



Elevate Customer and Insurer Experiences with New Guidewire Marketplace Apps from Genesys

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New integrations introduce more communication channels and self-service options for insurers to connect with policyholders

SAN MATEO, Calif. & SAN FRANCISCO--(BUSINESS WIRE)--Feb. 21, 2024-- Guidewire (NYSE: GWRE) and Genesys®, a global cloud leader in AI-powered experience orchestration, announced the Genesys Cloud™ platform's new *Ready for Guidewire* validated accelerators are now available to [ClaimCenter](#) and [PolicyCenter](#) users in the [Guidewire Marketplace](#).

Policyholders desire convenience and transparency during interactions, whether they need updates on a claim status, payment notification, or are reaching out about a more complex issue. But many insurers cannot scale personalization for their customers due to limited communication channels and lack of self-service options.

The collaboration between Genesys and Guidewire allows insurance companies to create stronger connections with policyholders and increase operational efficiency. The Genesys G2 Connect Accelerators enable insurers working in Guidewire to automatically populate a customer's claim or policy as soon as a call is received. Policyholders are also empowered to quickly resolve simple requests through self-service options and connect with agents on the communication channel of their choice.

"Our new integration allows insurers to offer secure, auditable, and trackable interactions with customers across all channels," said Chris Becker, Global Vice President, Architecture and Industry Innovation, Genesys. "Together with Guidewire, we are helping insurance professionals to connect more authentically with their customers driven by the innovation and experience orchestration capabilities of Genesys Cloud."

Leveraging the AI-powered experience orchestration capabilities of Genesys Cloud, the integrations enable insurers to choose to:

- Communicate with policyholders through their preferred channel directly within Guidewire, actively managing each customer interaction;
- Personalize interactions with policyholders through automatic data exchange between Genesys and Guidewire, resulting in increased operational efficiency;
- Empower policyholders with 24/7 self-service options through voice, digital, and messaging channels for streamlined service; and
- Proactively send claim or policy status update notifications to policyholders, fueled by triggers in Guidewire, to reduce costs and customer effort.

"Congratulations to Genesys on the release of its new ClaimCenter and PolicyCenter apps," said Will Murphy, Vice President, Global Technology Alliances, Guidewire. "Genesys' technology helps insurers to deliver convenience and personalization to customers, meeting customers where they're at, reducing effort, and boosting satisfaction and loyalty."

About Genesys

Genesys empowers more than 7,500 organizations in over 100 countries to improve loyalty and business outcomes by creating the best experiences for customers and employees. Through Genesys Cloud, the #1 AI-powered experience orchestration platform, Genesys delivers the future of CX to organizations of all sizes so they can provide empathetic, personalized experience at scale. As the trusted, all-in-one platform born in the cloud, Genesys Cloud accelerates growth for organizations by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements. Visit www.genesys.com.

About Guidewire PartnerConnect ecosystem and *Ready for Guidewire*

Guidewire's solution ecosystem is the largest in the P&C industry, with over 185 solution partners providing over 215 integrations in the Guidewire Marketplace. Guidewire PartnerConnect Solution partners provide software, technology, and data solutions as well as insurance support services. Our Solution partners help drive business value and innovation for insurers by developing and delivering integrations, extensions, apps, and other complementary solutions for Guidewire products. All of our Ready for Guidewire partner solutions are validated for security, quality, and compatibility with Guidewire, and can be found on the [Guidewire Marketplace](#).

For more information about Guidewire PartnerConnect, please visit <http://www.guidewire.com/partners>.

About Guidewire Software

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and machine learning to deliver our platform as a cloud service. More than 540 insurers in 40 countries, from new ventures to the largest and most complex in the world, run on Guidewire.

As a partner to our customers, we continually evolve to enable their success. We are proud of our unparalleled implementation track record, with more than 1,600 successful projects, supported by the largest R&D team and partner ecosystem in the industry. Our marketplace provides hundreds of

applications that accelerate integration, localization, and innovation.

For more information, please visit www.guidewire.com and follow us on [X](#) (formerly known as Twitter) and [LinkedIn](#).

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