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# Genesys Predictive Engagement Administrator's Guide

Get started with Predictive Engagement for Genesys Cloud CX

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To use Genesys Predictive Engagement, Genesys Cloud CX customers complete these initial tasks.

## Related use cases:

### Genesys Predictive Engagement

#### Important

Predictive Engagement works with web chat; however, we encourage you to use the new web messaging feature to replace web chat.

## Get started with Predictive Engagement and web messaging

Complete the following procedures:

1. Fulfill prerequisites for Genesys Predictive Engagement feature enablement, license, and permissions.
2. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
3. Prepare the required Genesys Cloud CX domains.
4. Configure messenger and deploy it to your website.

#### Tip

After you configure the allowed domains, use Live Now to verify that Genesys Predictive Engagement is tracking events.

5. Configure web tracking.
6. To use Predictive Engagement commands and events to track website activity, do the following:
  1. Load the Genesys( ) Global function.
  2. Subscribe to the Journey.ready event and then verify in your console log that the Journey plugin is working correctly.
  3. To track page views, use the Journey.pageview command.
  4. To record custom web events, use the Journey.record command.
7. Create segments.
8. Create outcomes.

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9. Create action maps.

## Get started with Predictive Engagement and web chat

1. Fulfill prerequisites for Genesys Predictive Engagement feature enablement, license, permissions, and widget configuration and deployment on your website.
2. Review the supported web browsers listed in the Genesys Cloud CX system requirements.
3. Prepare the required Genesys Cloud CX domains.
4. Update your web pages with the Predictive Engagement tracking snippet.
5. Configure web tracking.

### Tip

Initially, configure only the allowed domains. Then use Live Now to verify that Genesys Predictive Engagement is tracking events. After basic tracking works, configure the rest of the web tracking settings.

6. Create segments.
7. Create outcomes.
8. Create actions.
9. Create content offers
10. Create action maps.

## For more information

- [About Predictive Engagement](#)
- [Video: Predictive Engagement for Genesys Cloud CX](#)
- [FAQs](#)
- [Glossary](#)
- [Compliance](#)