

Exciting Win!



THE WASHINGTON METRO AREA TRANSIT AUTHORITY



Overview of WMATA - Washington Metropolitan Area Transit Authority

The WMATA, commonly referred to as **Metro**, is a regional public transportation agency serving the Washington, D.C. metropolitan area, including portions of Maryland and Virginia. Established in 1967, WMATA operates one of the largest and busiest transit systems in the United States.

WMATA plays a pivotal role in connecting communities, supporting the region's economy, and providing essential transportation services to residents and visitors.

The Opportunity and Collaborative Success

The WMATA project was a highly competitive and strategic opportunity. The transit authority required a state-of-the-art solution to modernize its contact center operations, enhance customer experience, and provide robust, scalable services to support its vast ridership base.

Solution Delivered



Through the combined efforts of the GTS and Genesys sales teams, WMATA chose Genesys Cloud CX as its next-generation contact center platform. This solution will empower WMATA to:

- Streamline customer interactions across multiple channels.
- Leverage AppFoundry partner CX Index to automate customer surveys
- Improve agent efficiency and customer satisfaction.
- Scale operations to meet evolving transit and customer needs.

Teamwork That Made the Difference

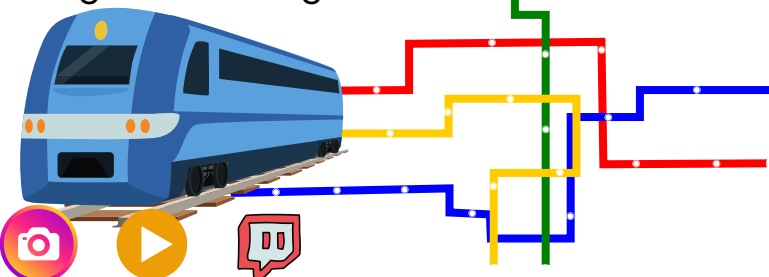
This win would not have been possible without the dedication and expertise of the Genesys and GTS teams.

Special recognition goes to:

- **Bobbi Hall**
- **Ivory Dugar**
- **Jason Cayanong**



Each of these individuals went above and beyond to ensure the success of this important project. From crafting tailored demonstrations to addressing WMATA's unique requirements and delivering exceptional support during the decision-making process, their contributions were integral to closing this deal.



Why This Matters

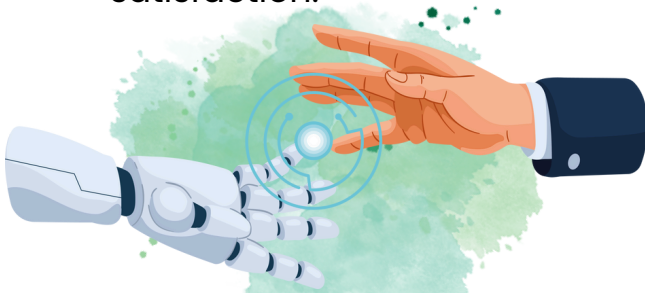
This exciting new partnership with WMATA reinforces Genesys's and GTS's shared commitment to delivering transformative solutions to the public sector. The WMATA win also highlights the power of teamwork, technical expertise, and a customer-focused approach in achieving results that align with an organization's mission and vision.

Congratulations to all involved on this incredible achievement! Together, we are setting the stage for continued success and innovation in the public sector.

DEPLOYING A CONTACT CENTER: USING RESPONSIBLE AI



In a contact center, responsible AI use ensures fairness, transparency, and privacy. It means employing AI to enhance customer interactions without bias, clearly communicating AI involvement, and safeguarding sensitive data. This builds trust and improves overall customer satisfaction.



TECH TIP



with *Sitaram Pisipati* 

Most CX implementations focus on user satisfaction, business goals and achieving a strong ROI. A strong emphasis on standardized interfaces ensures long-term scalability and provides ease of maintenance.

This focus on standardization enhances operational efficiency, provides greater flexibility for future adaptation, and lays the foundation for sustainable growth and continuous improvement.

from firehose to first Wins:

MY JOURNEY NAVIGATING A REMOTE SAAS SALES ROLE

"Stepping into a remote SaaS sales role feels like diving into the deep end of a pool—exciting yet intimidating. Suddenly, I found myself selling a solution I was still getting familiar with," Luke Dignazio, Account Executive at GTS, writes as he reflects on his first year as a SaaS salesperson. **Luke details the lessons he's learned on his first foray into the sales world**, explaining how he succeeded in the wild wild west of tech sales. Read the full blog on our site!



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