

## Recent Wins

### PURDUE UNIVERSITY



## TECH TIP



*with Jason Smith*



**Facing the need to modernize its aging Avaya contact center**, Purdue University issued an RFP early last year to upgrade its IT Service Desk Contact Center. They sought a solution that would enhance efficiency, ensure predictability, and provide comprehensive contact center support. Their goal was to implement a system that adhered to industry best practices, offering better integration, automation, and deeper insights for business decisions.

In response, **GTS, in collaboration with Genesys account team members Dan Kinsley and Eric McDougal**, presented a cutting-edge **GC3 omnichannel solution**. Our proposal not only met Purdue's immediate needs for continuity and advanced reporting but also aligned with their long-term goals of boosting efficiency and enhancing the customer experience. Dan and Eric played a pivotal role in this success by delivering a **compelling demonstration** of GC3's capabilities. Their demo showed how the solution could transform Purdue's operations by addressing existing challenges with Avaya Premises Contact Center and integrating advanced automation and seamless functionality into their systems.

**The combination of GC3's robust features, seamless integration, and the strong GTS-Genesys partnership** ultimately secured the deal!

We're excited to grow our relationship with Purdue as we continue to provide innovative solutions that support their evolving IT needs.

Organizations are trying to do more with less. Don't let your customers pay the price with excessive queue wait times. Increase call deflection by pivoting to digital channels like SMS, AI-powered Chat Bots, and Visual IVR.

These solutions offer instant access to information and self-service options, enhancing customer satisfaction and reducing wait times. Embrace digital to reduce costs and improve CX.





# Innovations in HIGHER ED

Henry Williams

## Centralizing Contact Centers for Greater Efficiency in Higher Education

Efficiency has always been a priority in the higher education sector, and universities are increasingly modernizing their contact center operations as a key strategy to drive this. Many institutions are shifting towards centralized contact center systems to eliminate the inefficiencies of maintaining separate systems across departments. This approach not only optimizes costs but also improves the quality of service for students, parents, and faculty by providing a single point of contact for all inquiries.

A centralized contact center allows universities to share resources across departments, ensuring a seamless and consistent experience for users. With streamlined operations, universities can focus more on innovation rather than being bogged down by outdated systems and maintenance challenges.

For more information about how GTS can help universities adopt these solutions, feel free to connect with Henry or reach out to GTS.



# OUR GENESYS TEAM

Our GTS Genesys Team is composed of six teams: Project Managers, Engineering & Development, Pre-Sales, Client Success, Support, and Google CCAI who specialize in projects with Genesys and Google.

## PARTNER SPOTLIGHT

**Megan Lima**  
Client Success Manager & Client Partner



Megan Lima is the CSM at GTS, with over 20 years of contact center experience. She works with Genesys clients to ensure a great client experience from beginning of the project to the end. Guiding clients through the process of integrating Genesys solutions, Megan uses her 20 years of experience to navigate the intricacies of each organization's challenges with ease. If you're looking to upgrade to a Genesys solution, Megan will prove to be an integral part of that process.



Gold Partner



# TECH WITHIN THE HIGHER ED GENESYS ECOSYSTEM



In the arena of higher education, tech powered by GTS CX & AI is transforming learning through personalized paths, creating inclusive and adaptive environments. AI-driven analytics provide educators with insights into student performance, enhancing teaching methods. Within the Genesys ecosystem, AI revolutionizes CX management, enabling personalized interactions and enhancing satisfaction. AI-powered chatbots offer 24/7 support, while the Genesys platform analyzes customer data for actionable insights. The convergence of AI, higher education, and the Genesys + GTS ecosystem offers innovative opportunities, streamlining operations and delivering more effective educational experiences.

