



Genesys Predictive Engagement Administrator's Guide

[Web messaging overview](#)

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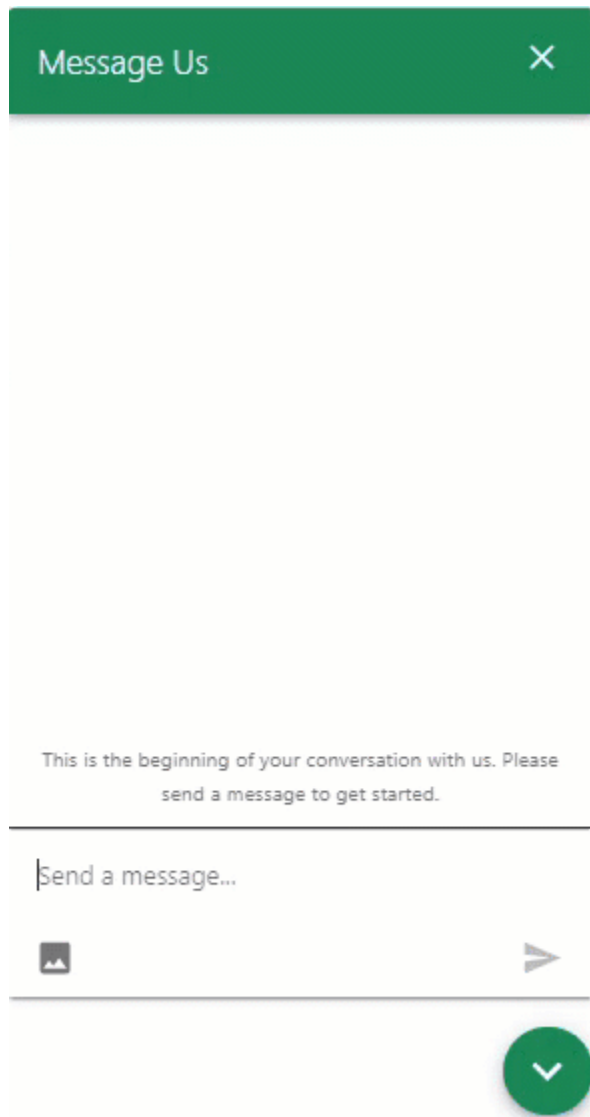
Feature coming soon!

Learn about web messaging and how it works.

Related pages:

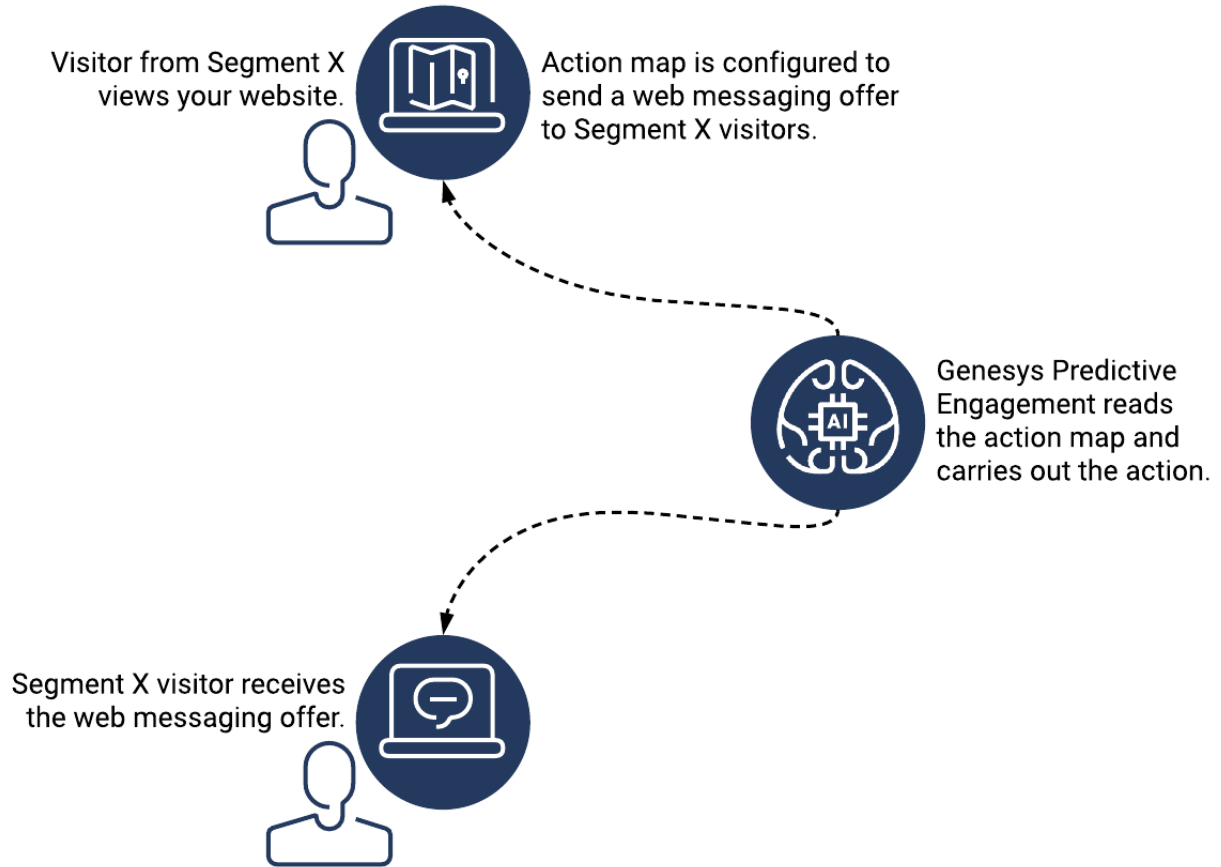
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Overview



Web messaging provides web site visitors with an enhanced experience when they visit your website. Unlike web chat, which provides single-session chat capabilities, web messaging allows a visitor to converse with an agent through a Messenger window and return later to pick up the conversation. For more information, see [About web messaging in the Genesys Cloud Resource Center](#).

How it works with Predictive Engagement



1. A visitor views a website that Genesys Predictive Engagement tracks.
2. Genesys Predictive Engagement monitors the visitor's behavior on the website and determines when to present a web messaging offer based on action map conditions.
3. The visitor receives the web messaging offer and either accepts, rejects, or ignores it.