Genesys Overview- Session-1

What is a Call Center…?

- A call center is where an organization handles customer telephone calls.
- Call centers typically utilize some amount of computer automation software, and provide inbound, outbound, and voice-based self-service customer interactions.
- Connecting with your customers through their preferred channel of communication is an imperative for modern call center operations.

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What is Genesys ….?

- Genesys is the market leader in integrated customer service and enables businesses around the globe to deliver on their brand promise through call center solutions to optimize operations and deliver true omnichannel CX
- Is a company that sells customer experience and call center technology to mid-sized and large businesses
- Genesys develops cloud based and on-premises customer experience and contact center software

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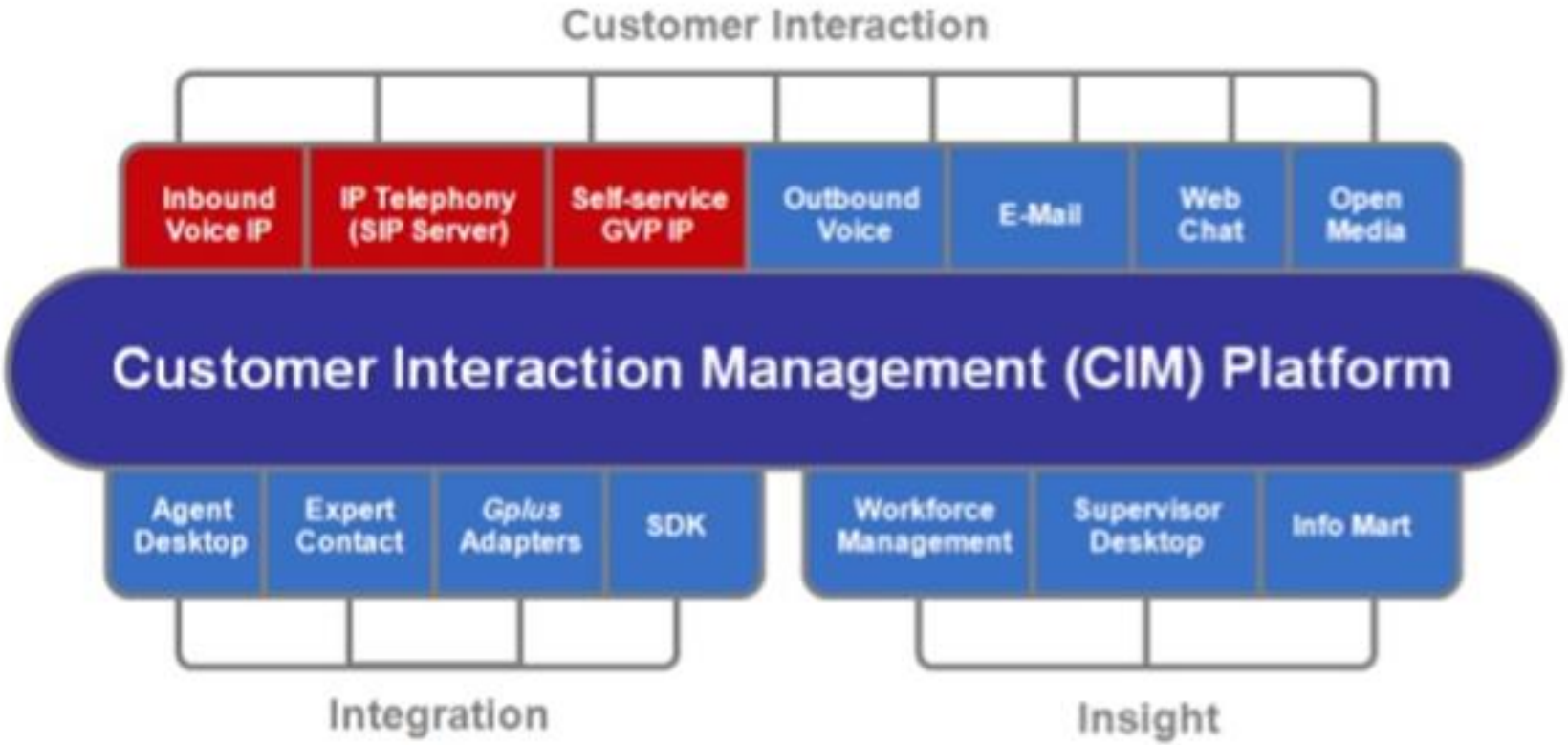
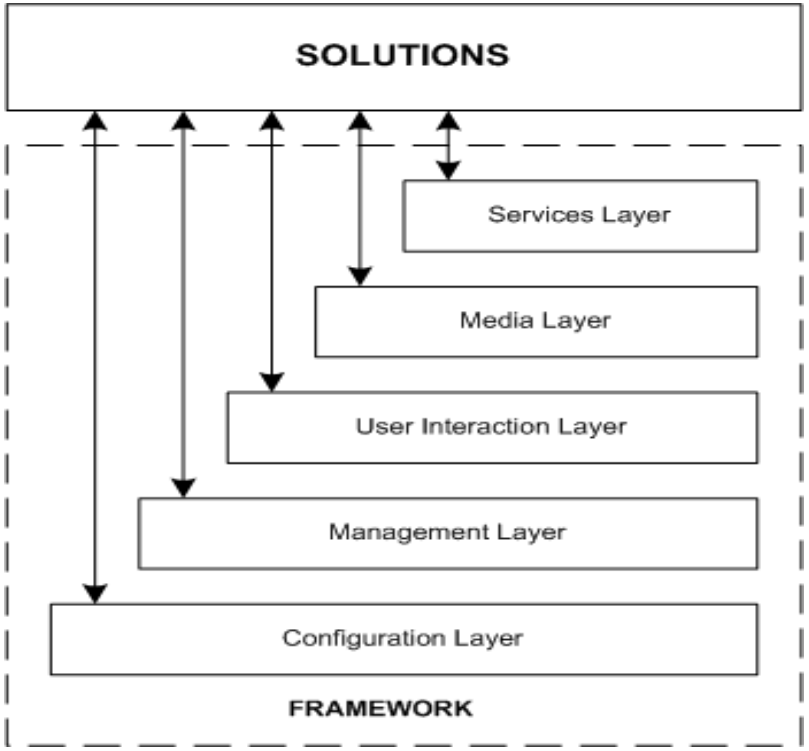
Genesys CIM Platform



Basics of Genesys

Typically, consists of five layers:

1. Configuration Layer
2. Management Layer
3. User Interaction Layer
4. Media Layer
5. Service Layer



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High-Level Framework Architecture

- The **Configuration Layer** processes and stores all the data required for running Genesys solutions in a particular environment, it notifies clients of any configuration changes. The Configuration Layer also controls user access to a solution's functions and data
- The **Management Layer** controls the startup and status of solutions, logging of maintenance events, generation and processing of alarms, and management of application failures
- The **User Interaction Layer** provides a comprehensive user interface to configure, monitor, and control the management environment
- The **Media Layer** enables Genesys solutions to communicate across media, including traditional telephony systems, Voice over IP (VOIP), e-mail, and the Web. This layer also provides the mechanism to distribute interaction-related business data within and across solutions
- The **Services Layer** generates the statistical data used for interaction processing and contact center reporting and enables solutions to communicate with various database management systems (DBMSs)

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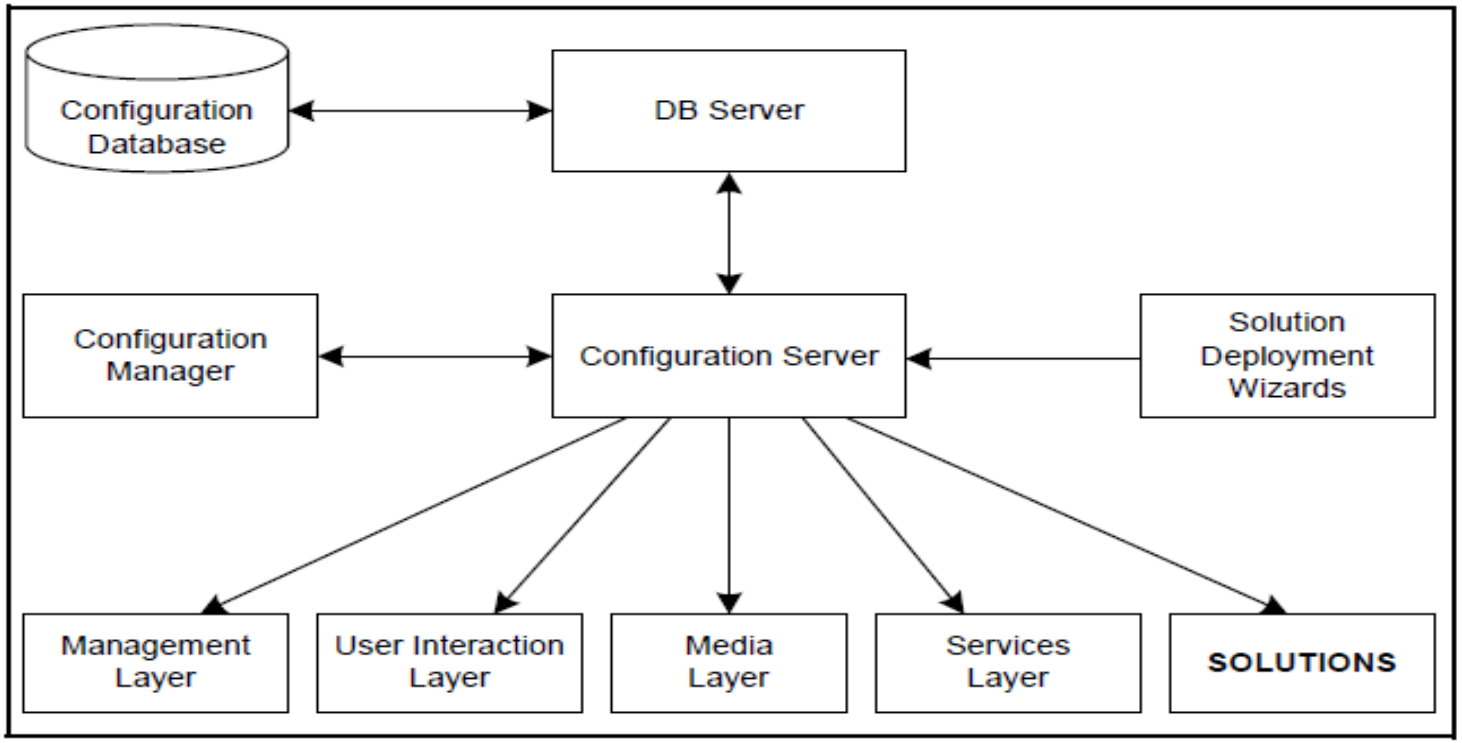
Configuration Layer



The Configuration Layer provides:

- Configuration layer processes and stores all the data required for running Genesys solutions in a particular environment
- Centralized configuration data processing and storage for one-time entry of any information about contact center entities that any number of applications require to function in a particular business environment
- An advanced, configuration-data-distribution mechanism, so applications can read their configuration upon startup and be notified of updates at runtime without service interruptions

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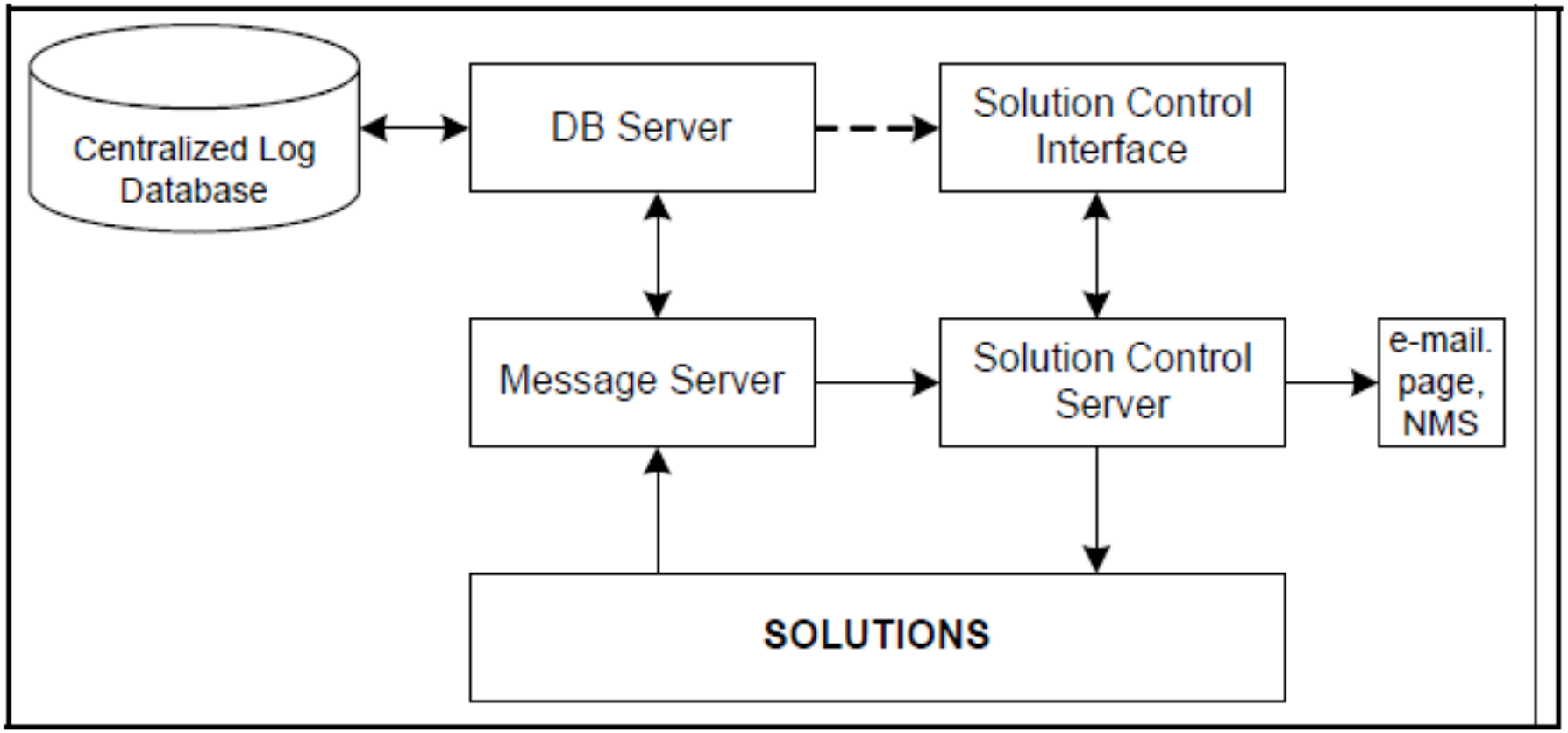
Management Layer



- The Management Layer controls the startup and status of solutions, logging of maintenance events, generation and processing of alarms, and management of application failures
- Centralized solution control and monitoring, displaying the real-time status of every configured Solution object, and activating and deactivating solutions and single applications, including user-defined solutions

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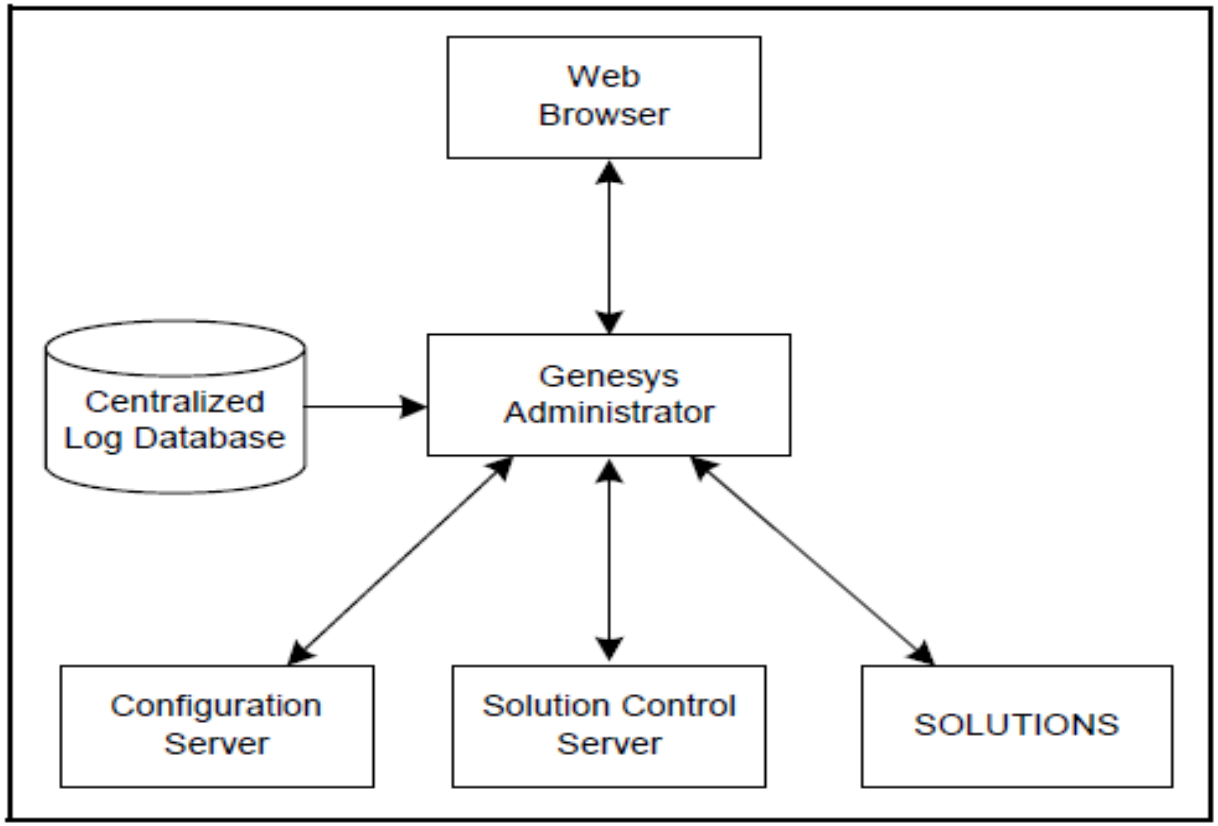
User Interaction Layer



The User Interaction Layer provides centralized web-based functionality and interfaces for the following:

- Deployment of Genesys components to any computer on the network using the Genesys Deployment Agent (a Management Layer component)
- Configuration, monitoring, and control of applications and solutions
  Currently, Genesys Administrator and its extension is the only component in the User Interaction layer

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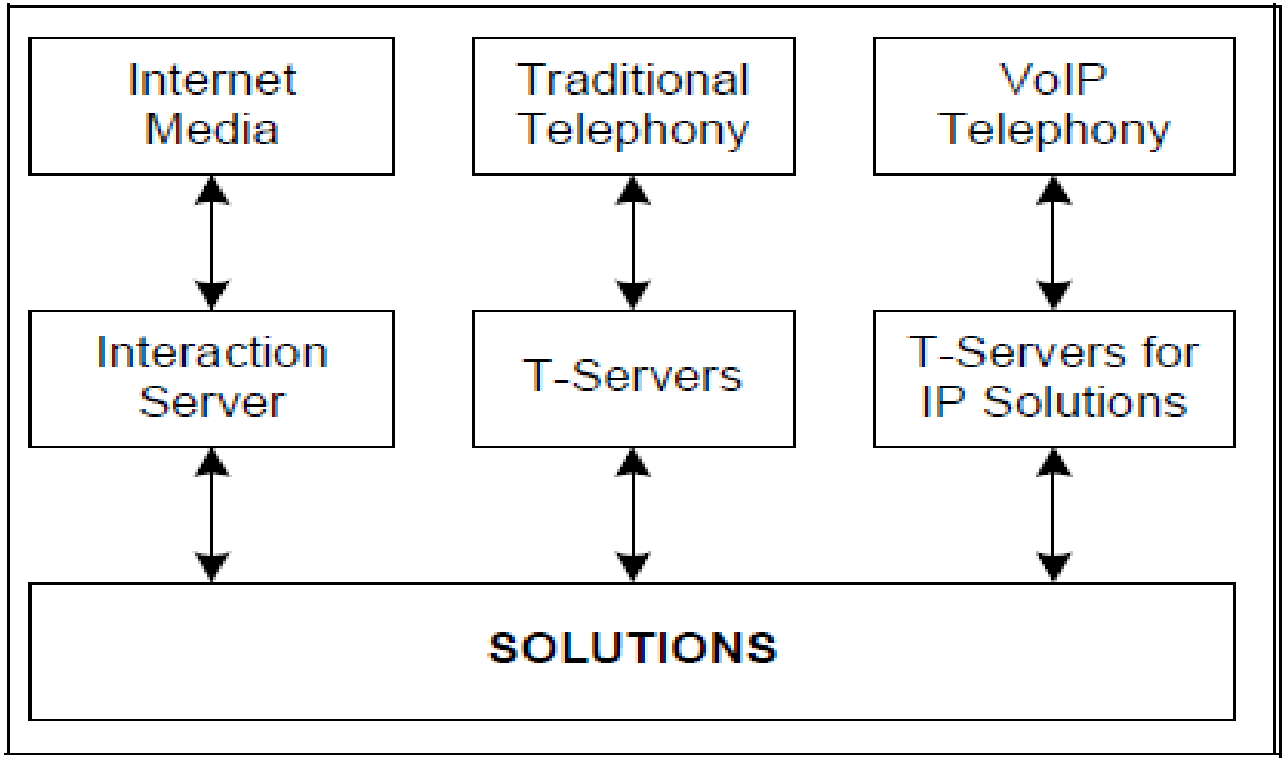
Media Layer



The Media Layer provides:

- Interfaces to communication media
- Distribution of interaction-related business data within and across solutions
- Interaction Server provides an interface with Internet media like e-mail and web communications. T-Server provides an interface with traditional telephony systems
- T-Servers provide an interface with traditional telephony systems

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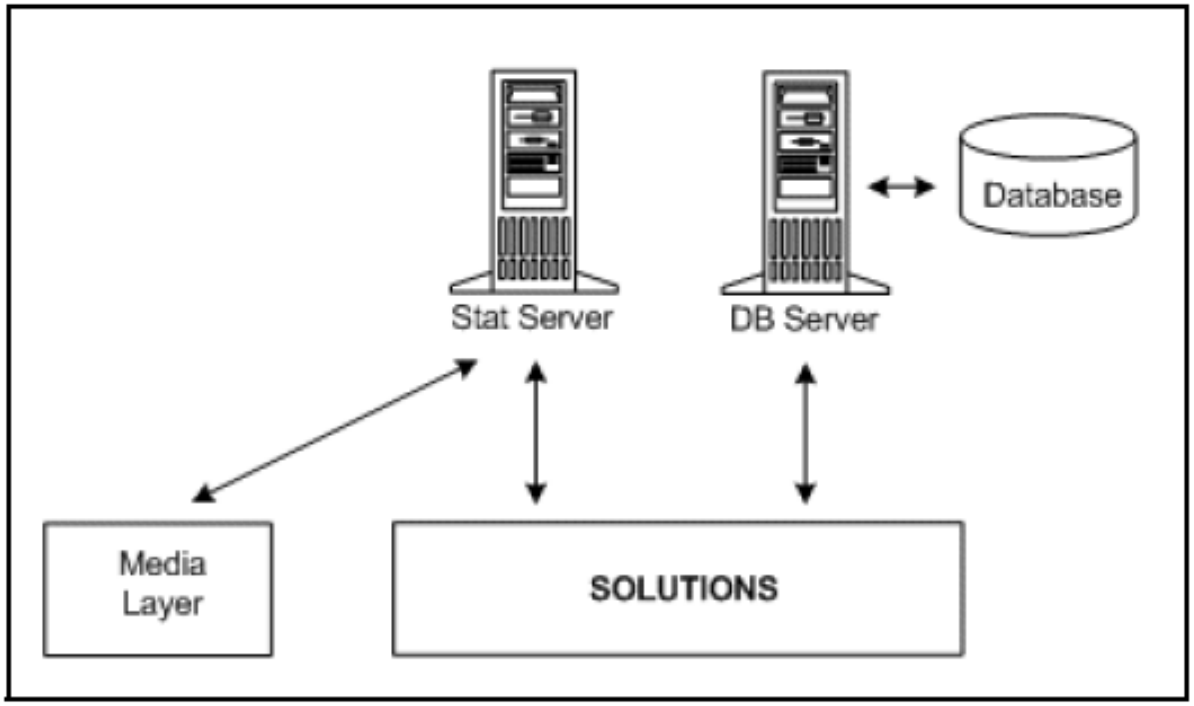
Service Layer



The Services Layer provides:

- Interfaces for Genesys solutions to various DBMSs.
- Conversion of events related to management of single interactions into statistical data, which is then used for interaction processing and contact center reporting
- Stat Server tracks real-time states of interaction management resources and collects statistics about contact center performance
- DB Server provides the interface between Genesys applications and the DBMS holding the operational databases for solutions

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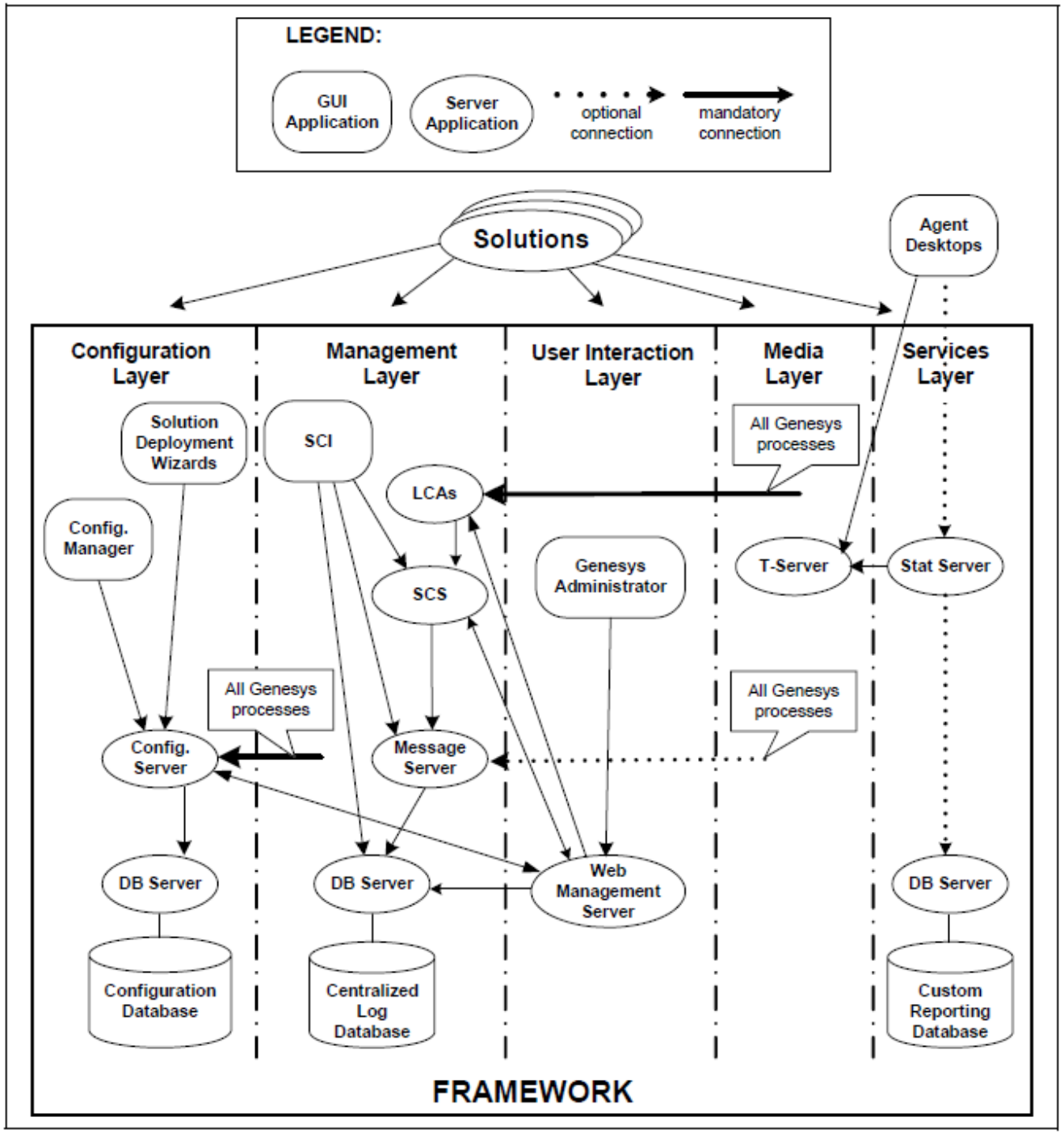
Connections…



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