GENESYS

Elevate Student Experiences Powered by Genesys

EdTech Talks Day 2
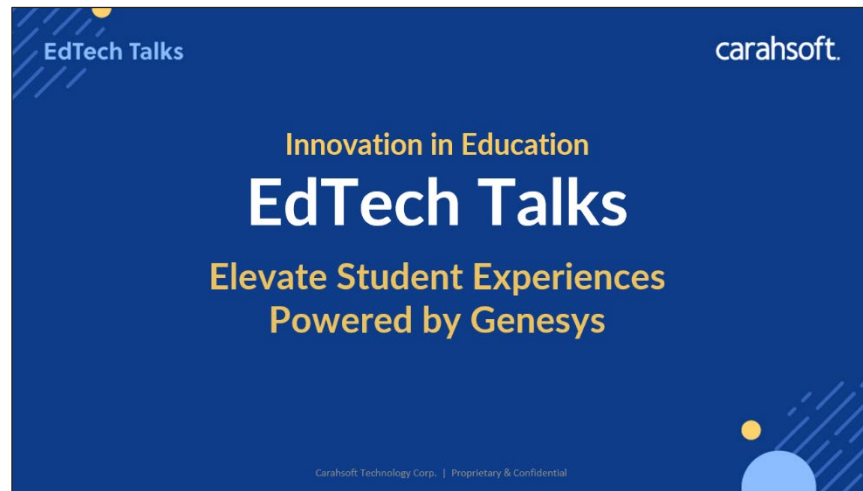
EdTech Talks

carahsoft

Innovation in Education

EdTech Talks

Elevate Student Experiences Powered by Genesys

Carahsoft Technology Corp. | Proprietary & Confidential

EdTech Talks

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Elevate Student Experiences Powered by Genesys

Trevor will discuss why deploying high quality digital-based technologies to deliver intelligent, interactive and personalized support is essential to support students in their day-to-day academic and campus life experiences.
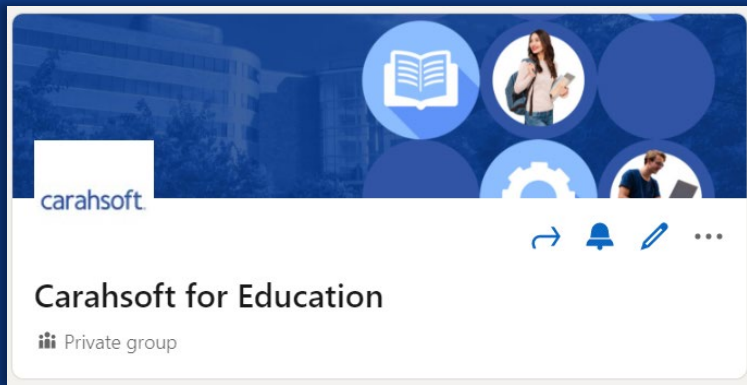
Trevor Kelly
Principal Solution Consultant,
Genesys

Elevating Student Experience with Genesys

Trevor Kelly

Principal Solution Consultant

October 19, 2022

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Trevor Kelly

* **Genesys Education and Public Sector Team**

* **Home:** Charleston, South Carolina

* **Elon University,** B.S. in Computer Science

* **Elon University,** M.B.A. Love School of Business

* **Fun fact:** Father of two pups with their own Instagram account: @snowy_and_macy

* **"Super capability":** Helping customers enhance or establish modern cloud capabilities that meet the demands of today's evolving student population

S GENESYS

SILOED TECHNOLOGY

**solves problems in isolation, so
you're missing the bigger picture**

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CHALLENGE

Pressure to consistently deliver a positive and efficient experience with ever-changing preferences

DID YOU KNOW?

RAPID CHANNEL GROWTH with live chat and chatbots account for the fastest growing channels globally

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Your time is spent on managing Complexity, causing

FRICTION AT EVERY TURN

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CHALLENGE

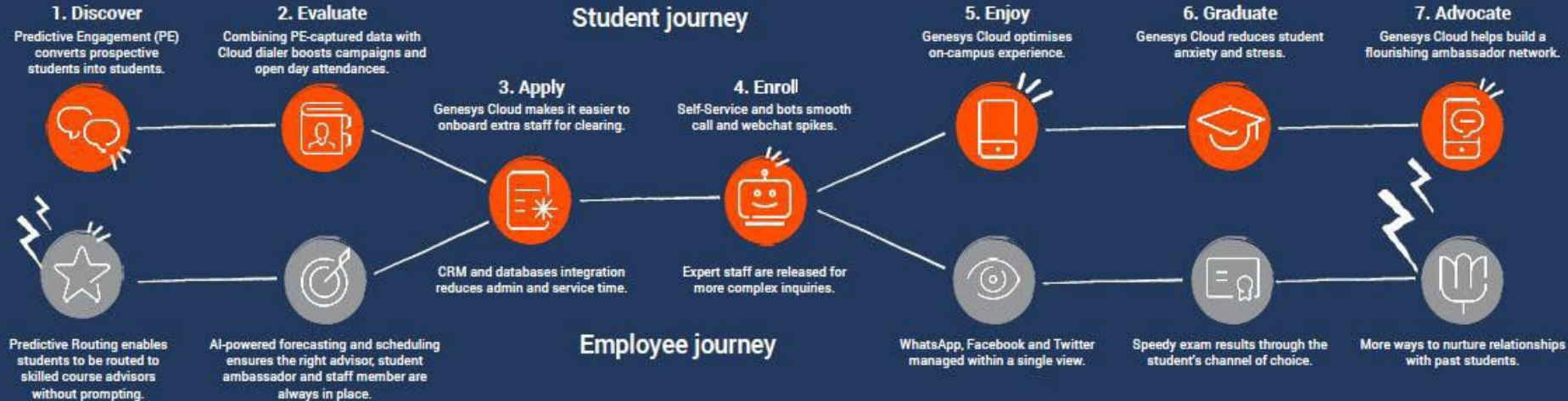Stress and anxiety can detrimentally affect academic performance and retention rate.

DID YOU KNOW?

Over the last 8 years, there has been a 135% increase in depression and 110% increase in anxiety for college students
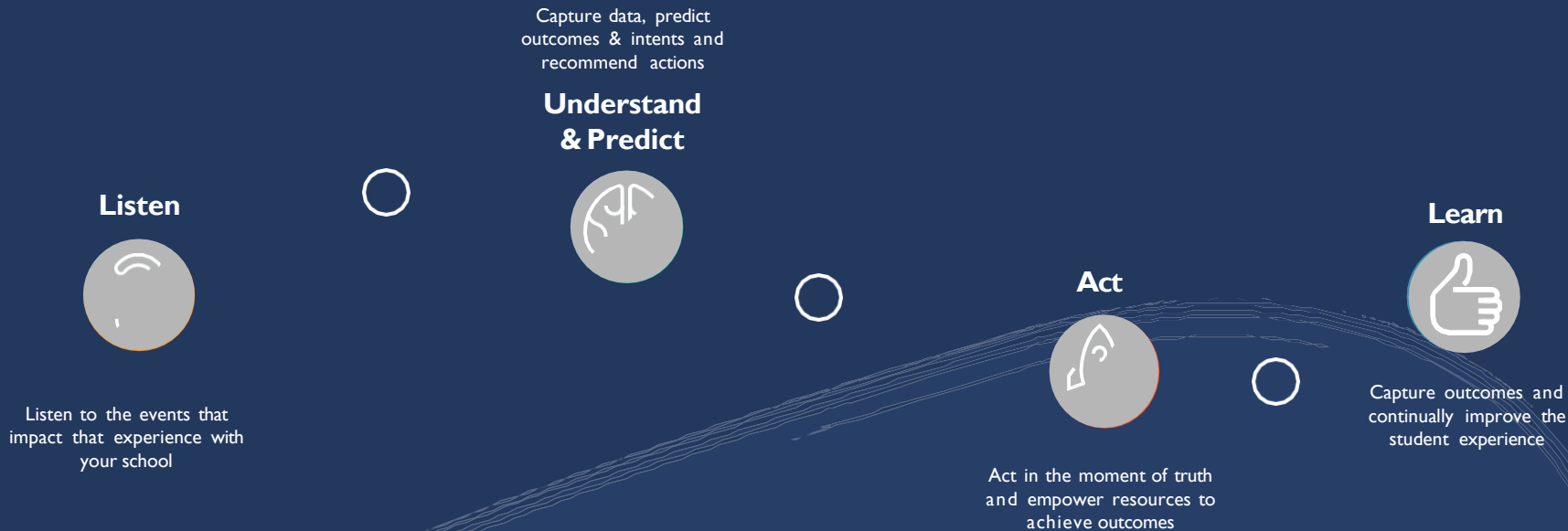
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QUICK POLL

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STUDENT EXPERIENCE REIMAGINED

HOW GENESYS TECHNOLOGY OPTIMISES ALL STAGES OF THE UNIVERSITY LIFECYCLE

Student journey

1. Discover
Predictive Engagement (PE) converts prospective students into students.

2. Evaluate
Combining PE-captured data with Cloud dialer boosts campaigns and open day attendances.

3. Apply
Genesys Cloud makes it easier to onboard extra staff for clearing.

4. Enroll
Self-Service and bots smooth call and webchat spikes.

5. Enjoy
Genesys Cloud optimises on-campus experience.

6. Graduate
Genesys Cloud reduces student anxiety and stress.

7. Advocate
Genesys Cloud helps build a flourishing ambassador network.

CRM and databases integration reduces admin and service time.

Expert staff are released for more complex inquiries.

Employee journey

Predictive Routing enables students to be routed to skilled course advisors without prompting.

AI-powered forecasting and scheduling ensures the right advisor, student ambassador and staff member are always in place.

WhatsApp, Facebook and Twitter managed within a single view.

Speedy exam results through the student's channel of choice.

More ways to nurture relationships with past students.

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CONNECTING THE JOURNEY
WITH EXPERIENCE ORCHESTRATION

Capture data, predict outcomes & intents and recommend actions

Understand & Predict

Listen

Learn

Listen to the events that impact that experience with your school

Act

Capture outcomes and continually improve the student experience

Act in the moment of truth and empower resources to achieve outcomes

Using **A SINGLE PLATFORM** infused with **EMPATHY AT EVERY TOUCHPOINT**

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# Reimagine how you design experiences that are EFFORTLESS AND MEANINGFUL

CO-CREATE ACROSS THE INSTITUTION

Bring teams together to quickly innovate, problem solve, and adapt around common goals

ACTIVATE DATA WITH EASE

Orchestrate journeys informed by behavior, intent and desired outcomes

RE-IMAG

INNOVATE

Experience

Students

Employees

Efficiency

AUTOMATE

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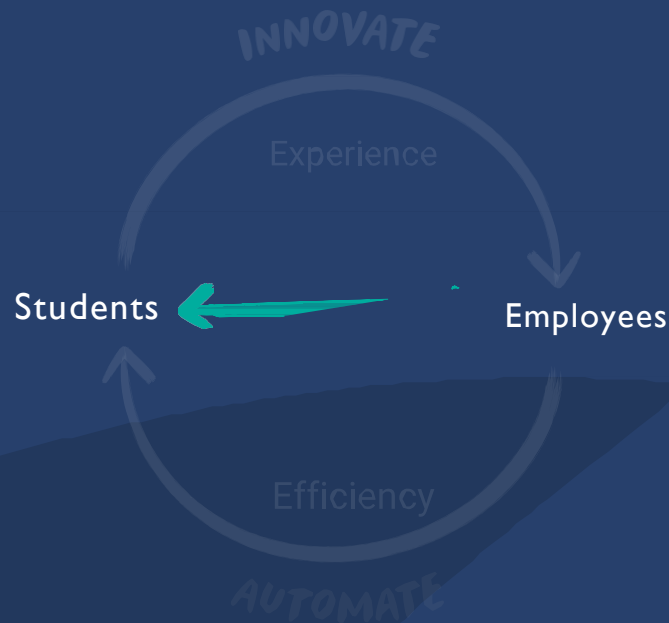
Automate better outcomes using TURNKEY DIGITAL & AI
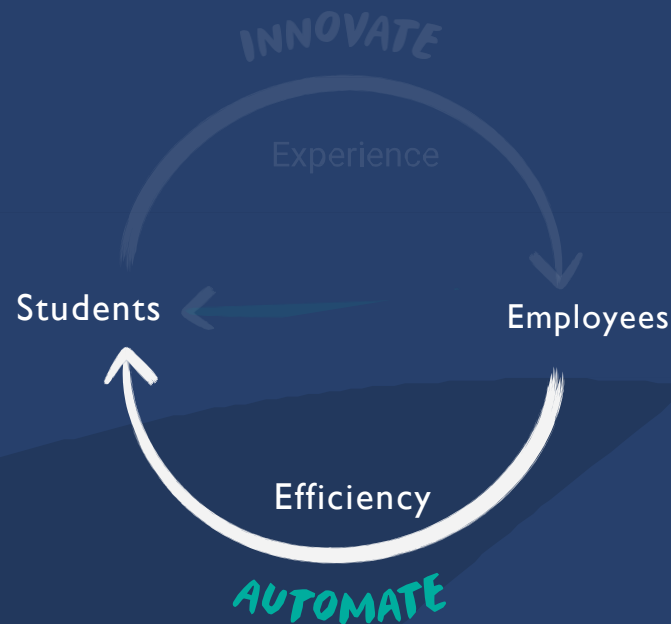
AUTOMATE CONVERSATIONS WITH A HUMAN TOUCH

Smarter intent-driven conversational self-service that accelerates resolution

BE PROACTIVE, NOT REACTIVE

Digitally empower students across self-service and assisted engagements with proactive outreach and digital solutions

INNOVATE

Experience

RE-IMA

Students

Employees

Efficiency

AUTOMATE

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Innovate using **SMART SOLUTIONS** that empower and uncover actionable insights

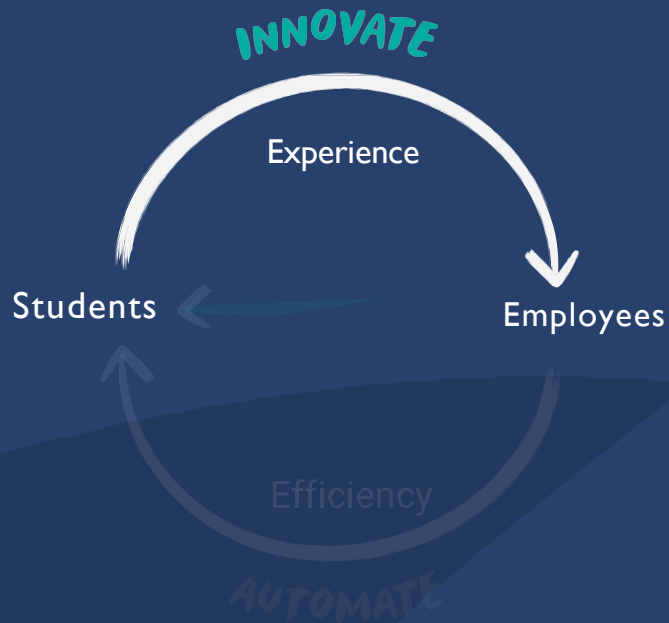## DELIVER RELEVANT, REAL-TIME KNOWLEDGE

Make it intuitive, simple, and accessible for both employees and students to access up-to-date information

MAKE WORK NOT FEEL LIKE WORK

Support a modern workforce with intuitive, easy-to-use tools - all within a single interface

INNOVATE

Experience

RE-IMAG

Students → Employees

Efficiency

AUTOMATE

GENESYS™

Experience orchestration empowers with smart, innovative solutions

1

360 KNOWLEDGE

Make it intuitive, simple, and accessible for both employees and customers to access up-to-date information

2

ALL-IN-ONE MODERN INTERFACE

Support a modern workforce with intuitive, easy-to-use tools - all within a single interface

3

INTEGRATED WORKFORCE ENGAGEMENT

Influence and inform the employee journey with AI, smart analytics, real time guidance and gamification

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All-in-one Modern User Experience

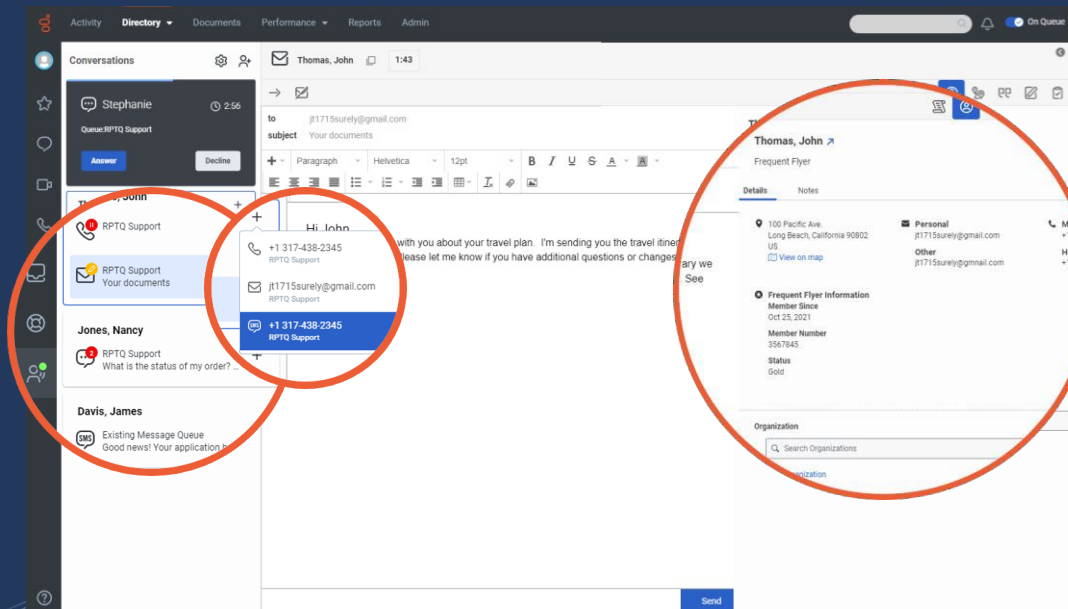## BOOST PRODUCTIVITY WITH TOOLS TO SUPPORT A MODERN WORKFORCE

Omnichannel engagements

Effortless channel switching

Integrated student data

Personalized employee hub with single-click access to everything employees need

Schedules | Performance | Coaching | Learning
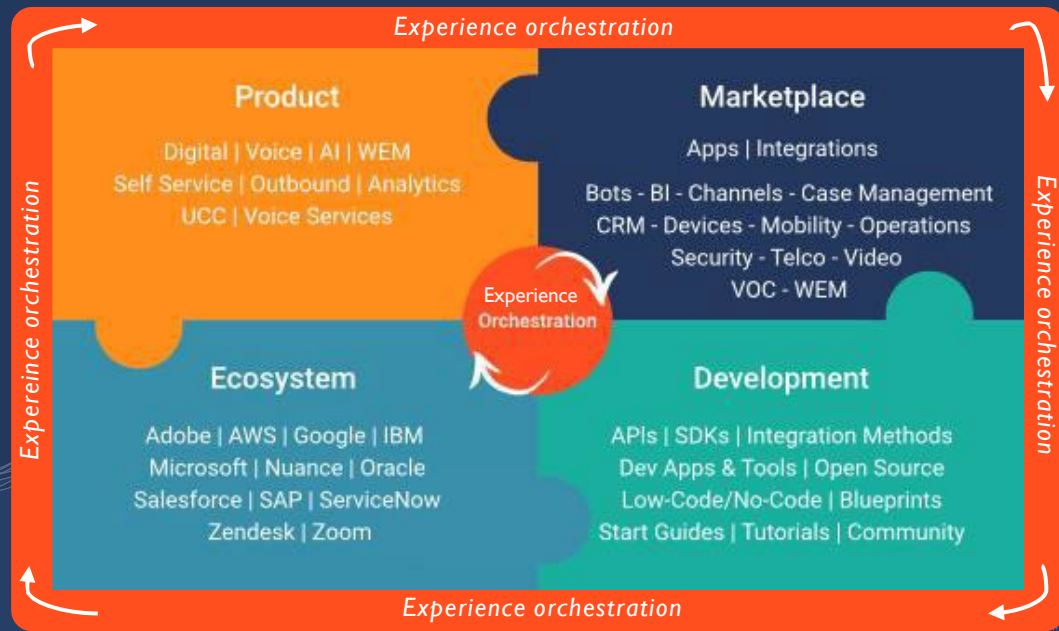

Native real-time UCC capabilities

OR

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The possibilities are endless when you have *FREEDOM TO CO-CREATE* across your institution using an open-API composable experience platform

Configure your orchestration stack with innovative out-of-the-box services, with extensibility easily adding marketplace, ecosystem and development capabilities to the mix

o **Differentiate faster**

o **Adapt easier**

o **Architect better**

Experience orchestration

Expereince orchestration

Product

Digital | Voice | AI | WEM
Self Service | Outbound | Analytics
UCC | Voice Services

Marketplace

Apps | Integrations

Bots - BI - Channels - Case Management
CRM - Devices - Mobility - Operations
Security - Telco - Video
VOC - WEM

Experience
Orchestration

Ecosystem

Adobe | AWS | Google | IBM
Microsoft | Nuance | Oracle
Salesforce | SAP | ServiceNow
Zendesk | Zoom

Development

APIs | SDKs | Integration Methods
Dev Apps & Tools | Open Source
Low-Code/No-Code | Blueprints
Start Guides | Tutorials | Community

Experience orchestration

Experience orchestration

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FOR ALL BUSINESSES AROUND THE WORLD

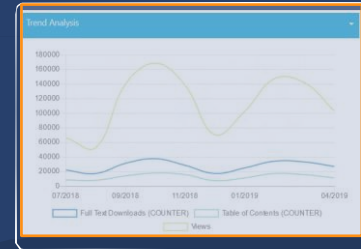## SCALABLE WITH FEATURE VELOCITY
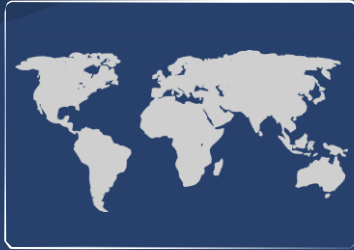
Built on AWS, new innovation & feature releases every week with click to deploy

SECURE & RESILIENT

99.99% availability, End to end data protection with rigorous testing, auto-healing architecture

TRANSPARENT & TRUSTED

24/7 access to operational status, availability metrics and incident history

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GENESYS CLOUD CX FEATURE VELOCITY & ROADMAP PRIORITIES

In 2021 Genesys Cloud CX released 259 features

INVESTING IN CRITICAL CAPABILITIES

CREATING CONSISTENT GLOBAL EXPERIENCES

RE-IMAGINING THE WORKFORCE

MAKING AUTOMATION SMARTER WITH NEXT GEN DIGITAL & AI

EXTENDING ORCHESTRATION WITH JOURNEY MANAGEMENT

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THANK YOU!

✉ trevor.kelly@genesys.com

in linkedin.com/in/kellytrevor

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Thank you for attending EdTech Talks Day 2! As schools of all levels implement a structured approach to hybrid learning, Carahsoft offers a broad array of IT solutions for educational institutions to enable a seamless and secure distance learning experience for students, parents and educators alike.

To learn how to take the next step toward acquiring Carahsoft's EdTech solutions, please check out the following resources and information:

For additional resources:

carah.io/EdTechTalksResources

To purchase, check out the contract vehicles available for procurement:

https://www.carahsoft.com/buy#education

For upcoming events:

carah.io/EdTech

To set up a meeting:

tim.boltz@carahsoft.com or 703.230.7402