

# Not All Cloud Contact Center Vendors Are Created Equal

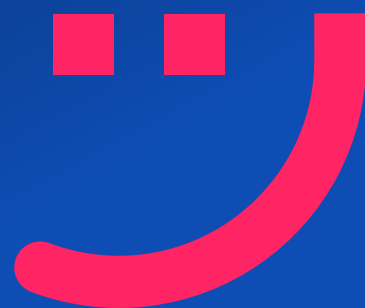
When considering a move off your legacy on-premises contact center platform to a cloud contact center provider, it is important to consider various key aspects of the platform, product, pricing, and services. Consider the following differences between [NICE Cxone](#) and Genesys Cloud CX (aka PureCloud).

	NICE · CXone	GENESYS
Cloud Architecture & Technology		
<b>Digital Channels:</b> Over 30 digital channels, seamless elevation between voice & digital, bring your own channel, and integrated digital throughout the platform (WFH, quality, reporting, etc.)		
<b>Robust Reporting</b> Native <b>customizable</b> out-of-the-box reporting with advanced analytics without the need for a 3rd party solution		
<b>Scalability &amp; Elasticity</b> Referenceable customers that can validate deployments on the same platform from 5 to over 20,000 seats, with flexibility for seasonality.		
Quality Management & Real-time Screen Monitoring		
<b>Quality Management + Analytics</b> Robust natively built Quality Management + Analytics along with built-in Whisper & Barge, transcription, sentiment analysis, voice & digital channels.		
<b>Real-time screen monitoring</b> The ability to monitor NON-voice interactions (chat & email) in real-time		
Support Services, Customization & Flexibility		
<b>Customization &amp; Open APIs</b> An open platform that has over 400 APIs and the ability to integrate with a wide variety of CRMs and other applications		
<b>Flexible Pricing</b> 'Pay for what you use' pricing models that provide the customer with flexible contract terms to allow for seasonality		
<b>Support Services</b> Support service packages designed to meet your unique business needs. Quick turn around times with responsible Technical Account Managers & CSMs		

Native Functionality

3rd Party Required

Not Available



# Industry Analysts

## Gartner MQ for CCaaS 2022 - Cautions

- **Service Support:** Some Genesys Cloud CX customers have indicated dissatisfaction with the functionality of the system’s support for digital interactions and digital self-service.
- **Service Offering:** Some Genesys Cloud CX customers have reported challenges with its native reporting and analytics. They find that they need to work with Genesys AppFoundry partners to overcome these challenges.
- **Support Execution:** Some Genesys Cloud CX customers have reported delayed responses from Genesys’ support staff.

## Forrester Wave: CCaaS 2023 Cautions

- Genesys was scored as a Leader, **receiving the 2nd highest score for Product among the 11 vendors reviewed**. NICE was scored as the Market Leader, scoring a **4.50** vs. **3.96** for Genesys
- By focusing on only one product offering going forward, this diminishes differentiation at the highest end of the market and will force some of its largest customers off a platform that uniquely meets their needs
- Challenges faced with deployments
- Reference customers reported difficulties finding the right resource in support

## Genesys Major Product Gaps vs. NICE (Forrester Wave 2023)

Category	Genesys	NICE
Routing/Omnichannel	4.6	5.0
Platform/Core Architecture	3.5	4.5
Agent Desktop & Tools	1.8	3.8
Market Approach	3.0	5.0
Innovation Map	3.0	5.0
Number of Customers	3.0	5.0

“With its breadth of functionality, NICE is a strong fit for contact center managers and brands looking to provide positive experiences across the entire customer journey”

Forester Wave 2023



## Customer Reviews

- **“The workforce management tools within PureCloud are very basic.** We supplement shortcomings in the tool with manual work done outside of PureCloud.” – Brian H, Director, Carestream Dental, [TrustRadius review](#)
- **“Support has been slow to respond,** uses a generic template response that implies they didn’t even read what was put in the ticket and the Professional Services organization has very limited resources that understand or can aid in complex call flow Architect design and deployment. Also, basic collection of Account Numbers alpha-numeric mix, Date of Birth or Date of Service is limited to DTMF, without aid or 3rd party add-ons.” – James R, Services Team Lead – Technical Services, NTT Ltd, [TrustRadius review](#)
- **“Reporting can use some improvements.** There is not an option to customize your reports and sometimes the nature of your business requires alternative reports to the ones provided by the system.” – Sara M., Service Center Manager, [G2 Crowd Review](#)
- **“I know we can view chat transcripts once the interaction is over, but is there a way for a user (a supervisor) to “live monitor” a chat (and/or bot) session** that is on-going? If we go to the interaction while it is on-going it just says there isn’t a transcript. **I can’t see another way to live monitor,** like you can a call.” - from Pitney Bowes Inc. via [Genesys community site](#)
- **What makes you unsure you would select Genesys Cloud again?** “We realized that things could be **done but in a complex way.** They are a little complex in some parts. Many things can be **done but with development.** There are complex things where we don’t understand why they’re doing them like that. We realized this after. When we went deeper into the system, we realized the complexity. **We didn’t see it during the evaluation, but we saw it after the implementation.**”

## Additional Points To Consider

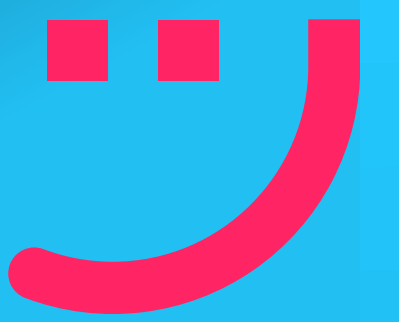
Load balancing required for inbound BYOC on-premises Edge devices.

Genesys Native **workforce engagement apps can only handle very basic needs**

- Only 8 weeks historical source data to be used to create a [weighted historical index forecast](#)

Quick  
Facts





- Aria WFM Adapter (by Avtex) is needed to connect to 3rd party WFM systems (like Verint), with an additional charge of \$10 per agent

#### Genesys **reporting is limited and lacks customization**

- Genesys will be **deprecating its 16 OOB canned reports** over the **next 6 months**
- Genesys customers will be **required to export the data** and **use a 3rd party for reporting** (additional charge)

#### Workforce Engagement Management (**WEM**) **applications are not embedded into CRM** (agent schedules, shift bidding, etc...)

#### Genesys requires **do-it-yourself services, not a partnership** for customer success

- *“The Professional Services Organization [at Genesys] has very limited resources that understand or can aid in complex call flow ‘Architect’ design and deployment.” IT Manager, Global Telecom Company*

#### **Limited Voice of the Customer (VOC)** capabilities (IVR & email surveys only). No channel of choice

#### Genesys **lacks personalities and smart routing** capabilities

- Genesys ‘Architect’ (call routing tool) can’t handle **cross functional scripts, custom buttons/actions, & work item routing**, & does not have WFI ([workforce intelligence](#)) for process automation (automatically notifying agents when a queue falls below a specific SLA).
- The Genesys Cloud platform allows agents to “cherry pick” which inbound calls they want to take.
- If no one is managing emails that come in over the weekend, the agents will need to work through the emails first thing on Monday morning before being able to take phone calls.

#### **Digital Channels are not Fully Integrated**

- With Genesys Cloud you cannot monitor chat like you can a voice call.





### Limited Quality Management Analytics

- Genesys offers basic speech and text analytics, with sentiment analysis and topic spotting. For more advanced QMA needs, Genesys will rely on 3rd party providers like [Observe.AI](#)

Genesys uses simple bundled pricing & talks of a “unified suite,” but the **devil is in the details**. 3rd party “AppFoundry” **partners are required for advance functionality**, each with a price tag.

Can I record an agent’s screen during non-ACD interactions? – [See Genesys Cloud help documentation](#)

- **No, Genesys Cloud can only record an agent’s screen during ACD interactions** and, depending on the recording policy, after call work.