



# Genesys Predictive Engagement Administrator's Guide

About journey shaping with sessions and events

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**Feature coming soon!** Web sessions, conversation sessions, custom sessions, and custom events provide rich context for agents about each customer's personal journey with your company.

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## Overview

As a business, you want to collect data about all the ways in which a customer interacts with your company, along with the outcomes of those interactions. Genesys Predictive Engagement captures this information as sessions and events.

You can analyze this data to acquire business intelligence, develop a unified view of the customer, improve agent and bot performance, deflect calls, improve customer satisfaction, and improve business outcomes.

- Types of sessions

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## Web sessions

Genesys Predictive Engagement allows agents to view the complete history of web-based interactions that customers have with your website. We verify contacts when web sessions begin and track specific types of web events. You can also use the Journey JavaScript SDK to track more customer behaviors on your website.

- Overview
- How we verify contacts on your website
- Web session type
- Web session events
- Customize how agents view web events
- Capture customer behavior with `ac('record')`

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## Custom sessions and custom events

With custom sessions and custom events, you can track customer activity in external systems and display it to agents. Review an example of a custom session and learn about the significance of custom session types and attributes.

- Overview
- Send a custom event to start a custom session
- Scenario: Bike delivery
- Custom session types
- Attributes for custom event types

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- Configure how agents view custom events
  - Custom Events API in the Developer Center
  - [[ATC/CustomEventsLimits]] (AI-23)
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## Session Library

The Session Library allows you to configure how session data appears to agents.

- Overview
  - View sessions and events
  - Configure a session
  - Display session information to agents
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## Session attributes

Session attributes allow you to design the session cards that agents see. Projections allow you to design a consolidated view of related data.

- Overview
  - How session types relate to session attributes
  - Use a projection to present a consolidated view of multiple data points
  - Create a session attribute
  - Operators for session attributes
  - Projection example
- 

## Event types

Event types are templates of attributes that you capture for events. You can view the available event types and configure how specific instances of events appear to agents.

- Overview
  - Where agents see event-specific information
  - How you make event information meaningful to agents
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- View event types for a session
  - Configure the list of events
  - Configure the tooltip
  - Delete an event type
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## Session cards

Agents see session cards when they interact with customers. Learn how to design the layout and make the cards visible.

- Overview
  - Layout
  - Icon
  - Title
  - Segments matched
  - Session attributes
  - Display to agents
-