

# APAC PARTNER CONFERENCE 2017

20 - 22 FEBRUARY 2017 · SOFITEL GOLD COAST BROADBEACH

## PARTNER DEMO COMPETITION INNOVATION – MESSAGING – DELIVERY

### One winner per sub-region

ANZ, ASEAN, China, India, Japan & Korea

The Partner Demo Competition is your chance to showcase your deep understanding and unrivaled ability to demonstrate the value and benefits of the award winning Genesys solutions. You need to prepare and record your own pre-sales presentation to a prospective client of your choice!

It's easy and fun - Here are a few tips:

#### 1st Choose an industry, a platform and a domain

##### CHOOSE AN INDUSTRY

- Retail
- Government

##### CHOOSE A PLATFORM

- PureEngage
- PureConnect
- PureCloud

##### CHOOSE A DOMAIN

- Customer Engagement
- Employee Engagement
- Business Optimisation

For more information about the platform and domain, please contact your local Genesys Solution Consultants.

#### 2nd Conduct some preliminary research

You can use the Genie in the [Genesys Partner Portal](#) or OneLogin application (for ININ partners) to find industry information and learn about Genesys experience with other customers.

You can get some ideas and seek guidance from your favourite Genesys Solutions Consultant.

#### 3rd Identify a target customer/prospect

You can conduct some "mystery shopping" to find out what their weaknesses are. You may like to collect information such as:

- How customers contact the company (phone, email, chat, mobile, social)
- Use the various contact channels to evaluate the level of care for each one of them
- What is their self service like?
- What potential gaps do they have in their contact centre and customer care?
- If the company is public, take a look at their annual report to understand their strategic goals
- What are their competitors doing that they are not doing?

## 4th Create and record your presentation and/or demo

Assume your key audience is the Head of Contact Centre, or another key decision maker. Include the following topics:

- Summarize the challenges, trends, opportunities for your chosen industry
- Explain the top three challenges from your perspective
- Describe the company you selected for this project
- Document the entry points (conversation starters) for this customer by role (e.g. What questions would you ask an approver, buyer, evaluator or influencer to learn more?)
- Describe what solutions you would implement for a customer in this industry to address their challenges
- What specific Genesys products could be installed?
- What impact do you expect the products will have on the customer?

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## What next? You need to record 2 pieces:

1. The long piece – no more than 10 minutes including demo time
2. The short piece: we are calling it the “Elevator Pitch” – up to 1min – and it needs to highlight why then Genesys Solution you are recommending is THEIR best option – be convincing!

**Send this recording (using any screen recording program) along with the “Release Form” to [erica.lim@genesys.com](mailto:erica.lim@genesys.com) and your local Genesys SC before 7<sup>th</sup> February 2017.**

If you can't decide which one of your best shots are, the good news is, that **there is NO LIMIT to the number of submissions!**

Our judges will review your presentation and the results will be announced on 21<sup>st</sup> February, during the APAC Partner Conference in The Gold Coast.

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## A few guidelines/tips:

- Assume your audience has a general understanding of Contact Centers but is new to Genesys for this presentation.
- You are welcome to consult your local Genesys Solutions Consultant (SC) for assistance, however the demo delivery and recording must be your own
- Adhere to the presentation time given
- Ideally, presenter and the presentation screen should be within the recording frame at the same time
- Key pointers to our panel of judges on the evaluation:
  - **Was the demonstration easy to follow and logical? Was the tell–show–tell technique utilized?**
    1. **Tell** - identifying the pain points and delivering a consultative approach
    2. **Show** – them into the Genesys feature (ie. Mobile Engagement – Connect me) what you have just told (and only what you have told about)
    3. **Tell** - (the second) means adding and proving the unique value that our software will provide to the customer to fit their needs.
  - **Was it fun and interesting to hear?**

## JUDGING PANEL

- Dave Chin, Head of Solutions Consulting
- Stephen Irecki, Head of Solutions Engineering
- Matt Surrige, Director of Business Consulting
- Malcolm Thomson, Director of Strategic Solutions
- Managing Director for each sub-region

RELEASE FOR PRODUCTION, USE, REPRODUCTION AND EXHIBITION OF PHOTOGRAPHS, VIDEO AND RECORDINGS

I hereby authorize Genesys Telecommunications Laboratories Asia Private Limited ( "Genesys" ) Registration Number 199801892C of Unit 18-02, Republic Plaza, Tower 1, 9 Raffles Place, Singapore 048619 or any of its affiliates ( "Genesys" ) as follows:

- a. To produce, or cause to be produced, photographs and videos of myself and recordings of my voice;
b. To use, or cause to be used, such photographs, videos and recordings, with or without my name, for advertising, publicity, commercial, promotional or other internal or external business purposes, alone or in conjunction with other photographs, videos or recordings, with or without other visual or auditory effects;
c. To reproduce, or cause to be reproduced, such photographs, videos and recordings; and
d. To exhibit such photographs, videos and recordings, and such reproductions thereof on media of any kind anywhere in the world.

I understand that, as a result of such production, use, reproduction and exhibition, others may capture and use such photographs, videos or recordings, and my name, and reproduce them without the consent of Genesys.

I hereby release Genesys, its advertising agencies and their respective directors, officers, employees, agents and customers from all claims of every kind relating to the matters described herein.

I hereby represent that I have (a) read and acknowledged the terms and conditions in this document, (b) voluntarily signed this Release, and (c) no oral representations or agreements modifying this Release have been made.

IN WITNESS WHEREOF, I have executed this Release as of the date set forth below.

Signature:

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Printed Name:

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Title:

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Company:

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Phone:

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Email:

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Date:

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## 2017 APAC Genesys Partner Innovation – Messaging – Delivery – Demo Competition Term and Conditions

### PARTICIPATION

- The 2017 APAC Genesys Partner Demo Competition ( "Competition" ) is a game of skill and is conducted by Genesys Telecommunications Laboratories Asia Private Limited ( "Genesys" ) Registration Number 199801892C of Unit 18-02, Republic Plaza, Tower 1, 9 Raffles Place, Singapore 048619.
- All entry instructions and prize information published by Genesys form part of these terms and conditions ( "Conditions" ) and by entering this Competition, each entrant must accepted these conditions.
- This Competition is open to:
  - employees of Genesys approved partners based in and authorized by Genesys to distribute or promote Genesys products and services in either of the following locations:
    - ANZ (Australia and New Zealand);
    - ASEAN (Thailand, Singapore, Malaysia, Vietnam, Indonesia and the Philippines);
    - Greater China (China, Hong Kong and Taiwan)
    - India
    - Japan; or
    - Korea;
  - employees complying with Condition 3(a) must be aged 18 years or older at the time of entry, have secured all necessary internal approvals from their organization to:
    - participate in this Competition;
    - provide the requisite Release Form signed by an authorized representative from his or her organization; and
    - must be a director, employee, or an immediate family member of Genesys or any of its related companies associated with the Competition ( "Eligible Entrant" ).
- Competition entry commences 20<sup>th</sup> December 2016 at 11am and closes 7th February 2017 at 8pm Singapore time.

### ENTRY

- How to enter:
  - Sign and return the enclosed form to acknowledge that you read and agree to the Conditions applicable to this Competition.
  - The target customer/prospect you are using for the competition should be a fictitious name and/ or logo\*
 

\* Unless written permission has been obtained from the target customer/prospect by the Eligible Entrant for the Eligible Entrant to use that target customer/prospect's name and/ or logo for the purposes of this Competition.

Genesys may not accept, may disqualify the Eligible Entrant and may promptly reject and return to the Eligible Entrant any submission received that contains the actual name of a target customer / prospect (including its logo) without receiving corresponding written permission from that target customer / prospect with the Eligible Entrant's submission, presentation and recording.
  - How to create your presentation / recording  
Record a 10 minute presentation (including demo) and a concise, carefully planned, and well-practiced description about Genesys of less than 60 seconds elevated pitch using any screen recording program you wish ( "Recording" ).
  - Submission

Either:

- Email your recording(s) and a copy of your duly signed Release Form to [ericalim@genesys.com](mailto:ericalim@genesys.com); or
- post your submission and duly signed Release Form to:

Ms Erica Lim  
Genesys Telecommunications  
Laboratories Asia Private Limited  
Unit 18-02, Republic Plaza, Tower 1, 9  
Raffles Place, Singapore 048619

**so that it is received by Genesys no later than 8pm on 7th February 2017 ( "Due Date" ).**

- All recordings and Release Forms must be received by Genesys by the Due Date (no exceptions) and will be deemed received at the time that the Genesys is satisfied that all necessary requirements under condition 5 have been met and not at the time of submission by the Eligible Entrant. Genesys no responsibility for late, lost, incomplete, incorrectly submitted, illegible or misdirected entries or delays or failures in any equipment or telecommunications service used to administer this Competition.
- Your presentation will be reviewed by our judges (whose decisions are final) and the winners chosen based on the most creative, entertaining, persuasive and impactful presentation.
- There will be one winner per sub-region (ANZ, ASEAN, China, India, Japan & Korea).
- The result will be announced on 21<sup>st</sup> February 2017, during the APAC Partner Conference in The Gold Coast.
- If the winner is not present at the APAC Partner Conference in The Gold Coast, Genesys will notify the winner in writing and by telephone after the conference.
- Cost of entry is free, but all costs associated with preparing and submitting the presentation is to be borne by the Eligible Entrant.
- Genesys may, in its absolute discretion, declare an entry invalid or disqualify any Eligible Entrant that tampers with the entry process or benefits from such tampering, submits an entry that is incomplete or not in accordance with these conditions, or otherwise acts in a manner that is disruptive, dishonest, in breach of any laws or regulations or that may jeopardize the fair and proper conduct of this Competition.
- Genesys reserves the right to require an Eligible Entrant to verify the validity of their entry within the requested time, including but not limited to an entrant's identity, eligibility, age and address and to disqualify any entrant who does not satisfy any entry criteria in these conditions. Errors and omissions may be accepted at Genesys' sole discretion. Proof considered suitable for verification is at Genesys' discretion.

### DRAWS AND PRIZES

- One winner per sub-region (ANZ, ASEAN, China, India, Japan & Korea) will be award a prize comprising of: **US\$2,000 AMAZON GIFT CARD AND US\$3,000 MARKET DEVELOPMENT FUND ( MDF )**
- The prize notification will include instructions as to how the winner is to claim their prize.
- The prizes will only be awarded following any winner validation and verification that Genesys requires in its sole discretion.
- If: (i) a prize is not claimed by a winner or Genesys has been unable (despite reasonable efforts) to successfully contact the winner on or before 3 months from the applicable weekly prize draw date; or (ii) a winner is determined by Genesys to be ineligible to win a prize in accordance with these conditions, the relevant prize will be forfeited and instead awarded to another Eligible Entrant.

### GENERAL

- If for any reason this Competition is not capable of running as planned, or is interfered with or disrupted in any way (including by vandalism, power failures, natural disasters, acts of God, weather event, civil unrest, strikes, computer bugs or viruses, tampering or technical failures), the Promoter reserves the right to cancel, terminate, modify or suspend the Competition, or invalidate any affected entries, subject to the approval of any relevant gaming authorities, where required.
- Genesys assumes no responsibility for: (i) any error, omission, interruption, or delay in the operation

or transmission of any communication sent to (or by) Genesys or any entrant whether caused by problems with communication networks or lines, computer systems, software or internet service providers, congestion on any carrier network or otherwise; (ii) any theft, destruction or unauthorized access to, or alteration of such communications; (iii) any problem with, or technical malfunction of, any computer system or other equipment used for the conduct of the Competition; (iv) any incorrect or incomplete information which may be communicated in the course of the administering this Competition (whether as a result of one of the foregoing causes or otherwise); or (v) any delay in delivery (when not directly caused by the Promoter or its supplier), or failure of safe delivery of a prize.

18. All of Genesys' decisions in relation to all aspects of this Competition are final and no correspondence will be entered into. Failure by Genesys to enforce any of its rights at any stage does not constitute a waiver of those rights.

19. A winner accepts a prize at their own risk and may only receive the prize notwithstanding being chosen as the winner subject to his or her own organizations internal rules and regulations on participating in competitions and receiving the prize or prizes associated with this Competition. Any tax liability arising as a result of accepting a prize is the responsibility of the winner and/or his or her organisation. Independent financial advice should be sought.

20. To the full extent permitted by law, Genesys, its associated companies and agencies and any of their personnel (the "Relevant Parties" ) exclude all liability for any loss (including any damage, claim, injury, cost or expense) which is suffered or incurred by any Eligible Entrant in connection with the Competition or a prize, including without limitation: (i) any indirect, special, economic or consequential loss; (ii) any loss arising from the negligence of a Relevant Party; and (iii) any liability for personal injury or death. To the extent that such liability cannot be excluded by law, it is limited to the minimum allowable by law.

21. The winners must, on Genesys' request, participate in all promotional activity such as publicity and photography surrounding winning a prize, free of charge, and consent to the Promoter using their name, likeness, image and/or voice (including any photograph, film and/or recording of them) in promotional material in any media at any time without notification or compensation, financial or otherwise.

### PRIVACY STATEMENT AND MARKETING CONSENT

22. Eligible Entrants' personal information is collected from entrants by or on behalf of Genesys to enable Genesys and its agents to manage, administer and promote the Competition and, where applicable, publicise the winners. The personal information collected may also be provided to persons assisting Genesys with administering the Competition, including prize suppliers and deliverers, marketing agencies and IT providers, and to gaming authorities, media outlets and related companies.

23. Genesys may disclose the winner's name on its website or via social media. By participating in the Competition, Eligible Entrants consent to these uses and disclosures of their personal information.

24. If an Eligible Entrant does not provide the personal Genesys requests, Genesys may not be able to enter them into the Competition. All personal information is handled in accordance with these conditions and Genesys' Privacy Policy. Information about how to access or correct the personal information that Genesys holds about you, or complain, can be found in Genesys' Privacy Policy available online at <http://www.genesys.com/about-genesys/legal>