



Genesys Acquires Voran Tecnologia to Deliver Comprehensive Customer Experience Offering in Brazilian Market

Complements Brazilian Genesys Prime Offering with Workforce Optimization, Quality Monitoring, and Home-Based Agent Monitoring Services

DALY CITY, CA., December 2, 2013 — Genesys (www.genesyslab.com), a leading provider of customer experience and contact center solutions, today announced that it has acquired Voran Tecnologia (www.voran.com.br), a market leader of workforce optimization (WFO) as a service in Brazil. Following last year's acquisition of [LM Sistemas](#), Voran further strengthens the Genesys presence in Brazil by adding cloud-based Quality Monitoring solutions. The solutions complement the current Genesys Prime cloud offering, which enables companies to deliver persona based branded customer interactions over voice, SMS, email, and mobile to improve customer experience and loyalty.

Voran is a WFO market leader in Brazil, with more than 100,000 active seats of Tephra, its flagship Workforce Management solution. More recently, Voran has taken a leading position in the rapidly growing Quality Monitoring market by adding a full set of Managed Services targeting Workforce Management, Quality Monitoring and home-based agent monitoring. The company brings more than 80 clients to Genesys and has a strong presence in transportation, healthcare, and insurance that extends Genesys Prime's market position to new verticals.

"By adding Voran Tecnologia's solutions to the Genesys Prime portfolio, we offer the Brazilian market the most complete and innovative contact center solution available from a single vendor from the cloud," said Alexandre Bichir, Managing Director of Genesys Prime. "For Brazilian companies this provides the opportunity to differentiate their customer experience with integrated, multi-channel offerings that are easy to deploy and manage."

With these new offers, Genesys Prime will have a complete end-to-end cloud-based customer experience solution for the Brazilian market that includes contact center planning, self-service, interactive voice response (IVR), SMS, chat, mobile, call recording, quality monitoring, workforce optimization, and business intelligence.

"Joining Genesys to bring our solutions to its rapidly growing community provides tremendous opportunity to enhance customer satisfaction," said Rouman Ziemkiewicz, President and CEO of Voran Tecnologia. "This combination will enable us to deliver a world-class portfolio of services and solutions to our current and future customers."

About Genesys

Genesys is a leading provider of customer experience and contact center [solutions](#). With over 3,500 [customers](#) in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the [contact center](#) and [back office](#). Genesys helps customers power optimal customer experiences that deliver consistent, seamless and personalized experiences across all touchpoints, channels and interactions.

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