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Genesys Predictive Engagement Administrator's Guide

[Create a web chat offer](#)

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Learn how to create a web chat offer for your website.

Related documentation:

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Important

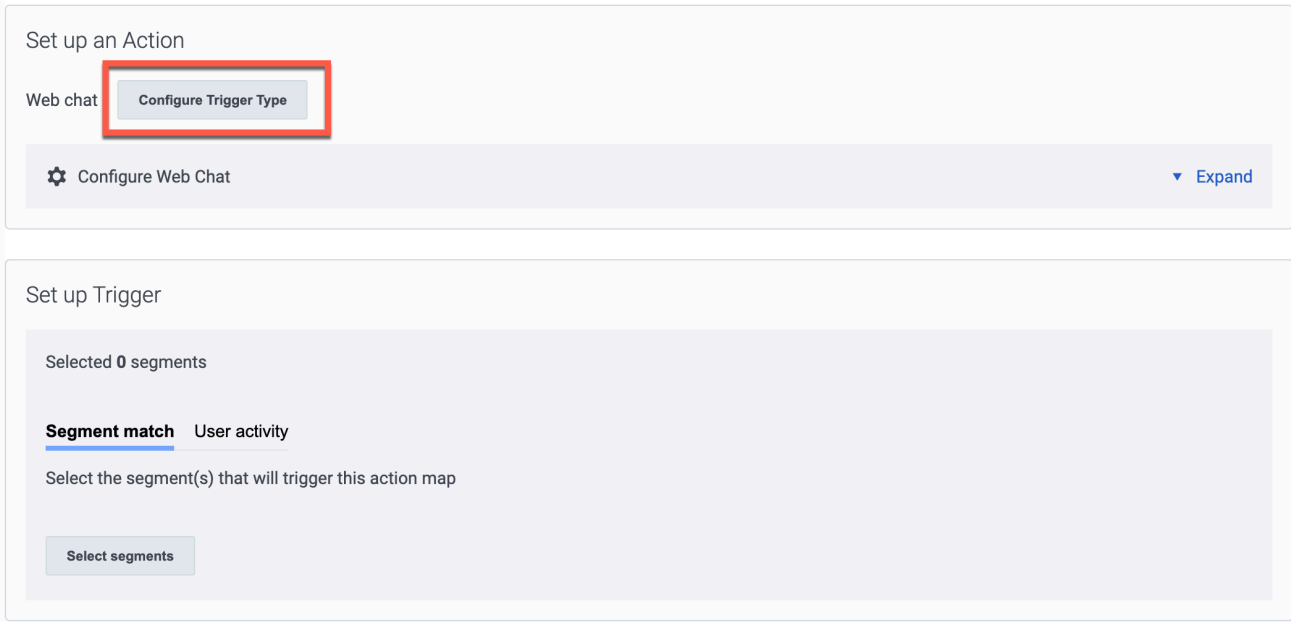
This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

Example: Create an action map for a web chat offer

[Link to video](#)

This video shows how to create an action map for offering a web chat to visitors on your website.


Configure an action map to offer a web chat





To offer a web chat on your website, configure an action map for it. The action map defines the conditions that trigger the web chat offer. For more information about creating action maps, see [Create an action map](#).


Select the web chat action


Select action type





Webchat 




Web messaging 



Content offer 



Architect flow 

Cancel

Next

Configure the activation time and duration

The screenshot shows a configuration form titled "Select action type" with an information icon. It is divided into two main sections: "Activation time" and "Time range".

Activation time: This section contains three radio button options: "Immediately" (which is selected), "On return to site", and "Delay".

Time range: This section contains two input fields. The "From" field is pre-filled with the date and time "2021-02-05, 09:59". The "End date" field contains a placeholder "yyyy-mm-dd, HH:MM".

At the bottom of the form, there are two buttons: a grey "Back" button on the left and a blue "Next: Chat offer >" button on the right.

Specify when to present the web chat offer and the time period during which to present it.

- **Activation time**
 - **Immediately:** Present the web chat offer as soon as a visitor arrives on your website.
 - **On return to site:** Present the web chat offer when a visitor returns to your website.
 - **Delay:** Delay presenting the web chat offer the specified number of seconds or minutes after a visitor arrives on your website.
- **Time range:** Time period to present the web chat offer. To present the offer indefinitely, don't specify an end date.

Important

To designate when agents are available, you can select a schedule group. Genesys Predictive Engagement offers chats only when agents are available to connect with visitors who accept the chat offers.

Configure the chat offer content

Customize chat offer ?

Offer title

Offer text *

Accept button caption

Decline button caption

[< Previous: Engagement action](#) [Next: Chat window >](#)

- **Offer title text:** Text to display in the title bar of the chat window.
- **Offer text:** Text to display in the chat window to invite the visitor to chat.
- **Accept button caption:** Text to display on the button that accepts the chat offer.
- **Decline button caption:** Text to display on the button that declines the chat offer.

Configure the visitor data to capture

The screenshot shows the 'Customize chat window' interface. At the top, there is a title bar with the text 'Customize chat window' and an information icon. Below this is a section header 'Visitor details' with an information icon. The main area contains a table with three rows of data items. Each row has a dropdown menu for the data type (labeled '1'), a text input field for the label (labeled '2'), a 'Required?' checkbox (labeled '3'), and a delete icon (labeled '4'). The rows are for 'Given name', 'Family name', and 'Email'. Below the table is an 'Add more' button (labeled '5'). At the bottom, there are two buttons: '< Previous: Chat offer' and 'Done' (labeled '6').

Your chat window can capture essential information about your visitors. For example, company name, email, family name, gender, given name, and phone number.

Genesys Predictive Engagement pre-populates some items for you. However, you can change the settings as necessary.

1. **[Type]:** Type of data to capture.
2. **[Label]:** Data label to display to visitors.
3. **Required:** If selected, visitors are required to provide the data.
4. **Delete icon:** Allows you to remove the data item from the chat window.
5. **Add more:** Allows you to add another data item to the chat window.
6. **Done:** Saves your changes.

Important

Genesys Multicloud CX: Your chat window fields must include both the **Given Name** and **Family Name** fields. These correspond to the **First Name** and **Last Name** fields in Genesys Multicloud CX. Web chats without this information will fail to start.