PureConnect®

2020 R3

Generated:

08-September-2020

Content last updated:

08-September-2020

See Change Log for summary of changes.

GENESYS™

Customer Service Automation

Solutions Guide

Abstract

This document provides information about automating customer service on your website using bots, predictive chatbots, and blended Artificial Intelligence.

For the latest version of this document, see the PureConnect Documentation Library at: http://help.genesys.com/pureconnect.

Table of Contents

Introduction to Customer Service Automation

The rapid increase in digital channels has led to more customer interactions, rising customer expectations, and a higher cost to serve. It's also become more difficult for businesses to understand customer needs across these channels and retrieve context from previous interactions, leading to a poor customer experience.
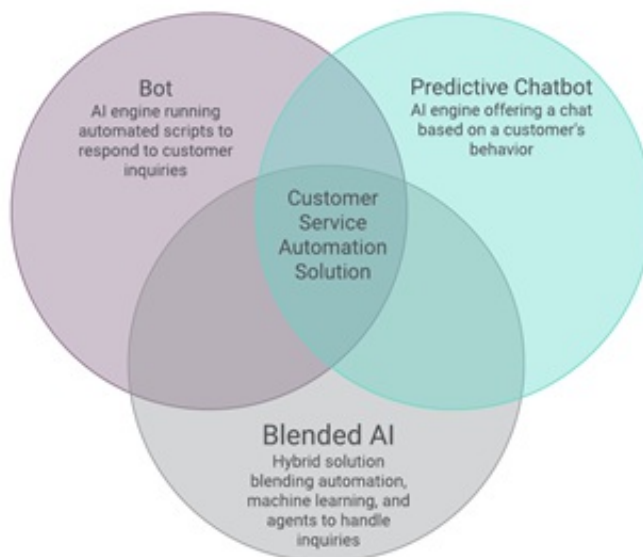
Customer service automation allows businesses to use automation and conversational AI (bots) to control the cost to serve and provide a personalized and contextual customer experience across voice and digital channels. It's about leveraging the right intervention on a customer's web journey at the right time and with the right technology. These technologies allow you to deliver a streamlined, personalized experience to your customers while reducing customer service costs. They allow you to identify which agent, bot, or combination of both best serves the customer and delivers better business outcomes.

> **Note:** The *Customer Service Automation Solution Guide* doesn't provide detailed instructions for setting up, configuring, and deploying the automation components. For more information, see Appendix B: Resources.

Customer service automation helps to:

- Increase self-service rates by using the right bots for the task
- Improve agent routing accuracy through best-in-class intent and entity determination
- Provide a more conversational and personalized experience
- Speed up time to market through pre-built microapps
- Reduce total cost of ownership through an intuitive business user interface
- Improve resolution of customer issues, questions, or needs the first time, with no follow-up required (first call resolution)
- Increase your Net Promoter Score
- Reduce the number of interactions that an agent transfers to someone else for resolution.

Technologies

Customer Service Automation Solution Technologies

The following technologies are available for PureConnect on-premises and cloud customers:

- **Bots** to handle tier one level questions, such as hours of operation or order status
- **Predictive chatbots** to offer assistance at key interaction points, such as when a customer is struggling to complete a task
- **Blended AI** to pass the interaction from a bot to a live agent, along with the context of the conversation

About bots

A bot is an AI engine that runs automated scripts to respond to messages received from a customer. Bots automate interactions to enhance the customer experience and provide basic answers, such as here's your order and five things about it. Genesys supports a "design once, deploy anywhere" concept for bots to allow organizations to provide a seamless customer experience across voice and digital channels.

Bots support or orchestrate the following capabilities:

- **Personalization:** Tailors the experience based on context from the current interaction or previous interactions.
- **Natural Language Understanding (NLU):** Derives intents and entities. For example, it allows bots to extract meaning from what customers say to determine the contact reason (intent) and data (entities) such as dates, phone numbers, or amounts needed to process the interaction.
- **Identification and verification:** Identifies and verifies the customer, if required.
- **Directed Dialog:** Automates relevant business processes or provides information.
- **Other NLU/AI platforms, such as Amazon Lex, Microsoft bot framework, IBM Watson, or Google Dialogflow:** Specializes in a specific topic.
- **Handoff to an agent:** Connects the customer to a live person with the full context of the interaction.

About predictive chatbots

A predictive chatbot is an AI engine deciding whether to offer a chat based on a customer's behavior. For example, the customer keeps cycling through certain webpages or is possibly leaving the website. The difference with Genesys Altocloud and other predictive chatbots is that Altocloud makes algorithmic choices about the right moment to offer a chat; as opposed to a website where every page displays a chat message asking whether the website visitor wants to speak to an agent. Based on the visitor's behavior on your website, the agent can say, for example, "It looks like you're trying to schedule a Psychology class for your Nursing degree. I can help you with that."

Genesys Altocloud monitors website behavior in real time, applies machine learning to determine audience segments and predicted outcomes, and then uses that information to guide website visitors to a successful outcome. Altocloud also uses historical data about website visits to make accurate predictions based on past behavioral patterns. Guidance starts with an effective self-service offer of a chatbot to those visitors who require assistance. Altocloud allows you to unlock data in real time to engage customers proactively to eliminate the need for a voice call or contact without context.

About blended AI

Blended AI is the combination of automation, machine learning, and agents to handle customer inquiries on the customer's channel of choice. It allows you to seamlessly transition a customer from a bot to an agent with full context so that the customer doesn't have to repeat information. For example, the bot can transition the interaction to an agent when the customer has a complex question that the bot cannot answer or when an interaction is high value.

Uses and Scenarios

Interaction types and usage

Following are the customer service automation interaction types with examples of their use.

Interaction Types	Examples
Real-time queries	• Frequently asked questions • Account balance • Hours of operation
Transactions	• Bill payment • Product or service orders • Guided technical support
Business processes	• Address updates • Password resets • Callback scheduling
Routing	• Agent • Channel (chat, email, SMS, phone) • Another bot

Example scenarios

Following are example scenarios for when to use a predictive chat, a predictive chatbot, or a bot.

Predictive Chat	Predictive Chatbot	Bot
To intervene: • Before a customer leaves a web page and offer the opportunity to speak to an agent • When a customer appears to be struggling with your website and offer the customer the opportunity to speak to an agent	To intervene when a customer is: • Searching for instructions on how to complete a task and offer a chatbot • Struggling to submit a request and offer a chatbot to gather basic information before transferring to an agent.	To present an always-available bot that: • Allows customers to get answers to frequently asked questions • Assists customers with completing a task

Benefits

Automating the handling of routine queries and optimizing interactions reduces operating costs and improves the customer experience, customer satisfaction, and agent satisfaction.
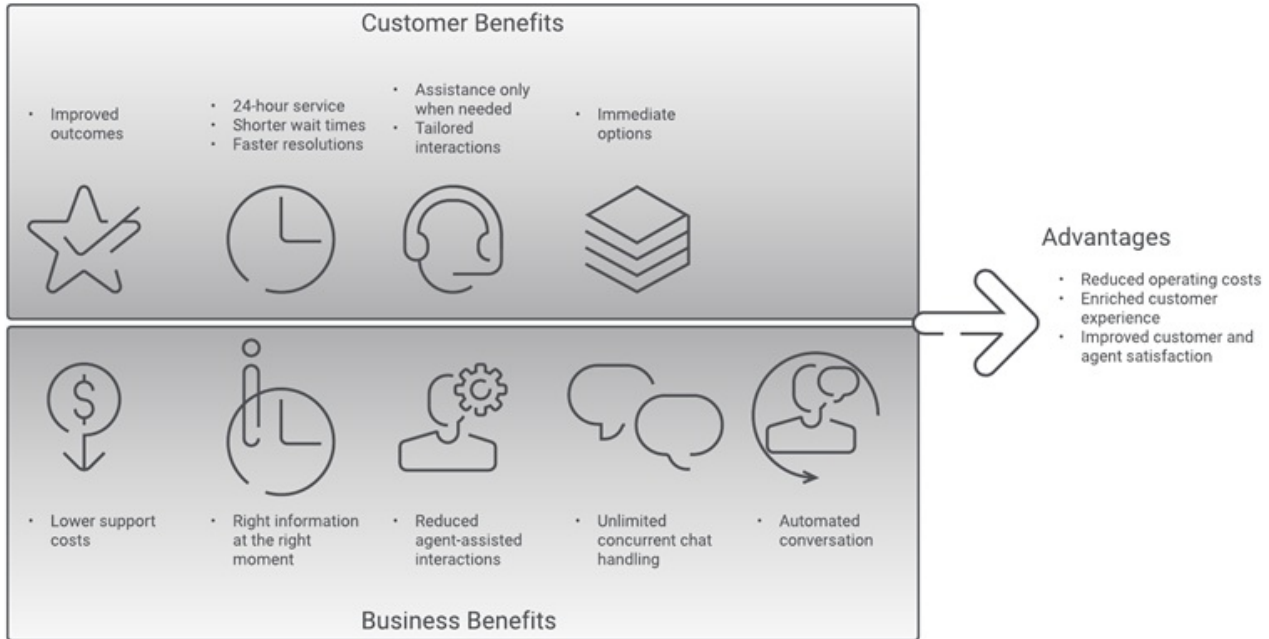
Customer Service Automation Benefits

Architecture and Product Versions

Genesys chatbots on PureConnect premise

Genesys predictive chatbots on PureConnect premise

Genesys voicebots on PureConnect premise

Integration Components

Bots

It's easy to design Genesys bots using Genesys Dialog Engine or third-party NLU engines, and easy to configure the bot conversation flow using Genesys Intelligent Automation. You can deploy bot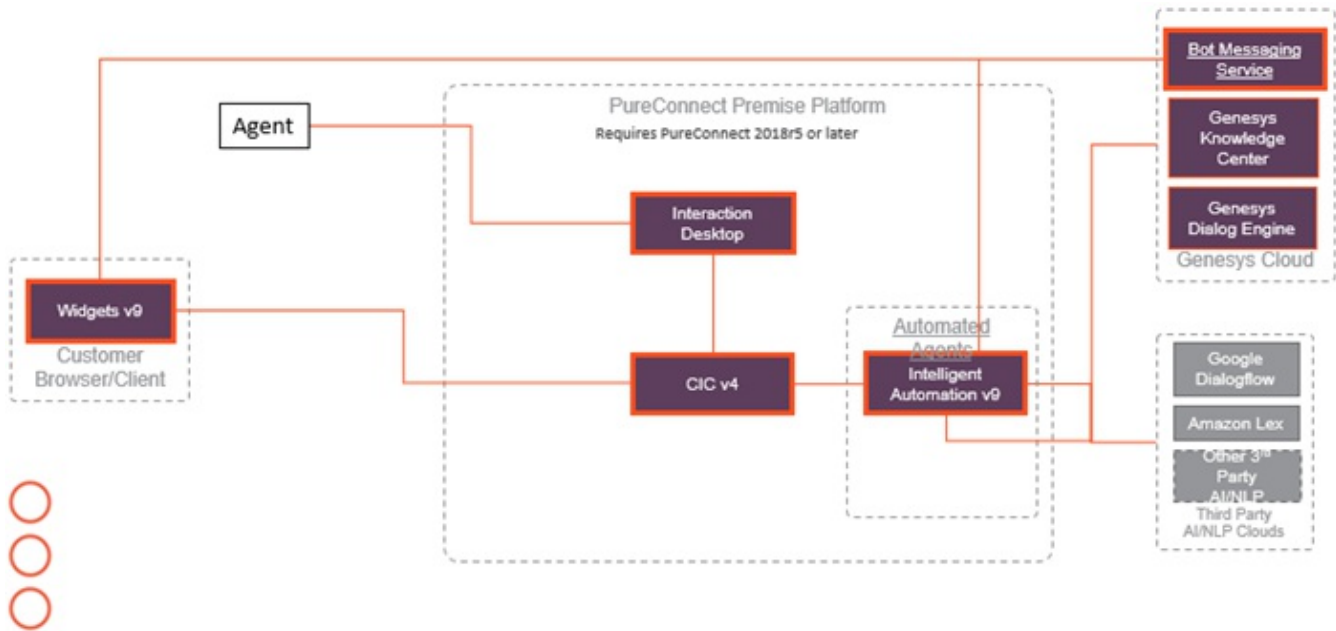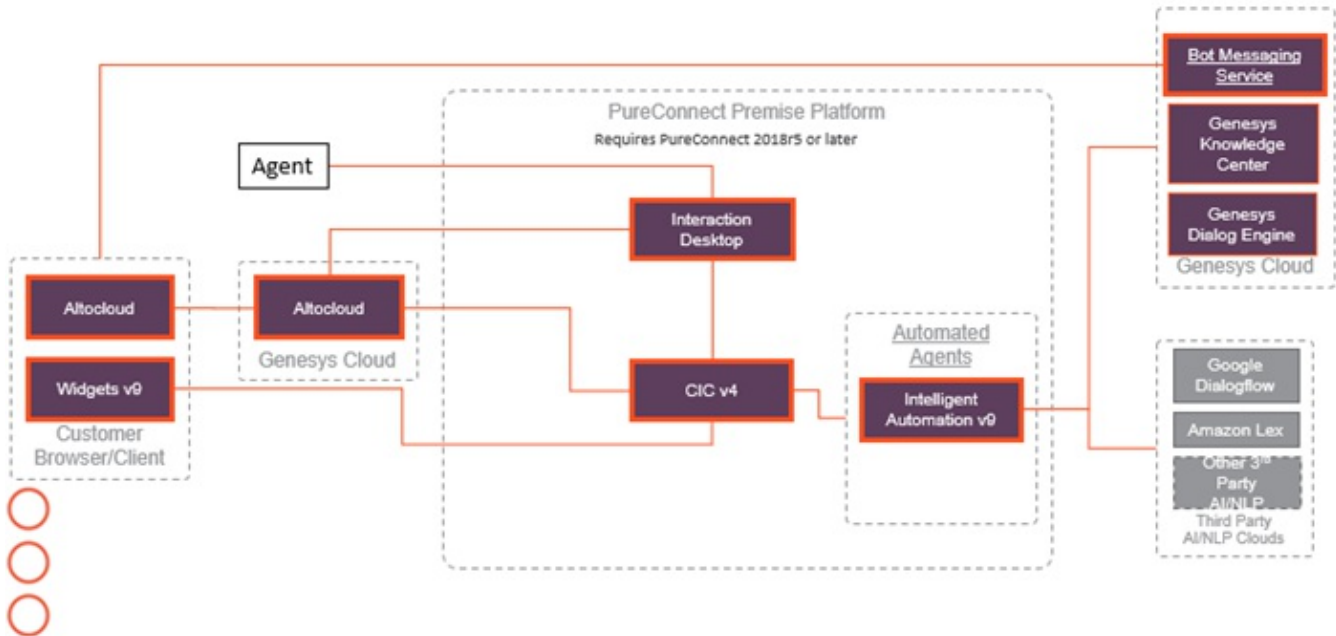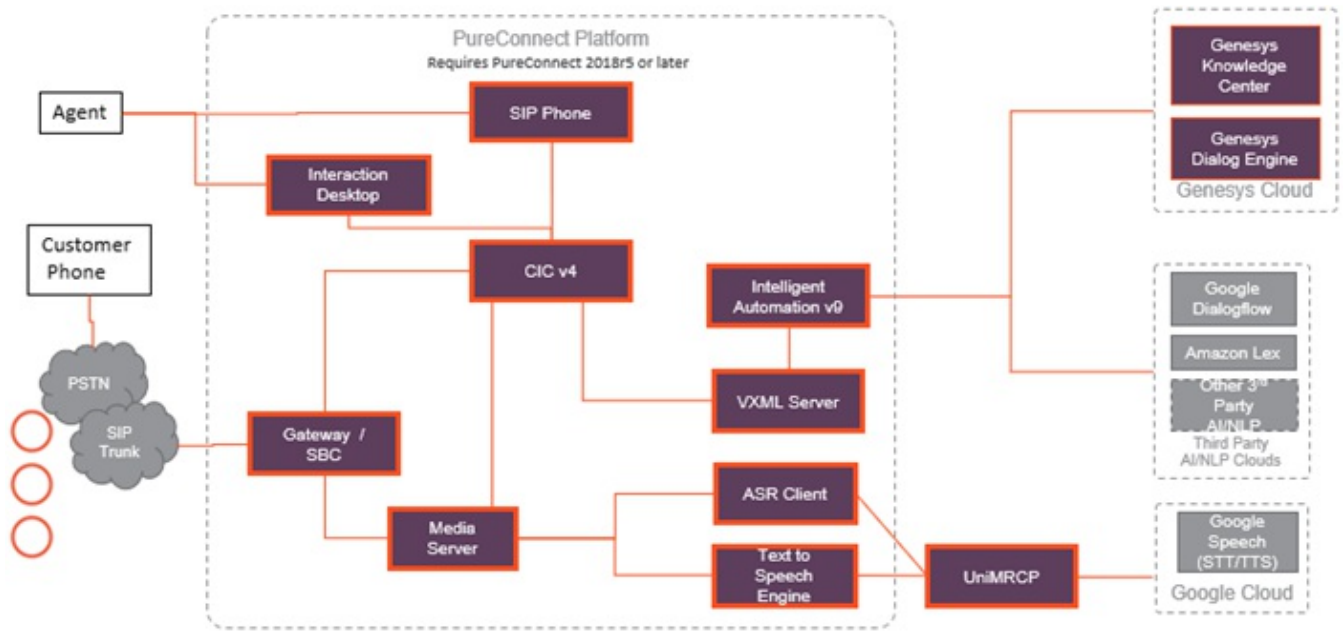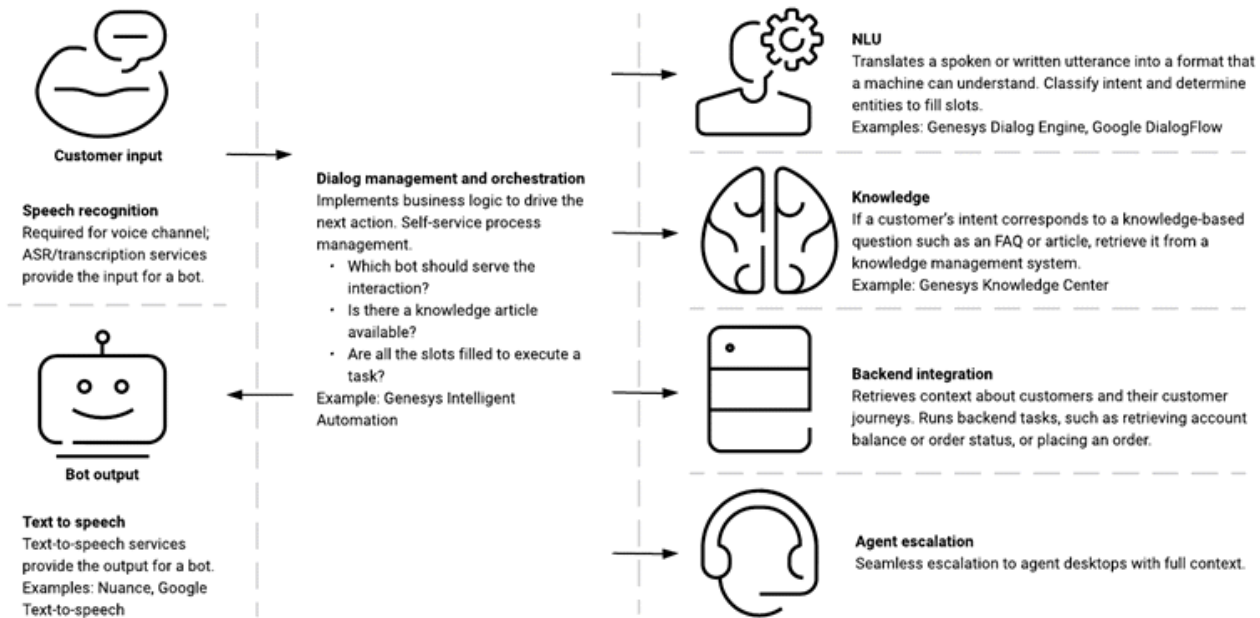s across other channels, like voice, using Genesys Intelligent Automation. Genesys also has an open AI platform that allows you to use third-party bots or bots that your organization created.

Customer input

Speech recognition
Required for voice channel; ASR/transcription services provide the input for a bot.

Bot output

Text to speech
Text-to-speech services provide the output for a bot. Examples: Nuance, Google Text-to-speech

Dialog management and orchestration
Implements business logic to drive the next action. Self-service process management.
- Which bot should serve the interaction?
- Is there a knowledge article available?
- Are all the slots filled to execute a task?

Example: Genesys Intelligent Automation

NLU
Translates a spoken or written utterance into a format that a machine can understand. Classify intent and determine entities to fill slots.
Examples: Genesys Dialog Engine, Google DialogFlow

Knowledge
If a customer's intent corresponds to a knowledge-based question such as an FAQ or article, retrieve it from a knowledge management system.
Example: Genesys Knowledge Center

Backend integration
Retrieves context about customers and their customer journeys. Runs backend tasks, such as retrieving account balance or order status, or placing an order.

Agent escalation
Seamless escalation to agent desktops with full context.

Customer Service Automation Bot Integration Components

A bot is flexible; it can solve today's problems and flex tomorrow's problems. You can:
- Change the media layer, such as web chat, voice bot, or Facebook Messenger bot
- Change the set of tasks, such as having three response choices when a customer mentions "order," or having one response when a customer mentions "hours"
- Change the NLU engine

> **Note:** Genesys native bots use Genesys Dialog Engine for NLP and Genesys Intelligent Automation for the conversation flow.

For more information, see the following:
- *Genesys Dialog Engine User Guide*
- *PureConnect Integration with Genesys Intelligent Automation Technical Reference*

Genesys Altocloud

Genesys Altocloud integrates with Interaction Connect to support PureConnect Cloud and PureConnect on-premises customers. It's hosted in the Genesys Cloud and determines when to offer a chat to a website visitor and which agent workgroup should handle the interaction based on current agent availability. Altocloud uses Genesys Widgets to start predictive engagement web chats with website visitors. Once a chat connects to an agent in Interaction Connect, the agent can view a map that outlines the visitor's journey on the website.

For more information, see the following:
- *PureConnect Integration with Altocloud Technical Reference*

- *Interaction Connect Help*
- Altocloud (for PureConnect) in the Resource Center

Genesys Widgets

Genesys Widgets are Java Script-based, cloud-hosted, and cloud-configured extensions that implement the Genesys Widgets API under a continuously integrated and deployed release model. For example, the Web Chat widget displays a user interface within a webpage to allow a customer to start a live chat with an agent.

Interaction Connect supports the configuration and deployment of Genesys Widgets using code snippets that you include in your website. Configuring and deploying Genesys Widgets does not require developer skills.

For more information, see the following:

- *Interaction Connect Help*
- *Genesys Widgets Reference* (commands, events, configuration, and localization details)

Microapps

Genesys Intelligent Automation offers over 80 pre-built, configurable microapps that accomplish specific tasks, such as payment capture, and deploy across all channels, consistently and quickly. You can combine microapps to create fully personalized AI to drive dialogues in a chat session for a seamless customer and agent experience.

For more information, see the following:

- *PureConnect Integration with Genesys Intelligent Automation Technical Reference*
- *Genesys Intelligent Automation Microapps Catalogue*

> **Note:** The PureConnect integration with Genesys Intelligent Automation only supports the microapps listed in the **Business Processes** section in Genesys Intelligent Automation.

Interaction Security

Interactions pass securely from your website through a cloud service to Genesys Intelligent Automation on-premises, cloud, and hybrid implementations.

Following are the security measures that the cloud service uses:

- Follows microservices industry standards.
- Uses HTTPS with TLS 1.2 to encrypt and protect all data in transit and at rest.
- Encrypts all data on AWS, whether going through a cache or messaging bus.
- Caches data during current session only; no data retained in the cloud service and nothing stored.
- Uses stateless service.

Licensing Requirements

Following are the licensing requirements for the customer service automation solution.

Genesys Intelligent Automation licensing

The following table lists the licensed components for Genesys Intelligent Automation.

> **Note:** For voice bots, select the pricing model and either part 1 or part 2. For chatbots, there is only one pricing model.

Component	Part/Description	Sold by	Pre-required Part
Genesys Intelligent Automation Omnichannel Self Service	Provides a web-based design tool for dialog flows, including reusable microapps for common dialog tasks. It also provides a dynamic runtime environment that generates VoiceXML for interactions over the voice channel. **Note:** Voice bots and chatbots include this part, so the bot pricing covers this part. If you need a Development license, you can purchase this part.	N/A	N/A
Cloud Voicebot / Chatbot	VoicebotMin-PCC, Voicebot Minutes	Voice bots sold by the minute **Note:** You cannot purchase this part outright; you must apply for it.	VXML Server
	VoicebotIntxn-PCC, Voicebot Interactions	Voice bots sold by the interaction (complete bot – customer conversation) **Note:** You cannot purchase this part outright; you must apply for it.	• VXML Server • MRCP ASR Feature License • UniMRCP for Google Speech Recognition and Speech Synthesis
	CS-ChatbotOrch, Chatbot Interactions	Chatbots sold by the interaction (complete bot – customer conversation)	N/A
Premise Voicebot / Chatbot	VoicebotMin-PCP-Sub, Premise (Subscription)	Voice bots sold by the minute **Note:** You cannot purchase this part outright; you must apply for it.	N/A
	VoicebotIntxn-PCP-Sub, Premise (Subscription), Voicebot Interactions	Voice bots sold by the interaction (complete bot – customer conversation) **Note:** You cannot purchase this part outright; you must apply for it.	• VXML Server • MRCP ASR Feature License • UniMRCP for Google Speech Recognition and Speech Synthesis
	CS-ChatbotOrch-SUB, Premise (Subscription), Chatbot Interactions	Chatbots sold by the interaction (complete bot – customer conversation)	N/A

Note: The cloud service is a subscription model based on the number of bot interactions. A bot interaction, or session, lasts until the customer or agent closes the interaction, or the session times out.

Genesys Altocloud licensing

Part	Description
I3_FEATURE_ALTOCLOUD	Turns on the integration for the CIC server.
I3_ACCESS_ALTOCLOUD_USER	Allows an agent to receive interactions from Altocloud.

For more information, see the following:

- *PureConnect Licensing Technical Reference*
- *Interaction Administrator Help*

Component Requirements

Genesys components

Component	Description
Intelligent Automation VUI Server	Server for the Intelligent Automation engine to process dialog flows.
Intelligent Automation GUI Server	Server for the intelligent design tool for creating and maintaining self-service dialog flow in Intelligent Automation.
Intelligent Automation Integration Server	Server to invoke and parse external web service requests from within the Intelligent Automation VUI server.
CIC	Integrated contact center software solution.
Media Server	Server for delivering audio streaming services and interfaces to third-party Text-to-Speech (TTS) and Automated Speech Recognition (ASR) engines.
VoiceXML Interpreter Server	Server for the standards-based VoiceXML interpreter.
Common Microservices Cloud	Service that provides chatbot capabilities from the cloud by orchestrating connectivity between Widgets, CIC, and Intelligent Automation.
Genesys Widgets	Customizable, extensible chat interface for customer deployment. Works with Common Microservices Cloud.

Third-party components

Component	Description
TTS Engine	Optional Text-to-Speech (TTS) engine that can play back dynamic types of data, such as names and addresses, not represented using audio files. It also allows administrators to create prompts without a traditional recording studio.
UniMRCP	System that allows Media Resource Control Protocol (MRCP)-based systems to communicate with non-MRCP-based TTS and Automated Speech Recognition (ASR) engines.
Google Cloud Speech to Text	Service that allows integration of Google speech recognition technologies into developer applications. The Voicebot per interaction and per minute bundles include this service and Google Dialogflow.
Google Cloud Text to Speech	Service that converts text into natural-sounding voices, in several languages. The Voicebot per interaction and per minute bundles include this service and Google Dialogflow.

Configuration and Deployment

Following is a high-level overview for configuring and deploying chatbots, widgets, and Altocloud to your organization's website.

Chatbot design

Design a chatbot in Genesys Dialog Engine and specify the following:

- **Domain:** Area of expertise in which your chatbot to operate.
- **Intents:** Goal or task that a website visitor is trying to accomplish, such as track a package or book a cab.
- **Utterances:** Phrases that a website visitor might use to describe their intent. For example, "I want to book a cab for 6 pm today."
- **Entities:** Information that is relevant to the website visitor's intent. For example, "I want to book a cab for 6 pm" could have a transportation type entity (cab), a time entity (6 pm), and a date entity (today).
- **Slots:** Pieces of information that the chatbot can derive from an utterance and map to an entity.
- **Confirmations:** Message that the chatbot sends to the website visitor to confirm the visitor's intent.
- **Default welcome message:** Default message to display to the website visitor.

For more information, see Creating your first Chat Bot.

> **Note:** You can also design a chatbot using a tool of your own choosing, or deploy a ready-made third-party bot to your organization's website.

Chatbot conversation flow

Configure the chatbot conversation flow in Genesys Intelligent Automation and specify the following:

- **Blocks:** Individual steps in a call flow that accomplish a single function. For example, a Start block signals the start of a chat.
- **Paths:** Lines that connect blocks to indicate the path to follow in a call flow. For example, a "yes" path links to one block and a "no" path links to another.

For more information, see the _Genesys Intelligent Automation Help_.

> **Note:** You can also create handlers using Interaction Designer to configure a chatbot conversation flow. For more information, see the _Interaction Designer Help_.

Widget configuration

The first step to integrate a bot with Interaction Connect is a one-time configuration of a chatbot widget in Interaction Connect. Following are the available options:

- **General configuration:** Configure the widget as a whole, such as theme, language, and the IC server.
- **Plugin configuration:** Configure the type of widget to use for the integration.

Widget Plugin	Description
Web Chat widget	Allows a website visitor to start a live chat with an agent. The widget then creates a chat interaction and routes it to the appropriate queue. > **Note:** If you are using Altocloud, you don't need this widget.
Chatbots widget	Indicates which chatbot provider to use: either Genesys Intelligent Automation or a third-party vendor. For more information about supported third-party providers, see Appendix A: Supported Third-party Bot Providers.

> **Note:** For more information about other Genesys Widgets plugins, see the _Interaction Connect Help_.

- **Extensions:** Associate any extensions (for example, plugins or widgets) that your developers created for the widget. For more information about creating extensions for Genesys Widgets, see the _Genesys Widgets Reference_.

- **Unrestricted properties:** Specify any properties that you want to allow supervisors to configure within their Widgets view, such as low-risk properties directly related to their jobs.

For more information about widget configuration, see the *Interaction Connect Help*.

Widget deployment

The second step to integrate a bot with Interaction Connect is to deploy the widget to your organization's website. In Interaction Connect, generate a JavaScript snippet of the widget and then copy it to the appropriate page in your website.

For more information about widget deployment, see the *Interaction Connect Help*.

Genesys Altocloud configuration

The first step to integrate it with Interaction Connect is to configure Altocloud and then configure a widget in Interaction Connect.

- **Altocloud configuration:** Configure various settings, such as the ability for Altocloud to receive workgroup updates from PureConnect to determine agent availability; and segments (optional), outcomes (optional), and action maps.
- **Interaction Connect configuration:** Complete the general configuration of a widget as mentioned in the **Widget configuration** section.

For more information about Altocloud configuration, see the *PureConnect Integration with Altocloud Technical Reference*.

Genesys Altocloud deployment

The second step to integrate Altocloud with Interaction Connect is to deploy the Altocloud tracking and the widget code snippets to your organization's website.

- **Altocloud tracking snippet:** In Altocloud, generate the tracking snippet and then copy it to the appropriate page in your website.
- **Widget snippet:** In Interaction Connect, generate a JavaScript snippet of the widget and then copy it to the appropriate page in your website.
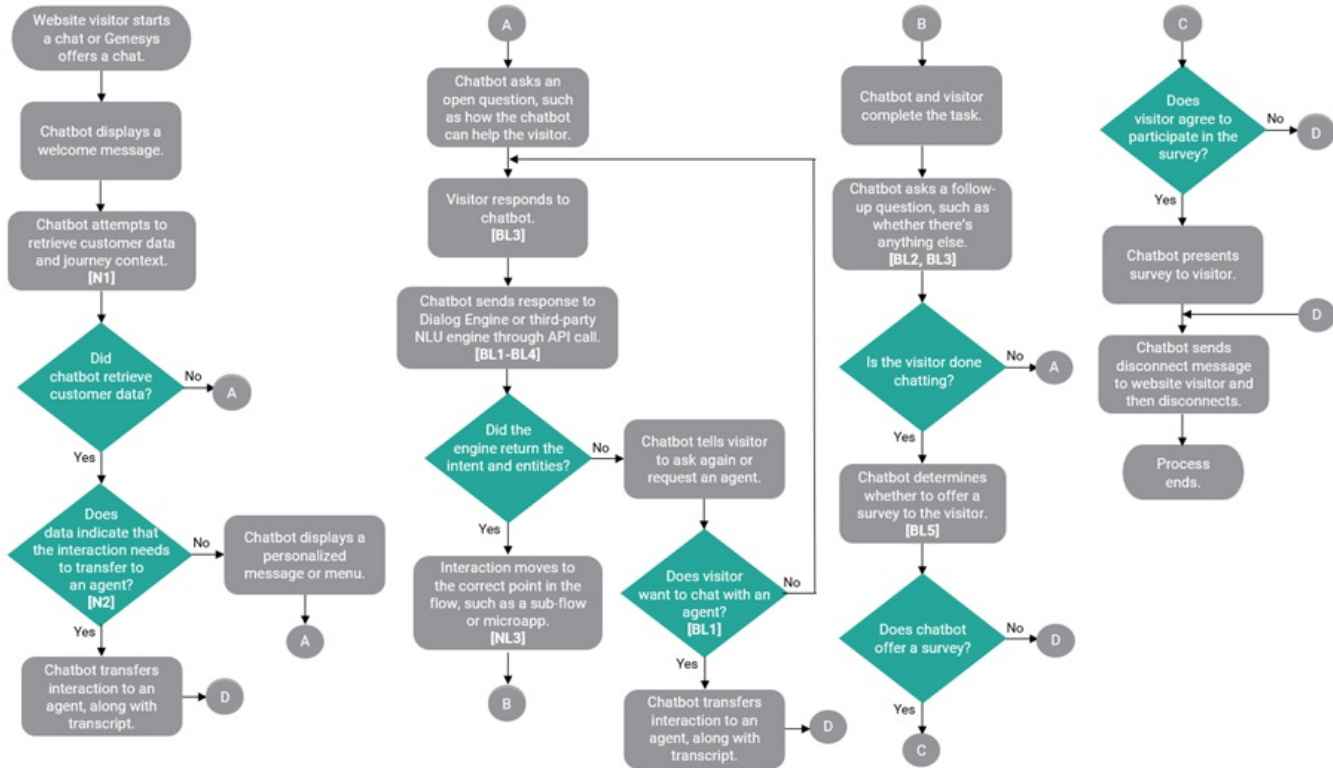
For more information about Altocloud deployment, see the following:

- *Altocloud Administrator's Guide*
- *Interaction Connect Help*

Business Flows

Chatbot Flow

Following is the business flow for a chatbot.

Notes

N1: Data and context retrieval

Following are example data sources that a chatbot can use to retrieve customer data and context:
- Genesys user data from Altocloud Segment or that Genesys Widgets passes from the website
- Journey context from Altocloud or customer journey data
- API call to third-party data source

N2: Data outcomes

Following are chatbot action examples based on data retrieved:
- **Custom message or update**, such as "Your next order is due for delivery on Thursday before 12."
- **Most likely contact reason**, such as "Do you want information about your loan application?"
- **Tailored menu with most likely options**, such as "Main menu. You can choose Balance, Payments, or Orders."
- **Self-service task**, such as loan application, based on Segment that Altocloud provided or other attached user data
- **Transfer to an agent**, such as when the visitor has an outstanding balance, or the visitor requests a callback

N3: Intent returned

Following are examples of the possible interaction flows after determining intent:
- Identification and verification
- Automated business process (such as a payment collection microapp)

- Hand-off to live agent or request a callback

Business logic

BL1: Agent hand-off

The website visitor can ask the chatbot to connect them to an available agent. The chatbot disconnects and the chat transcript (excluding sensitive data) displays on the agent desktop. Other context can also display as case data.

BL2: Retries

Your organization can configure the number of retries for self-service tasks and questions, and the action to take upon reaching the maximum number of retries. For example, upon reaching the maximum retries, you can have the chatbot present a message, transfer the interaction to an agent, or offer a callback (if the agent is busy or the interaction is occurring outside normal business hours).

BL3: Response type

Your organization can configure the interaction flows to accept natural language responses and closed responses, such as account number, date of birth, and yes/no answers. This feature allows website visitors to backtrack to a different point in the dialogue when required. For example, if a visitor is midway through making a payment and says, "actually, just tell me where your nearest branch is," the chatbot displays information about the nearest branch.

BL4: Callback

If outside normal business hours, or the estimated wait time is high, the chatbot can offer an immediate callback. If you didn't configure this option, the chatbot displays a message indicating that a transfer is not possible.

BL5: Survey

Your organization can determine whether to present a survey, based on:
- Customer profile information in PureConnect
- API call to third-party data source
- Logic defined in Genesys Intelligent Automation

Note: Your organization can create surveys using the Genesys Intelligent Automation Questionnaire Builder microapp.

Predictive Chatbot Flow

Following is the business flow for a predictive chatbot.
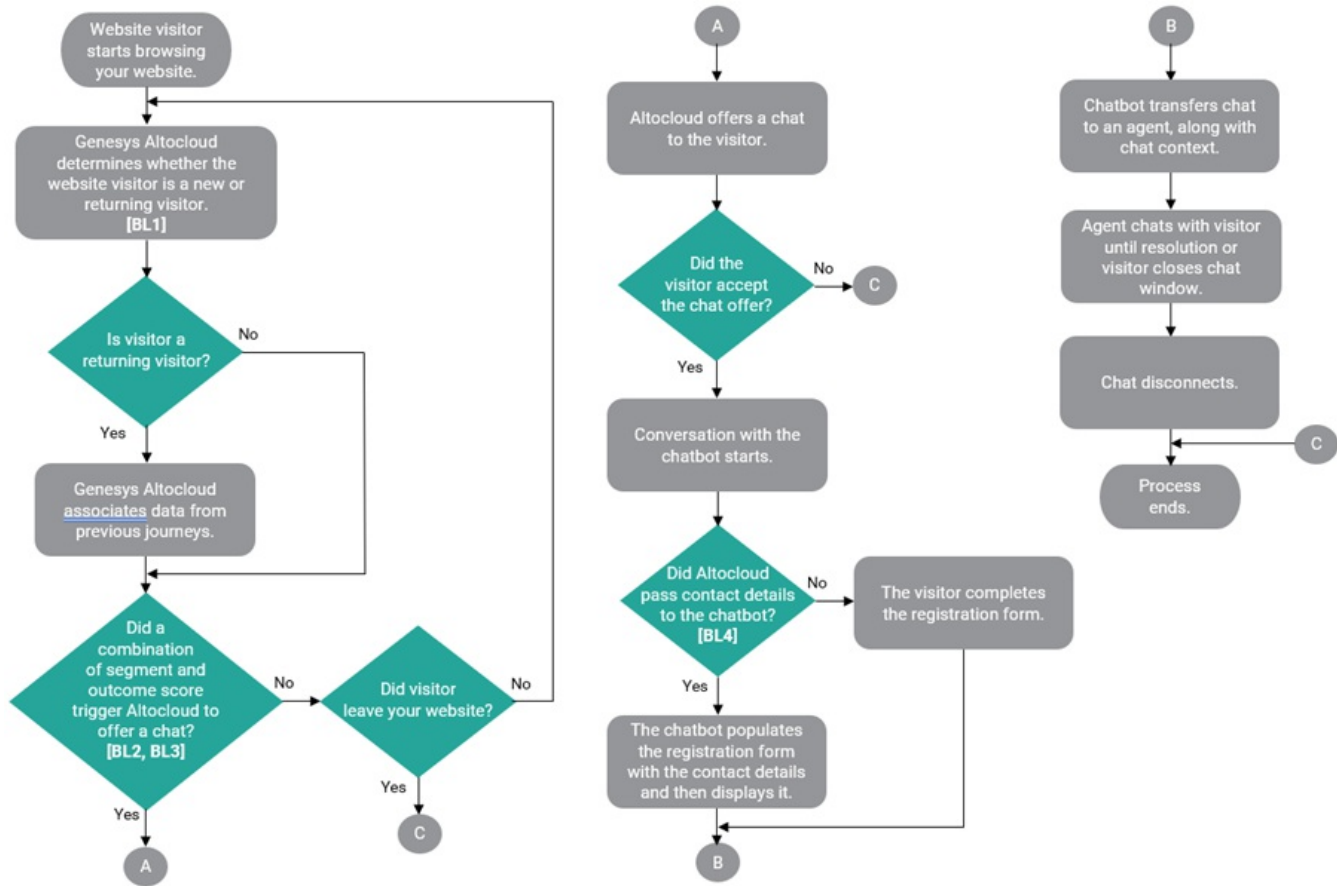
Business logic

BL1: Customer identification

Genesys Altocloud can detect a returning website visitor using cookies and associate previous site visits to the visitor. Altocloud can capture identity information submitted during the journey (for example, email address or phone number) and use it to identify the visitor, even across devices. If a website visitor uses a second device to visit the website the next day and provides a piece of this information, Altocloud can associate this new visit to the previous journeys across devices.

When Altocloud cannot determine the website visitor's identity, it treats the visitor as an anonymous visitor and attaches all tracking data to this anonymous visitor. When Altocloud identifies the visitor, it associates all tracking data collected to that specific visitor. Altocloud collects website visitor data according to General Data Protection Regulation.

BL2: Segment and outcome configuration

Segments are a way to categorize visitors on your website based on common behavior and attributes. You configure segments in Altocloud. A segment can consist of one or both of the following components:

- Attributes, such as browser type, device type, location, UTM parameters, or the referral website
- Journey Pattern, such as website browsing behavior, website searches, items clicked, cart abandonment, or repeat visits

Outcomes are goals that you want your visitors to achieve on your website. You configure outcomes in Altocloud. Typical outcomes include:

- Check order status or return status
- Open or check status of trouble ticket
- Locate warranty or return policy

BL3: Action map configuration

Action Maps determine how to engage with a website visitor. Within action maps, you define the triggers that result in an action to

the visitor. You can base triggers off any combination of the following:
- Segment (who the visitor is)
- Visitor activity
- Outcome probability score (typically, a drop in the score for a specific segment can trigger a chatbot offer)
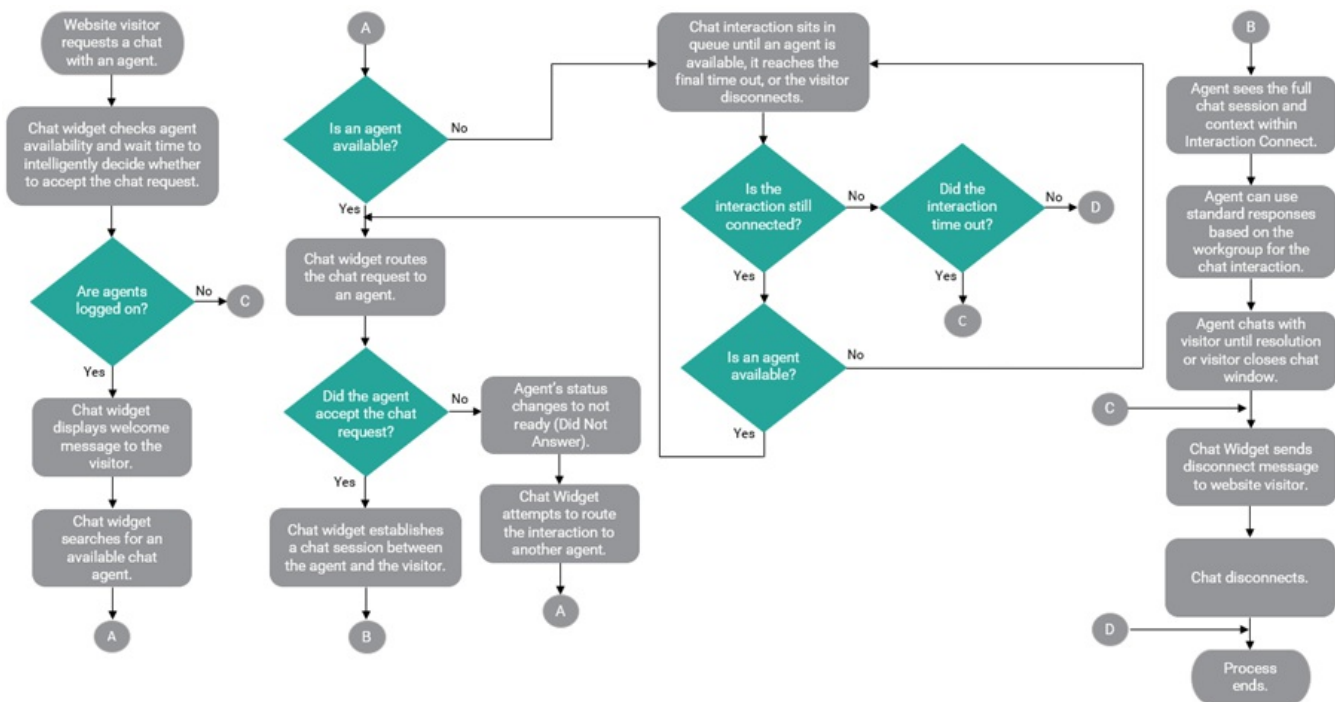
BL4: Customer invite and registration window

You can use Genesys Widgets for the following:
- Send invite messages for chatbot
- Collect visitor's contact details
- Engage over chat session

Agent Chat Flow

Following is the business flow for an agent chat.

Business logic

Business logic and rules determine the distribution of chat requests and the standard responses agents can use. Distribution depends on a combination of agent skill and availability.

Distribution logic

The following table lists the parameters that your organization can configure.

Parameter	Description
Skill	Required agent skill for distribution of the chat message: • Required minimal skill level for the first target group of Min Skill level 1 agents • Required maximum skill level for the first target group of Max Skill level 1 agents
Idle Time Warning	Warning message to display when the website visitor hasn't communicated for a specified time period.
Idle Time Disconnect Message	Final message to display when reaching the idle time limit.
Disconnect Message	Message to display when no agents are logged on for this service.
Welcome Message	Message to display when the chat session starts.
Wait Time	Message to display when the website visitor first connects.
Position in Queue	Message to display when the website visitor first connects.
Option to Leave a Chat Voice Mail	Message to display when the website visitor first connects.
Chat Transcript	Option to offer the website visitor the opportunity to print the chat transcript.

Standard responses

In the response library window, the workspace displays suggested responses to the agent based on keyword searches. Your organization configures standard responses for specific scenarios or steps of the chat flow.

Operational hours

Configure operational hours on your website. Don't display the agent chat initiation functionality to website visitors outside normal business hours.

Other functionality

Following is other functionality for the distribution logic:
• Distribution logic looks for agents with the requested skill and a skill level within the boundaries of minimum and maximum required skill levels.
• Skill; minimum and maximum skill levels; and timers configurable by subject.
• Reroute on "no answer" functionality. If an agent does not accept the chat interaction, the chat interaction returns to the distribution flow after a timeout. The agent status changes to "Agent Not Answering."
• Blending with other media types is possible. Priority settings for chat interactions are configurable to allow proper priority ranges between different media types. Your organization can configure utilization rules for the agents or agent groups to define which interactions (if any) that they can handle in parallel.

Website and Interaction Connect Views

Chat view on your organization's website

A website visitor can accept an offer from a chatbot to engage in a chat.

Following is an example of using a Genesys Chat Widget on your organization's website. It's configured to:

1. Always present a chat window to the website visitor.
2. Request preliminary information from the visitor.
3. Display a chat window to allow the visitor to engage in conversation with the chatbot.
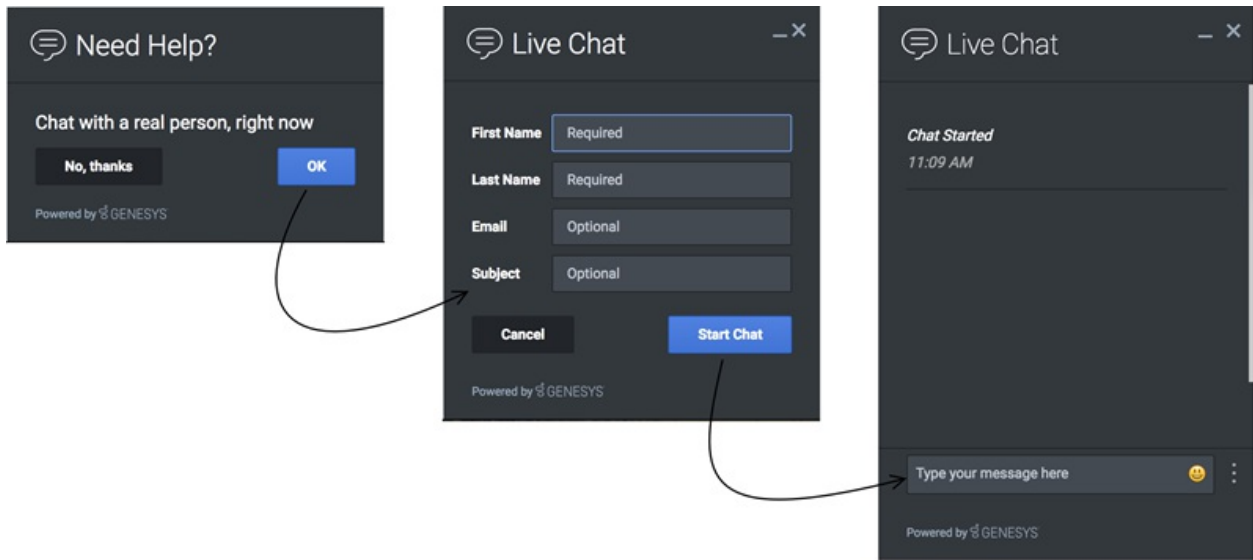
Agent's chat view in Interaction Connect

A chat can transfer to an agent when a customer requests it, or through an automated process flow. The transfer includes the context (requested subject). When an agent picks up the chat from the **My Interactions** queue in Interaction Connect, the **Current Interaction** view opens to allow the agent to chat with the customer.
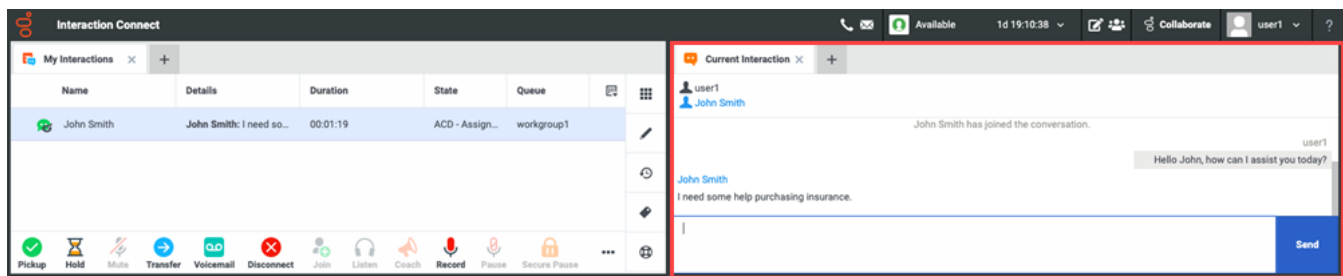

The **Current Interaction** view displays the following:

- Agent ID
- Customer name
- Chat content

Agent's Altocloud view in Interaction Connect

During a single website visit, a website visitor might click various options, visit several webpages, and provide some data. At a predefined point in the visitor's journey (that your organization configures), Altocloud offers the visitor the option to chat with an agent. If the visitor accepts the chat offer, Altocloud routes the chat to the most qualified and available agent. When the agent picks

up the interaction, the **Current Interaction** view displays in Interaction Connect to allow the agent to chat with the visitor. The agent can then open the **Altocloud** view to see information about the visitor's website journey.
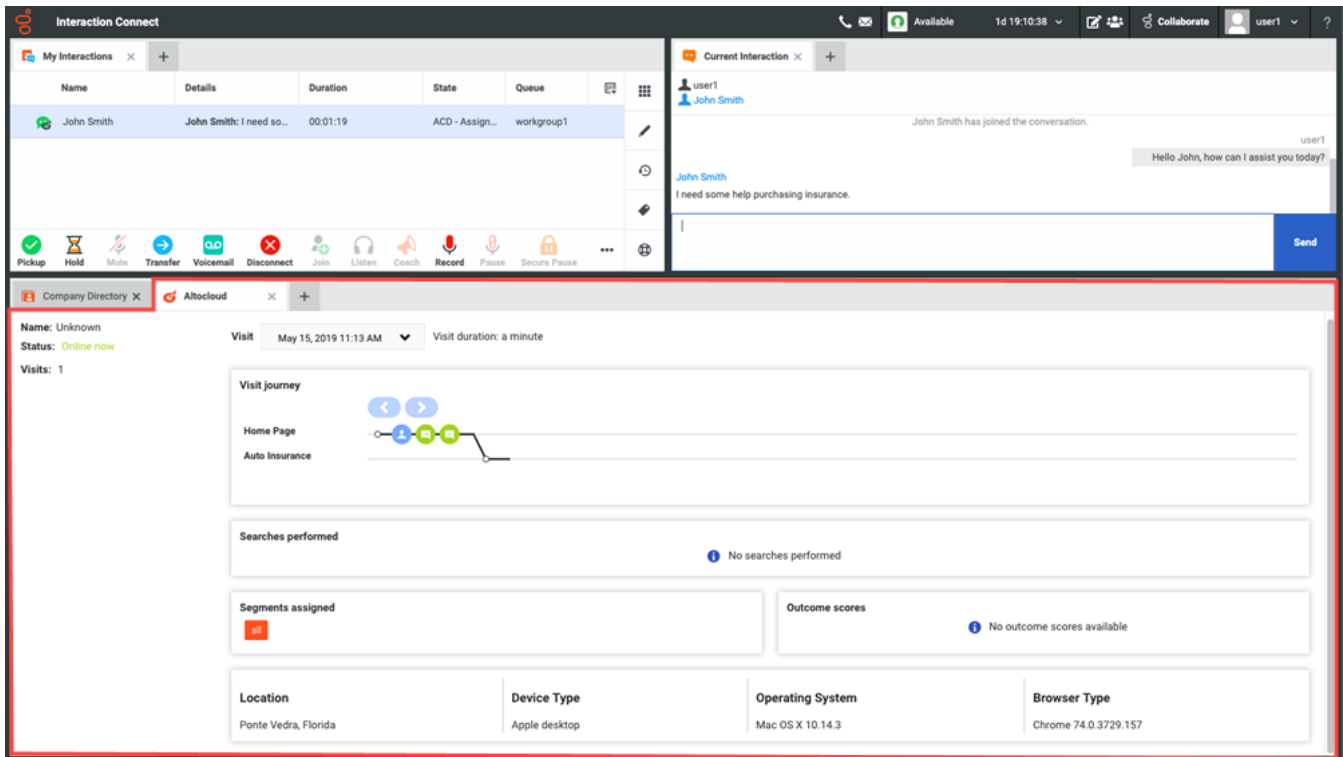
The **Altocloud** view displays the following:

- **Visitor information**, including name, status, and number of visits to your website.
- **Visit information**, including date, time, and duration.
- **Visit journey map** that displays the visitor's route through your website.

- **Searches** that the visitor carried out.
- **Segments** assigned to the visitor, which represent a group of visitors with common characteristics or behaviors.
- **Outcome scores** that indicate how a visitor is progressing toward business goals that your organization established.
- **Other information**, including the visitor's location, device type, operating system, and browser type.

Reporting

Bot reporting

Real-time	Historical
Current Chat interactions waiting in the system	Number of conversations that occurred over a specific time period.
Total Chat interactions	Maximum, minimum, and average length of time for each conversation.
Agent Group Status	Number of unique customers or contacts and number of repeat customers or contacts.

Altocloud reporting

Real-time

- Action Maps Analytics report for determining the effectiveness of your action maps. For more information, see the *Altocloud Administrator's Guide*.
- Visitor Activity report for monitoring how customers use your website. For more information, see the *Altocloud Administrator's Guide*.

Appendices

Appendix A: Supported Third-party Bot Providers

The Genesys AI platform supports the following third-party NLU and bot platforms:
- IBM Watson
- Amazon Lex
- Google DialogFlow

Third-party bot integration requirements

- IC server running CIC 2019 R1 Patch 5 version or later.
- Interaction Connect version 2019 R1 Patch 5 or later.
- Bot Gateway
- Genesys Widget framework on web and mobile web (only for chat)
- Genesys Intelligent Automation
- Applicable licenses

Appendix B: Resources

Altocloud

- Altocloud Integration landing page
- Altocloud for PureConnect

Bots

- *Genesys Dialog Engine User Guide* (Genesys bot creation)
- *Genesys Intelligent Automation Help* (Bot conversation flow setup)
- *Interaction Designer Help* (Bot conversation flow setup using handlers)

Genesys Intelligent Automation

- *PureConnect Integration with Genesys Intelligent Automation Technical Reference*
- *Genesys Intelligent Automation Deployment Guide*
- *Genesys Intelligent Automation Help*
- *Genesys Intelligent Automation Reference Guide*

Genesys Widgets

- *Interaction Connect Help*
- *Genesys Widgets Reference* (Commands, events, configuration, and localization details)
- *Genesys Widgets Deployment Guide*

Licensing

- *PureConnect Licensing Technical Reference*
- *Interaction Administrator Help*

Microapps

- *PureConnect Integration with Genesys Intelligent Automation Technical Reference*
- *Genesys Intelligent Automation Microapps Catalogue*

PureConnect Use Cases

You must have the appropriate logon credentials to view these use cases.
- Genesys Chatbots (CE31) for PureConnect
- Genesys Predictive Chatbots (CE37) for PureConnect
- Genesys Voicebots (CE41) for PureConnect

Change Log

The following table lists the changes to the *Customer Service Automation Solution Guide* since its initial release.

Date	Change
10-September-2019	Initial release.
08-September-2020	Updated images.