

# Deliver the next level of experience with an AI-powered CX ecosystem

Unify systems, people and data with the Genesys Cloud platform and leading technology partners



# Orchestrate connected experiences across every team and touchpoint



Customer experience is no longer confined to the contact center; it's now an enterprise-wide priority that touches every system, department and employee. Yet, many organizations still operate with siloed technologies and disjointed processes, making seamless, end-to-end experiences difficult to achieve.

That's where experience orchestration becomes essential, and why Genesys Cloud™ is

emerging as the strategic platform for unifying and coordinating customer engagements across all front- and back-office functions. This AI-powered, real-time coordination layer is no longer a niche technology – it's a competitive advantage.

Forward-thinking companies already see the impact: lower costs, stronger employee performance, deeper customer loyalty and

faster time to value. The future of customer experience isn't siloed – it's orchestrated.

In this eBook, we spotlight strategic partnerships with Amazon Web Services, Salesforce, ServiceNow and more. You'll learn how each of these integrations with Genesys Cloud bring experience orchestration to life at scale across the entire enterprise.



# CX Cloud from Genesys and Salesforce

**Orchestrate every experience with Genesys Cloud.  
Surface every moment in Salesforce.**

Many organizations still rely on complex, legacy Contact Center as a Service and CRM integrations that fail to scale, lack unified data and hinder personalized service. These patchwork integrations slow agents down, increase IT complexity and fragment the customer journey.

Instead, consolidate your customer and employee experience into a comprehensive customer experience (CX) solution built for the future. CX Cloud from Genesys and Salesforce is an industry-first, native solution that combines a smart agent workspace in Salesforce CRM with AI-Powered Experience Orchestration, contact center and workforce engagement management (WEM) capabilities from Genesys Cloud. It's available for Service, Sales, Financial Services and Health Cloud.

With CX Cloud, you can unlock:

- Shorter average handle times
- Lower total cost of ownership
- Fewer process errors

[Discover more](#)

“Embracing CX Cloud from Genesys and Salesforce is more than a transition; it’s a leap into a future where innovation meets efficiency. Replacing OpenCTI, this integration seamlessly intertwines with Salesforce Omni-Channel, promising a transformative impact that redefines our customer experience landscape.”

**Philip Hagenfeldt**  
**Commercial System Lead**



# Unified Experience from Genesys and ServiceNow

## Unite customer service teams and their work across departments

Modern service teams struggle with fragmented systems that isolate data, slow down resolutions, and frustrate both customers and employees. Service teams often act as “human middleware,” manually bridging gaps between siloed platforms and processes – a costly and inefficient workaround.

Unified Experience from Genesys and ServiceNow addresses this by integrating customer engagement and case management into a single, AI-powered solution. It replaces disconnected workflows with one orchestration engine and data model, enabling seamless service delivery, shared context and real-time insights across the front, middle and back office. Agents work from a unified desktop, supported by embedded AI and workforce engagement tools, expediting cross-department collaboration and customer engagements – all with fewer systems for your IT team to maintain and manage.

Here’s how Unified Experience can pay off:

- Better agent utilization
- Lower technology costs
- Decreased time to resolution

[See it in action](#)

7%

Average increase  
in agent utilization

65%

Average reduction  
in technology costs

5%

Average decrease  
in handle time

The proposed metrics shown above are median averages resulting from previous engagement with Genesys customers and actual benefits achieved where known. These improvements depend on implementing specific use cases and, foremost, a co-creation process with the client.



# Amazon Web Services

## Deliver the future of AI-Powered Experience Orchestration at scale

Genesys Cloud, built natively on Amazon Web Services (AWS), simplifies your journey to the cloud with a secure, globally distributed platform. An AWS Well-Architected solution, Genesys Cloud is deployed across 20 AWS Regions, enabling low-latency, high-availability and data residency compliant experiences worldwide.

Along with an architecture-level integration to Amazon Bedrock, companies can easily integrate AWS Contact Center Intelligence (CCI) AI/ML solutions like Amazon Lex, Polly and Kendra into Genesys Cloud to enhance automation, voice capabilities and AI-driven insights. These integrations empower organizations to innovate faster, optimize journeys and improve customer satisfaction. Together, Genesys and AWS deliver the agility and global reach needed for modern, empathetic CX at scale.

Customers can purchase Genesys Cloud in AWS Marketplace to streamline procurement, enhance security, governance, and control and optimize costs.

Here's what this collaboration unlocks:

- Ability to augment third-party AI services with Genesys Cloud data
- Expanded global language support and voice quality
- Improved contact center monitoring and reporting

[Learn more](#)

## Add existing AWS services fast via step-by-step integrations:

**Amazon EventBridge** – Deliver a stream of real-time data from event sources, such as Genesys Cloud, to targets like AWS Lambda and other apps.

**Amazon Lex/Lex V2** – Call Amazon Lex and Lex V2 bot actions in Genesys Cloud Architect flows to power virtual agents.

**Amazon Kendra** – Integrate the intelligent search and natural language processing of Kendra in Lex bots within Genesys Cloud web chats.

**Amazon Polly** – Expand on the native language and voice options of Genesys Cloud with third-party text-to-speech integrations.

**AWS Lambda** – Create custom actions used throughout Genesys Cloud to invoke Lambda functions in your AWS account directly.

**Amazon S3** – Automatically export interaction and screen recordings, attachments and metadata in bulk to a configured S3 bucket.

**AWS Direct Connect** – Set up a dedicated, improved connection between an on-premises network and the AWS-hosted Genesys service.

**Amazon Transcribe** – Ingest an audio stream from Genesys Cloud via Audiohook and transcribe to text for live call analysis.

# AppFoundry Marketplace

## Accelerate innovation with turnkey apps and integrations

Delivering frictionless customer experiences takes free-flowing architecture that passes data, intent and intelligence across the organization. Genesys Cloud makes it easy to connect systems with a rich set of open APIs, dev tools and an expansive ecosystem of prebuilt integrations.

The Genesys AppFoundry® Marketplace is a curated marketplace of turnkey apps and integrations – CRM, UCC, WEM, business intelligence, voice, automation and more. Quickly discover hundreds of prebuilt solutions that help you address your unique processes and use cases fast. Premium apps with free trials quoted and billed directly by Genesys reduce billing and deployment complexity, with many offering an automated free trial and one-click install.

AppFoundry solutions are built by trusted partners, customers and Genesys developers. Solutions are subjected to a thorough review process to enable quality.

[Visit AppFoundry](#)

“I plug in so many applications and absolutely love AppFoundry. Along with our Pypestream bot, we use a partner for satisfaction surveys, dashboards from Brightmetrics and knowledge management with Shelf.”

**Chrissy Vining**  
Director of Customer Success

uplift

“Connecting our contact center with Slack messaging and Tableau business intelligence – as well as in-house call scripting and CRM systems – was massive. Because of the ease of working with Genesys Cloud, if we ask IT if they can do something, the answer’s usually ‘Yes’.”

**Jackie Gonzalez**  
Vice President, Operations

PATLive

# The future of CX isn't siloed – it's orchestrated

Customers might not remember the individual chatbot, email or call they have with your brand, but they do remember their holistic experience and how easy or difficult it was to get what they needed. But when systems operate in silos, even the most advanced AI falls short of delivering the seamless, personalized experiences customers expect.

The future of CX demands more. Experience orchestration, powered by AI, coordinates people, systems and data across the front, middle and back office. It allows businesses to design optimal experiences and dynamically respond to customer intent, shaping moments that matter. Genesys Cloud, in partnership with leaders like Salesforce, ServiceNow and AWS, brings experience orchestration to life across the enterprise.

Backed by this powerful technology ecosystem, brands can drive faster resolutions, lower costs, empower employees and deliver consistent, end-to-end experiences customers remember.

Experience orchestration isn't a trend – it's the new standard for customer-centric, high-performing organizations. With the right ecosystem, the path to scalable, transformative CX is clear. The future isn't siloed. It's orchestrated, and it starts now.



Deliver the next level of experience across your entire CX ecosystem

[Take me there](#)



## About Genesys

Genesys empowers organizations of all sizes to improve loyalty and business outcomes by creating the best experiences for their customers and employees. Through Genesys Cloud, the AI-Powered Experience Orchestration platform, organizations can accelerate growth by delivering empathetic, personalized experiences at scale to drive customer loyalty, workforce engagement, efficiency and operational improvements. Visit [www.genesys.com](http://www.genesys.com).

