ACQUEON   **GENESYS**

SOLUTION OVERVIEW
Acqueon Engagement & Desktop

Advanced campaign manager powering outbound customer engagement for big revenue outcomes & 360-compliance

Advanced Omnichannel Campaigns for Proactive Revenue Generation & Collections.
Do Outbound Intelligently.

Adding intelligent, AI-powered proactive consumer engagement to your contact center transforms every interaction into a powerful, growth & revenue opportunity.

Acqueon Engagement
is used by:

5/10 TOP U.S. BANKS
By assets under management

6/10 TOP HEALTHCARE PAYORS
In the United States

20+ TOP HEALTH SYSTEMS
In NA, LATAM, EMEA & APAC

MULTI-NATIONAL RETAILERS
Trusted brands you know & love

Key Verticals & Use Cases

Revenue Generation & Recovery/Collections: Banks, Insurance, FinServ, Healthcare (Providers/Payors)
Patient Engagement: Providers
Member Engagement: Payors

Acqueon Engagement (AE) is the only advanced campaign manager powering proactive omnichannel consumer engagement with 360-compliance adherence. It's how customer-obsessed B2C enterprises do outbound intelligently.

AE enables extraordinary campaign outcomes and efficiency with true omnichannel orchestration across voice, SMS & email channels. And NOT just for the first interaction, but for ALL following messages and sequences. Workflow automation enables targeted, intelligent sequences and campaign chaining on the consumer's preferred channel/s. The result is significantly higher Right Party Contact and conversion rates.

AE seamlessly integrates with Genesys Cloud CX and brings easy-to-use widgets inside the unified agent desktop including Customer Profile, Multi-Campaign Disposition, Privacy Compliance & Campaign Info widgets. Transform what it means to proactively engage with the next-era in revenue generation, revenue recovery and retention results.

VALUES & BENEFITS FOR CUSTOMERS ⌄

1 **Highest Consumer Engagement & Case Resolution Rates**
Sophisticated Contact Selection Strategy Builder prioritizes/segments contacts with precision. Most contact center engagement tactics end after the first interaction. Acqueon makes it easy to keep that conversation going.

2 **Maximize Contact Center ROI & Revenue Outcomes**
Handling inbound and light outbound needs is easy. What most contact center platforms lack is the ability to effectively orchestrate campaigns based on consumer preferences and then automate follow-up sequences using agent-tagged dispositions. Acqueon fills these gaps, all while ensuring full compliance to all Federal & State-specific regulations.

3 **Simplify Omnichannel Campaign Strategies**
Engage with customers using voice, SMS, & email messaging. Campaigns leverage live agents + automation (voicemail drops & conversational bots).

BIG-IMPACT FEATURES

- Acqueon's advanced Campaign Manager brings comprehensive, out-of-the-box list and campaign management capabilities directly inside Genesys Cloud CX
- True Omnichannel: engage w/ customers at the right time & preferrred channel using voice, email, & text-SMS
- Campaign creation Wizard
- Productivity-boosting desktop widgets: (Multi-campaign Dispositions & Lead Scoring, Customer History & Journey Visualization, Privacy Compliance (to pseudonymize PI data)
- Easy to use monitoring, control & reporting tools

ACQUEON AT A GLANCE

#1
Advanced Campaign Manager w/ Built-in Compliance

200+
Enterprise Customers Globally

110K
# of Agents Globally

5B
Omnichannel Interactions/Year

Feature Highlights

Native integration built for Genesys Cloud CX enterprise customers

Advanced, omnichannel list & campaign management w/ micro-segmentation, list balancing & campaign chaining

Built-in 360-Compliance Suite for TCPA, CCPA, CFPB, FDCPA, GDPR, Ofcom + Fed/State regulations

GENERATE BIG REVENUE OUTCOMES & REDUCE COSTS

Improved Customer Journey: Proactively and continuously engage with customers, patients & citizens through the lifetime of the relationship; easily automate follow-up sequences and define chained campaign sequences

Advanced Omnichannel Campaigns: Execute outbound voice + digital campaigns with unparalleled targeting precision & personalization

Streamlined Customer Engagement Strategy: Consolidate & manage all proactive customer communication in one unified tool

Reduced Operating Costs: Decrease Average Handle Times (AHT), improve First Call Resolutions (FCRs) & optimize agent productivity with intuitive workflow automation

DIRECT RESULTS USING ACQUEON

+15-18% *Agent Productivity*

+10-15% *Engagement Rate*

+7-10% *Right Party Contact Rate*

+50-60% *Compliance Adherence*

+25-30% *Campaign Effectiveness*

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