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# Genesys Predictive Engagement Administrator's Guide

About outcome predictions and probabilities

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Genesys Predictive Engagement uses AI-powered machine learning to predict the probability of visitors achieving your unique business outcomes.

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## Outcome score prediction

When visitors come to your website, Genesys Predictive Engagement tracks how they navigate your website and complete web-based forms. Genesys Predictive Engagement uses AI and machine learning to analyze the traffic on your website to identify patterns of behavior. Based on these patterns, Genesys Predictive Engagement determines the probability, or likelihood of a visitor completing an outcome.

- Predicting outcome scores
- How Predictive Engagement gathers outcome probability data
- Start training your prediction models
- Ongoing model training
- Improve your predictions

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## Create outcomes

To allow Genesys Predictive Engagement to predict visitor behavior, define your business goals as outcomes.

- Search for and view your outcomes
- Manage outcomes
- Duplicate an outcome
- Delete an outcome

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## Attribute and operators

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

- About attributes
- Operators

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## Use outcomes in an action map

After you create an outcome, you can configure an action map to trigger based on the probability of a visitor achieving it.

- Create an action map
- Configure an outcome probability

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## View outcome scores

You can see the outcome scores for users changing in real time in Live Now.

- View outcomes scores in Live Now
- View outcome metrics
- View outcome report