

# SightCall for GENESYS Cloud CX™

**Empower agents with easy-to-use tools to deliver personalized experiences and solutions tailored to the customer's exact needs**

SightCall is the #1 visual assistance platform digitally transforming customer service through human-guided and self-guided experiences enhanced by Augmented Reality (AR) and Artificial Intelligence (AI) technology. Integrated within the Genesys platform, SightCall enables contact center agents to see and guide customers remotely with live video. With SightCall, agents are given the power to see what the customer sees and fully understand the issue before proceeding with a resolution, creating a seamless omnichannel experience for the agent and customer. Language barriers and misunderstandings are replaced by empathy and clear contextual data to allow problem resolution in the moments that matter.

## Create Personalized Customer Experiences

Enrich communication between agent and customer by adding live video to interactions. This allows the agent to see customer issues firsthand and equips them to offer personalized support to address the customer's unique needs, resulting in increased customer satisfaction and trust.

## Resolve Issues Quickly

Escalate any conversation to a live video session so customer engagement and contact center experts can see issues firsthand and provide an effective, informed solution that improves experience and reduces product returns.

## Improve Agent Productivity

Arm your agents with the tools needed to amaze your customers. SightCall's rich AR and AI enabled toolkit empowers agents with flexible resources to adjust for any customer need. Deliver supportive and dynamic customer service that strengthens customer connections and encourages engagement.

## How does it work?



**Initiate** SightCall with ease from any omni-channel conversation (even voice!) directly within the Genesys case file



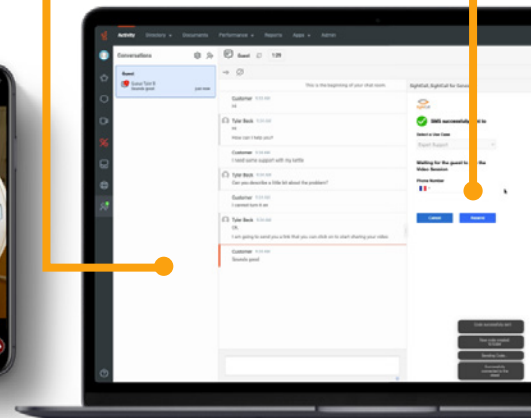
**Understand** the customer's issue with high-definition video



**Guide** the customer to fast resolution with Augmented Reality and annotations



**Delight** the customer with personalized support, and the agent with frictionless integration

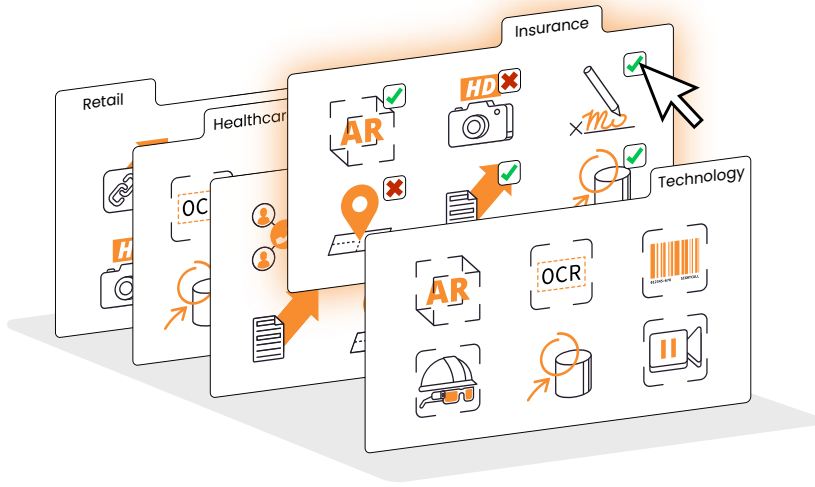


**Drive Measurable Results with SightCall**

**↑81%**  
First Time Fix

**↓69%**  
Resolution Time

**↑31pts**  
Net Promoter Score



# Deliver Personalized Experiences with Ease

Create a frictionless user experience for the customer and the agent by only delivering the tools needed to enhance the journey. SightCall's rich feature menu provides a selection of over 30 options to choose from. Select the ones you need and hide the ones you don't. It's that easy.

The SightCall platform is a cloud-based constellation of globally distributed real-time platform nodes linked via high bandwidth connections. SightCall controls, manages, and operates the entire network.

**Cloud Native** - Our native cloud service ensures high performance and massive scalability

**Optimized for customer support** - Built with the necessary tools to resolve customer and field technician issues quickly and efficiently

**Continuous Innovation** - A scratch-built platform, allowing for rapid innovation and introduction of new features

**Reliable Video** - Designed to work in unreliable or poor wireless conditions

**High Availability** - Powered by a global data center across five continents

**Open Platform** - Built on top of a robust API layer that enables deep integration into organizational workflows and business intelligence systems



## Artificial Intelligence

Leverages computer vision to provide live recommendations based on images extracted during visual support sessions



## Augmented Reality

Place AR annotations and work instruction onto real world objects to provide expert guidance and take remote measurements



## Security

GDPR, SOC2 Type II, CCPA, and HIPAA Compliant



## Wearables

SightCall Visual Assistance integrates with any Android compatible wearable devices



## Customizations

SightCall seamlessly integrates into any CRM, making seamless connections from Genesys to other systems of record

# Use Cases

SightCall's flexible platform enables enterprises to create custom use cases that map features to pre-determined workflows



Customer / Patient Support



Product Troubleshooting



Quality Control



Installation Support



Warranty Verification



Personalized Sales

GE Healthcare



BRAVE™

L'ORÉAL



Telefónica

# Industry Solutions

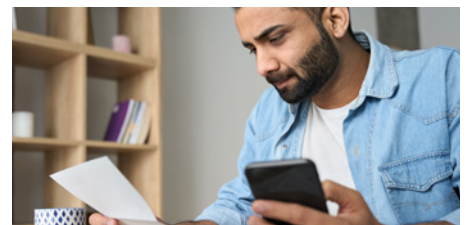
SightCall is a trusted leader across industries, with best-in-class security and compliance including SOC 2 Type II, GDPR, CCPA and HIPAA



Retail



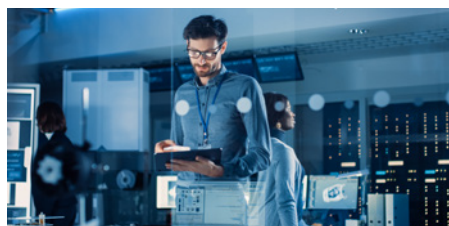
Consumer Electronics



Banking



Healthcare



Technology



Insurance