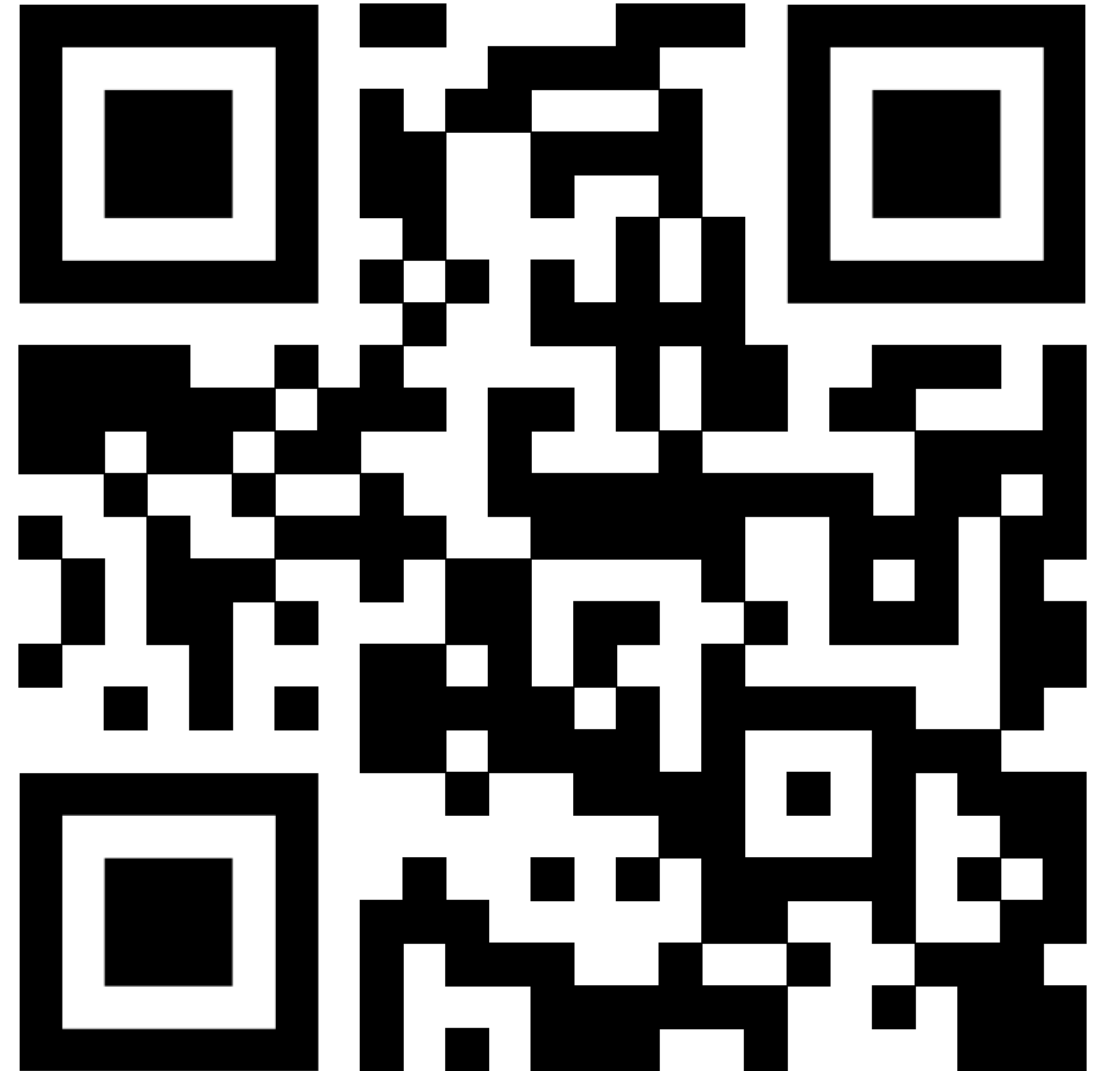
Thank you

Patrik Ort

Sr. Account Executive

patrik.ort@genesys.com

+420 725 959 612