



Zappix to Present at Genesys Xperience 2025

Zappix will showcase its AI-powered Visual IVR & Intelligent Engagement Platform at Genesys Xperience 2025, Booth B31 in Nashville.

BURLINGTON, MA, UNITED STATES, September 3, 2025 /EINPresswire.com/ -- Zappix, a leading provider of AI-powered digital engagement solutions, today announced its sponsorship and attendance at Genesys Xperience 2025 hosted by Genesys®, a global cloud leader in AI-Powered Experience Orchestration. Xperience, the CX event of the year, will take place, September 8–10 in Nashville, TN convening industry leaders, innovators and professionals to propel organizations to the next level using AI, cloud and digital technologies to orchestrate highly personalized experiences at scale.

Zappix President & CEO Yossi Abraham and VP Global Head of Partnerships Bob Barrows will be on site to demonstrate the company's latest innovations, including its Visual IVR application available on the Genesys AppFoundry marketplace.

The Zappix Intelligent Engagement platform helps organizations boost engagement, increase first-contact resolution, reduce handling times, and streamline operations with its Visual IVR, Intelligent Outreach, and Agent Engagement Tools - all seamlessly integrated with Genesys Cloud. Through its offering on the Genesys AppFoundry Marketplace, Zappix makes it easy for contact centers to adopt intelligent self-service, deflect inbound inquiries, and automate workflows.

"Genesys Xperience is the premier CX conference, and we're excited to be back as a partner with Genesys," said Bob Barrows, VP Global Partnerships Head at Zappix. "It's a great opportunity to connect with Genesys customers and thought leaders and to demonstrate how the power of the Zappix platform, enabled by Genesys Cloud, helps businesses deliver seamless automated customer service, achieve substantial operational improvements, and bring customer support experiences to life."

About Zappix

Zappix provides an AI-powered Digital Engagement Platform that transforms customer journeys during service interactions through Intelligent Outreach, Visual IVR, and Agent Engagement solutions. The cloud-based platform enables workflow automation, rapid deployment, and seamless integration with back-end systems while delivering actionable analytics. Zappix solutions reduce costs, increase containment rates, improve customer experience and Net Promoter Score (NPS), and unlock new revenue opportunities through targeted promotions.

For more information, visit www.zappix.com.

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