



Unlocking exceptional customer experience with Genesys and NTT DATA





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Executive summary

In today's rapidly evolving experience economy, customer expectations are shifting dramatically, moving far beyond incremental improvements. Modern consumers demand speed, seamlessness and emotional intelligence from the brands they interact with. According to Genesys research, **64%** of consumers believe that AI will significantly enhance service quality and speed within the next two to three years.¹ Critically, that same report found that 97% of consumers surveyed emphasize the importance of moving between channels without having to repeat information.

In addition, enterprises are increasingly investing in AI use cases across the CX value chain. The NTT DATA 2026 Global AI report highlights that high-value AI use-case prioritizations include front office interactions in departments such as marketing, sales and/or customer service with 73.3% of AI leaders use AI to support front-office interactions. In comparison, only 44% of AI laggards focus on the front office use cases.

Together, Genesys and NTT DATA help to address this gap by combining the Genesys Cloud™ platform with NTT DATA's global infrastructure, operational scale, deep managed services and compliance expertise. This partnership delivers a blend of innovation and reliability essential for next-generation CX.



According to Genesys research, **64% of consumers** believe that AI will significantly enhance service quality and speed within the next two to three years.²

1, 2. "The State of Customer Experience" report, Genesys 2025

The evolving landscape of customer experience

Consumer expectations are rising

Customer loyalty is increasingly fragile, with service quality now paramount. According to “The State of Customer Experience” report by Genesys, **30%** of consumers surveyed had abandoned a company in the past year due to a poor service experience. For **82%** of consumers surveyed, the belief is clear: A company is only as good as its service.

Consumers place a high premium on **first-contact resolution** and **fast response times**, yet many organizations continue to under-perform on these vital metrics.

Beyond speed, emotional intelligence is emerging as a critical differentiator. A substantial **74%** of consumers surveyed in the Genesys report state that emotional awareness matters more than sheer speed in certain high-stakes or complex contexts. This signals a market demand that transactional efficiency alone is no longer sufficient.

Organizational gaps and technology barriers

The goal of a unified customer journey is hampered by widespread technological and organizational gaps. Only **16%** of CX leaders surveyed in the Genesys report state that their organizations offer multiple channels with completely integrated technology and seamlessly connected data. This fragmentation is compounded by cloud adoption challenges. According to the Genesys report, 57% of CX technology is still not fully in the cloud, which directly slows the effective adoption of AI capabilities.

The NTT DATA 2025 Global GenAI report emphasizes that organizations need to embrace a customer-centric approach. The report notes that 44% are focusing on predictive analytics tools like forecasting customer behavior and personalization preferences, 43% aim to improve customer experience across touchpoints with customer



sentiment analysis tools, and **42%** want to elevate customer engagement with AI-powered chatbots and virtual assistants.³

CCaaS, AI and data trends

The contact center is undergoing a profound transformation, moving from its traditional role as a reactive cost center to a **strategic business differentiator**. This shift is driven by several key technology trends:

- **Cloud-native architectures** and **data-centric platforms** are no longer competitive advantages but rather fundamental requirements.
- **Human—AI collaboration** is the expected norm, focusing on human agents and AI systems working together seamlessly, rather than in competition.
- **Ethical AI, trust and transparency** — including bias mitigation and strong governance — have become foundational demands, not optional features.
- The emergence of **generative and agentic AI** is enabling advanced virtual agents that can capture context, make complex decisions, and facilitate a smooth, contextual handover to a human agent when needed.



3. "Global GenAI Report," NTT DATA, 2025

Key challenges enterprises face today

Enterprises aiming for exceptional CX face a set of complex, interconnected challenges.

Challenge 1: Creating seamless, contextual journeys

Customers expect continuity. They should be able to pick up their conversation precisely where they left off, regardless of the channel. However, too few systems have the architectural integrity to support true **context continuity**.

Siloed systems for customer relationship management (CRM), contact center platforms, self-service applications and backend databases prevent the orchestration of unified, end-to-end journeys. According to the Genesys report, **40%** of consumers surveyed find it frustrating when they cannot move seamlessly from a chatbot to a live agent.

For example, in financial services, where **97%** of consumers demand seamless channel handoffs, only **16%** of firms report having fully integrated systems, according to the Genesys report. An often-overlooked dimension is the integration with marketing and sales platforms.

Social and digital channels often serve as the customer's first touchpoint. When these are not integrated with service platforms, the result is fragmented engagement, inconsistent messaging and a loss of opportunity to capture early sentiment and intent. Orchestrating contextual experiences from initial awareness to post-sale service requires achieving seamless integration across marketing, sales, and customer care.



40% of consumers surveyed find it frustrating when they cannot move seamlessly from a chatbot to a live agent.

Challenge 2: Scaling personalization with real-time intelligence

Modern consumers expect systems to proactively “know them” and anticipate their needs. Yet, many organizations are hindered by a lack of unified customer data, insufficient AI frameworks or a deficit in real-time orchestration capabilities required to deliver hyper-personalization at scale. Genesys research identifies this as a top priority for **43%** of CX leaders surveyed, who list “increasing personalization / customer understanding” as their main objective.

Challenge 3: Empowering agents with the right tools

The quality of agent tools directly impacts service quality and employee retention. Gaps in training, integration, and usability lead to inefficiencies, longer handling times, and

inconsistent experiences. Crucially, **37%** of consumers surveyed in the Genesys study report feeling “really frustrated” when there is no way to reach a live agent at all during an interaction.⁴

The industry is shifting the paradigm from the “**agent as worker**” to the “**agent and AI as collaborators.**”

- **Balancing human and AI in the future of customer care:** As AI’s capabilities expand, the value of human contact is, paradoxically, increasing. Customers continue to prioritize empathy, nuanced understanding and reassurance – qualities that AI cannot fully replicate. The future model requires a thoughtful balance between automation and authentic human interaction, where AI acts to augment, not replace, human agents. Organizations that empower agents with AI copilots and real-time guidance tools can achieve both operational efficiency and emotional intelligence at scale.

4. “The State of Customer Experience” report, Genesys 2025

Challenge 4: Governance, trust and ethical AI

The pervasive adoption of AI makes robust governance frameworks mandatory. Organizations must establish clear guidelines to manage inherent bias, ensure process transparency, and rigorously maintain customer trust. In this environment, **data privacy, controls and regulatory compliance** are non-negotiable foundations for building ethical AI models.

Challenge 5: Operating at scale with resilience

Global enterprises require consistent performance, redundancy, effective latency management and regulatory compliance across diverse geographies. Legacy infrastructure and on-premises systems are inherently limited when it comes to scaling AI, supporting real-time use cases and enabling dynamic experience orchestration.



How Genesys and NTT DATA overcome these challenges together

Genesys and NTT DATA have one of the most established partnerships in the CX industry, with more than **25 years** of collaborating to deliver transformative outcomes worldwide.⁵ As a Genesys Global Elite Partner, NTT DATA provides end-to-end CX and EX solutions for cloud, hybrid, and on-premises environments, enabling modernization, scale, and optimization.

Architectural strengths and differentiators

These joint capabilities offer a powerful combination of platform innovation and global services:

- **Scale and reach:** Over **330** joint customers supported across diverse industries, with more than **150,000** agent seats deployed globally.⁶
- **Expertise:** Over **200** certified Genesys Cloud engineers operating worldwide.⁷

- **Global infrastructure:** Global coverage in over 190 locations through NTT DATA Cloud Voice for CX, which includes the ability to offer online and local telephone numbers on NTT DATA's own global network, ensuring seamless and secure connectivity.
- **Innovation investment:** Proven joint R&D investment and continuous collaboration in AI, analytics, automation and experience orchestration.
- **Ecosystem integration:** Multi-vendor expertise, integrating the contact center with critical enterprise systems like CRM, ERP and public cloud platforms.

Genesys Cloud provides the core technology – omnichannel routing, AI-powered engagement, workforce engagement management (WEM) and predictive analytics. NTT DATA complements this with global infrastructure, deep managed services, and compliance expertise, ensuring clients achieve high reliability, stringent data governance, and operational scalability.



5, 6, 7. Partnership data

Deep integration and innovation

NTT DATA accelerates value and deployment through a comprehensive suite of Genesys Cloud add-ons and integrations, with a particular focus on AI-powered CX platforms, **virtual agents** and conversational AI.

These include:

- **Productivity enhancers:** Microsoft Teams integrations, including presence synchronization, a chat bridge, click-to-dial functionality and enhanced transfer capabilities.
- **Enterprise integration:** Third-party integrations with core platforms such as Salesforce, SAP, and Microsoft Dynamics.
- **AI and automation:** Proprietary solutions like **NTT DATA's Copilot integrations for Genesys Cloud**, advanced conversational AI, real-time voice analytics and predictive automation capabilities.

This combination creates a unified, composable CX ecosystem that merges innovation with stability, providing enterprises with a powerful combination of agility, governance and intelligence.

Recognized industry leadership and market presence

Both organizations have been recognized by leading industry analysts:

- **NTT DATA:** An Emerging Leader in the Emerging Market Quadrant of the 2025 Gartner® Innovation Guide for Generative AI Consulting and Implementation Services.⁸
- A Leader in the 2025 ISG Provider Lens™ global Generative AI Services report.⁹
- **Genesys:** Named a Leader in the Gartner® Magic Quadrant™ for CCaaS 11 years in a row. Named a Leader by IDC MarketScape Worldwide General-Purpose Conversational AI Platforms, 2025.¹⁰

Our joint executive alignment ensures ongoing co-innovation programs dedicated to helping clients transition to cloud-native, AI-driven customer experience models.

8. Gartner, Innovation Guide for Generative AI Consulting and Implementation Services, L Pinto, R Miclaus, E Goodness, M Brown, JK Sindhu, M Sau, J Tung, B Sparks, S Viswanathan. Gartner Research: Generative AI Consulting and Implementation Services. July 17, 2025.
9. ISG Provider Lens® Generative AI Services 2025, Global, Gowtham Sampath, Hemangi Patel, Arjun Das V., November 2025.
10. Gartner® Magic Quadrant™ for Contact Center as a Service, Drew Kraus, Jason Bridge, Megan Fernandez, Pri Rathnayake, Pankil Sheth, 8 September 2025 IDC, IDC MarketScape: Worldwide General-Purpose Conversational AI Platforms 2025 Vendor Assessment, Doc #US52972625, September 2025.

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About ISG Provider Lens® Research

The ISG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients.

Joint capabilities mapped to use cases

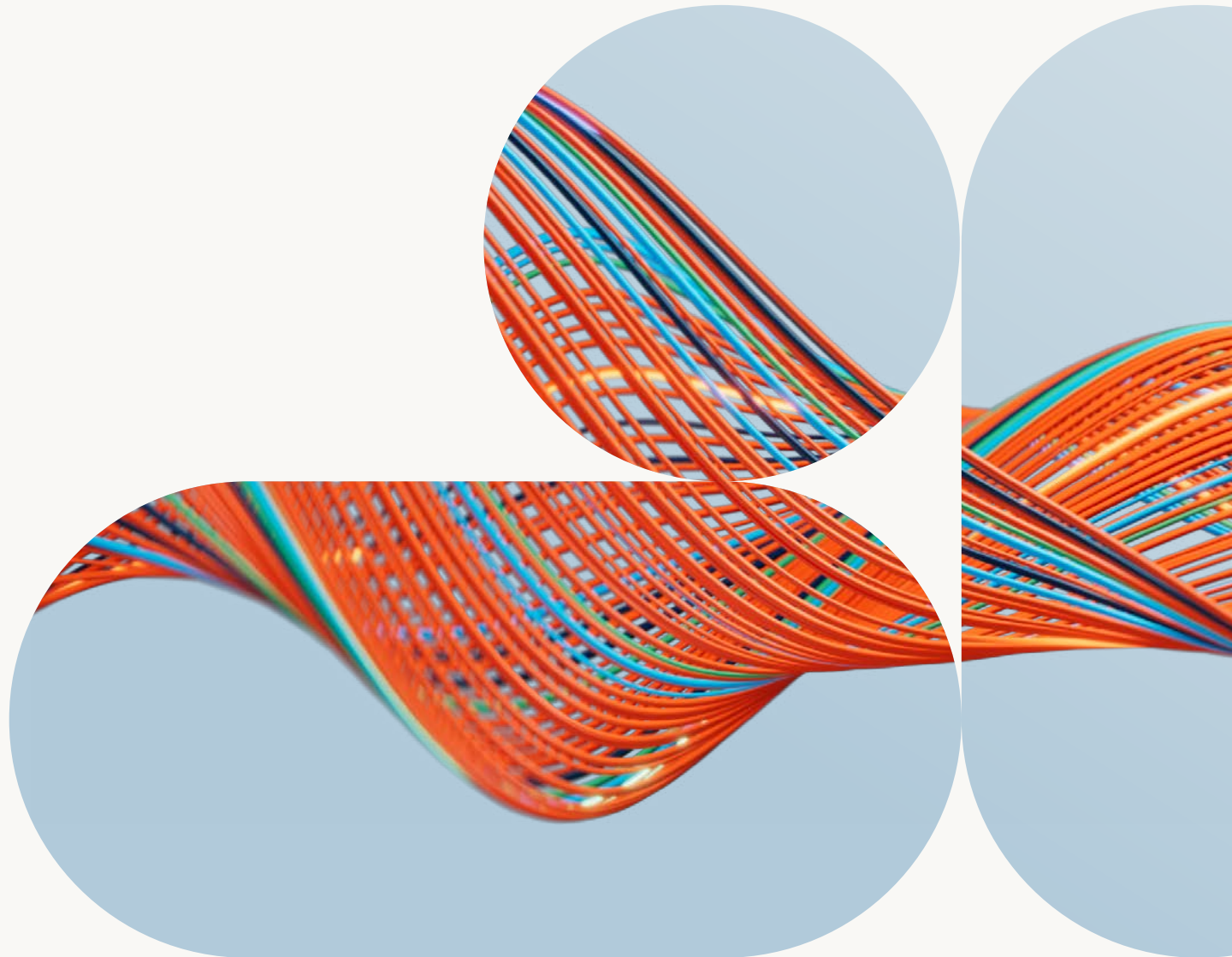
The following table illustrates how the combined capabilities of Genesys and NTT DATA deliver enhanced outcomes for clients in several key sectors. It maps Genesys's core technology to NTT DATA's sector-specific expertise and value-add to define the tangible benefits of their joint solutions.

Use case/sector	Genesys capability	NTT DATA value-add	Combined outcome
Banking / Financial Services	Advanced AI routing, orchestration, virtual agents	Regulatory expertise, data governance, secure global operations	Seamless, context-rich omnichannel banking with risk controls
Healthcare and Life Sciences	Care coordination, conversational AI, scheduling	Data privacy, HIPAA/GDPR, resilience, hybrid cloud	Patient-focused journeys with compliance built in
Retail and eCommerce	Proactive engagement, real-time personalization, digital and physical integration	Edge infrastructure, real-time analytics, global fulfillment integration	Contextual, unified commerce experiences
Public Sector and Government	Self-service, citizen support, multilingual AI	Secure networks, data sovereignty, continuity	High-trust digital services at scale
Manufacturing, High-Tech, Food, B2B	Real-time service, field-service integration, proactive support	Deep industry knowledge, integration with ERP/SCM, global managed services	Streamlined, efficient operations and improved B2B satisfaction

Operating model and transition strategy

Genesys and NTT DATA employ a collaborative operating model to accelerate time-to-value through a pragmatic and proven framework:

- 1. CX maturity assessment and benchmarking:** Utilizing CX Benchmarking insights from NTT DATA combined with Genesys best practices to establish a baseline.
- 2. Pilot programs:** Identifying high-impact areas for innovation, such as AI deployment, agent-assist tools and omnichannel orchestration, for targeted implementation.
- 3. Phased migration:** Supporting legacy on-premises to cloud transitions with detailed planning to ensure minimal business disruption.
- 4. Governance and ethics framework:** Building in transparency, bias management and continuous compliance monitoring from the outset.
- 5. Continuous optimization:** Leveraging data-driven insights to constantly refine customer journeys, workforce engagement and operational KPIs.



Measurable business benefits and ROI

The Genesys and NTT DATA partnership delivers demonstrable, measurable business value in several critical areas.



Revenue and up-sell growth

Enhanced personalization and proactive engagement strategies drive higher conversion rates and greater customer lifetime value.



Cost efficiency

AI and intelligent orchestration reduce call repetition, eliminate misrouting, and lower overall handling costs.



Improved loyalty and retention

Superior first-contact resolution and emotionally intelligent interactions significantly reduce customer churn.



Employee satisfaction and productivity

Agents empowered with AI copilots and streamlined tools demonstrate higher performance, productivity and job satisfaction.



Risk mitigation and compliance

Robust governance frameworks minimize the risk of AI misuse, data breaches and regulatory penalties.



Scalability and resilience

Globally consistent performance and enterprise-grade infrastructure reduce the incidence of outages and ensure operations can scale dynamically.

Next steps: Getting started with Genesys and NTT DATA

To begin the journey to a next-generation customer experience, enterprises should take the following steps:

- ✓ **Initiate a joint CX/EX maturity assessment using Genesys and NTT DATA benchmarks.**
- ✓ **Establish a scalable rollout plan to deploy solutions across regions in a phased manner.**
- ✓ **Plan a high-impact proof-of-concept implementation in a single business unit or region.**
- ✓ **Ensure ongoing optimization and AI model governance for sustained performance.**
- ✓ **Develop the necessary governance and ethics framework to guide AI adoption.**

Discover how to compose orchestrated CX leveraging the combined AI leadership of Genesys and NTT DATA.

[Get started](#)



About Genesys

Genesys empowers organizations of all sizes to improve loyalty and business outcomes by creating the best experiences for their customers and employees. Through Genesys Cloud, the AI-Powered Experience Orchestration platform, organizations can accelerate growth by delivering empathetic, personalized experiences at scale to drive customer loyalty, workforce engagement, efficiency and operational improvements. Visit www.genesys.com.



About NTT DATA

NTT DATA is a \$30+ billion business and technology services leader, serving 75% of the Fortune Global 100. We accelerate client success and positively impact society through responsible innovation. As one of the world's leading AI and digital infrastructure providers, our capabilities include enterprise-scale AI, cloud, security, connectivity, data centers and application services. Our consulting and industry solutions help organizations and society move confidently and sustainably into the digital future. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group, which invests over \$3 billion each year in R&D. Visit us at nttdata.com.

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Note

Genesys worked with an independent research firm to survey 5,232 consumers and 1,181 CX decision-makers in more than 16 countries. The survey was conducted in September and October of 2024. Among the business respondents, the industries represented were airlines, automotive, banking, government, healthcare, insurance, manufacturing, media and entertainment, professional services, retail, travel and hospitality, technology, telecommunications and utilities.