

Purpose built for complex contact centres

Core use cases.

How organisations use CX Index alongside Genesys Cloud to measure, manage and improve customer experience at scale.



Feedback turned into operational outcomes, not just reports.

CX Index is designed for high volume, regulated, omnichannel contact centres. Each use case below describes the requirement, how CX Index is used, and what the customer gets out of it.

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| 01 | True omnichannel customer feedback at scale |
| 02 | Contextual, personalised survey experiences |
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| 04 | High volume outbound feedback and campaigns |
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01

True omnichannel feedback at scale

Organisations working across voice, digital, messaging and social need one consistent Voice of the Customer layer rather than a different tool on every channel. Surveys deploy across inbound and outbound voice, email, SMS, messaging, web chat, widgets, web forms, social sources, APIs and QR codes, triggered automatically from contact centre events or external systems.

Customer value. A consistent feedback journey however the customer got in touch, and a trustworthy view of experience across the whole journey.

02

Contextual, personalised survey experiences

Surveys adapt using interaction context such as queue, agent, outcome or reason, customer attributes and historical feedback, conditional logic and branching by channel, configurable text to speech for voice, and multilingual delivery.

Customer value. Customers get asked about the experience they actually had, which lifts engagement and response quality.

03

Intelligent orchestration and throttling

Governance covers rule based eligibility and consent validation, frequency caps by customer, channel or interaction type, time of day and delayed send controls, suppression lists and opt out enforcement. Every rule is applied before a survey goes out.

Customer value. Customers are contacted respectfully. Programmes scale without over surveying or compliance risk.

04

High volume outbound feedback and campaigns

Enterprise scale outbound campaigns across email, SMS, messaging and API driven channels, using dynamic contact lists, segmentation, channel specific templates, delivery retries, fault tolerance and unified reporting.

Customer value. Customers feel acknowledged at the moments that matter rather than only after routine interactions.

05

Closed loop feedback and case management

Negative or critical feedback automatically creates cases with defined ownership, configurable statuses, reason codes, follow up workflows and escalation paths. Case data feeds root cause analysis and trend reporting.

Customer value. Issues get addressed rather than ignored, and the organisation can count the saves.

06

Social listening as a contact centre signal

CX Index monitors social sources for mentions, keywords and sentiment. Social signals can trigger alerts, create cases or surveys, and route directly into contact centre queues.

Customer value. Problems get caught earlier, before escalation and reputational damage.

07

Advanced reporting and CX intelligence

Real time and historical dashboards filtered by agent, queue, channel, programme or metric, gamification ready performance views, scheduled report delivery, exports to CSV, Excel, PDF and PowerPoint, and APIs for BI and data warehouse integration.

Customer value. Operational teams act without waiting on an analyst.

08

RAG based AI, sentiment and next generation analysis

A retrieval augmented generation layer combines historical VoC data, sentiment analysis, text analytics and large language model querying. Users ask questions in plain language, identify emerging themes, generate executive summaries and surface root causes across verbatim feedback.

Customer value. Leaders get clarity on what is driving sentiment, faster.

09

Employee feedback and EX at scale

Agent and employee surveys across voice, digital and web, supporting anonymous or identified feedback, pulse and lifecycle surveys, and correlation of EX data with CX outcomes.

Customer value. The human drivers behind service quality become visible, so coaching improves both engagement and customer outcomes.

10

Modern operational user experience

VoC platforms fail when they are too complex for daily use. CX Index gives CX and operations teams fast configuration of surveys, rules and triggers, with clear drill downs from metric to verbatim to action.

Customer value. Teams adopt it quickly and keep using it, which makes improvement part of everyday operations.

11

Adaptive channel delivery

CX Index detects interaction context such as landline against mobile, channel preference and eligibility rules, then selects the delivery method that will actually reach the customer, with fallback logic if delivery fails.

Customer value. Higher response rates and more representative data, without manual segmentation.

12

Consent driven programmes for regulated services

Real time data lookups confirm whether consent is enabled for a specific client, employer or programme. Invitation delays, suppression logic and audit friendly controls keep outreach within regulatory and contractual requirements.

Customer value. Privacy and preference respected by design, with compliance obligations met.

13

Agent assist and manual override

Even good automation needs a human for dropped calls, wrong details and exceptions. Agents get embedded tools to validate contact details, trigger surveys manually, override routing rules, select a preferred language or provide alternate contact information during wrap up.

Customer value. Feedback opportunities are not lost to technical issues, and data quality holds.

14

Enterprise reporting and BI integration

Customer and programme specific report packs generated automatically and delivered on a schedule, by email or secure file transfer, with stable schemas and naming conventions for BI ingestion. On demand reporting is there when insight is needed immediately.

Customer value. Stakeholders get insight in a format they can use, and analytics teams pull CX data straight into their warehouse.

Where to start

Most programmes begin with one use case and expand inside the first year. Bring your requirements and we will map them against this list. cxindex.com