Genesys Cloud CX
Summarized plan comparison

Every business is unique, so our approach to pricing and packaging revolves around simplicity, transparency and flexibility. Unlock the full potential of our comprehensive platform with the right AI-powered capabilities for your organization to elevate both customer and employee experiences.

Genesys Cloud CX 1	Genesys Cloud CX 2	Genesys Cloud CX 3	Genesys Cloud CX 4
This plan is best for voice-centric call centers or BPOs specializing in voice services who require a generous fair-use policy for IVR minutes, data storage, API requests and more.	Our primary omnichannel offering features CX 1 plus access to digital channels: email, web messaging, SMS, Facebook, WhatsApp, Instagram and open messaging.	CX 3 boosts engagement and productivity with workforce engagement management. It includes Genesys Cloud CX 2 plus an employee activity dashboard with scorecards, leaderboards and KPI trackers.	CX 4 delivers more AI Experience at the best value. It includes Genesys Cloud CX 3 Agent Copilot for every agent, Journey Management for the Contact Center, and 30 tokens per named agent/month or 39 tokens per concurrent agent/month.

	CX1	CX2	CX3	CX4
Core features				
Comprehensive interface Give agents, supervisors & admins a single interface to quickly and easily operationalize a broad set of CX, EX, digital, AI and UCC capabilities	●	●	●	●
Voice channel Continue to make voice an option while maintaining context across channels	●	●	●	●
Digital channels Provide seamless customer journeys across digital channels	+	●	●	●
Omnichannel routing Seamlessly route customer interactions from any channel to an agent most able to help	+	●	●	●
Workforce engagement management Unlock the value of your most valuable resource — your people	+	+	●	●
Work automation Boost productivity for any work type, including back-office tasks. Track and resolve customer issues faster with Case Management	+	+	+	+
Unified communications and collaboration Enable easy collaboration across the company from a single platform	●	●	●	●
Speech and text analytics Automatically transcribe, analyze customer sentiment, detect topics, and uncover agent empathy behaviors for deeper insights and more	Tokens	Tokens	●	●
Reduce effort through AI-powered automation				
AI Studio A centralized workspace in Genesys Cloud for designing, deploying, and governing your AI-powered experiences	Tokens	Tokens	Tokens	Tokens
AI Guides An easy, versatile no-code interface where you design agentic flows using prompts, conversation transcripts, or process documents	Tokens	Tokens	Tokens	Tokens
Virtual agents Get dynamic conversations with topic switching, disambiguation and automatic knowledge answers; and advanced slot collection with Gen AI	Tokens	Tokens	Tokens	Tokens
Native bots Provide faster automated answers with native AI-powered bots that understand context	Tokens	Tokens	Tokens	Tokens
Predictive engagement Use AI to analyze customer journeys and proactively engage customers at just the right moment	+	●	●	●
Predictive routing Harness the power of AI across channels to match customers with the best agents	Tokens	Tokens	Tokens	Tokens
Knowledge workbench Turn knowledge into useful information that can be used for customer self-service	Tokens	●	●	●
Knowledge optimizer Get detailed insight into knowledge usage and gaps by channel, giving knowledge workers the insight to optimize the knowledge base	Tokens	●	●	●
AI Experience tokens All plans natively enabled with ready-to-use Genesys Cloud AI capabilities. Tokens required for certain features.	250 Named / 350 Concurrent tokens per org/month included			
CX 4 bonus allocation tokens per agent/month Genesys Cloud CX includes 30 tokens per Named agent/month or 39 tokens per Concurrent agent/month				+ 30 + 39
Agent Copilot				
AI-guided scripts and flows Automatically present agents with forms, scripts, tools and more to progress the customer toward their desired outcome	Tokens	Tokens	Tokens	●
Enhanced post-interaction summaries Speed up after-interaction work with a summary of the conversation, reason for contact, resolution and suggested wrap-up codes				
Automatic knowledge surfacing and answer highlighting Reduce manual searches by following along customer interactions and presenting critical relevant knowledge to agents at the moment of need				

● Included
+ Available as an add-on
Tokens – Included; requires tokens

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Engage customers across any channel				
Speech-enabled IVR Equip your customers to resolve issues faster with multilingual speech-enabled IVR	●	●	●	●
Inbound voice routing (ACD) Use your company's defined business priorities to segment, rank and route voice interactions	●	●	●	●
Callback Use immediate or scheduled callbacks to eliminate long wait times for customers	●	●	●	●
Genesys Case Management Enables organizations to manage sustained, long-running customer experiences that extend beyond a single interaction	●	●	●	●
Digital User Tracking Track visitor journeys across web and mobile in real time to deliver contextual assistance and fully leverage advanced journey features	+	●	●	●
Web messaging, email, SMS, and in-app messaging Quickly resolve any customer situation using asynchronous messaging with rich media, email and/or SMS	+	●	●	●
Third-party messaging Meet your customers on the platforms they already use, including Facebook, X, Instagram, WhatsApp, Apple Messages for Business and more	+	Tokens	Tokens	Tokens
Inbound/User-initiated WhatsApp Business Calling Handle inbound voice calls over WhatsApp with the same routing, recording and reporting as standard voice interactions	+	●	●	●
Social listening and engagement Listen with AI-led sentiment analysis and respond to public posts, all integrated with the same agent workspace, routing and queues	+	Tokens	Tokens	Tokens
Co-browse View what your customers see and make interactions simple and painless	+	●	●	●
Create great employee experiences				
Genesys Cloud Copilot An agentic assistant for supervisors and admins that saves time and improves outcomes	Tokens	Tokens	Tokens	Tokens
AI Translate Automatically translate interactions with contextual understanding, enhancing quality management effectiveness for global teams	Tokens	Tokens	Tokens	Tokens
Quality assurance and compliance				
Real-time monitoring Monitor and coach in-progress interactions without disturbing the conversation	●	●	●	●
Voice and Digital Interaction Recording + Screen recording Record all conversations across all channels, including voice and digital and capture agent screen recording in 4K for improved compliance and quality	●	●	●	●
Quality management and evaluations Ensure quality across all interactions, gain interaction analysis and uncover improvement opportunities	+	●	●	●
Voice of the customer Collect post-interaction insights effortlessly via web-based or voice surveys	+	+	●	●
Workforce management				
Mobility apps (Tempo®) Empower employees to access schedules, manage time-off requests, review status updates and monitor adherence — anytime, anywhere	+	●	●	●
AI forecasting Empower managers with advanced AI and over 25 machine learning models for accurate forecasting	+	+	●	●
AI scheduling Ensure realistic schedules to address demand and improve operational efficiency based on the most current demand data	+	+	●	●
Capacity planning Make strategic hiring, training, and resourcing decisions using scenario-based modeling	+	+	●	●
Time off management Manage time off proactively using limits, plans and agent requests	+	+	●	●
Monitoring and adherence Provide workforce managers with a seamless real-time view for instant decision-making	+	+	●	●
Employee performance				
Real-time performance insights Track, manage and boost service levels with tools that monitor performance and enable employees to align with business goals	+	+	●	●
Gamification Make work fun and create a culture of learning, promote fairness and transparency, and decrease time spent onboarding	+	+	●	●
Learning and development Give your teams targeted training and coaching based on real-time and post-interaction data	+	+	●	●
Coaching Help improve agent performance in the moment, driving learning while leaving agents less frustrated and customers more satisfied	+	+	●	●
Speech and text analytics				
Interaction transcription Use AI-powered transcription across channels for accurate documentation and deep insights; protect customer information with data masking	Tokens	Tokens	●	●
Topic detection, management and interaction Automatically detect and categorize topics to help teams track customer pain points, high-interest areas and trends	Tokens	Tokens	●	●

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Topic miner Identify emerging topics and conversation patterns, stay ahead of customer needs, and optimize self-service and training strategies	Tokens	Tokens	●	●
Customer sentiment and acoustic analysis Understand customer sentiment, and capture non-verbal cues like silence, overtalk and speech patterns for proactive quality management	Tokens	Tokens	●	●
Agent empathy analysis Measure empathy in agent responses, ensuring customer interactions are helpful, supportive and aligned with customer expectations	Tokens	Tokens	●	●
Dictionary management Improve transcription accuracy by customizing language models with industry-specific terminology, product names and unique phrases	Tokens	Tokens	●	●
Content search with topic and sentiment trends view Quickly find and retrieve transcripts based on keywords and analytics metrics to gain historical insights	Tokens	Tokens	●	●
Virtual Supervisor				
AI scoring Automate quality evaluations, providing contextual rationale for every response to ensure fair, consistent and data-driven assessments at scale	Tokens	Tokens	Tokens	Tokens
AI Summary Save time with automated conversation summaries and instantly uncover key conversation drivers, sentiment reasons and resolution patterns	Tokens	Tokens	Tokens	Tokens
Seamlessly integrate your CX ecosystem				
Access to AppFoundry® Marketplace Add value in a few clicks with prebuilt functionality and connectors to other systems from an expansive marketplace	●	●	●	●
Unified communications and collaboration Help front-line agents collaborate with experts across the business by connecting top UCC apps like Microsoft Teams and Zoom	●	●	●	●
Text-to-speech (TTS) integration Use high-quality synthesized voice to give callers a sense of familiarity and personalization	+	+	+	+
Bot integration (Amazon Lex and Google) Give customers support at any hour with specialized bots from Amazon, Google and more	+	+	+	+
CRM integration One interface with controls and context inserted directly into CRMs like Salesforce, ServiceNow, Microsoft Dynamics, Zendesk and more	+	+	+	+
Proactively contact customers across channels				
Outbound voice campaigns Create long-lasting opportunities and decrease inbound call volume with voice outbound campaigns	●	●	●	●
Inbound/outbound blending Increase agent utilization, reduce wait times and regulate volume by blending inbound and outbound calls	●	●	●	●
Scheduled callbacks Offer scheduled callbacks to eliminate long wait times for customers	●	●	●	●
Outbound SMS, WhatsApp and email campaigns Leverage automated and agent-assisted outbound communication channels to optimize campaign results and improve customer satisfaction	+	●	●	●
Proactive notifications Target the right customers — at the right moment — with proactive chat messages, SMS notifications and more	+	●	●	●
Agentless API Automatically send messages to customers from backend systems based on triggered events	+	●	●	●
Drive decisions with reporting and analytics				
Customizable performance dashboards Get real-time analytics and dashboards to effectively manage teams across all channels	●	●	●	●
Historical reporting Preserve historical context across your contact center and generate reports to track and analyze critical KPIs	●	●	●	●
Real-time and historical views Unite real-time and historical data, and easily search for specific customers or interactions	●	●	●	●
Custom reporting and data visualizations Automated data integration, analytical data warehouse and real-time data delivered in a dashboard for your most complex requirements	+	+	+	+
Conversational intelligence Automatically analyze interaction content with contextual reasoning and understanding to uncover behaviors for deeper insights	Tokens	Tokens	●	●
Journey flows Identify improvement opportunities through customer behavior visualization	●	●	●	●
Journey management Empower your organization to align and optimize each customer's journey	+	+	+	●

Genesys Cloud AI Experience tokens: An innovative approach to AI consumption

We offer a consumption-based pricing model for our AI solutions. Genesys Cloud AI Experience tokens offer flexibility, scalability and cost efficiency for AI contact center capabilities. With Genesys Cloud AI Experience tokens, there's no need to commit to an inflexible AI infrastructure upfront. Instead, you can choose the AI capabilities you need and only pay for what your organization uses. This modular approach allows organizations like yours to deploy what's required at any given time, so you can control costs while maximizing the potential of AI to enhance your customer and employee interactions.

Start orchestrating AI-powered experiences with Genesys

Genesys is a trusted leader in orchestrating exceptional customer and employee experiences. Our AI-powered solutions offer your business the tools, flexibility and innovation needed to thrive in today's fast-paced world. When you choose Genesys, you partner with a leader who's committed to helping you deliver seamless, personalized experiences that drive meaningful outcomes. Take your next step toward creating enhanced customer and employee experiences.

Get started today

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About Genesys

Genesys empowers more than 8,000 organizations in over 100 countries 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, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experience at scale. As the trusted platform that is born in the cloud, Genesys Cloud helps organizations accelerate growth by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements. Visit www.genesys.com.