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Genesys Predictive Engagement Administrator's Guide

Action Map Performance

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Learn how to see when and how visitors interact with a specific action map.

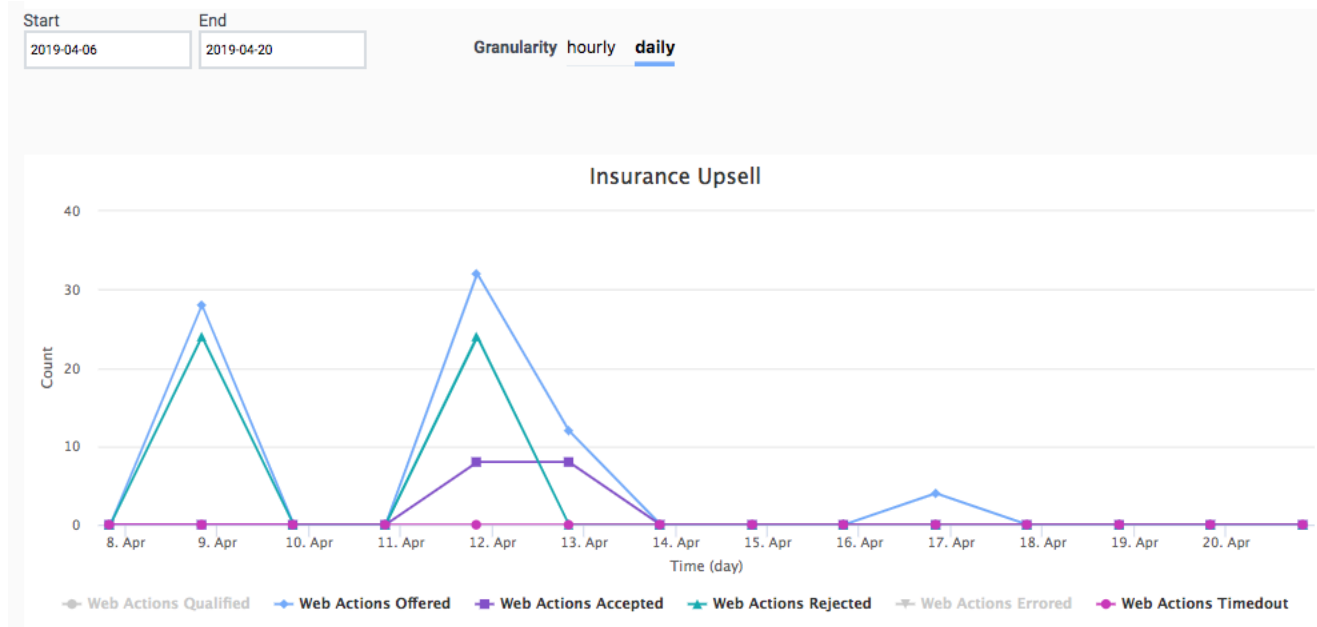
Related documentation:

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-
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Prerequisites

- Configure the following permissions in Genesys Cloud CX:
 - **Journey > Report > View**
 - **Journey > Action Map > View** (to see action maps in the report)

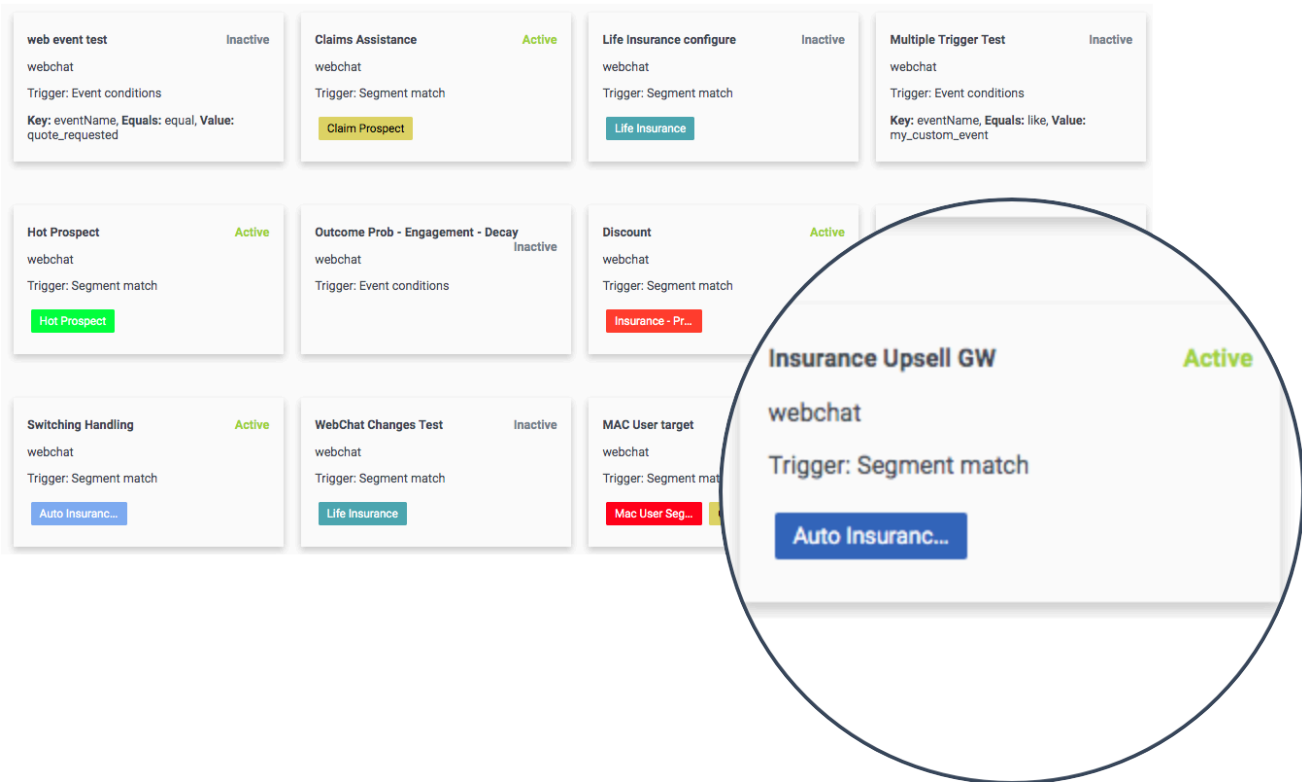
About Action Map reports



Action Map reports display metrics about the effectiveness of your action maps. For example, you see details such as when the action map triggered and how visitors responded to its engagement offer. For more information about the specific metrics available, see Action Map report metrics.

For more information about the availability of the data in this report, see About analytics data.

View Action Map reports



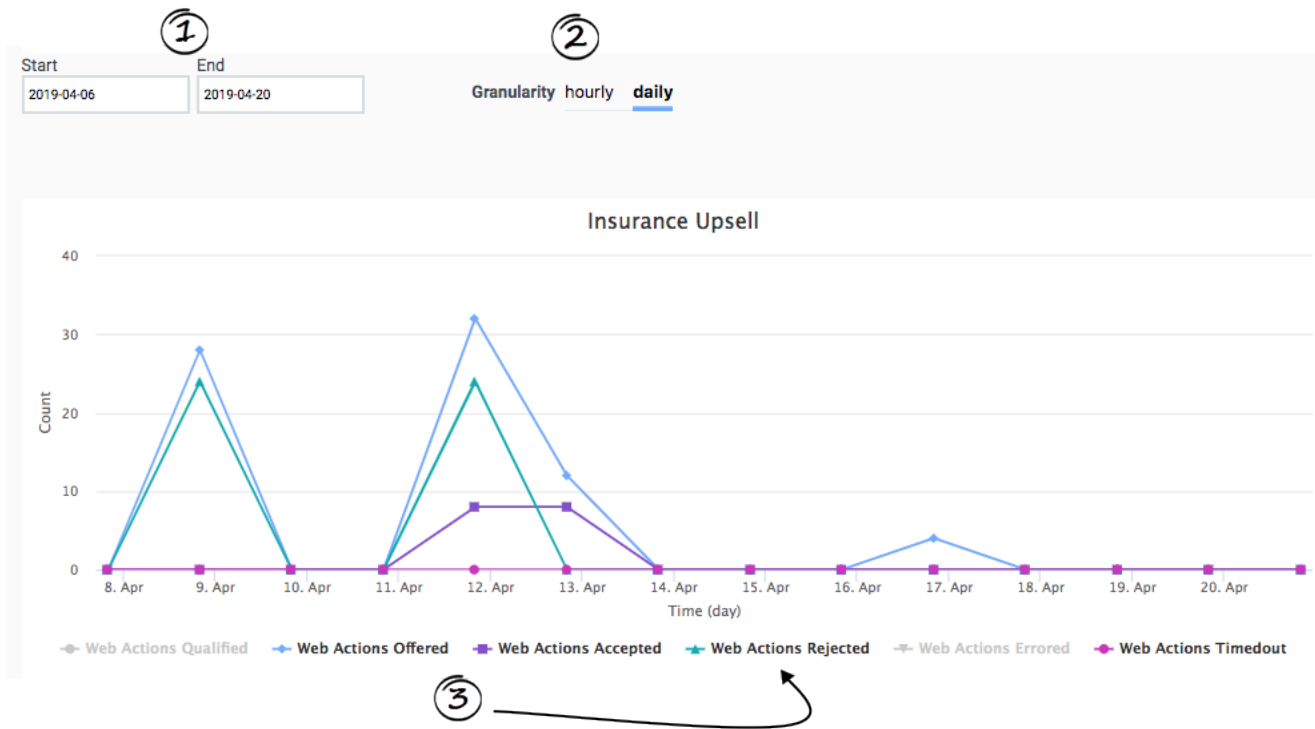
In Admin in Genesys Cloud CX, open the **Action Map Report**. A card appears for each action map.

Card details indicate:

- What triggers the action map: a segment or an event
- Whether the action map is active

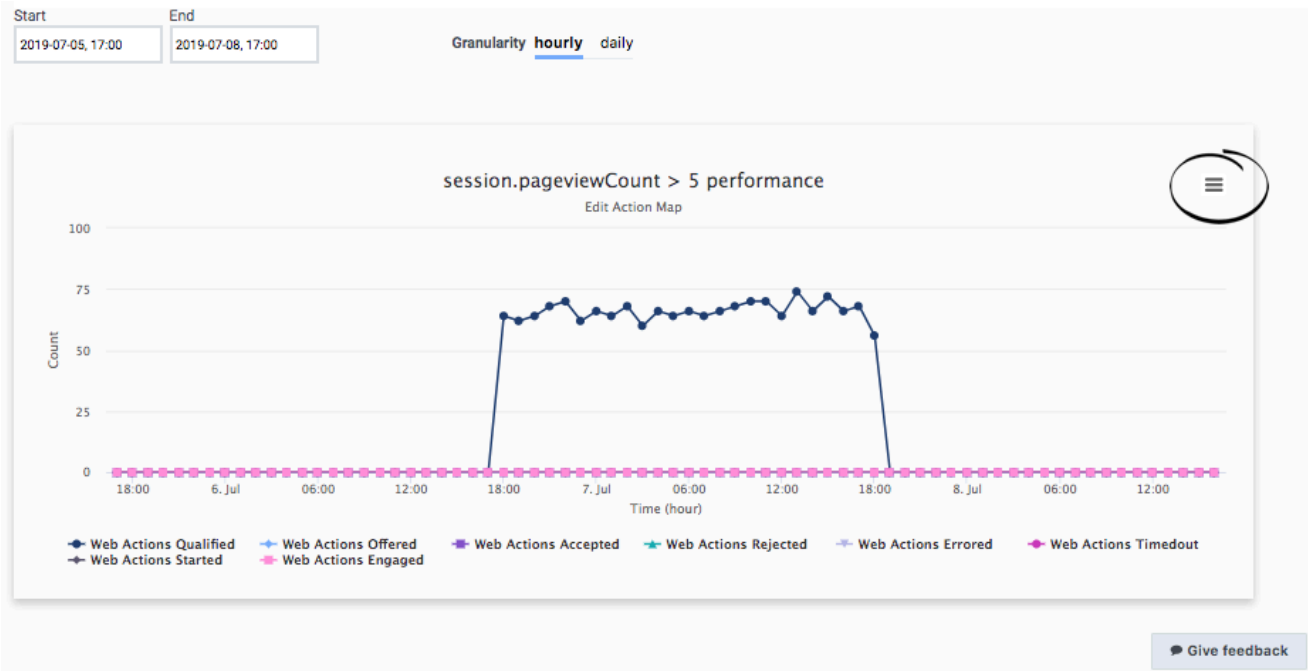
To see the performance report for an action map, click its card.

Configure an Action Map report



1. Select the date range for the report.
2. Indicate whether you want to see hourly or daily results. For more information, see Granularity.
3. To turn on or off a metric, click its name.

Export an Action Map report



You can export the details of an Action Map report to a CSV (comma-separated value) file. Configure the report so that it displays the data that you want and then download the file. The report downloads to your local Downloads folder.

About time values in exported reports

When you export a Visitor Activity report, the name of the exported file includes from- and to-timestamps in the standard ISO-8601 format (mmhhddmmyyyy).

If you import the CSV file into Excel, use the following formula to convert the ISO-8601 time formatted-cell to the Date type:

```
=DATEVALUE(MID(A1,1,10))+TIMEVALUE(MID(A1,12,8))"
```

(A1 represents the cell location of the first ISO-8601 time formatted cell in the Excel worksheet.)

Action Map report metrics

Action Map reports display metrics for the time period that you select.

Not all states are applicable to all action map types. For example, content offers, web chat offers, and web messaging offers could share some states. However, content offers and web messaging offers only use a subset of the states.

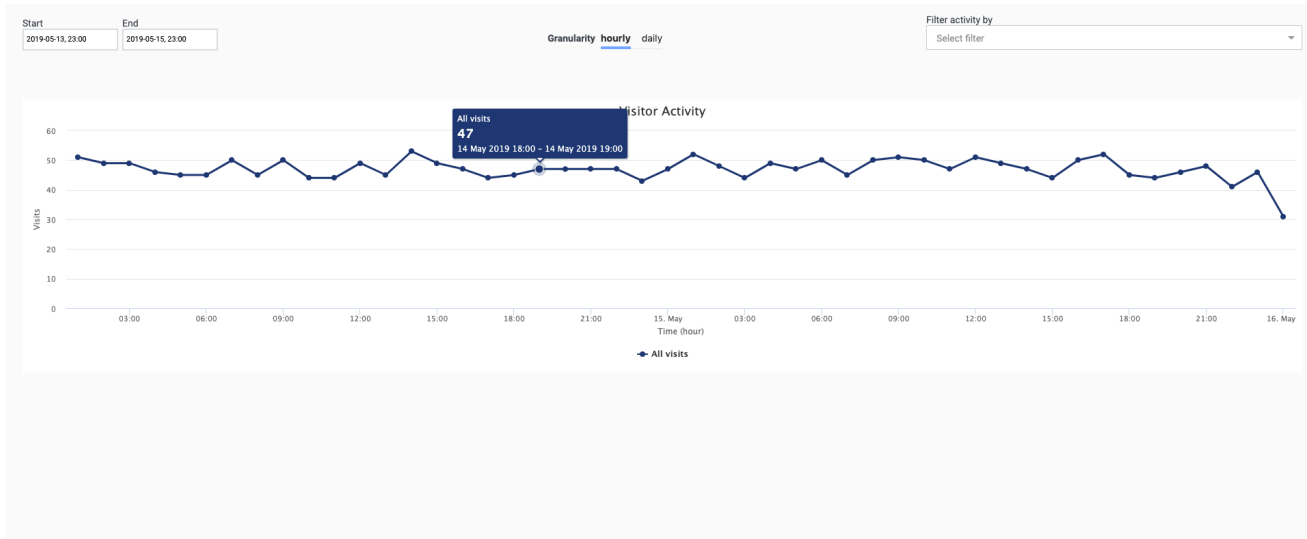
Metric	Web chats	Web messaging	Content offers	Architect flow
--------	-----------	---------------	----------------	----------------

				actions
Web Actions Qualified	x	x	x	x
Web Actions Offered	x	x	x	x
Web Actions Accepted	x	x	x	
Web Actions Started	x	x		
Web Actions Engaged	x	x		
Web Actions Rejected	x	x	x	x
Web Actions Errored	x	x	x	x
Web Actions Timed Out				
Web Actions Abandoned	x	x		
Web Actions Outside Schedule	x	x		

For more information about the metric definitions, see:

- Web chats
- Web messaging
- Content offers
- Architect flows

[View report details](#)



To view details, rest your mouse on a point on the report.

Reporting discrepancies

Following are possible reasons for discrepancies between qualified and offered web engagements (web chat, web messaging, content offer):

- URL conditions specified but not met
- Another action map qualified and offered a web engagement
- No agents available
- Cannot answer chats within the service level
- Outside of business hours
- Visitor left your website
- Frequency capping

Feature coming soon: Frequency capping