

## About Genesys

Every year, Genesys® orchestrates billions of remarkable customer experiences for organizations in more than 100 countries. Through the power of our cloud, digital and AI technologies, organizations can realize Experience as a Service<sup>SM</sup>, our vision for empathetic customer experiences at scale.

With Genesys, educational institutions have the power to deliver proactive, predictive, and personalized experiences to deepen engagement and foster student success across every department and service moment on any channel.

### Foster student success with student-centric engagement

Genesys is creating new value for customers through a new kind of experience, focused on people.

Genesys gives educational institutions the power to be smarter and more empathetic in designing experiences that support successful outcomes. Empathy is in our DNA as a company. And we've embedded that human empathy into our technology. In doing so, we help our education customers engage with students, faculty and staff in a new way.

Through Experience Orchestration, Genesys helps educational institutions create exceptional engagement experiences with empathy at their core. By moving from a business-centric to a people-centric approach, Genesys is setting a new standard for using technology to bring human understanding to customer experience.

Genesys technology supports constant learning, adapting and optimizing to deliver the best experiences so you can ensure all members of your campus community feel remembered, heard and understood.

- **We approach customer experience in a new and different way**  
Today's customer service complaints aren't that different from 20 years ago. While other companies deliver contact center as a services (CCaaS) the way they've always done in a better way, Genesys is working to do something different. At Genesys, we help our customers deliver empathy at scale through technology. We believe empathy is the missing piece in customer experience.
- **Genesys technology gives you the power to understand your students as people**  
By providing the right data at the right time, Genesys gives you insight into students' past interactions and even information on what courses of action have helped other students with similar issues. Our technology allows you to understand the individual student's journey, rather than problems in isolation
- **You can personalize each experience to deliver empathy at scale**

A student doesn't have to "luck out" and happen to get that one really good campus representative who is naturally inclined to go above and beyond. Genesys provides relevant data and prompts for next steps to allow every employee, and even every bot, to engage with the highest level of empathy. And empathetic engagement supports student success.

- **Call it a win-win-win.**

With the right customer experience technology, faculty and staff are more engaged because it's easy and they can be more productive. Your students are happier because they get the support they need, when they need it. And educational institutions are happy because they have the insights and tools to foster student success with a customized student journey and personalized engagement.

With superior experience orchestration capabilities, Genesys helps educational institutions create exceptional engagement experiences with empathy at their core. By moving from a business-centric to a people-centric approach, Genesys is setting a new standard for using technology to bring human understanding to customer experience – and creating more happy customers and more empowered agents.

#### **Contact**

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