



# Generative AI 101



## Get started **Generative AI 101**

Expectations for generative AI are high and yet there's also a lot of confusion about what it is and what it can do for businesses now.

First, generative AI is an evolution of artificial intelligence (AI) that transforms content. But more importantly, the value is in what businesses can do with it through large language models (LLMs) created by OpenAI, Google and open-source communities.

The challenge is using these new capabilities in ways that make it easier for you to connect with your customers, orchestrate better experiences and manage your resources. This is where Genesys expertise and technology fit in.

Along with other forms of AI, we've been using this technology over the years as we put together the foundation for experience orchestration – and in developing and evolving capabilities across our product portfolio.



## Free agents from manual work using auto-summarization

Generative AI technology is moving fast; and Genesys has been using it for years. Now it extends our AI-enabled content generation with auto-summarization in Genesys Agent Assist.

Auto-summarization not only frees agents from unnecessary manual work, it also standardizes conversation reporting. You get more consistency in capturing post-interaction data that you can mine for valuable customer insights. And with Genesys strict standards for data, you have the confidence knowing your customers' data is secure.

After reading, you'll:

- See how generative AI fits with other AI capabilities
- Understand the benefits of Genesys Agent Assist
- Learn about the guardrails Genesys uses to protect data