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Genesys Predictive Engagement Administrator's Guide

[View outcomes](#)

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Learn how to search for, create, edit, duplicate, and delete outcomes.

Related documentation:

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Prerequisites

- Configure the following permissions in Genesys Cloud CX:
 - **Journey > Outcome > Add , Delete, Edit, View**

View outcomes list

Outcomes
Identify the business objectives you want to track.

[Create outcome](#) [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	Nj	●	⋮
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwsss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	asascac	●	⋮
eoin's test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮
Made Payment	December 8, 2020	Visitor paid for insurance.	●	⋮
marks demo outcome	May 11, 2021		●	⋮
MarksOutcomeForSuccess	July 2, 2019	This outcome is based on canadian customers who do the thing that triggers the sdk call with an event attribute 'didTheThingIWantedThemToDo' which is fired from visiting the hidden search winner page.	●	⋮
my big test	April 15, 2021		●	⋮

Name: Outcome name.

Updated: Date the outcome was last modified in Predictive Engagement.

Description: Outcome description.

Active: Indicates whether the outcome is ready to use on your website.

Options: Menu of options available for the outcome, such as edit, delete, and duplicate.

Search for outcomes

Outcomes
Identify the business objectives you want to track.

[Create outcome](#) [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	⋮
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwsss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	asasscsc	●	⋮
eoins test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮
Made Payment	December 8, 2020	Visitor paid for insurance.	●	⋮
marks demo outcome	May 11, 2021		●	⋮
MarksOutcomeForSuccess	July 2, 2019	This outcome is based on canadian customers who do the thing that triggers the sdk call with an event attribute 'didTheThingWantedThemToDo' which is fired from visiting the hidden search winner page.	●	⋮
my big test	April 15, 2021		●	⋮

Type one or more characters (not case-sensitive) for which to search. As you type, only the outcomes that match your criteria appear in the list.

A column heading with an arrow indicates that you can click the arrow to sort the list by that entity. An upward-pointing arrow indicates that the list is in ascending order and a downward-pointing arrow indicates that the list is in descending order.

Create an outcome

Outcomes
Identify the business objectives you want to track.

[Create outcome](#) [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	⋮
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwsss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	asasscsc	●	⋮
eoins test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮
Made Payment	December 8, 2020	Visitor paid for insurance.	●	⋮

To create an outcome, click **Create outcome** and then follow the instructions in Manage outcomes.

Important

Starting on June 14, 2021, you can no longer create more than 10 outcomes. For more information, see Outcome limitation change.

Edit an outcome

Outcomes
Identify the business objectives you want to track.

Create outcome [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	View Edit Duplicate Delete
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	asasscsc	●	⋮
eoin's test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮

To modify an outcome, search for it and then click the **Edit** menu option. Follow the instructions in Manage outcomes.

Duplicate an outcome

Outcomes
Identify the business objectives you want to track.

Create outcome [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	View Edit Duplicate Delete
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	asasscsc	●	⋮
eoin's test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮

To simplify the process of creating an outcome, you can duplicate an existing outcome. Search for the outcome to duplicate and then click the **Duplicate** menu option. The duplicate outcome displays in edit mode. Specify a new name for the duplicate outcome and then modify the remaining information as appropriate.

Important

Genesys Predictive Engagement scores the new outcome independently from the original outcome based on visit data gathered after you save and activate the new outcome. If you edit any of the conditions for the outcome, click the **checkmark** for each changed condition before you save the outcome.

Delete an outcome

Outcomes

Identify the business objectives you want to track.

[Create outcome](#) [Outcome Reporting can be found here](#)

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	View
claire incorrect test	March 16, 2021		●	Edit
claire incorrect test-COPYwss	July 19, 2021		●	Duplicate
eamonn-an-outcome-to-test	July 5, 2021		●	Delete
edssa	July 16, 2021	asasscsc	●	View
eoil's test	July 23, 2021	test outcome	●	Edit
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	Duplicate

To delete an outcome permanently, search for the outcome, click the **Delete** menu option, and then confirm.

Important

Deletion is permanent. To suspend the outcome from use temporarily, deactivate it instead.

View outcome report

Outcomes
Identify the business objectives you want to track.

Create outcome Outcome Reporting can be found here

Name	Updated	Description	Active	Options
a segment-COPY1cvxdf	July 19, 2021	hj	●	⋮
claire incorrect test	March 16, 2021		●	⋮
claire incorrect test-COPYwsss	July 19, 2021		●	⋮
eamonn-an-outcome-to-test	July 5, 2021		●	⋮
edssa	July 16, 2021	esasscsc	●	⋮
eoin's test	July 23, 2021	test outcome	●	⋮
Josh's test outcome (feel free to delete)	June 21, 2021	Testing outcome limits	●	⋮
Made Payment	December 8, 2020	Visitor paid for insurance.	●	⋮
marks demo outcome	May 11, 2021		●	⋮
MarksOutcomeForSuccess	July 2, 2019	This outcome is based on canadian customers who do the thing that triggers the sdk call with an event attribute 'didTheThingWantedThemToDo' which is fired from visiting the hidden search winner page.	●	⋮
my big test	April 15, 2021		●	⋮

To learn how well you are engaging specific segments of visitors, click the **Outcome Reporting can be found here** menu option.

Entity	Description
Name	Outcome name.
Action Maps	Number of action maps that have assisted in an outcome achievement.
Achieved	Number of times that the outcome was achieved.
Achieved w/ Action	Number of outcomes achieved that were associated to a web action (such as, web chat or content offer).
Achieved w/ Action %	Percent of actions that achieved the outcome (Achieved with Action / number of actions).
Segments	Number of segments that achieved the outcome.
Active	Indicates whether the outcome is ready to use on your web site.
Updated	Date the outcome was last modified.

For more information about Journey Outcomes, see the Journey Outcomes view in the Genesys Cloud CX Resource Center.