

PumpCX Joins Genesys AppFoundry, Bringing Independent, End-to-End CX Assurance to Genesys Cloud Customers

New listing gives Genesys Cloud customers independent, outside-in assurance across customer journeys, AI agents and multi-vendor contact center environments.

PHOENIX, AZ, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [PumpCX](#), an independent CX assurance platform for enterprise contact centers, announced that the PumpCX CX Assurance Platform is now available through the [Genesys AppFoundry Marketplace](#).



PumpCX is now available on the Genesys AppFoundry Marketplace

The listing gives Genesys Cloud customers a direct way to test and validate complete customer journeys, from carrier and IVR through routing, voicebots, agentic AI and the agent desktop, and receive timestamped evidence of what actually happened.

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Hamish Graham, Founder & CEO, PumpCX

Modern contact centers run on an interconnected environment of carriers, authentication services, CCaaS platforms, CRMs and AI models. Each component can tell you it is operating as expected while the customer still doesn't manage to do what they called about. No single platform confirms that the complete interaction delivered the intended outcome, because no single platform can see the whole path. PumpCX independently tests whether the customer's end-to-end journey actually works across every handoff, with timestamped evidence of what happened.

“Individual platforms provide essential telemetry about their own performance, but it is still evidence produced by the system being measured,” said Hamish Graham, Founder and Chief

Executive Officer of PumpCX. “However, enterprise teams also need to know whether the complete journey worked as intended, across every system in the environment. PumpCX provides that independent, outside-in evidence. Listing on the Genesys AppFoundry Marketplace makes it straightforward for Genesys Cloud customers to bring that assurance to the environments they run.”

Capabilities available to Genesys Cloud customers include:

Callflow Discovery. Map every reachable path through IVRs and customer journeys from the outside, without access to underlying application code.

Regression Testing. Retest complete journeys after every release, configuration change or model update.

Insights Monitoring. Continuously run synthetic journeys to identify carrier faults, routing changes and model drift before they impact customers.

Agentic AI Assurance. Test autonomous agents and voicebots against defined policies, guardrails, tools and escalation paths.

Virtual Agents. Test both ends of the interaction, with synthetic agents running real browser, softphone and CRM sessions.

Performance Testing. Prove contact center capacity ahead of a migration or a peak event.

Genesys enterprise customers already run PumpCX in production. One customer has used PumpCX for 10 years, running continuous assurance against a suite of 17,000 test cases and placing more than 5 million monitoring calls and two million regression calls. Another runs monitoring, regression and load testing together at around 1.2 million calls a year. Automated load and performance testing against Genesys Cloud is carried out in line with Genesys authorization and scheduling requirements.

“For Genesys Cloud teams, the important question isn't simply whether a component is reporting healthy. It's whether the customer journey is working,” said Geoff Willshire, Chief Product Officer of PumpCX. “The AppFoundry listing gives teams a straightforward way to test and continuously assure the journeys their customers rely on, supporting faster and more confident decisions.”

PumpCX is available today on the Genesys AppFoundry Marketplace. To learn more, book a live fifteen-minute demonstration during Genesys Xperience 2026 at Booth #B37, or visit pump.cx.

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