

CASE STUDY

Google Data Studio makes reporting a breeze for Genesys

As a customer experience platform, Genesys helps clients nurture great relationships with customers, and creates seamless user journeys across all channels and devices. Its technologies are used by more than 10,000 companies in over 100 countries, making Genesys the top provider of its kind for 25 years in a row.

To improve data efficiency and communication across the company, Genesys turned to Analytics Pros, a digital analytics agency. Together, they used the power of Google Data Studio to transform the way teams across Genesys accessed and used data.

Communicating with data

The marketing and product teams at Genesys had always been passionate about using data to optimize their user experience and marketing channels. But the problem wasn't getting the data, it was showing the data. The different offices and executives around the world had trouble logging in to view the data — and once they did, the reports were intimidating and confusing.

After learning more about the capabilities of Data Studio, Genesys decided to run a pilot project. Analytics Pros helped them combine multiple data sets into self-service, fully customizable dashboards on Data Studio. The pilot was a huge success: Regional teams were thrilled to have meaningful dashboards, and even executives started using and sharing reports.

Dashboards to the rescue

Following the success of the pilot, Genesys and Analytics Pros decided to take Data Studio to the next level, creating automated dashboards that replaced weekly and monthly manual processes.

“Before we had Data Studio, it was challenging to quickly understand the impact of content and digital programs on our website experience, from both a regional and global marketing perspective. We value data governance, but static report exports did not always provide the whole



About Genesys

- Genesys is a leader in both cloud and on-premise customer engagement solutions, providing more than 25 billion best-in-class customer interactions each year
- Headquarters: Daly City, CA
- www.genesys.com

Goals

- Streamline access to data
- Create beautiful, informative reports
- Provide a common space to visualize and report data from a variety of platforms and sources

Approach

- Combined disparate data sources
- Piloted and implemented Google Data Studio

Results

- Company-wide access to shareable graphs and insights
- Streamlined process that reduced manual reporting by 72 hours



About Analytics Pros

- Analytics Pros is a digital analytics agency and a Google Analytics 360, Optimize 360, and Google Cloud Authorized Reseller that services startups, SMEs, and enterprises worldwide.
- Headquarters: Seattle, WA
- www.analyticspros.com



story or unveil meaningful trends,” said Jessica Sylvester, director of digital marketing. “Our Data Studio dashboards give my team the right level of data insight needed to continue to improve our digital marketing efforts in a beautiful, easy-to-use format.”

By making dashboards that are easy to access and easy to use, Genesys has turned data into an important part of the company's culture. Dashboards are now projected on screens around the office to keep people in the loop, and regional sales teams use reports from Data Studio to fuel friendly contests to see who's gotten more users and conversions.

Efficiency gains for every team

After switching to Data Studio, Genesys has seen huge improvements in efficiency. In particular, since they no longer need to manually pull data and distribute reports, the web team has seen their workload decrease by 72 hours each quarter.

“Thanks to Data Studio, we can now communicate and act on the customized data in Google Analytics 360. Developers, execs, and global team members from multiple departments can compare, filter and organize the exact data they need on the fly, in one report. No more waiting for several, static reports to fill their inbox on Monday morning,” said Kady Wood, Director of Global Web Infrastructure at Genesys. “Website information just went from inaccessible and confusing, to obvious and actionable with one tool.”

“Data Studio enabled our team to present data like never before! We are now sharing website metrics with our global team and executive leaders. Data Studio allowed them to see everything that's happening on our website at any time without the need to learn complicated segments or filters. Genesys is making business decisions faster and smarter. Definitely a game changer for us.”

—Patrick Cruz, Senior Web Engineer, Genesys

About Google Data Studio

Google Data Studio provides everything you need to turn your data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. Data Studio lets you create up to 5 custom reports with unlimited editing and sharing. All for free. Start telling great stories with your data and make better business decisions. To learn more, visit google.com/analytics/data-studio.