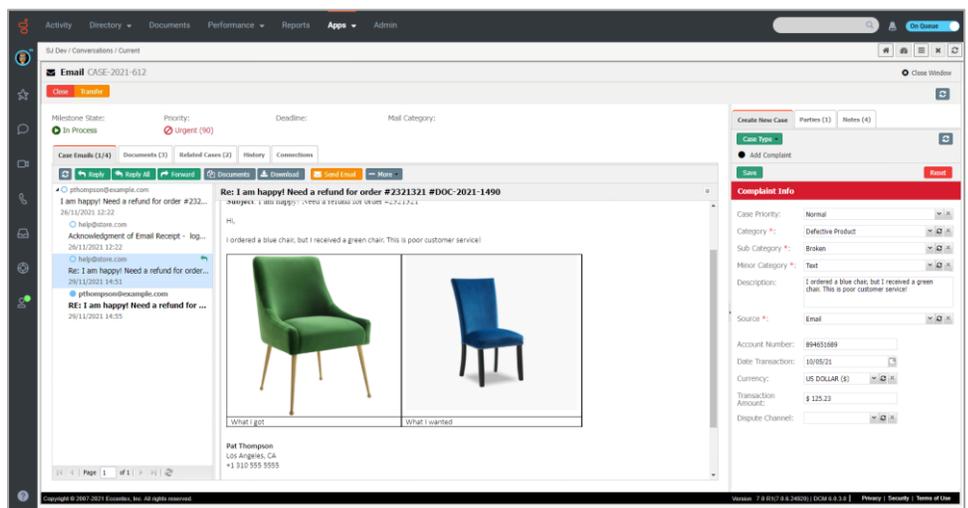


# Advanced Email Help Desk

with **Eccentex ServiceJourney** for **Genesys Cloud CX**

ServiceJourney is a unified customer service platform that transforms Genesys Cloud CX into an enterprise-grade email help desk with enhanced workspace, automation and integration.

**Unified Email Workspace • Automation • Customization**



**Eccentex ServiceJourney** is an AppFoundry Premium App to transform **Genesys Cloud CX** into an Email Help Desk – providing advanced email capabilities like ticketing, automation, and complex routing rules.

- **Capture and track every email**  
Automatically prioritize and assign emails to the most suitable agents based on content and business rules.
- **Provide context at every level**  
Recommend canned responses and snippets that are pre-filtered based on context analysis. Enrich with real-time customer data from your CRM, billing system or any other tool you use.
- **Go beyond simple ticketing**  
Powerful case management capabilities convert emails into service request cases that come with enhanced automation, workflow, and task management.

Email customer service remains a popular support channel because it's convenient, mobile-friendly and traceable. But responses usually take 24 to 72 hours. Agents either spend a lot of time crafting personalized responses or simply provide generic answers that force customers to more expensive channels. Supervisors are overwhelmed manually triaging, re-assigning and re-prioritizing.

ServiceJourney lets you customize and extend the solution to provide exceptional experiences, help agents stay productive, and keep the entire business connected. Plus, it's flexible and scalable, so you can adapt quickly to evolving business needs.

Eccentex ServiceJourney is deeply integrated with Genesys Cloud CX, providing enhanced email capabilities to agents, supervisors and leadership. This synergy ensures you can deliver a true omnichannel experience even in the back-office.

## Email Capture

### Multiple Inboxes

Capture emails from all your customer-facing addresses (support@, help@, contact@, etc.) across every brand.

### Email Grouping

Manually or automatically group related emails into a single interaction and route to a single agent.

### Large Volumes

Supports million of monthly emails and unlimited inbound and outbound email channels. Search across years of data.

## Automation & Business Rules

### Agentless Emails, Auto-Forward, & Duplicate Detection

Configure “zero-touch rules” that determine when and how an email can be processed without an agent’s involvement.

### Content-Based Routing

Automatically prioritize and assign emails to the most suitable agents using advanced analysis of the source, body, subject and attachments.

### Affinity-Based Routing

Ensure a customer’s replies are handled by the same agents or routed to agents who know the customer best.

### Language & Brand Routing

Detect the language and brand of incoming emails and assign them to the applicable queues or skill level.

### PII Masking

Protect customer privacy and security by masking PII information before they reach an agent.

### Security

Hide/show emails, cases, fields and actions based on roles, teams, and even content.

### Artificial Intelligence with NLP

Perform sentiment analysis, extract key topics, summarize the intent, and perform intelligent text analysis.

## Agent Productivity

### Unified Email Workspace

Intuitive email view designed for agents to quickly understand the inquiry and respond. Enrich the email view with real-time customer information, case data, past interactions and productivity tools.

### Outlook-style Threading

Browse the entire conversation in an Outlook style view with familiar functions like read-unread, replying, forwarding, attachments and composing.

### Cherry Picking & Email Preview

Agents and supervisors can search across all captured emails and manually take ownership or reassign them to another queue.

### Powerful Search

Allow agents to search across millions of emails using participants, subject, body and related meta data.

### Email Parking

Allow agents to temporary stop working on an email to handle a higher priority interaction or schedule an email response for later.

### Knowledge Base

Provide relevant answers based on a customer’s recent transactions, their open tickets and other contextual data.

## Workflow & Monitoring

### Ticket Management

Convert emails to one or more service request cases that have enhanced automation, workflow, and task management capabilities.

### SLAs

Automatically set the right SLA policies to each incoming email and avoid breaches with re-prioritization and proactive notifications.

### Approval Workflows

Send all or some emails through an approval process before they are sent, so launch a quality assurance workflow on completed ones.

### Reporting & Analytics

Track all your key performance metrics with real-time dashboards, historical reporting and business insights.

## Personalization

### Auto-Responses

Send auto-acknowledge and context-aware responses immediately upon receipt of an email.

### Dynamic Templates and Snippets

Respond with a few clicks using searchable canned responses, email templates and knowledge base articles. Analyze email content and suggest responses that are contextually relevant to the brand, loyalty level, region and previous interactions.

### Outbound & Proactive Engagement

Initiate outbound interactions, schedule follow-ups and proactively send reminders. Notify customers and employees automatically about the changes happening in their cases.

## Customization

### Custom Fields & Tables

Core objects such as “Case”, “Email”, “Customer” and “Account” are easily extendable to accommodate custom forms, automated calculations, and external information.

### Email Lifecycle Triggers

Execute business rules before, during and after emails are handled - from sending customer surveys to updating core systems.

### Low-code

Deliver and iterate quickly, allowing both business and technical developers to build email workflows, user interfaces, and data models without code.

### Developer Extensions

Customize the solution even further using industry standard languages like JavaScript, C#, SQL, and external DLLs.

### Integration With Core Systems

Further automate routing by connecting with other systems, such as pulling the customer’s loyalty level or validating an account number.

For more information, please visit us at [eccentex.com](https://eccentex.com)

*\*Some features may require additional subscription or service*