



Best-of-breed technology isn't enough:

How a unified CX Cloud solution solves the tech silo problem and transforms customer experience

Introduction

The new CX challenge: Why more technology isn't the answer

For years, companies have invested in best-of-breed platforms spanning CRM, CCaaS, WFM, and more, to revolutionize their customer experience (CX) delivery. Yet, CX quality remains at an all-time low. In the latest edition of the Forrester Customer Experience Index, 40% of brands experienced a decline in customer satisfaction across dimensions like effectiveness, ease, and emotional connection since last year's Index.

The problem? Too often, organizations inadvertently stand up these best-of-breed platforms to operate in their own technology silos. As a result, they end up with fractured customer journeys and disconnected data. Customer experience declines, operations become inefficient, and organizations fail to meet their brand promise.

This whitepaper offers a first-of-its-kind solution to this problem – combining two best-of-breed CCaaS and CRM technologies into one unified CX Cloud system.

In this whitepaper, we'll explore how CX Cloud – built on Salesforce and Genesys Cloud – directly addresses each one of the most common issues associated with siloed CX. Additionally, we'll explore how expert technology orchestration is the missing piece of the CX puzzle. We'll demonstrate how TTEC Digital can serve as the connector, ensuring your investments work together seamlessly to drive the business outcomes you need.

If you thought layering on more tech was the only way to get your CX ecosystem to perform as expected, think again. There's a new way to finally solve the CX puzzle.

The silos that are sabotaging your CX

In the digital era, many businesses assume that more channels or new AI tools will solve their CX challenges, but this approach is flawed. When customer experience (CX) issues do arise, they often stem from organizations thinking capability-first and not customer-first. Here are a few examples:



Adding Channels vs. Enhancing Journeys

Simply expanding communication channels — like chat, social, or voice — without thoughtfully improving the overall customer journey can lead to fragmentation. Customers want seamless transitions, not just more ways to contact the brand



Automating Interactions vs. Improving Outcomes

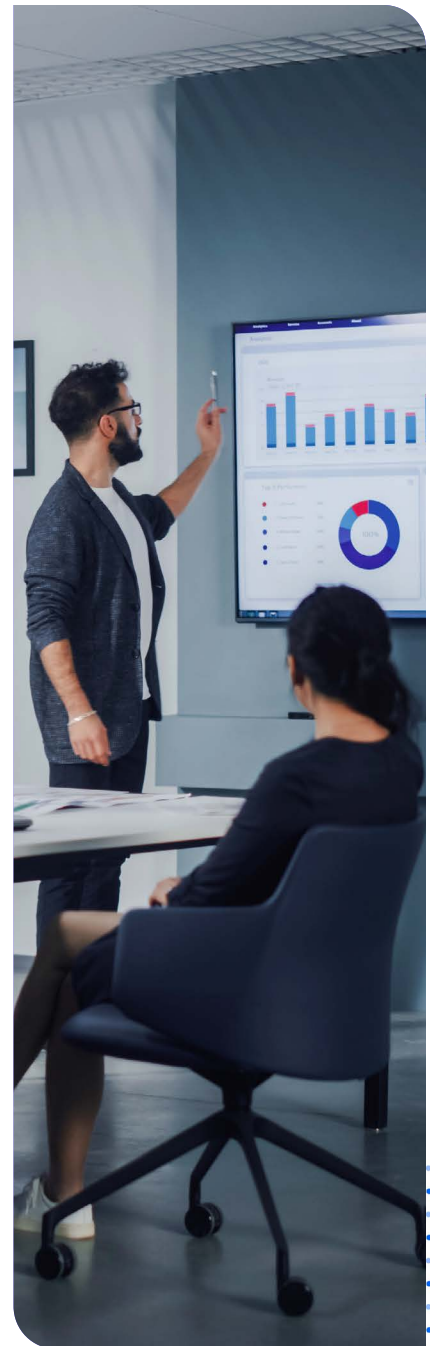
Automation should elevate the experience for both customers and agents, not just streamline tasks. Automating for efficiency alone, without ensuring it enhances outcomes, can leave customers feeling like they're dealing with a machine, not a brand that cares.



Introducing Features vs. Adapting to Preferences

Adding features based on internal priorities instead of customer preferences leads to underutilized technology. Customers expect personalized, intuitive interactions that resonate with their specific needs. Without this alignment, even a feature-rich platform becomes ineffective.

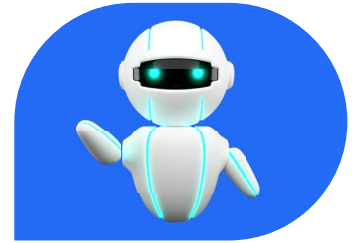
These missteps result in fragmented ecosystems that fail to deliver the streamlined experiences today's customers expect. Not only does this create operational inefficiencies, but it also damages the brand's ability to meet customer expectations and build loyalty.



Example scenario: A disconnected AI rollout

A fictional financial services company, we'll call it Company A, is eager to use AI to reduce agent workloads. They roll out several automation tools, including:

- A chatbot with multiple conversational flows
- Agent assist functionality embedded into the agent desktop
- Call summarization tools for post-call analysis



While certain tools, like call summarization, might function smoothly, others can inadvertently create CX friction. For example, Company A introduces an AI-enabled chatbot on its website that helps customers with mortgage calculations. However, when the customer needs more detailed assistance and calls customer service, the chatbot's data doesn't sync with the agent's system. As a result, customers are forced to repeat the process, leading to frustration and inefficiency.

This scenario highlights how focusing on features or short-term cost savings without fully considering integration and customer experience can increase both customer effort and agent workloads – ultimately defeating the purpose of the technology. Prioritizing cohesive CX strategies over fragmented technology implementations is essential to delivering meaningful, connected experiences.

A roadmap for silo-free CX

When it comes to solving siloed CX technology, two key action items will need to be executed concurrently.

1. Recenter on your brand promise and core CX charter

A successful CX strategy starts with understanding who your customers are and how they want to engage with your brand. According to the 2023 Salesforce State of the Connected Customer Report, 65% of consumers expect companies to understand their needs. Your strategy must be based on delivering personalized experiences that align with customer expectations.

While developing your overarching CX strategy, consider the questions that shift your focus from inside-out to outside-in, like:

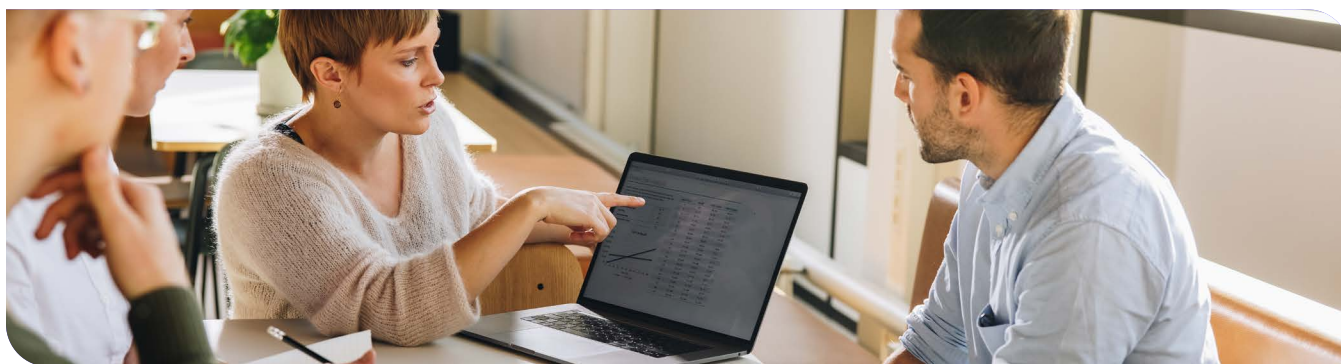
- What products and services are most important to our customers?
- How do they prefer to interact with these products and services?
- What challenges or issues exist within the current customer journey?
- Which features and capabilities can help us meet the expectations our customers have for these experiences?



2. Unify your CX tech stack to fulfill that strategy across the end-to-end experience

Of course, no CX strategy creates a memorable customer experience on its own. You will also need a unified technology ecosystem to execute that strategy in a seamless way for your customers and agents. Here are four additional technology best practices that can help ensure your CX transformation initiatives remain unified over time.

- *One common data schema*— Data blind spots lead to poor experience personalization. When all your data lives in one place and can be pulled into the relevant tools (AI tools, agent desktops, CRM, etc.) it helps to create a seamless experience for your customers while also improving experience efficiency.
- *One unified orchestration engine*— Digital transformation is a critical imperative for organizations across industries. Even as your organization focuses on adding new digital channels to your CX mix, it's important to make sure these channels are fully integrated. Centering on one CCaaS solution and directly connecting it to your CRM can go a long way in helping to synchronize your growing engagement strategy and channel set. Building your tech stack on a CCaaS and CRM that share the same code and user interface is even better.
- *One smart workplace*— Agent efficiency is always top of mind, as rising labor costs pose a constant threat to your bottom line. Agent-facing tools and dashboards can help, but it's important to pull all these features into single, easy-to-navigate workstation environment to make sure your front-line workers are able to deliver consistent experiences. Moving between multiple windows and tools is a recipe for a disjointed experience, frustrated customers, and exasperated agents.
- *One workforce management hub*— Customer experience best practices are always evolving. While this is necessary to meet the mercurial needs of your customer base, it means your processes and workflows are always evolving too. Centralized workforce management that makes it easy to monitor and improve performance, teach new skills and behaviors, and integrate new workflows can go a long way in helping your agents deliver on your customer experience strategy faster with each new rollout.



How CX Cloud with TTEC Digital's expertise eliminates technology silos

Under the hood of many customer experiences today sits a cobbled-together set of different tools across CCaaS, CRM, WFM, and more. In most cases, this is simply a product of iterative CX improvements over many years.

However, these solutions begin to hinder future growth and efficiency when the existing system integrations between them fail to deliver the unified data, analytics, and customer context required to execute a modern, digital-first customer experience.

CX Cloud, which is jointly released by Genesys and Salesforce, removes the complexity from these key points of integration by fully unifying best-in-class CCaaS and WEM from Genesys with best-in-class CRM and AI-powered workspaces from Salesforce. From a single orchestration engine operated in Genesys Cloud, bi-directional, pre-integrated data can flow between both platforms and to the relevant data, AI and, channel capabilities that need it to enrich and personalize every customer experience.

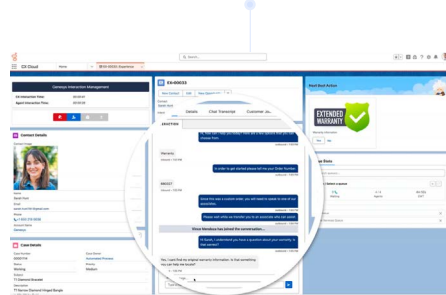
Synchronized, AI-ready data— free-flowing, pre-integrated data ensures personalized experiences are available on every channel and every interaction.

Single orchestration engine— Fuse data, bots, channels, and AI tools from both platforms in a unified instance.

Platform-native AI accelerators— Genesys Agent Assist and Salesforce AI combine to transcribe and analyze interaction details to determine intent, identify knowledge articles, and inform next best actions.

Comprehensive agent workspace—

Support agent efficiency by enabling the management of all digital and voice interactions in a single window in Service Cloud



On top of these silo-busting technology features, TTEC Digital layers in the final piece of the puzzle: the CX strategy and orchestration to put it all together. TTEC Digital's considerable expertise working with both standalone platforms paired with a wealth of CX transformation resources, including data and analytics, operations, change management, strategy, and solution architects, ensures your unified tech stack is customized to deliver the intended outcomes in the short term — and in the future, as your tech stack evolves.

CX Cloud in action: How one luxury retail brand overcame its technology siloes to achieve white-glove CX

When one legacy luxury brand's contact center ecosystem started to show signs of age, it decided to use it as an opportunity to unify its CX tech stack around its existing CRM, Salesforce Service Cloud.

For years, the brand had gone without many of the advanced capabilities it needed to compete in an increasingly digital competitive landscape. Customer routing, key contact center metrics, and automated tools and technologies were all too difficult to integrate into the existing cobbled-together CX tech stack. Additionally, their existing technology silos prevented them from seeing end-to-end journey analytics that could help inform their engagement strategy.

CX Cloud and TTEC Digital empowered this brand to reinvigorate its customer experience by quickly and easily pulling in new channels, AI-enabled features like next-best action recommendations, and personalized engagement opportunities that align with its brand identity and reputation for best-in-class service.

As a result, this brand is already projecting big benefits to its CX outcomes. It estimates that improvements in the customer experience will deliver 5% improvement in NPS, which may lead to a potential increase of \$1.95B in annual revenue via an increase in loyal customers. Additionally, the streamlined nature of the CX Cloud agent desktop will help agents decrease average handle times by as much as 10%, delivering valuable operational savings to the business's bottom line.

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Futureproof your customer experience tech stack with CX Cloud and TTEC Digital

The cost of sticking with a siloed CX tech stack goes beyond inefficiency. It damages customer loyalty, leads to operational delays, and increases customer churn. If you continue relying on fragmented systems, you risk losing customers and market share to competitors who prioritize a unified, seamless customer experience.

The status quo isn't just holding you back — it's costing you money.

Don't let technology silos impact your customer and employee experience back any longer. It's time to think differently about your tech stack. CX Cloud, paired with TTEC Digital's expert orchestration, can help you unify your systems, deliver seamless customer experiences, and drive meaningful business results.

Contact us to learn how CX Cloud can transform your customer experience strategy and futureproof your organization.

[Contact us](#) →

<https://ttecdigital.com/pages/genesys-contact-us>

About TTEC Digital

TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at ttecdigital.com.