



TRANSFORM CX WITH THE POWER OF HUMAN CONNECTIONS

Keep and grow customers with Glance for Genesys Engage

YOUR BRAND, YOUR WAY

Create “wow”-worthy branded experiences: Glance fits seamlessly in-brand, in existing digital properties, and in the employee desktops currently in use, combining a breadth of capabilities with enterprise-class security and scale.



FRICTIONLESS INTERACTIONS

Glance helps your team deliver in-the-moment, personal:

- Guided issue resolution
- Consultative transactions
- Expertise and advice
- Virtual training and onboarding
- Ongoing advisory services
- Sales engagements

For over 20 years, the world’s largest and most security-conscious enterprises have trusted the Glance Guided CX™ platform to power their human-focused CX strategies and help customers achieve their goals.

Glance transforms “do it yourself” into “do it together” by powering human connections inside your mobile apps, portals, and websites in moments that matter.

Easy for everyone, works everywhere

Representatives initiate human-guided digital engagements with their customers in just one click from any CRM, CCaaS, or custom desktop system - including Genesys Engage. Customers can use any browser or device and don't need to exchange a session key. Enterprises create a consistent customer experience across any channel, business unit, department, or strategic partner.

Start from anywhere, switch seamlessly

Glance leverages existing communication channels, including routing and escalations, to start from any interaction, allowing representatives and customers to switch easily between collaboration tools such as:

- Mobile app share
- Cobrowse
- Secure document share
- Live one-, two-, or multi-way video
- Screen share
- Mobile camera share

Proven, enterprise-grade security and scale

Glance was a pioneer in the DOM-based security approach for the enterprise and continues to be the industry leader, advancing the security threshold for visual collaboration. It supports stringent data privacy and security standards, maintains annual compliance with ISO/IEC 27001 and SOC 2 Type 2, and is verified by F500 customers. Glance is proven to scale without a decrease in quality during business-critical seasons such as holiday shopping, open enrollment, and U.S. tax filing.

Business outcomes from industry-leading brands achieved with Glance

20%
reduction in
AHT

10%
boost in
FCR

18pt
increase in
NPS

20%
higher
CSAT

60%
reduction in
sales cycle time

40%
boost in lead
conversion rate

97%
satisfaction
rating

394%
return on
investment

Fully featured visual collaboration from within Genesys Engage

Glance Cobrowse: Join customers in account portals and websites when they need assistance. With multi-participant cobrowse, invite additional guests to join the session as appropriate.

Glance Mobile App Share: Join customers in your company's mobile apps to help them get unstuck, rescue transactions, and accomplish their goals.

Glance Video: Add a personal touch to important digital experiences with one-, two-, or multi-way video.

Glance Screen Share: With nothing to download and no friction or lag time, employees or customers can share anything on their desktop.

Glance Mobile Camera Share: Invite mobile device users to share their camera views to offer advice or guidance during troubleshooting or assisting field technicians.

Glance Cobrowse offers a breadth of features to support the customer experience, including:

Document Share: Customers and employees can share, view, navigate, and download PDF or XLS files. Files can be pre-loaded for employee use and/or stored locally.

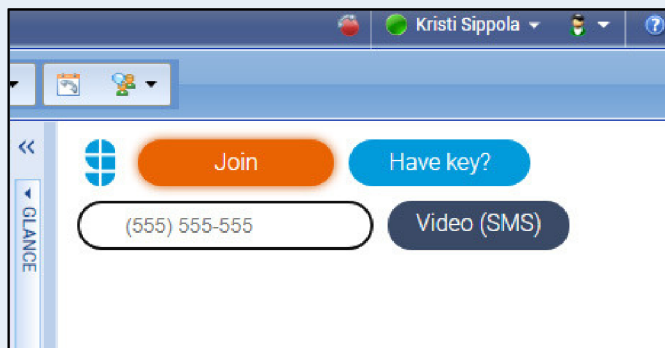
Remote Assistance: Customers can grant employees permission to help them securely fill in web-based forms.

Navigation Assistance: Employees can guide the cobrowse experience to a set of approved web pages.

Web-Based Screen Share: During the session, an employee can share or invite a customer to share any desktop content.

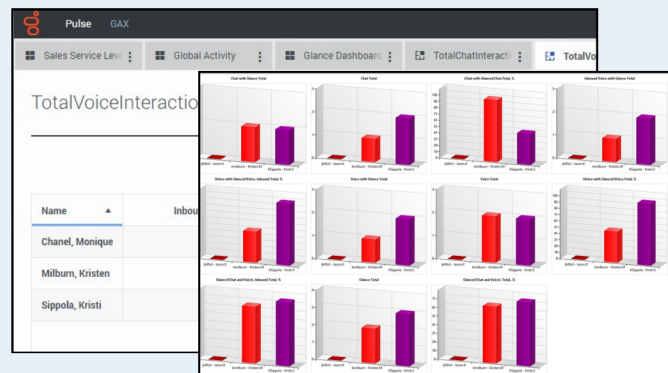
Intelligent one-click connect

Join any customer in a Glance session with one click from Genesys Engage WDE or WWE.



Data-rich interactions

Glance session data is captured into Info Mart, Pulse, CCPulse, or other tools for impact reporting.



Why Companies Love Glance

A Major Bank in the US sets a new standard in digital customer service with millions of Glance sessions annually - used by an estimated 1 in 4 customers with a CSAT rating of 97%.

Intuit changes the game for taxes with TurboTax Live: a Glance-powered experience that lets CPAs join Intuit customers during the process of filing their taxes.

A Top Health Insurance Provider increases Medicare enrollment and member satisfaction by using Glance to improve interactions on its websites and portals.

Toast delivers remote onboarding, training, device troubleshooting, and support, resulting in faster time to value, lower support expenses, and 20% higher CSAT ratings.



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