TECH NEWS

September 2024 | globo-tek.com

GTS

a CX and AI company!

CELEBRATING SUCCESS!
WITH PURDUE UNIVERSITY

When Purdue University set out to modernize their aging Avaya contact center, they launched an ambitious RFP to **upgrade their IT Support Center**. The GTS team, in collaboration with Genesys all-stars Dan Kinsley and Eric McDougal, answered the call with our state-of-the-art GC3 omnichannel solution. Dan and Eric didn't just respond—they wowed. Their **electrifying demo was a game-changer, showcasing the power of GC3** and sealing the deal!

Thanks to their efforts, we've opened the door to more exciting opportunities at Purdue University, and we can't wait to continue our expansion on campus in the months ahead.

✉ **CONTACT US**

Washington State IT INDUSTRY FORUM
Modernization Summit '24

UPCOMING EVENT:
WASHINGTON STATE IT INDUSTRY FORUM

We are attending the **Washington State IT Industry Forum on September 25th from 9am-4pm at St. Martin's University** in Lacey. Register for the event today so that you can meet with our industry experts Darrell Williamson and David Constantino to talk about how AI solutions can improve your customer experience!

REGISTER HERE

ARCHITECT'S CORNER: TECH TIP OF THE MONTH
WITH JASON SMITH, PRINCIPAL SOLUTIONS ARCHITECT AT GTS

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!

HEY GTS! EPISODE 6

How can AI improve how medical centers operate? Watch this short episode of Hey GTS to learn from David Constantino, Senior Solutions Architect, about the tools available for **medical centers to facilitate better communication and foster better patient relationships.**

NEW BLOG POST!

GENESYS™

Online Patient Portal Access

For Academic Medical Centers

Transforming Healthcare with AWS Lambda & Amazon Connect

This blog explores how healthcare can be transformed to have a competitive edge by providing excellent patient journey experiences. **Learn how you can improve the way that your healthcare organization interacts with patients from scheduling to prescription refills.**

READ MORE »

IMPROVE THE PATIENT JOURNEY

GENESYS PARTNER SERIES 1 OF 3

The patient journey can often be long and confusing, confounded by the already unpleasant nature of patient visits. **Academic Medical Centers can aid the patient journey.**

AI RX: DR. ATIF'S PRESCRIPTION

In the realm of advanced analytics, AI is increasingly embodied to enhance customer experience (CX), while operating within strict guardrails to ensure ethical use and data privacy. AI-driven analytics can provide deep insights into customer behavior, enabling personalized interactions and predictive customer support. **However, to maintain trust and transparency, it's crucial to implement guard rails such as data anonymization, consent management, and bias mitigation.** This ensures that AI applications respect customer privacy, comply with regulations, and avoid perpetuating biases, ultimately fostering a responsible and customer-centric use of advanced analytics.