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# Genesys Predictive Engagement Administrator's Guide

[About action maps](#)

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Learn how to create action maps that use different types of actions to enhance and extend a visitor's journey.

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## Overview and best practices

Improve your action maps by reviewing the overall process for creating them and our suggested best practices.

- Action maps overview
- Best practices
- Video: Create an action map that offers a proactive chat

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## Create an action map

Learn how to create and manage your action maps. Action maps work on desktop applications and mobile devices.

- Create an action map

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## Trigger an action map

Configure an action map to trigger based on segment match or visitor activity.

- About triggers
- Trigger based on segment match
- Trigger based on user activity
- Trigger based on outcome probability

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## Attributes and operators

When you create an action map, you specify the conditions that make it possible. To specify the conditions, define an expression that includes an attribute and an operator.

- About attributes
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- Operators
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## Select an action

Select and configure the action for the action map to use to engage your visitors.

- About actions
  - Web messaging
  - Web chat
  - Content offer
  - Architect flow
- 

## Define outcome probabilities

Predictive Engagement uses AI to predict the actions that your visitors will take. Help refine its modeling by identifying outcome probabilities.

- Manage outcomes
  - Trigger an action map based on outcome probability
- 

## Apply to webpages

An action map can trigger on any page where you use Genesys Predictive Engagement to track visitor activity. When you build an action map that uses a web action, identify the webpages where you want the offer to appear. You can also specify pages where you don't want the offer to appear.

- Apply an action map to specific webpages
  - OR conditions
  - AND conditions
-

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## Route the action map

Configure how Genesys Predictive Engagement routes visitors who respond to a web action and who are ready to work with an agent or sales representative directly.

- Route an action map to an agent queue
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## Schedule group

For an action map that offers a web chat, you can select a schedule group to designate when agents are available. Genesys Predictive Engagement offers chats only when agents are available to connect with visitors who accept the chat offers.

- Overview
  - Schedules
- 

## Override global frequency capping

If frequency capping for web engagements is configured at the global level, you can override it for an individual action map.

- Override global frequency capping settings
- 

## Prioritize the action maps

Multiple action maps can trigger on a webpage. To ensure that Genesys Predictive Engagement picks the most appropriate one, configure the priority for each action map.

- Prioritize an action map
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## Maintain action maps

Genesys Predictive Engagement provides several features for maintaining action maps.

- Search
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- Duplicate
  - Edit
  - Delete
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## Monitor action maps

Use analytics to assess the effectiveness of your action maps.

- Action map performance report
  - View action map metrics
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