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Conversation Manager Overview

What is Conversation Manager?

What is Conversation Manager?

What is a conversation?



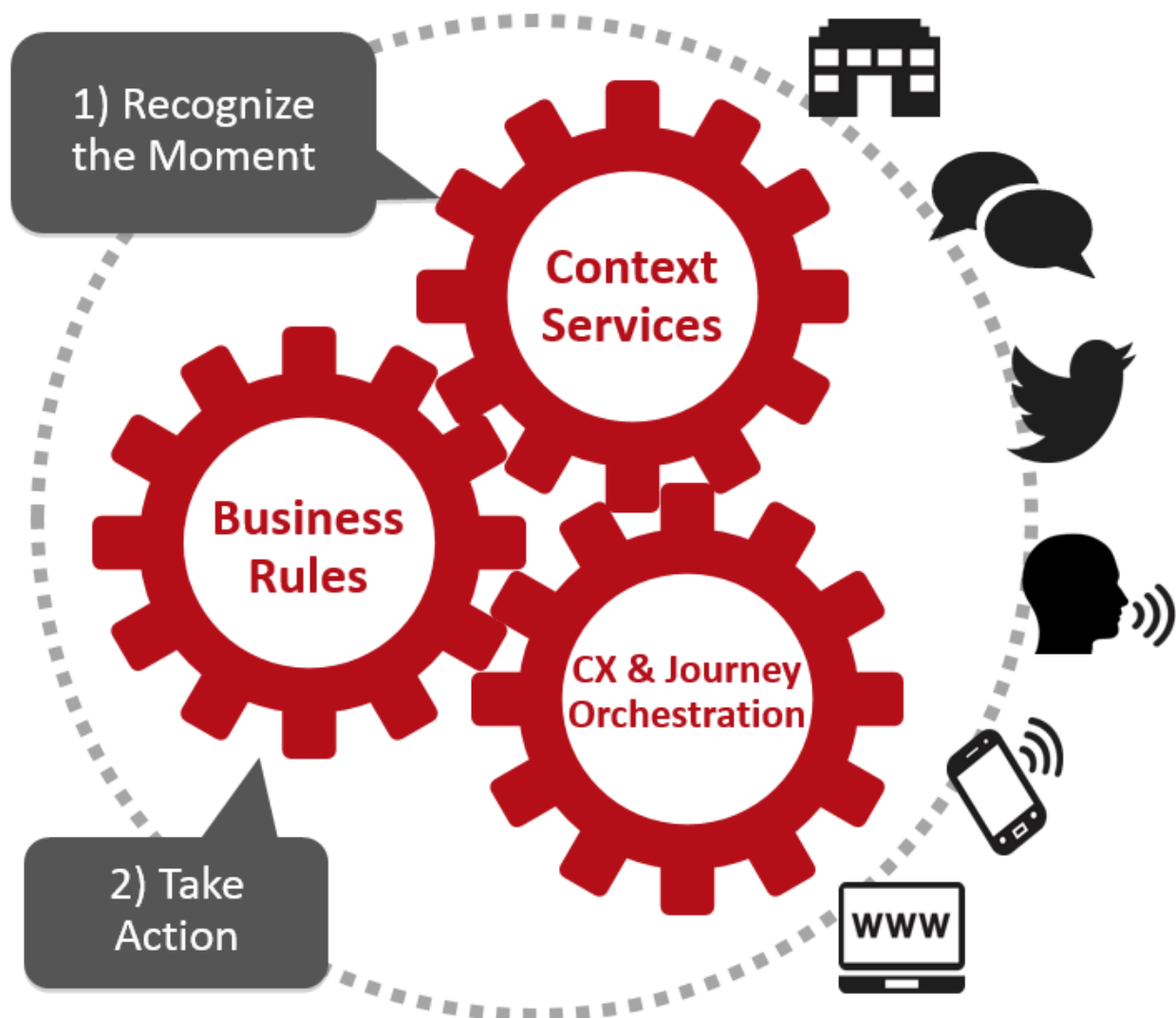
To answer what Conversation Manager is, let's first define a conversation. A conversation can consist of:

- Any number of Interactions
- Any number of Channels

What is Conversation Manager?

- Any Length of Time
- Related by Context:
 - Service
 - State
 - Task
 - Extended Data (anything relevant to the Conversation)

What is Conversation Manager?



Conversation Manager is a contact center solution that creates coherent customer communication in real-time customer engagement applications that span one or more channels such as web, mobile,

What is Conversation Manager?

chat, IVR and voice.

In a nutshell, Conversation Manager helps you recognize moments when you can take action to improve the customer experience. Within Conversation Manager, **Context Services** helps you to recognize the moment and the **Business Rules** help you to take action.

What does Conversation Manager Include?

Conversation Manager consists of a flexible context data store, a business rules system, and visualization dashboards.



Context Services

Contextual awareness refers to knowing who the customer is, what they want, and where they are in this process. Context Services also comes with a tool to manage Service, State and Tasks.



Genesys Rules

Rules allow simple if-then actions such as, “IF we know that the customer is a frequent user of our self-service tracking, THEN we offer self-service tracking as the first option in the menu.”



Journey Timeline

The Journey Timeline is a visual timeline representation of the customer journey map, depicting all the touch points of the customer for various services on different channels.



Journey Dashboard

The Journey Dashboard is a visual representation of key performance indicators, showing rules execution and journey metrics.

Frequently Asked Questions

What are some of the common tasks Conversation Manager can perform?

- Observing preferences
- Cross-channel activity
- Dealing with possible unresolved issues or problem customers
- Campaign response
- Predictive personalization
- Recognizing moments to engage with customer