

Platform brochure

The most complete VoC for Genesys Cloud CX.

A full scale Voice of the Customer
intelligence platform engineered
specifically for Genesys Cloud CX.



A live operational system of intelligence.

Where most survey tools collect scores, CX Index connects deeply with routing, agent activity, queue flows, IVR journeys, digital channels and interaction metadata. Organisations collect feedback at scale, interpret sentiment and emotion, uncover root causes and trigger real time action inside the contact centre.

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01 The CX landscape has changed

Customer expectations are shaped by on demand digital products and always on services. Journeys span voice, email, SMS, WhatsApp, webchat, social messaging and in app touchpoints. AI, bots and automation play a bigger part in every interaction, and without Voice of the Customer intelligence they drift away from what customers actually want. CX leaders need real time, context rich insight living where the work happens, inside Genesys Cloud, rather than in a disconnected survey tool that produces a report weeks later.

02 The problem, feedback without intelligence

Most organisations technically have VoC. In practice what they have is a survey tool. Scores get collected and dashboards get generated, disconnected from operations. Native surveys in CCaaS platforms are basic by design, fine for simple post call CSAT, with no NLP, no case management, no multi region governance and no real link to wrap up codes or journey paths. Traditional enterprise suites are powerful and were built for broad experience management rather than real time contact centre operations, so they are slow to deploy, heavy to administer and rarely tuned to short, high volume contact centre comments.

03 The opportunity, Genesys and CX Index

Genesys Cloud CX orchestrates interactions. CX Index orchestrates customer intelligence. Together they form a feedback and action loop. Customers complete a short, channel appropriate survey, CX Index analyses sentiment, emotion and themes, then triggers action back into the organisation. That might be opening a case, alerting a supervisor, firing an outbound communication, flagging a coaching opportunity or feeding better signals into AI models. Because CX Index ingests rich Genesys metadata across queue, agent, wrap up, IVR path, channel and custom attributes, every piece of feedback is fully contextualised.

04 What CX Index provides

A complete VoC stack optimised for contact centres.

- A multi channel survey engine across SMS, email, voice, WhatsApp, chat and social
 - An NLP engine tuned to short contact centre comments, with sentiment, emotion and theme clustering
 - Real time alerts and automated case workflows to drive closed loop follow up
 - Enterprise reporting across agents, queues, regions, brands and global rollups
 - Multi region hosting and master templates for complex organisations
 - Social listening for public feedback that never touches a survey link
 - APIs to push and pull data into your wider CX and data ecosystem
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05 Deep Genesys Cloud integration

The deepest strength of CX Index is its level of integration with Genesys Cloud CX. It knows which agent handled the interaction, which queue it flowed through, which IVR options were selected, which DNIS was dialled, how long it lasted and what digital attributes were attached. That context turns VoC from a score per interaction into a map of the experience across queues, teams and journeys, which allows very precise action.

06 Multi channel feedback engine

Voice IVR surveys, email and SMS invitations, WhatsApp and chat based surveys, in app prompts and links embedded in digital experiences. Each channel can be configured with custom branding, dynamic branching, language variations and tailored timing. High volume cases, such as a BPO handling millions of interactions a week, are supported by delivery controls and suppression logic that protect against survey fatigue.

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AI and NLP capabilities

In a world where customers speak in their own words, CX Index turns thousands of daily comments into real time, multilingual, actionable intelligence. Whether feedback arrives from surveys, calls, chats, social posts or reviews, unstructured text becomes insight that drives better decisions and better experiences. A hybrid architecture combines RAG based AI with a proven local NLP engine, which delivers clarity at scale without the cost, complexity or risk of relying only on large language models.

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Case management and closed loop workflows

VoC is only useful when it leads to action. CX Index creates and routes cases automatically when triggers are met, for example a low score, a theme such as billing, or a combination of high effort and negative sentiment. Cases are prioritised, assigned, tracked and resolved within defined SLAs. Automated follow up makes sure detractors get contacted, issues get addressed, and recovery actions get captured and measured.

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Enterprise reporting and analytics

Reporting serves everyone from agents to executives. Agents and supervisors see personalised views of performance and feedback. Operational leaders slice results by queue, region or channel. Executives see how key metrics trend over time and how they link to operational performance, which makes it straightforward to identify top performers, find systemic issues and understand how a process or policy change affected customers.

10 Employee experience surveys

Employee experience surveys help organisations capture honest feedback, identify engagement risk and act to improve retention, while protecting employee trust and anonymity. CX Index makes it straightforward to collect, analyse and act on EX insight at scale, turning employee sentiment into improvement across teams.

11 Master control panel, security and scale

For partners and large enterprises, the master control panel is a central place to manage multiple environments, regions, brands or clients. It supports consistent templates, governance and compliance such as data residency rules. CX Index is ISO 27001 certified and supports GDPR, CASL, LGPD and PIPL, with encryption, access controls and configurable retention and anonymisation policies. It scales from a single business unit to a large multi region programme.

12 Outcomes and why CX Index wins

+27% First contact resolution	−62% Escalations	+500% Survey response rates
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Across industries CX Index has delivered improvements like these, alongside consistent uplift in NPS and effort scores. It wins because it is focused on the intersection of Voice of the Customer and contact centre operations. Tightly integrated with Genesys, fast to deploy, highly actionable, and built for partners who want to sell, implement and manage it at scale.