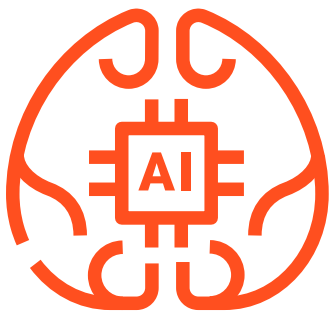ꚛ GENESYS™

# Improve your digital sales
through AI-supported
journey shaping

The high rate of digital sales proves that companies are investing heavily in attracting new online consumers. Worldwide digital ad spending in 2017 reached $209 billion;[1] companies spent another $77 billion trying to convert these leads into sales.[2] Yet, after all this effort, only 2% to 3% of online leads are converted into deals.[3] Clearly, something's missing.

Companies leverage multichannel digital campaigns to attract customers to their websites. However, only 4% of visitors who arrive to the marketplace are ready to buy, according to a Marketo survey. And only a small percentage of those visitors put anything in their shopping carts during their first visit. If prospects do put an item into their shopping basket, more than 75% of them abandon those carts before finalizing the purchase. They leave the site without trace, according to the SalCycle 2018 report.

To drive sales conversions, you can increase your marketing expenses in the hopes of making incremental improvements in the number of visitors and leads you capture. But a better strategy is to shift a portion of your digital ad spend to technology investments that leverage the data you already have. Deploy smarter engagement mechanisms and increase conversion rates with real-time journey shaping.

Prospect Conversion and Customer Acquisition Center automated sales engagement technology from Genesys, use artificial intelligence (AI) and machine learning to humanize the digital experience for your customers. These solutions deliver real-time engagement, active journey shaping and predictive personalization so you can develop more profitable engagements with your customers—easily and in a fully automated way.

Imagine if your sales reps could interact with all prospects who need support, have questions or are hesitant about a purchase. With AI, you can select prospects who are ready to buy

and connect them to the right sales rep in real time—at the right time. AI automatically chooses the most effective and appropriate channel to engage the customer. It also can suggest the best-fit offer based on the prospect's real-time captured intent.

Using Genesys Prospect Conversion and Customer Acquisition Center, companies have improved their conversion rates between 20% and 400% by:

- Engaging prospects in **real time on their preferred channel,** resulting in 10x improvement in contact-to-lead qualification
- **Shaping the journey,** for a 400% lead-to-customer conversion improvement
- Using AI **to personalize and automate** next-best actions, offers and agents for a 10% revenue gain
- Better **integrating the tech stack** to simplify the lives of sales reps

## Engaging in real time

Customers want to engage with you at their convenience and on their channel of choice—whether that's chat, discount pop-up offers, content offers, email, mobile or through a live sales rep. By leveraging customer journey data, you can see customer behavior in real time as they shop on your website. Genesys AI tracks prospective customers' contextual journeys without requiring them to log into the platform. The machine learning algorithm separates potential buyers from visitors, allowing your sales team to fully focus their resources on those customers who are ready to buy. Respond quickly to customers and assist their purchasing decisions while increasing your sales and conversions—and build strong customer relationships while you're at it.

Leverage AI bots to engage with customers via chat and further qualify their buying readiness and intent, then route them to a sales rep—at

the right time—or support them with co-browse to help them find what they need. Viewing a customer's contextual journey enables you to answer their questions, resolve concerns and support them in their purchasing decisions. You also can provide real-time and personalized offers and pull customers back if they want to leave your website because of missing information or unanswered questions.

Use machine learning to predict which customers to engage with—and when—automatically. And once you learn the secret recipe of a successful engagement based on previous customers' interactions, you can use that knowledge to direct agents toward more positive outcomes in the future.

## Shaping the journey

Sixty-five percent of businesses note that generating traffic and leads is their biggest marketing challenge.[4]  But to date, it's still a high-cost, low-results endeavor. For every $99 spent acquiring prospects, only $1 is spent converting them to customers.[5]

Manually chasing leads is too expensive; finding that one needle in the haystack could easily cost more than it's worth. Now, industry-specific AI bots provide effective sales assistance at no additional cost.

Use your digital marketing spend more efficiently and increase sales conversions by connecting sales or lead development reps with customers through any channel. Eliminating technology silos in favor of unified sales engagement technology gives you the customer journey insights necessary to identify more opportunities, sell better and faster, and increase conversions.

Genesys solutions let you manage customer engagements that stretch across multiple touchpoints and timelines. AI technology lets you capture, classify and qualify leads more effectively. Deploy an automated lead-capture mechanism across your entire marketplace without the need for additional human resources.

## Personalizing and automating with artificial intelligence

According to the Accenture Personalization Pulse Check,[6]  digital experiences fall short of consumers' expectations. Nearly half of all consumers have left a business website and made a purchase on another site or in-store simply because the original site was poorly curated. And a lack of personalization is one aspect of a poor customer experience.

But you can't personalize a customer journey if you can't see it. Predictive engagement technologies give you visibility into who's on your website and what they're doing. With real-time customer journey insights, you can provide personalized content offers and discount offer codes and engage people on the right channel to keep them from leaving your site.

AI continuously monitors customer journeys; machine learning algorithms give you insights into your real-time customer intent. Automated sales engagement technology lets you engage customers at all hours, across all channels, to increase your sales without the need for additional human agents. The platform can decide if a bot or a live sales rep is best to interact with the customer based on a real-time outcome prediction. It also can provide a content or discount offer to increase the chance of closing the deal and reducing cart abandonment.

## Better tech stack integration

Eliminating cluttered desktops can simplify life for your sales reps. Replace assorted sales tools with a single, unified sales engagement platform to more easily reach customers through all channels. You also can integrate with your CRM system as well as other sales and marketing tools.

Deliver efficiencies and improve the effectiveness of your sales and marketing efforts with a single digital platform, while bridging gaps between lines of business. Engage prospects with the right offer at the right time—converting leads with less effort. Targeting customers with content that's relevant to their position, along the buying process, yields 72% higher conversion rates.[7]

## Advantages of Genesys digital sales offers

**Sell more**
by acting on all qualified leads and opportunities at the right time, in real time, with the best offer.

**Decrease cost of sales**
by reducing the time and effort to convert. Capture the perfect moment for engagement.

**Increase sales team performance**
by prioritizing engagements based on positive outcome probabilities.

**Increase your conversion rate**
by better understanding your prospects' contextual journeys and matching engagements with real-time behavior.

[4] Hubspot: https://research.hubspot.com/charts/cost-per-lead-benchmarks-by-industry

[5] New Republique 2018: https://www.linkedin.com/pulse/acquisition-vs-conversion-where-spend-your-online-budget-nima-yassini/

[6] Accenture Personalization Pulse Check: https://www.accenture.com/t20161011T222718__w__/us-en/_acnmedia/PDF-34/Accenture-Pulse-Check-Dive-Key-Findings-Personalized-Experiences.pdf

[7] Aberdeen: https://www.aberdeen.com/cmo-essentials/define-market-needs-align-content-effectively/

**Gain visibility**
across buyers' contextual journeys and understand their buying moments.

**Act in a timely fashion**
on all opportunities and identify the perfect time to engage the prospects on their channels of choice.

**Understand your buyers' behavior**
and most common prospect patterns across all interactions.

**Easily convert leads**
with least effort by engaging prospects with the right offer and when chance to close is the highest.

**Identify all opportunities**
across buyers' journey steps and understand their buying behavior.

**Sell better**
by identifying the perfect time to engage prospects through their channels of choice.

**Sell faster**
by engaging prospects when they are ready to buy and need support.

**Convert more**
by approaching prospective buyers with the best-fit offer based on their intent and engage them at the perfect time—before they leave your website.

## Why Genesys

Genesys powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our industry-leading customer experience platform to drive great business outcomes and create lasting relationships.

Leveraging the best of technology and human ingenuity, Genesys solutions mirror natural communication and work the way you think. They foster true omnichannel engagement—performing equally well across

channels, on-premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering.

## Genesys Prospect Conversion

This advanced journey-shaping sales and marketing tool enables you to engage in real time with prospects via any digital or voice channel while they're visiting your websites. With Prospect Conversion, your sales reps can assist customers with what they want, answer their questions and resolve concerns to close sales and/or support service interactions—efficiently and effortlessly.

This AI-assisted and machine learning-supported omnichannel journey-shaping tool can boost your revenue and decrease cost of sales. The offer is supported through a risk-free, 30-day free trial; you also can buy it via a single channel Prospect Conversion Chat offer.

## Genesys Customer Acquisition Center

With an enterprise-grade, journey-orchestration and sales-engagement tool, you can engage with your customers and prospects via any channel—in real time. This offer contains the comprehensive set of sales and marketing engagement, workforce management and advanced analytics to improve the performance of sales across all teams. It bridges the gap between sales, marketing and service teams to manage opportunities across all touchpoints.

When you're ready to take your sales and marketing experience to the next level, Genesys is here for you. Please share this executive brief with your sales and marketing leaders or connect us with colleagues who are concerned with your sales conversion rate. We can provide further details or arrange a live demo to give you a better understanding of how these solutions can work for you.