GENESYS™

Social Media Solution Guide

Genesys Social Engagement Overview

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What It Is

Genesys eServices takes interactions (which may be defined as attempted acts of communication) and gives them a uniform representation that can be processed in the many ways available in the Genesys suite of products.

Genesys Social Engagement is the latest extension of the range of media that eServices can process. The system monitors a social media site, gathers items that fit a defined profile, and converts them into Genesys interactions.

This short video provides an overview of Genesys Social Engagement:

Link to video

Here is a simplified architecture diagram:
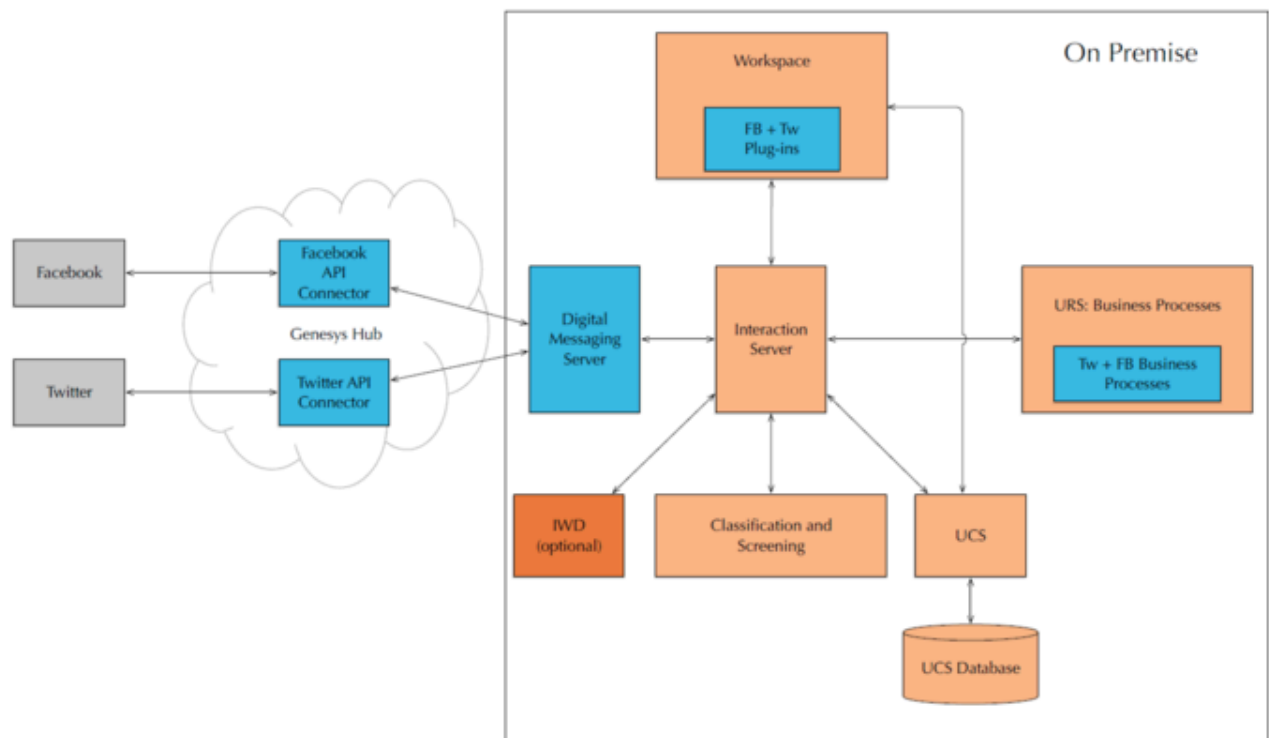
Component dependencies

When using only a Twitter media channel upgrade the following

- Cloud API driver for Twitter
- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: will work with both Social Messaging Server/Digital Messaging Server

When using only a Facebook media channel upgrade the following

- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: If using Social Messaging Server, then NO Cloud API driver for Facebook upgrade is required. If using Digital Messaging Server, then Cloud API driver for Facebook upgrade is required

When using both Facebook and Twitter media channels upgrade the following

- Cloud API driver for Twitter and Facebook
- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: will work with both Social Messaging Server/Digital Messaging Server