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Genesys Predictive Engagement Administrator's Guide

[Action maps overview](#)

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An action map represents the steps that Genesys Predictive Engagement takes to achieve a particular business result.

Related documentation:

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Actions

For each action map, you must select its action.

- Some action maps use web actions. Web actions engage with a visitor directly. For example, you can create an action map that presents a web chat to visitors who go to a particular page for your current promotional campaign. The chat might ask the visitor whether they want to speak directly with someone in sales, who could then help them complete their purchase.
- Some action maps, such as Architect flows, use actions that react to visitor behavior, but do not interact with a visitor directly.

Qualified action maps

Feature coming soon: Customer segments

When you create an action map, you define its trigger. The trigger determines when the action map is "qualified." When an action map is qualified, it means that Genesys Predictive Engagement could use it, depending on the other offer-related considerations.

Action maps that qualify from a visitor segment assignment only trigger once per assignment in a visitor lifetime. After that, the action maps no longer qualify.

The types of triggers that you can define are:

- Who the visitor is (what group or segment the visitor belongs to)
- What actions the visitor takes on your website (for example, searches for something or visits a specific page)

Offered action maps

The following considerations determine whether a qualified action map gets offered to a visitor:

- **Priority:** The action map's priority determines which action map is offered in the event that multiple action maps are qualified for a visitor.
- **URL:** For web-based actions (web chats, web messaging, and content offers), you can apply an action map to specific webpages.
- **Timing:** When you select the action for an action map, you specify when the action works.
- **Schedule:** For action maps that offer web chats, you can select a schedule that indicates when the contact center is open to interact with visitors.
- **Activation status:** An action must be active for it to work.

Best practices

When you design action maps, consider the following points:

- If a visitor is progressing toward a business outcome, do not impede their progress by popping a chat window unnecessarily. Intervene only when a visitor's activity indicates that they are no longer on track to achieve the outcome that you want. To prevent this occurrence, use the drop in outcome scoring probability.
- Configure searching on your site to use the site search settings.
- Genesys Predictive Engagement tracks when a visitor does any of the following:
 - Completes fields in a form
 - Searches for something
 - Responds to a chat offer
 - Does not respond to a chat offer
 - Responds to a chat offer initially but then remains inactive until the offer times out
- Genesys Predictive Engagement can also track custom web events that you define. Then, you can configure the action map to trigger when one of these custom web events occurs. For example, you can implement a custom web event to track a visitor who adds an item to their shopping cart but then removes the item or abandons the shopping cart.
- The priority of an action map affects when it triggers. This priority is a relative setting, based on priorities of other action maps applied to the same webpage.