



Altocloud

Altocloud Glossary

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Glossary of terms for Genesys Altocloud.

Name	Description	Find more info
action map	The definition of how Altocloud will interact with specific users. Action maps define which users, which webpages, and which types of engagements to use. For example, an action might display an offer to chat to all users from Canada who visit a Fall Clearance page.	<ul style="list-style-type: none">• <i>No results</i>
conditions	Expressions that tell Altocloud how to match users to segments or outcomes.	<ul style="list-style-type: none">• About conditions
customer journey	The history of a customer's activity on your website and with your agents.	<ul style="list-style-type: none">• About journey data
journey optimization logic	The combination of segments, outcomes, and action maps that improve Altocloud's AI capabilities. For more information, see <ul style="list-style-type: none">• Build an action map• Build outcomes• Build segments	
outcome	A business goal that you want to track and achieve.	<ul style="list-style-type: none">• About outcome predictions and probabilities• Build outcomes
outcome probability score	The numerical value that Altocloud assigns to a customer based on the likelihood that they will achieve a given business outcome.	
probability	A percentage that indicates how likely a customer is to do something. The higher the probability, the more likely the outcome. For example, if the outcome is "buy a t-shirt," and the probability is 80%, then a customer is 80% likely to buy the t-shirt.	
qualified	When a trigger determines that Altocloud should offer an action map	<ul style="list-style-type: none">• Trigger an action map

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	to a user, the action map is qualified for that user.	
segment	A group of customers who share similar behavior or characteristics.	<ul style="list-style-type: none"> • Overview
session	A new session begins when a user visits your website. The session lasts until the user leaves the website, or until there is 30 minutes of inactivity.	<ul style="list-style-type: none"> • Customer summary (admin view) • Configure user engagement • Customer summary for agents
visitor attribute	A type of attribute used to build a condition that matches users to segments and outcomes based on what some characteristic of the user. For example, uses a Chrome browser or lives in Canada.	<ul style="list-style-type: none"> • Visitor attributes
visitor journey attribute	A type of attribute used to build a condition that matches users to segments and outcomes based on what some behavior of the user. For example, visits the Current Sales webpage.	<ul style="list-style-type: none"> • Visitor journey attributes
visitors	People looking at your website. Also called users. A visitor may or may not correspond to an existing customer record.	<ul style="list-style-type: none"> • About journey data
web action	An action that interacts directly with users through a web page. For example, content offers and web chats are web actions.	<ul style="list-style-type: none"> • About action maps • Apply an action map to specific webpages • Web chats • Overview • Overview • Set the priority