



# Genesys Integration

Secure, Compliant Customer Data Exchange

## A SECURE CHANNEL FOR REGULATED INDUSTRIES



As contact centers increasingly rely on various communication channels, a growing need exists for SI's to enable secure data exchange options. Limited options are particularly notable in regulated industries such as finance, insurance, and healthcare. Furthermore, while encrypted email is an option, it's often disjointed and challenging to navigate. Additionally, despite their convenience, social channels are notorious for their lack of privacy and security.

DataMotion tackles this issue head-on by providing Genesys agents with a secure, compliant communication channel specially tailored for effective data exchange. This secure channel, seamless for both enterprises and customers, raises the bar for customer satisfaction and loyalty. SI's are now able to quickly drop this technology into their Genesys workflows, enabling secure, compliant, and user-friendly exchanges.

## SECURE CONTACT CENTER



SI's need to provide secure channels for regulated industries, and exchanging sensitive data on insecure social channels is not the answer. With DataMotion's Genesys integration, your clients can streamline secure, compliant exchanges with their customers while adhering to the highest regulatory standards. This way, organizations and customers that rely on you can communicate seamlessly and compliantly, mitigating the risks of exchanging sensitive information on insecure platforms.

## SEAMLESS INTEGRATION



DataMotion's Genesys integration, an integral part of a contact center's omnichannel strategy, allows agents to securely address client needs while staying within the Genesys contact center application. Users can safely send messages to Genesys agents, who receive and respond to these messages – with attachments if needed – within the same application. Customers are then notified of the response and can reply to continue the conversation securely.

## BENEFITS



1

### Seamless Integration

Integrate DataMotion without disrupting existing workflows or needing complex migrations. Improve efficiency and productivity with a user-friendly environment for secure, real-time data exchange.

2

### Zero Trust Design

Rest easy knowing sensitive data is protected. With a zero-trust approach and sophisticated encryption technologies, DataMotion ensures data integrity and confidentiality at all times.

3

### Secure Channel

DataMotion offers secure digital channels, including chat, email, and secure file transfers, to foster trust and confidentiality in your interactions.

4

### Certifications and Accreditations

Assure the security and privacy of your data exchange practices with DataMotion's comprehensive compliance framework, including HITRUST CSF®, EHNAC and DirectTrust™ accreditations.

5

### Scalability

Accommodate growing data volumes or an expanding user base with DataMotion's robust, adaptable architecture.

DataMotion's solution adheres to the highest regulatory standards, providing a channel for simple, secure, compliant exchange. **Check out DataMotion's Integration in the Genesys AppFoundry!**



Scan the QR code for  
more information



32%



Reduction in contact center calls when  
implementing our secure message center

## ABOUT DATAMOTION

DataMotion enables organizations to leverage no-code and low-code experiences to quickly and efficiently integrate secure data exchange into their workflows, elevating productivity, compliance, and CX. Our platform includes a robust set of full lifecycle RESTful APIs and standards-based protocols that seamlessly enable and enhance disparate systems and applications, including Salesforce, Genesys, Microsoft 365, Microsoft Teams, and Okta, along with a wide range of customer-facing apps and portals, to securely exchange critical messages.

Our solutions promise significant cost reductions, increased productivity, rapid data delivery, and improved CX. We have over two decades of experience meeting the demanding needs of enterprise organizations, transparently integrating robust military-grade encryption that follows a trust no one, trust nothing approach, ensuring the highest compliance and data protection levels.

## CONTACT SALES

Call us at 1 800-672-7233  
or scan the QR code to make an  
appointment

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