FOR IMMEDIATE RELEASE

AdvaTel launches Omni Intelligence on Genesys AppFoundry

Real-time analytics software provider enables contacts centers to improve performance and the customer experience

Melbourne, Australia – **16 March 2018** – AdvaTel has announced *Omni Intelligence* is now available on the Genesys® AppFoundry, a dedicated customer experience marketplace. Omni Intelligence combines with the Genesys Customer Experience Platform to provide a unique analytics platform enabling contact center managers, supervisors and agents to see complete real-time operational data.

The Genesys AppFoundry connects businesses to the industry's highest caliber of cloud and on-premises customer experience solutions in one comprehensive marketplace. The new AppFoundry now gives all Genesys customers one interface to explore its ecosystem of pre-built integrations for the entire Genesys portfolio, including PureEngage™, PureConnect™ and PureCloudâ.

For the past 25 years, AdvaTel has been renowned for their development of software applications for the telecommunications and contact center industry. AdvaTel's products center around real-rime analytics for contact center platforms and soft PC based operator's consoles for SIP switches.

Phillip Wong, Director of Business Development said: "*We are excited about our Omni Intelligence integration with Genesys PureCloud. It will allow joint customers to improve their performance and customer experience through enhanced real-time and historical insights*."

Supervisor and managers have access to immediate information from interactions for calls, email and chats, campaigns success rates, call backs and real-time agent status to ensure adherence is managed within their Genesys PureCloud Client. Workflow Alert escalations can notify supervisors and managers when any thresholds have been exceeded via email, SMS text or call, allowing the supervisor to take immediate action before the situation becomes critical.

Predictive trend analysis will provide managers an indication of expected demands based on the current trend. According to Wong, "This allows them to easily schedule additional agents to meet call demand which in turn enhances the customers experience."

Omni Intelligence is now available with Genesys PureCloud, a unified, all-in-one customer engagement and employee collaboration platform that is easy to use and quick to deploy. A true cloud offering, PureCloud is flexible, open, feature-rich, and built for rapid innovation.

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To learn more about the specific features and benefits of Omni Intelligence, visit the [Link to Genesys App Foundry](#) or www.advatel.com

About AdvaTel

AdvaTel is a privately owned Australian company with a comprehensive cross section of the Australian and International Telecommunications and Contact Center industry as its business partners and customers globally.

Since its establishment in 1991, AdvaTel has become a leader in many specialist disciplines within telecommunications and Contact Center industry, led by a highly skilled management team with experience. AdvaTel's products center around Real-Time and historical Analytics for contact center platforms and soft PC based operator's consoles for SIP switches,

For more information visit www.advatel.com

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