AppNeta®
by Broadcom Software

CASE STUDY

GENESYS & APPNETA: ENSURING THE DEPLOYMENT OF SEAMLESS CONTACT CENTER EXPERIENCES

GENESYS™

INDUSTRY

Customer experience and call center technology for mid-sized and large businesses

COMPANY SIZE

5,935 employees

LOCATION

Daly City, CA

Company Background

While the pandemic may have forced enterprises to transform how they function internally, what remains unchanged today and in the future is the fact that "every company is in the people business."

This philosophy is certainly true across the customer service industry, which Genesys®, a global leader in cloud customer experience and contact center solutions, knows firsthand. The company's technology enables businesses across the globe to deliver highly personalized, empathetic customer experiences across every touchpoint.

While Genesys provides the technological foundation for enterprise contact center resources to successfully interact with customers via virtually any channel, delivering a satisfying customer experience is rooted in the ability for consumers to connect seamlessly with agents across increasingly complex network pathways.

This is where ensuring success goes beyond just the channel or platform but into the infrastructure that delivers voice, video or chat traffic between end users, agents, and Genesys products — a task that proves increasingly daunting when the exact location of where users are logging on remains in constant flux.

Network Performance Monitoring for a Cloud-First Future

To ensure businesses using Genesys technology have the best performance possible from the outset, the company leverages AppNeta by Broadcom Software as its platform's vendor-agnostic solution to performance monitoring, granting visibility into all the potential error domains along their solution's delivery paths out to customers.

"We want to be as proactive as possible in making sure all the boxes are checked for our customers to ensure the smooth delivery of our cloud solutions," said Andre Moore, principal network consultant, Genesys. "AppNeta helps us bring additional expertise to the table, giving us a per-hop analysis of QoS that tells us what's going on within our customer's network, which has frequently helped us identify areas for optimization right out of the gate that our customers may not have otherwise seen or understood."

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ANDRE MOORE
Principal Network Consultant, Genesys

With AppNeta, Genesys can conduct end-to-end QoS monitoring that enables the company to gain a complete understanding of their customers' application delivery infrastructure. This is pivotal to helping Genesys conduct VoIP assessment and monitor quality of service across a diverse array of network environments when deploying across some of the most widely-distributed and decentralized enterprise networks on Earth.

This is coupled with AppNeta's unique, lightweight approach to performance monitoring, which enables the Genesys team to actively test the efficacy of their customers' network infrastructures without adding another level of complexity to the deployment process. Genesys deploys AppNeta across many organizations and multiple platforms annually, helping support their growing customer base that spans 6 continents and touches almost every industry.

Along with actively ensuring the company's cloud solutions can be deployed successfully to ensure ongoing customer satisfaction, AppNeta arms Genesys teams with network insights that they can pass onto partnering network teams, including QOS metrics, packet loss, and MOS score. This shines a light on potential network issues that can have a wide-ranging impact on the larger customer network, ensuring smooth performance of more than just the Genesys suite of cloud customer experience solutions, but their customers' larger business.

All of this is done securely, as all network analysis between Genesys and their customers' endpoints takes place within a designated organization on the AppNeta platform, which allows Genesys to separate their customer infrastructures and guarantee data privacy.

"It's a foregone conclusion that the world is going to the cloud, making it more important than ever that enterprises turn to solutions like Genesys and AppNeta that were built to help customers reap all the benefits of speed and agility that the cloud can promise," said Matt Stevens, AppNeta Co-Founder. "We couldn't be prouder to work with Genesys to help keep the world connected as we continue our march toward a cloud-first future."

To learn more about how AppNeta helps IT understand voice, video and collaboration performance in a cloud-first world, schedule a demo today.

About Us

Broadcom Software is one of the world's leading enterprise software companies, modernizing, optimizing, and protecting the world's most complex hybrid environments. With its engineering-centered culture, Broadcom Software is building a comprehensive portfolio of industry-leading infrastructure and security software, including AIOps, Cybersecurity, Value Stream Management, DevOps, Mainframe, and Payment Security. Our software portfolio enables innovation, agility, and security for the largest global companies in the world.

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