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Genesys Predictive Engagement Agent's Guide

11/19/2025

Table of Contents

Get started	
Get started	5
Get started with Genesys Predictive Engagement for Genesys Multicloud CX	7
Get started with Genesys Predictive Engagement for PureConnect	9
Visitor experience	
A visitor's experience	11
Agent experience	
An agent's experience in Genesys Cloud CX	16
An agent's experience in Genesys Multicloud CX	23
An agent's experience in PureConnect	27
Journey details	
Journey map icons	31
Session information icons	37
FAQs	
Genesys Predictive Engagement Agent FAQs	42

Contents

- 1 Get started
- 2 Visitor experience
- 3 Agent experience
- 4 Journey details

Learn how to use Genesys Predictive Engagement.

Get started

Get started using Genesys Predictive Engagement.

- Genesys Cloud CX
- Genesys Multicloud CX
- PureConnect

Visitor experience

Learn how Genesys Predictive Engagement engages visitors on your website.

- A visitor's experience

Agent experience

Learn what information appears when a visitor accepts an offer to chat from Genesys Predictive Engagement.

- Genesys Cloud CX
- Genesys Multicloud CX
- PureConnect

Journey details

Learn what information you can see about a visitor's journey on your website.

- Journey map icons
- Session information icons (Genesys Cloud CX)

Get started

Contents

- 1 Learn how Genesys Predictive Engagement works on your website

Get started using Genesys Predictive Engagement for Genesys Cloud CX.

Learn how Genesys Predictive Engagement works on your website

1. Learn how Genesys Predictive Engagement engages visitors on your website.
2. Familiarize yourself with the customer journey data that Genesys Predictive Engagement provides.

Get started with Genesys Predictive Engagement for Genesys Multicloud CX

Contents

- 1 Learn how Genesys Predictive Engagement works on your website

Get started using Genesys Predictive Engagement with Genesys Multicloud CX.

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Get started with Genesys Predictive Engagement for PureConnect

Contents

- 1 Learn how Genesys Predictive Engagement works on your website

Get started using Genesys Predictive Engagement with PureConnect.

Learn how Genesys Predictive Engagement works on your website

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2. Learn where you can see customer journey information.
3. Familiarize yourself with the customer journey data that Genesys Predictive Engagement provides.

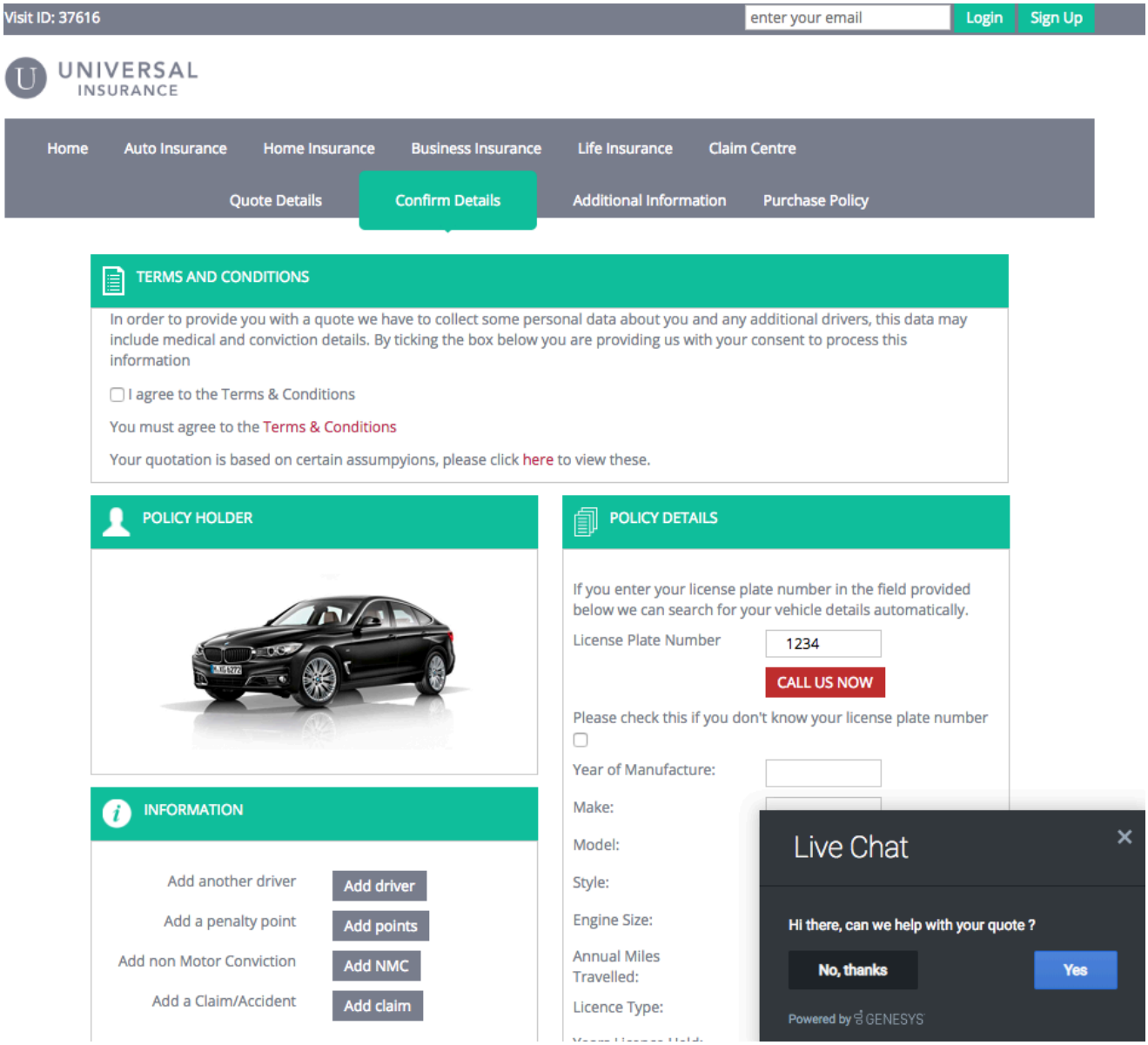
A visitor's experience

Contents

- 1 How chats appear
- 2 How Messenger appears
- 3 How content offers appear

Learn about a visitor's experience with Genesys Predictive Engagement on your website.

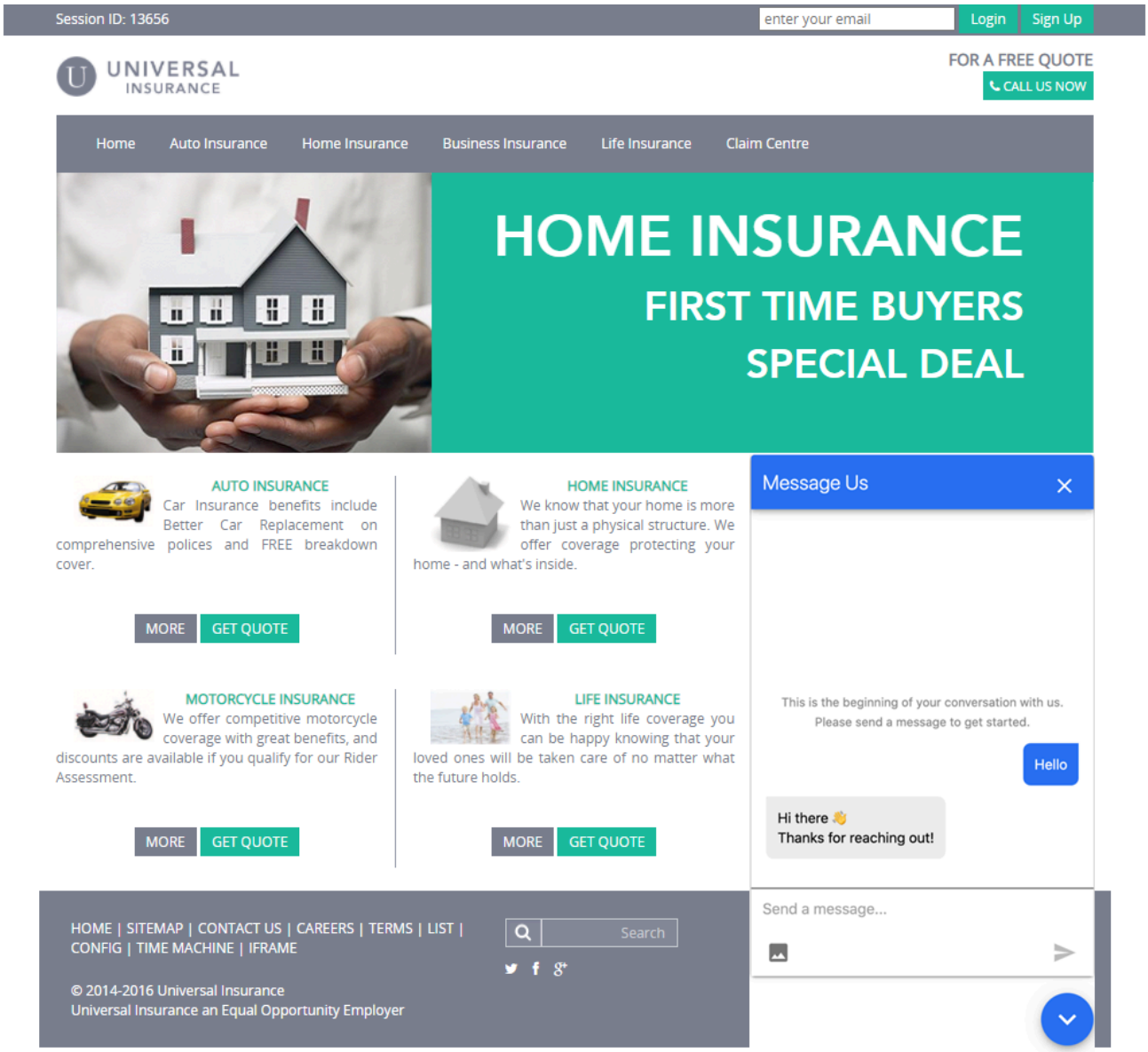
How chats appear



A web chat provides single-session chat capabilities to your website visitors

through a chat window. The chat window can appear when a visitor takes a specific action that prompts a chat offer, such as requesting a quote, or clicks an option to start a chat interaction. If the visitor accepts the chat offer or starts a chat interaction, Genesys Predictive Engagement routes the interaction to an agent queue.

How Messenger appears

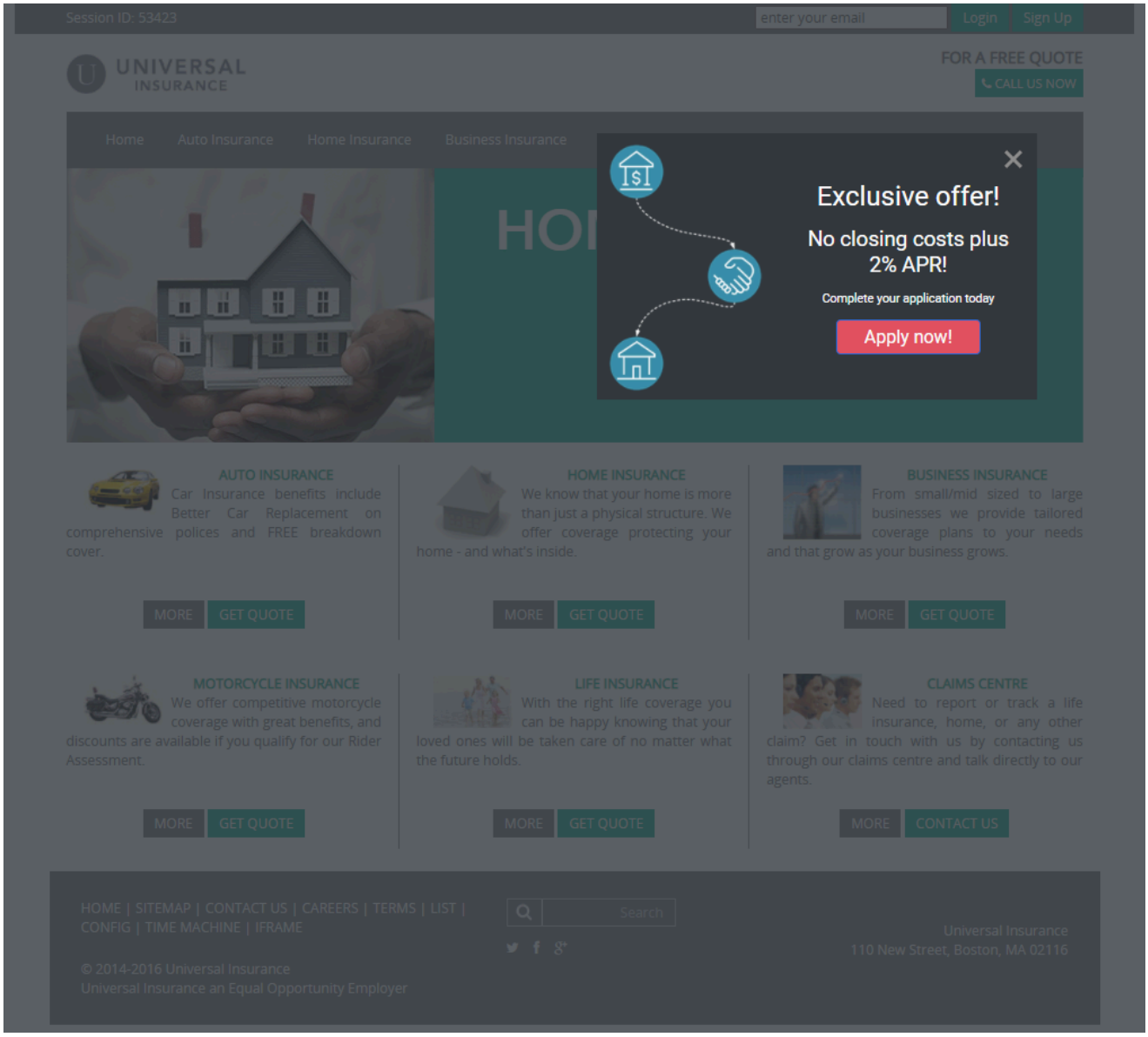


If you are a Genesys Cloud CX customer, your organization might be using the new web messaging

feature instead of web chat.

Web messaging provides asynchronous conversation capabilities to your website visitors through a Messenger window. For example, visitors can message you, leave your website, and return later to pick up the conversation where they left off. The Messenger window can appear when a visitor takes a specific action that prompts a messaging offer, such as requesting a quote, or clicks an option to start a messaging interaction. If the visitor accepts the messaging offer or starts a messaging interaction, Genesys Predictive Engagement routes the interaction to an agent queue.

How content offers appear



A content offer engages visitors on your website and encourages them to take a pre-defined action. A content offer can appear when a visitor takes a specific action, such as reviewing mortgage rates. If the visitor clicks the content offer, Genesys Predictive Engagement takes whatever action an administrator configured for the offer. For example, display a mortgage application.

An agent's experience in Genesys Cloud CX

Contents

- 1 About customer journey
- 2 View a customer's journey
- 3 Change the layout of the customer journey tab
- 4 Understand the status of the customer journey tab items

Learn about the customer journey data that Genesys Predictive Engagement presents to agents in Genesys Cloud CX.

Prerequisites

The following permissions are available by default to the role 'User'. If you are creating custom roles, ensure that you add the following permissions to the custom role.

- Configure the following permissions in Genesys Cloud CX:
  - **Journey** > **Event** > **View** (core permission to view the Customer journey gadget and to see detailed view web sessions)
  - **Journey** > **Event Type** > **View** (to allow customization of web sessions)
  - **Journey** > **Session** > **View** (to retrieve list of web session)
  - **Journey** > **Session Type** > **View** (to retrieve details of web sessions)
  - **Journey** > **Outcome** > **View** (to see outcomes achieved and scores for a visit)
  - **Journey** > **OutcomeScores** > **View** (to see real-time predictions)
  - **Journey** > **Segment** > **View** (to see matched segments for a visit)
  - **Routing** > **Wrap up code** > **View** (to view the wrap-up codes associated with the interaction)
  - **Routing** > **Queue** > **Search** (to view the queue the interaction is part of)
  - **External contacts** > **Session** > **View** (enables view of customer journey tab)

> **Important**
> If you are a Genesys Cloud CX customer, your organization might be using web messaging instead of web chat.

About customer journey

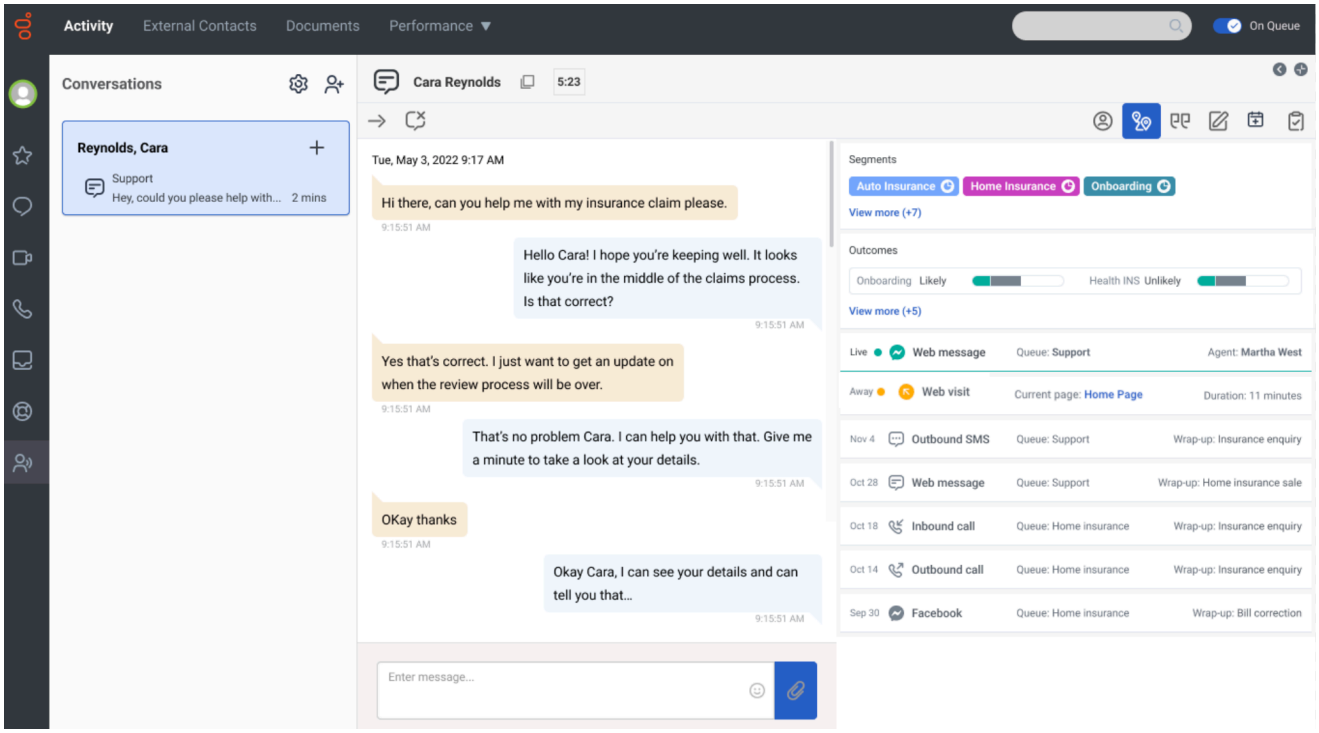
Using the customer journey tab, you can view an overall summary of the different conversations you have had with the customer and the customer web visits of the websites that Genesys Predictive Engagement tracks. Customer journey information is available for conversations from the following channels:

- Voice
  - Inbound calls

  - Agent-initiated outbound calls
- Messaging
  - Web Messaging
  - Web chat
- Digital
  - Email
  - SMS
  - Agentless notifications (WhatsApp and SMS)
- Social media
  - WhatsApp
  - LINE
  - Twitter SM
  - Facebook messenger
- Website visits
  - Web Events (Genesys Predictive Engagement only)
  - Content Offers (Genesys Predictive Engagement only)

Customer journey information is not available for conversations from the following channels:

- Knowledge - Support center
- Agentless email notifications
- Campaigns, including callbacks
- Co-browse
- Instagram DM



To view all the conversations you have had with your customer, click the Customer journey icon:

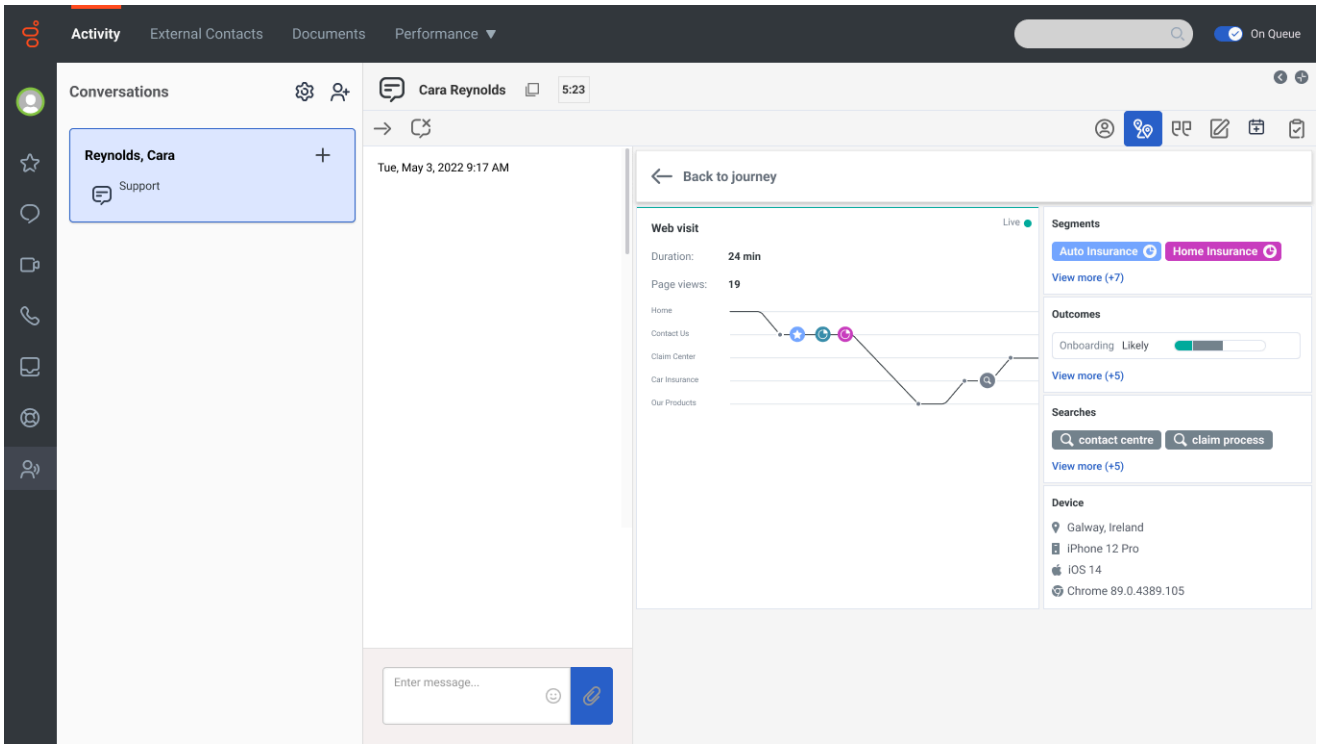
- The tab lists the different journeys. Click each journey item to view further details in the "Message Details" section. The message details section displays the details of the last queue and the most recent agent who last handled the interaction.
- Genesys Cloud visualizes bot-only conversation sessions (no agent) using the standard conversation session card, and will display data common to bot and agent conversations (e.g. channel, originating direction, duration, some status values)
- Data from the last 60 days are available on this tab.

> **Important**
>
> When a logged in user logs out and continues to use the website, Predictive Engagement considers the user as a new user and creates a new journey map for all actions of the unauthenticated user actions.

> **Important**
>
> Ensure that you add the External contacts > Session > View permission to your role to

> view the customer journey gadget.

View a customer's journey



The customer journey map updates in real time as the customer navigates your website, responds to interaction requests, and segments and any outcomes matched.

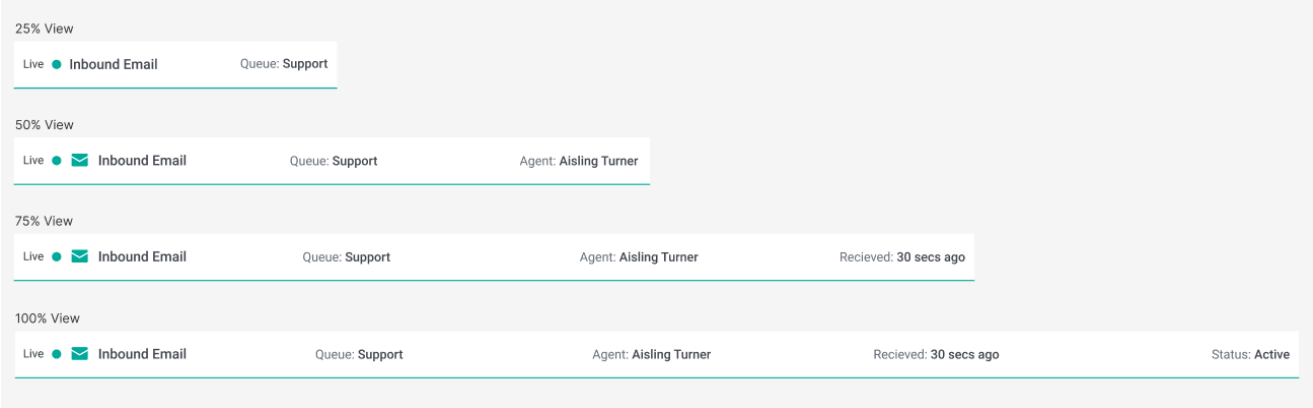
The customer journey map has the following:

- **Segments matched**: A segment represents a group of customers that have something in common. For example, a segment might include all customers who use the same browser or are from the same geographic region. Segments appear in the order that Genesys Predictive Engagement assigns them to the customer. You can view the segments that a customer visit matched from both the segment icon on the journey map and from the "Segments" section. For more information about segments, see About segments.
- **Searches performed:** Knowing what customers searched for on your website prepares you to answer questions that they may have. You can view the search details from both the search icon in the customer journey map and from the "Searches" section.
- **Outcomes matched:** An outcome represents a particular goal and the colored bars represent the customer's progress toward that goal. For example, if the goal is to purchase a product, the customer's progress moves toward that goal when the customer puts an item in their shopping cart. These bars update in real time as the customer's progress changes. For more information about outcomes, see

About outcome predictions and probabilities.

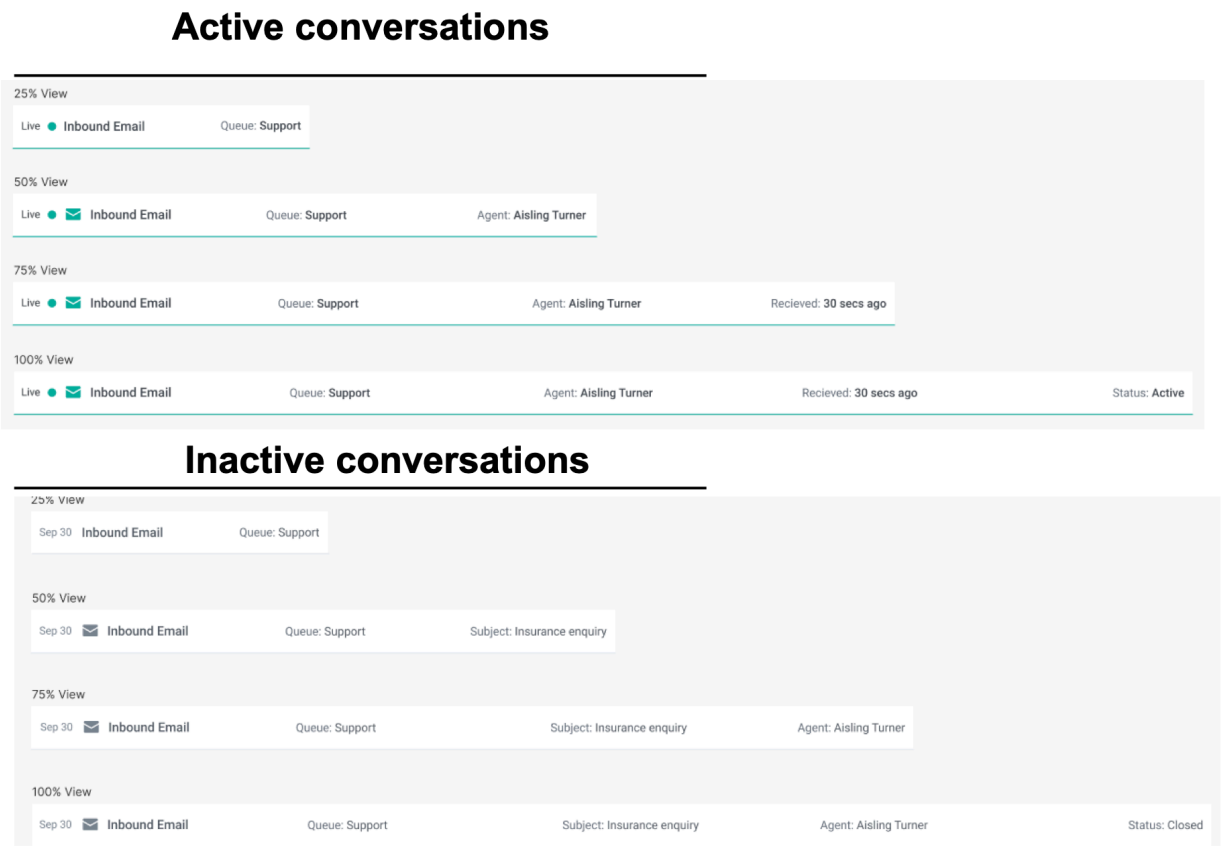
- **Device information**: Information about the website visitor's device, such as geographic location, device type, operating system, and browser. For information on the icons used to represent the device information, see Device icons.
- **Agent and queue details**: To view the agent and queue details, click the interaction. The journey tab displays the information at the bottom. If an interaction was transferred between different queues and agents, details of the last queue and agent are displayed.

Change the layout of the customer journey tab



You can choose to view the page in four different layouts: 25%, 50%, 75%, or 100% layout. The journey information that is displayed varies based on the layout you select.

Understand the status of the customer journey tab items



For active conversations and web visits, a green status icon appears on the first column. After 45 seconds of inactivity, the icon changes to yellow. After 1 minute of inactivity, the interaction shows as inactive. It remains inactive unless the customer triggers another web event (for example, a page view), at which point the interaction shows the green icon again.

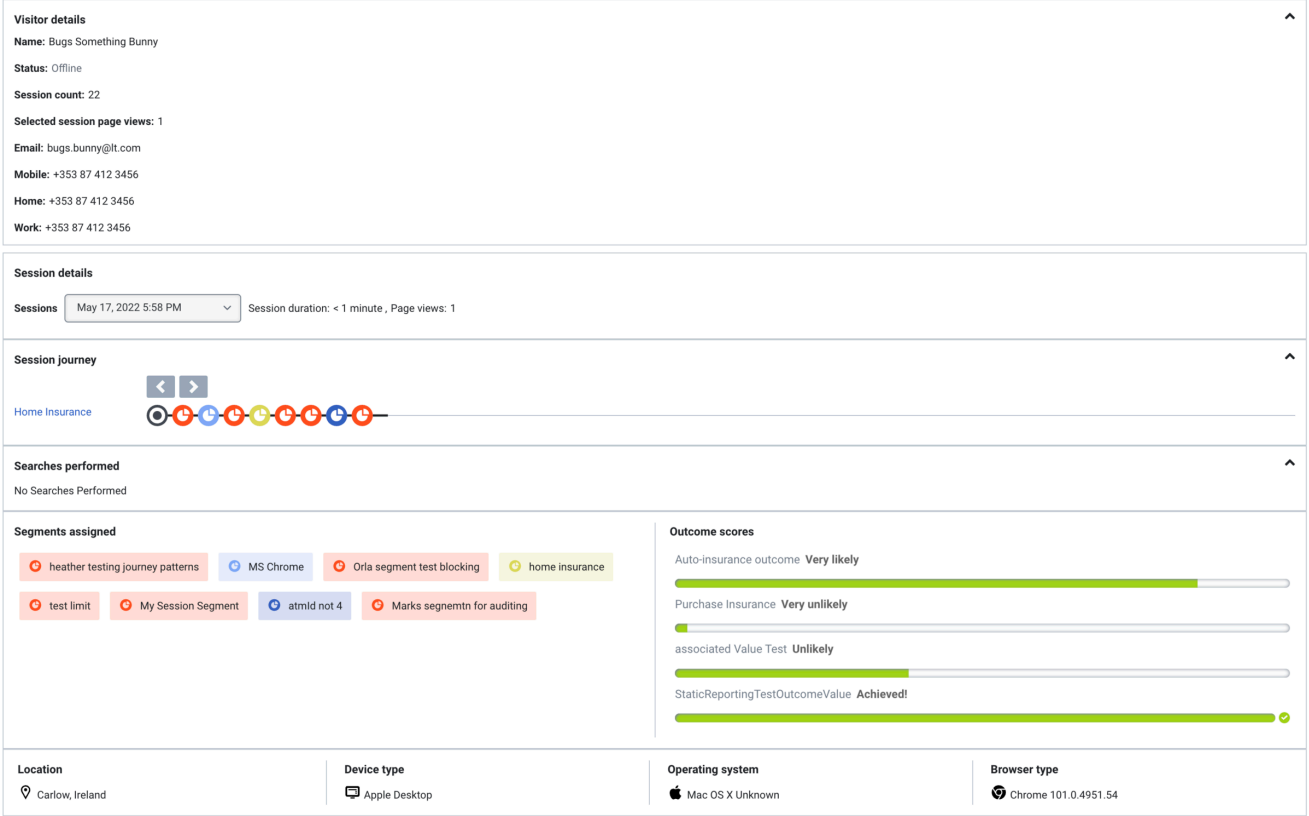
An agent's experience in Genesys Multicloud CX

Contents

- 1 Customer journey information in Genesys Multicloud CX
- 2 Visitor details
- 3 Session details
- 4 Session journey
- 5 Searches performed
- 6 Segments assigned
- 7 Outcome scores
- 8 Location and technology
- 9 For more information

Genesys Predictive Engagement presents customer journey information to agents.

Customer journey information in Genesys Multicloud CX



If a visitor accepts an offer to chat from Genesys Predictive Engagement, you see a new tab in your Genesys Multicloud CX Workspace when you receive the interaction.

In Agent Workspace (Workspace Web Edition), customer journey information appears on the **Journey** tab. In Workspace Desktop Edition, customer journey information appears on the **Altocloud** tab. The information updates as you interact with the visitor.

1. Visitor details
2. Session details
3. Session journey
4. Searches performed

5. Segments assigned
6. Outcome scores
7. Location and technology

Visitor details

Visitor details includes the visitor's name, current status, and the total number of times that the visitor viewed any of your tracked web pages during the current session. If Predictive Engagement cannot identify the visitor, "Unknown" appears in the **Name** box. If Predictive Engagement identifies the visitor later on, the visitor's name appears.

Session details

Predictive Engagement tracks visitor activity by session. When you view a visitor's summary, you see information for the current session. To see a different session, click it in the **Sessions** list box.

Session journey

The session journey map includes:

- Pages that a visitor saw and the sequence in which the visitor saw them
- Types of engagements that the visitor had with an agent or with Predictive Engagement while on a page, and when
- Segments that the visitor matched, and when

To see details about a point on the map, click the icon.

Searches performed

Knowing what visitors searched for on your website prepares you to answer questions that they may have. Search information appears in two places.

- To see what the visitor searched for at a specific point in the visitor's journey, in the journey map, click a search icon.
- To view a list of all the terms that the visitor searched for during the session, look in the "Searches performed" section.

Segments assigned

A segment represents a group of visitors that have something in common. For example, a segment might include all visitors who use the same browser or are from the same geographic region. Segments appear in the order in which Predictive Engagement assigns them to the visitor.

Outcome scores

A solid green bar indicates that the visitor achieved the outcome. A bar with green and red indicates that the visitor has not yet achieved the outcome. The amount of green indicates approximately how close the visitor is to achieving the goal.

Location and technology

A visitor's location and technology information includes data on visitor's device, browser, and operating system that are represented with icons:

- Browser
- Device
- Operating system

For more information

- Genesys Multicloud CX: Genesys Multicloud CX Agent's Guide
- Genesys Engage on-premises: Predictive Engagement Chat Interaction

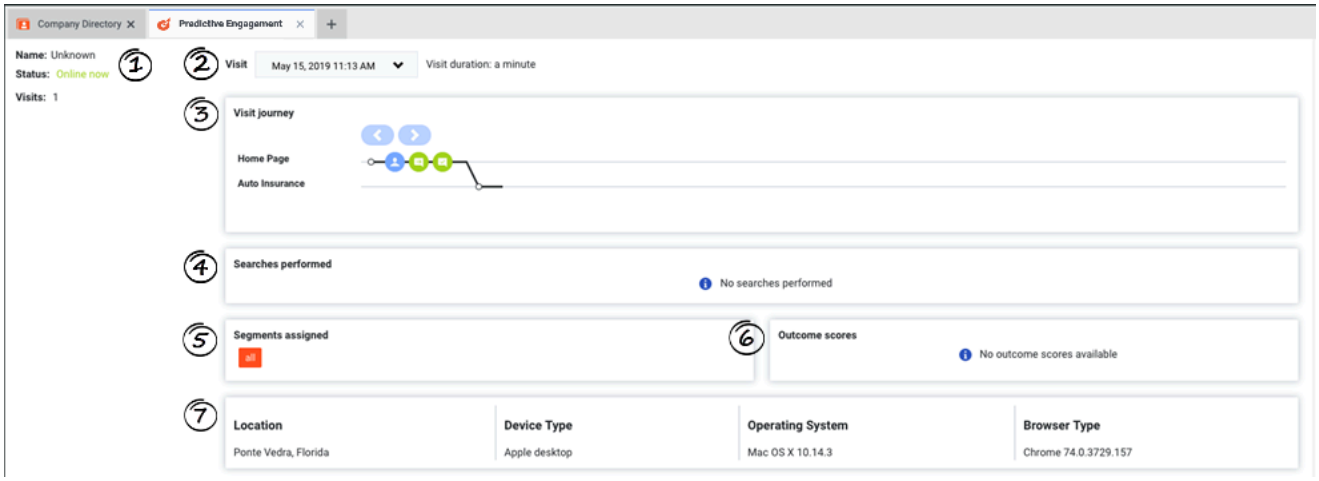
An agent's experience in PureConnect

Contents

- 1 Predictive Engagement view in PureConnect
- 2 Visitor information
- 3 Session information
- 4 Visit journey map
- 5 Searches performed
- 6 Segments assigned
- 7 Outcome scores
- 8 Location and technology
- 9 For more information

Genesys Predictive Engagement presents customer journey information to agents.

Predictive Engagement view in PureConnect



If a visitor accepts an offer to chat from Genesys Predictive Engagement, you can display the visitor's journey in the Predictive Engagement view in Interaction Connect when you pick up the interaction. The information updates as you interact with the visitor.

1. Visitor information
2. Session information
3. Visit journey map
4. Searches performed
5. Segments assigned
6. Outcome scores
7. Location and technology

Visitor information

Visitor information includes the visitor's name, current status, and the total number of times that the visitor viewed any of your tracked web pages during the current session. If Predictive Engagement cannot identify a visitor, "Unknown" appears in the **Name** box. If Predictive Engagement identifies the visitor later on, the visitor's name appears.

Session information

Predictive Engagement tracks visitor activity by session. When you view a visitor's summary, you see information for the current session. To see a different session, click it in the **Sessions** list box.

Visit journey map

The visit journey map includes:

- Pages that a visitor saw and the sequence in which the visitor saw them
- Types of engagements that the visitor had with an agent or with Predictive Engagement while on a page, and when
- Segments that the visitor matched, and when

To see details about a point on the map, click the icon.

Searches performed

Knowing what visitors searched for on your website prepares you to answer questions that they may have. Search information appears in two places.

- To see what the visitor searched for at a specific point in the visitor's journey, in the journey map, click a search icon.
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Segments assigned

A segment represents a group of visitors that have something in common. For example, a segment might include all visitors who use the same browser or are from the same geographic region. Segments appear in the order in which Predictive Engagement assigns them to the visitor.

Outcome scores

A solid green bar indicates that the visitor achieved the outcome. A bar with green and red indicates that the visitor has not yet achieved the outcome. The amount of green indicates approximately how close the visitor is to achieving the goal.

Location and technology

A visitor's location and technology information includes data on visitor's device, browser, and operating system that are represented with icons:

- Browser
- Device
- Operating system

For more information

- Predictive Engagement view in Interaction Connect
- Genesys Predictive Engagement integration

Journey map icons

Contents

- 1 About the icons
- 2 Web messaging icons
- 3 Web chat icons
- 4 Form-related icons
- 5 Journey shaping icons
- 6 Miscellaneous icons
- 7 Custom event icons
- 8 Call icons

Learn about the icons that could appear on the visitor journey map.

About the icons

Each icon represents a type of activity that occurred during a particular session. The position of the icon on the journey map indicates the order in which the activity occurred.

Following are the types of icons that could appear:

- Web messaging
- Web chat
- Form activity
- Journey shaping
- Miscellaneous
- Custom events
- Call

Web messaging icons

These icons are only available to Genesys Cloud CX customers who are participating in the beta release for identity stitching.

Icon	Name	Description
	Messaging offer accepted	Website visitor accepted the messaging offer.
	Messenger error	Messenger experience an error.
	Messaging offer ignored	Website visitor left your website before responding to the messaging offer.

Icon	Name	Description
	Messaging interaction offered	Predictive engagement presented a messaging offer to the website visitor.
	Messaging offer rejected	Website visitor rejected the messaging offer.

Web chat icons

Icon	Tooltip	Description
	Chat offered	Genesys Predictive Engagement offered a chat to the user.
	Chat accepted	User accepted the offer to chat.
	Chat form completed	User completed the form to request a chat.
	Chat rejected	User rejected the offer to chat.
	Chat timed out	Offer to chat timed out before the user responded.
	Chat ignored	User left the website before responding to the chat offer.
	Chat error	Chat experienced an error.

Form-related icons

Icon	Tooltip	Description
	Form submitted	User submitted a form.
	Form abandoned	User abandoned the form before completing it.

Journey shaping icons

Icon	Tooltip	Description
	Outcome achieved	User achieved one of your outcomes.
	Segment matched	User matched one of your segments. The color of the icon matches the color of the corresponding segment.

Miscellaneous icons

Icon	Tooltip	Description
	Searched	User searched for something on your site.
	Default	Default icon used when no other icon is applicable.

Custom event icons

Icon	Tooltip	Description
	Delivery	Delivery event occurred.
	Invoice	Invoice event occurred.
	Application	Application-related event occurred.
	Contract	Contract event occurred.
	Default Event	Default icon used for a custom event when no other icon is applicable.

Call icons

Icon	Name	Description
	Abandoned	Customer abandoned the call.
	Inbound call	Agent received an inbound call.
	On hold	Agent placed the call on hold.
	Outbound call	Agent placed an outbound call.

Icon	Name	Description
	Transferred	Agent transferred the call.

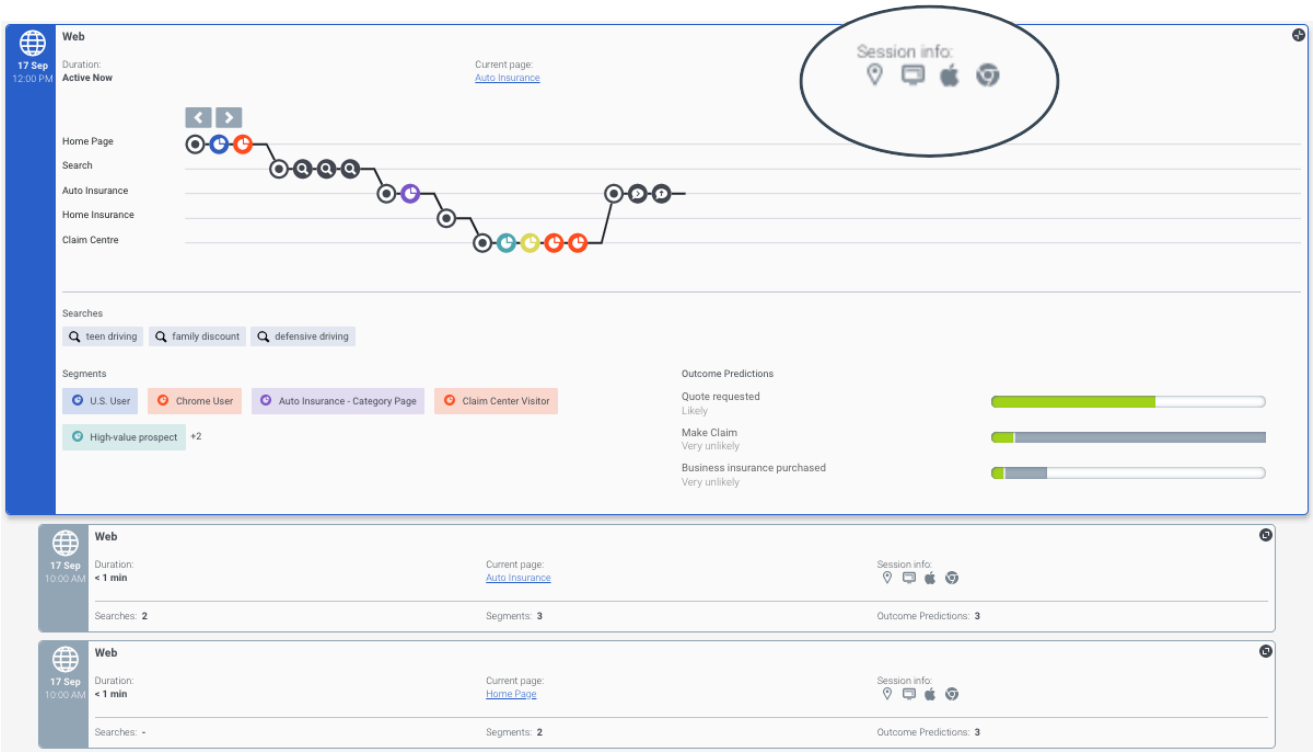
Session information icons

Contents

- 1 Session information icons
- 2 Devices
- 3 Operating system
- 4 Browsers

Learn about the icons for browsers, devices, and operating systems that Genesys Cloud CX agents see when they review a session card for a visitor.

Session information icons



Session information icons provide information about a visitor's location and equipment.

Devices

Device	icon
Desktop	
Laptop	
Mobile	
Tablet	

Operating system

Operating system	Icon
Android	
Linux	
MacOS	
Windows	
Other	OS

Browsers

Browser	Icon
Chrome	
Edge	
FireFox	
Internet Explorer	
Opera	
Other	
Safari	

Genesys Predictive Engagement Agent FAQs

This page lists all FAQs for Genesys Predictive Engagement agents.

GenesysCloud

No FAQs for this platform yet.

GenesysEngage

No FAQs for this platform yet.

PureConnect

No FAQs for this platform yet.