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From App to Cap: Enhancing the Student Journey at Higher Ed Institutions

Providing an excellent scholarly journey from application to graduation and beyond is becoming an essential part of the higher education landscape.

Creating a supportive experience for potential, present, and past students should engage multiple touch points including chatbot, texting, phone call, and email.

Assist your live service agents by adopting an omnichannel approach that supports the digital student experience.

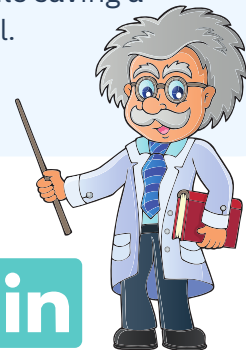
Embrace an accessible, low-risk digital service center for students by incorporating artificial intelligence, and omnichannel capabilities!



Our Resident AI Expert, Dr. Atif, on CX

Customer Experience (CX) can leverage AI-powered LLMs by incorporating narratives, ethnographic data, and insights from customers with rich data when entering the feedback loop. This enables LLMs to better understand subjective experiences, cultural nuances, and lived realities of customers.

Enhanced LLMs for CX generate more empathetic, contextually relevant, and personalized responses. This leads to improved customer experiences across various touch points, while saving a respondent's time as well.



Don't Miss This Webinar!



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Webinar

LEAP INTO THE AMC EXPERIENCE

Register Now

Thursday, March 28, 2024
2:00pm ET; 11:00am PT

G L O B O - T E K . C O M



What is omnichannel?



So THAT's what omnichannel means?



In the modern business world, organizations should be available through a variety of methods. But many aren't!

With omnichannel technology, your business can open up communication channels that increase accessibility for customers and provide a seamless customer experience.

Omnichannel technology allows businesses to be contacted through text, chatbot, phone call, and even video calling!

With this technology and some artificial intelligence sprinkled in, your business's CX can soar to new heights.



Come Visit Us!

At the Genesys Xperience in Denver, Colorado from May 13th - 15th, 2024.

The experience will cover industry insights, contact center technology best practices and the latest in artificial intelligence!

GENESYS | Xperience



BOTS AND BYTES

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Tune into our latest podcast episode on **"Leveraging AI to Accelerate and Refine Sales with Matt Doyon"**

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