

## Genesys Ranked within Top Five Customer Experience and Relationship Management Providers, Worldwide, 2017, in Gartner Market Share Analysis

*Based on 2017 market share revenue, pure-play customer experience provider Genesys listed among 10 CERM vendors in report*

**SAN FRANCISCO— September 18, 2018** — Genesys® ([www.genesys.com](http://www.genesys.com)), the global leader in [omnichannel customer experience](#) and [contact center solutions](#), is ranked within the top five vendors by revenue in the recent Gartner<sup>1</sup> report: “**Market Share Analysis: Customer Experience and Relationship Management Software, Worldwide, 2017.**” Genesys believes the recognition validates the company as a top-tier Customer Experience and Relationship Management (CERM) player and highlights its position as the only pure-play customer experience company among the five highest-ranking vendors.

The company’s solutions bring together service, sales and marketing departments so that businesses can manage the entire customer journey.

Paul Segre, chief executive officer at Genesys, commented, “It is difficult for businesses to get a complete understanding of the customer journey. That’s why we are particularly proud that we are already helping 11,000 brands around the world remove the barriers between customer-facing departments, enabling the kind of holistic, consistent experiences consumers demand.”

Segre added, “To us, the fact that Gartner has introduced a CERM-focused Market Share Analysis is significant as it signals the growing convergence of the CRM and customer experience markets. We credit our position to our intense concentration on our customers and our relentless focus on innovation. Our long track record of identifying and implementing emerging technologies that make it easier for consumers and organizations to interact at every point in their relationship will continue to drive our growth.”

Published in July, the **Gartner Market Share Analysis: Customer Experience and Relationship Management Software, Worldwide, 2017**, stated “The CERM market grew 15.5% to \$42.14 billion, the largest software market tracked by Gartner, with SaaS’s agility and flexibility being big drivers.”

Earlier this year, Genesys [announced its position as a Leader](#) in the **Gartner 2018 Magic Quadrant for Contact Center Infrastructure, Worldwide**<sup>2</sup>. It marked the twenty-third time Genesys was named a Leader in the report. The company was also [recognized as a Leader](#) in the **Gartner 2017 Magic Quadrant for Contact Center as a Service, North America**<sup>3</sup>, and was included in the **Gartner 2017 Magic Quadrant for Contact Center as a Service, Western Europe**<sup>4</sup>.

Access a complimentary copy of the [Gartner Market Share Analysis: Customer Experience and Relationship Management Software, Worldwide, 2017](#).

<sup>1</sup> Gartner “Market Share Analysis: Customer Experience and Relationship Management Software, Worldwide, 2017” by Julian Poulter, Yanna Dharmasthira, Neha Gupta, July 31, 2018.

<sup>2</sup> Gartner “Magic Quadrant for Contact Center Infrastructure, Worldwide” by Drew Kraus, Steve Blood, Simon Harrison, May 17, 2018. The report was previously divided by region when it published in 2002, 2003, 2004, 2006, and 2007.

<sup>3</sup> Gartner “Magic Quadrant for Contact Center as a Service, North America” by Drew Kraus, Steve Blood, Daniel O’Connell, Simon Harrison, October 18, 2017.

<sup>4</sup> Gartner “Magic Quadrant for Contact Center as a Service, Western Europe” by Steve Blood, Drew Kraus, Simon Harrison, Daniel O’Connell, October 18, 2017.

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Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, we build solutions that mirror natural communication and work the way you think. Our industry-leading solutions foster true omnichannel engagement because they perform equally well across channels, on premises and in the cloud. Experience communication as it should be: fluid, instinctive and profoundly empowering. Visit [genesys.com](http://genesys.com) on [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and the [Genesys blog](#).

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#### **Contacts:**

Rachel Faulkner  
Genesys  
[rachel.faulkner@genesys.com](mailto:rachel.faulkner@genesys.com)  
+1 317-715-8109

Lisa Hawes  
Sterling Communications  
[genesys@sterlingpr.com](mailto:genesys@sterlingpr.com)  
+1 408-395-5500