



Genesys Telecommunications Laboratories, Inc.

We're Behind Every Customer Smile

Genesys is a recognized leader in delivering omnichannel customer experience and contact center solutions tailored specifically to the higher education sector. With a proven track record of enabling educational institutions to engage with their students, faculty, and stakeholders in seamless and impactful ways, Genesys empowers universities and colleges to enhance their operational efficiency, student satisfaction, and overall success.

Genesys is uniquely positioned to revolutionize the student experience within higher education through its advanced contact center and omnichannel solutions. By tailoring its offerings to the specific needs of universities and colleges, Genesys enables institutions to foster stronger relationships with students, streamline administrative processes, and ultimately elevate the quality of education provided. As higher education continues to evolve, Genesys remains dedicated to helping institutions navigate the changing landscape and deliver exceptional student-centric experiences.

Company Overview:

With a founding in 1990, Genesys has established itself as a pioneer in transforming customer experiences through advanced communication and engagement solutions. In the context of higher education, the company is committed to helping institutions create exceptional student journeys across diverse channels, facilitating meaningful interactions that contribute to student retention and academic achievement.

Key Offerings for Higher Education:

Genesys offers a tailored suite of products and services designed to address the unique needs of higher education institutions:

Omnichannel Student Engagement: Genesys provides a comprehensive platform for universities and colleges to manage student interactions across various communication channels. This approach ensures consistent and personalized communication, ultimately enhancing the student experience.

AI-Enhanced Student Support: Leveraging state-of-the-art AI and automation, Genesys enables institutions to offer intelligent virtual assistants, predictive analytics, and automated processes that support students throughout their academic journey.



Efficient Campus Operations: Genesys solutions extend to workforce management, helping educational institutions optimize staff engagement, training, and performance to create a positive and productive environment for both students and faculty.

Cloud-Based Solutions: Recognizing the dynamic nature of higher education, Genesys offers cloud-based solutions that enable institutions to scale quickly, adapt to changing student needs, and simplify technology management.

Insightful Student Journey Analytics: Genesys equips higher education professionals with robust analytics tools to gain insights into student behavior, preferences, and pain points. This data-driven approach informs decisions that drive improved student experiences.

Dedication to Higher Education:

With a global presence spanning over 100 countries, Genesys is a trusted partner in elevating higher education experiences. The company's commitment to innovation and thought leadership is reflected in its active participation in higher education events, publication of relevant content, and collaborations with educational leaders to advance student engagement strategies and digital transformation in academia.

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Key Contracts

Cobb County, GA Technology Products,
Solutions and Related Services - OMNIA
Partners, Public Sector

23-6692-01

May 01, 2023- Apr 30, 2025

E&I Carahsoft Cloud Solutions & Services
Distributor Contract

EI00063~2021MA

Apr 01, 2021- Mar 31, 2026

Educational Software Solutions and
Services - OMNIA Partners, Public Sector

R191902

Feb 27, 2020- Apr 30, 2024

**Additional Option Years Available*

Illinois Learning Technology Purchase
Program (ILTPP)

ILTPP-19CT011

May 20, 2019- Mar 01, 2023

Massachusetts Higher Education
Consortium (MHEC)

MC15-04

Aug 10, 2019- Feb 28, 2025

NJSBA

E-8801-ACESCPS

Oct 20, 2015- Sep 03, 2025

The Quilt

MSA - 05012019F

Apr 01, 2016- May 02, 2025

VASCUPP

UVA1482501

May 02, 2014- Dec 19, 2026

Contact Us

Aaron Strait
571-662-3413

aaron.strait@carahsoft.com

Trevor Kelly
843-696-2797

trevor.kelly@genesys.com

Visit us during EDUCAUSE 2023

