

Genesys Predictive Engagement Agent's Guide

An agent's experience in Genesys Cloud

10/15/2021

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

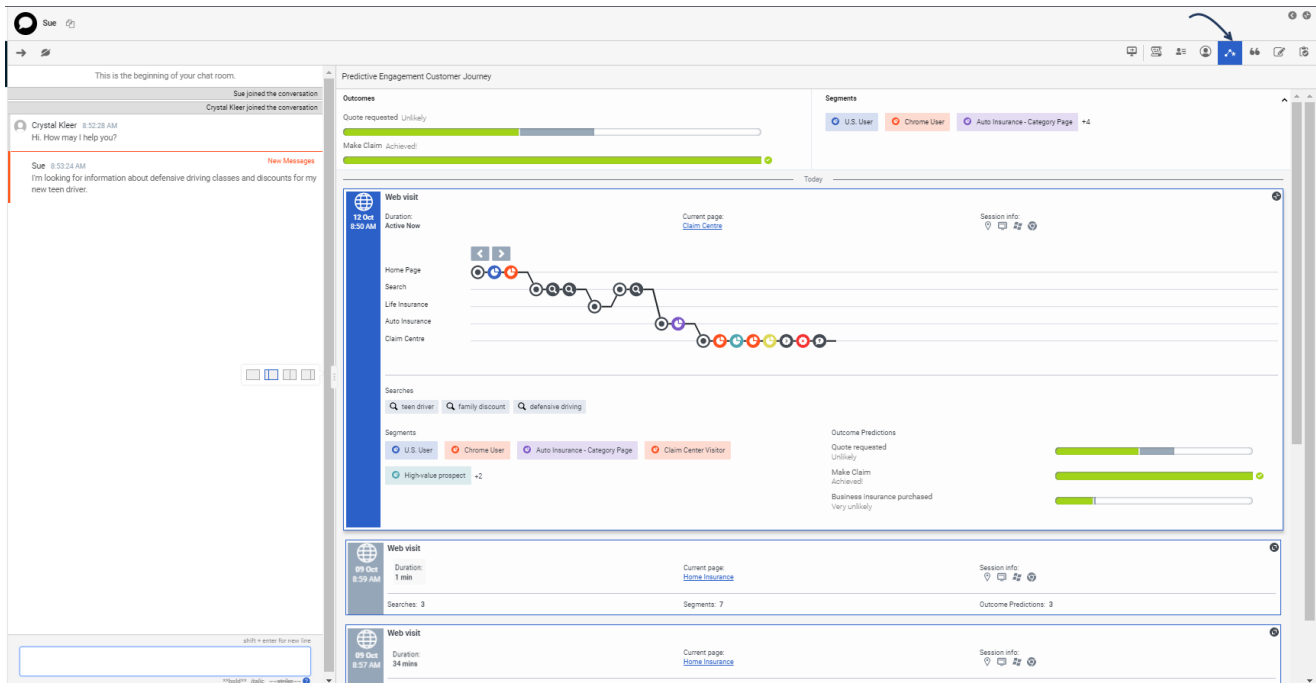
Prerequisites

- Configure the following permissions in Genesys Cloud:
 - **Journey > Customer > View** (to see information about existing customers)
 - **Journey > Event > View** (to see events on the customer journey map)
 - **Journey > Event Type > View** (to see event information)
 - **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)
 - **Journey > Session > View** (to see session information)
 - **Journey > Session Type > View** (to see session type information)
 - **Journey > Visit > View** (to see live tracking information about visitors on your website currently)

Important

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

About customer journey

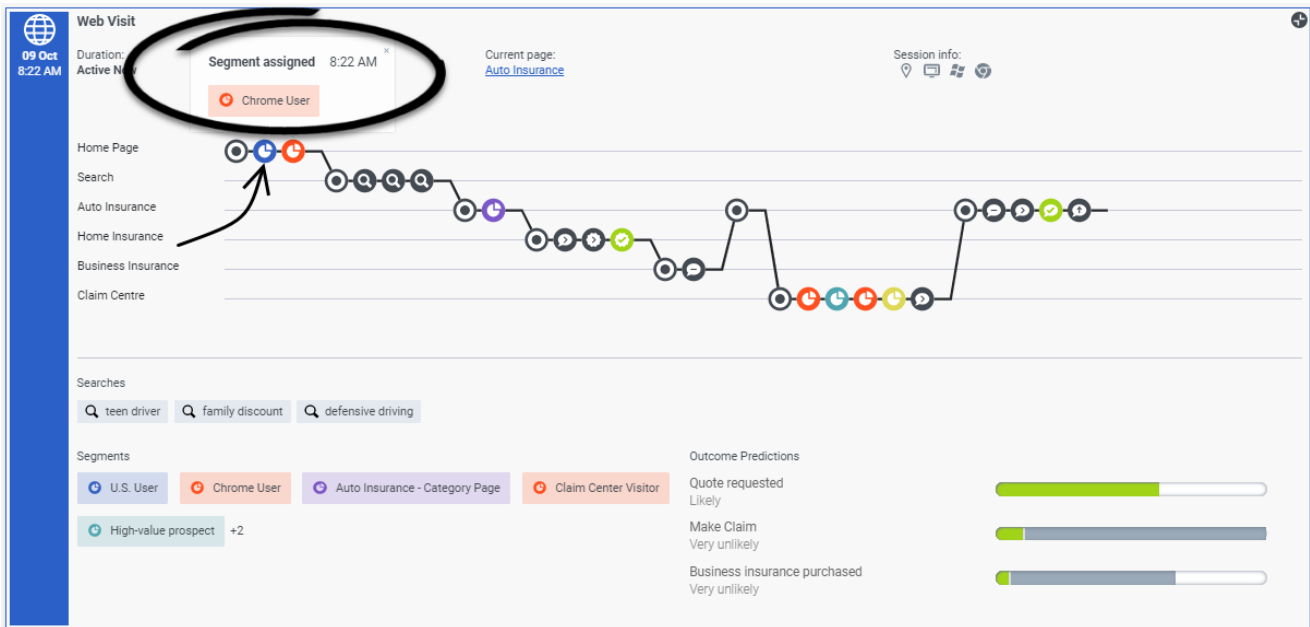


If a visitor accepts a web chat or web messaging offer from Genesys Predictive Engagement, customer journey information displays in the **Interactions** panel when you pick up the interaction. You must have the appropriate Genesys Predictive Engagement permissions to view the customer journey information.

A customer's full contextual history displays on the **Predictive Engagement Customer Journey** tab in Genesys Cloud. To modify your view:

- Switch to a half-size or full-size view of the tab.
- When you begin a phone-based interaction with a customer, verify their external contact profile. Then, Genesys Predictive Engagement displays all the contextual journey information for that customer.

View journey details



To see more details about a card, click it. In this view, you see the journey map.

The map updates in real time as the customer navigates your website, responds to interaction requests, and matches segments. To see the details of an item on the map, click its icon. For more information about the icons, see Journey map icons.

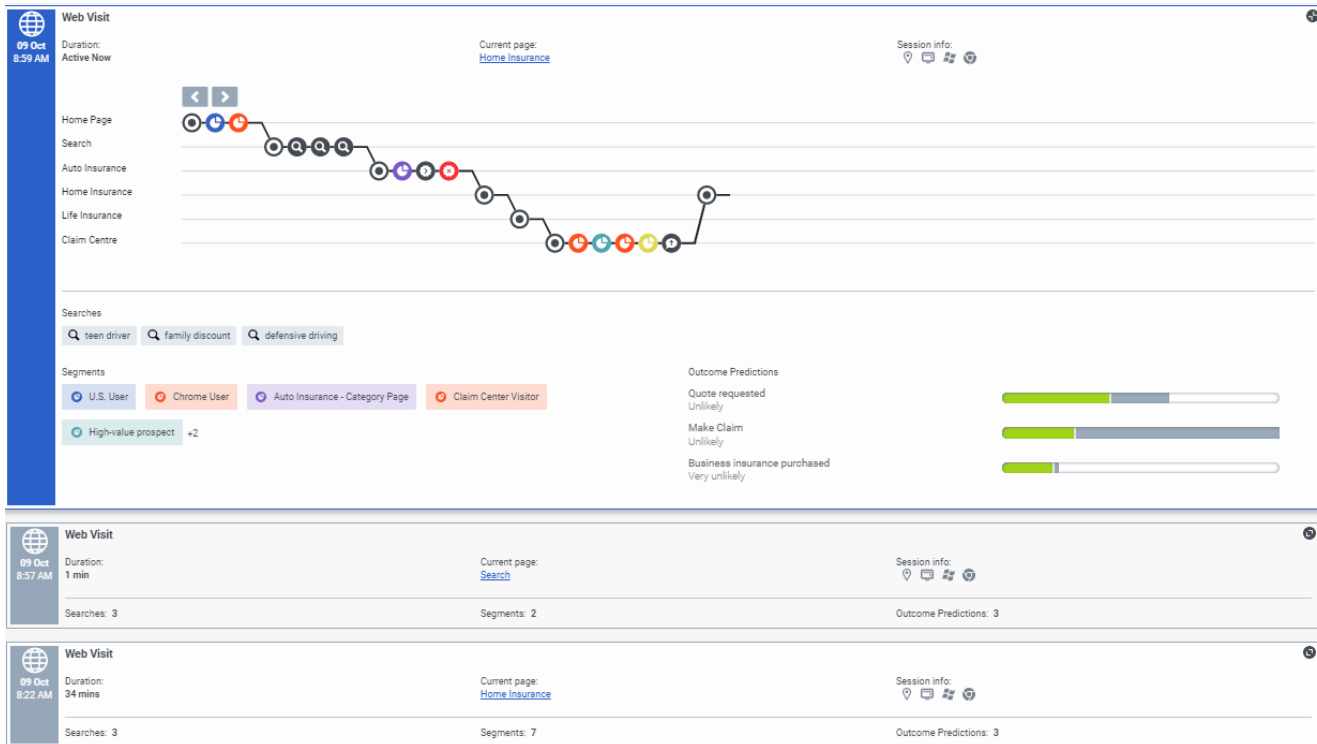
Tip

- You can expand multiple cards simultaneously.
- The color of a segment matched icon corresponds to the color of the actual segment.

Important

If there are no segments, searches, or outcomes, there is no expanded view.

Session cards



Session cards organize journey data so that you can see current and historical activity. Each card represents what the customer did during a particular period called a session.

The newest session card appears at the top. If the session card is blue, the customer is active on your website. After 20 minutes of inactivity, the card color changes to gray.

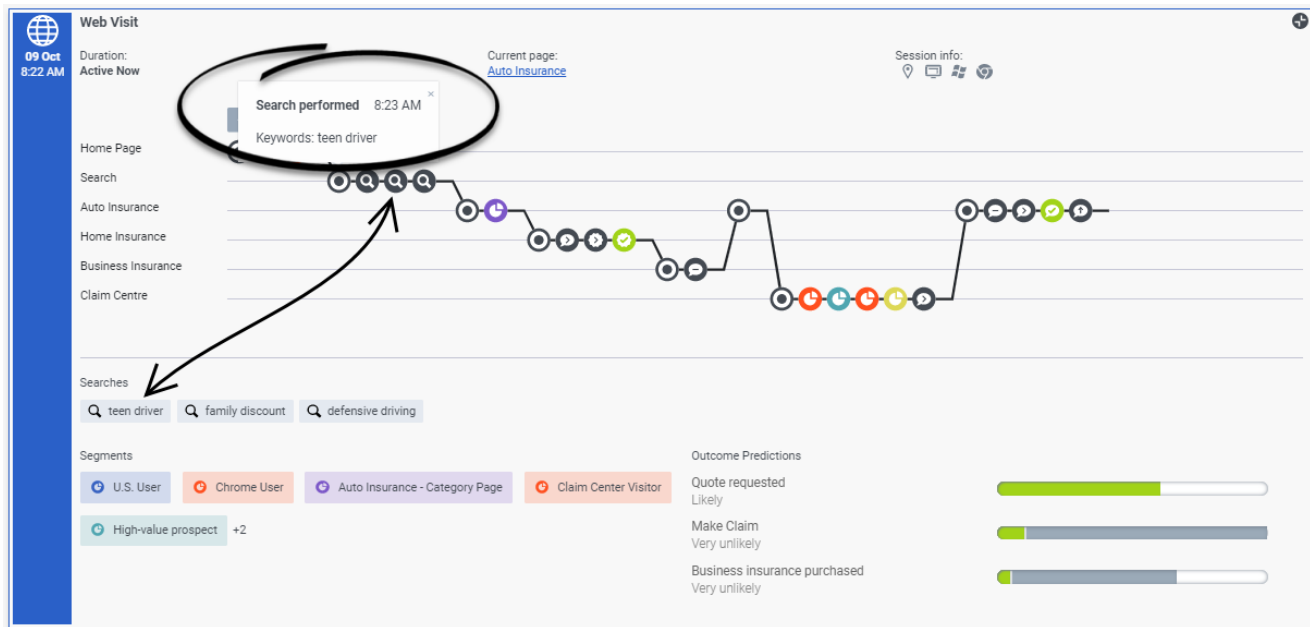
Important

- If the customer provides an email address or phone number after the current session begins, you may see more sessions because we try to match external contact records based on this data.
- We show data only about webpages that we track. If a customer leaves your website and then comes back, we do not show you where the customer went.

Key card information includes:

- Journey map icons
- Session information icons
- Segments the customer matched
- Outcome progress during the session

View searches performed



Knowing what customers searched for on your website prepares you to answer questions that they may have. Search information appears in two places on the **Predictive Engagement Customer Journey** tab.

- In the journey map, click a search icon to see what the customer searched for at a specific point in the customer's journey.
- in the "Searches performed" section of the **Predictive Engagement Customer Journey** tab, you can view a list of all the terms that the customer searched for during the session.

Outcome predictions

Outcomes

Quote requested Unlikely

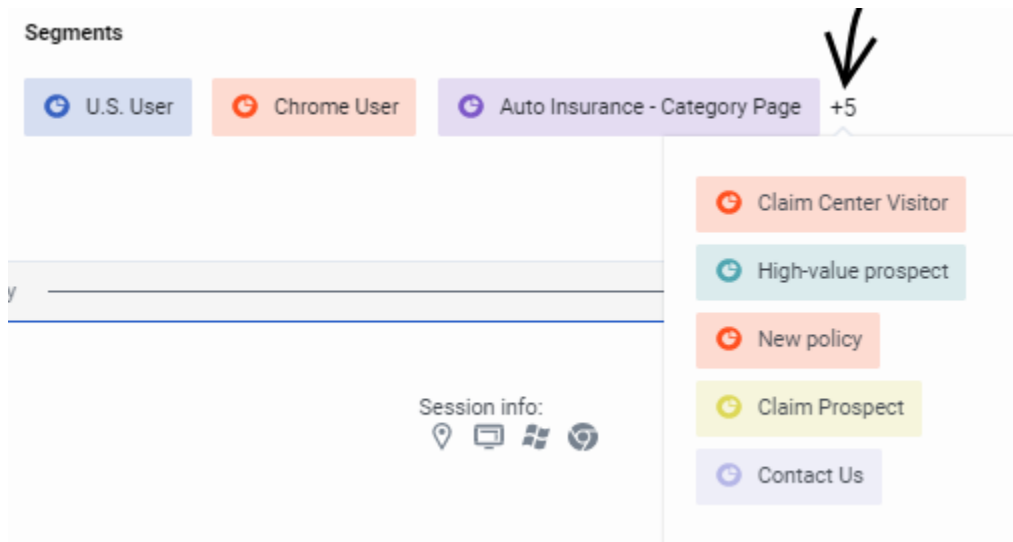


Make Claim Achieved!



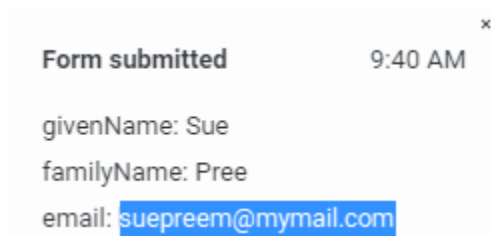
An outcome represents a particular goal and the colored bars represent the customer's progress toward that goal. For example, if the goal is to purchase a product, the customer's progress moves toward that goal when the customer puts an item in their shopping cart. These bars update in real time as the customer's progress changes. For more information about outcomes, see [About outcome predictions and probabilities](#).

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. For more information about segments, see [About segments](#).

Copy activity data








When viewing activity details, you can copy data (such as an email address) to the clipboard so that you can paste it elsewhere.

View more cards

 Web 20 Jul 9:38 AM	Duration: < 1 min	Current page: Life Insurance	Session info:    
Searches: -	Segments: 3	Outcome Predictions: 3	

Older

 Web 08 Jul 4:18 PM	Duration: < 1 min	Current page: Contact Us	Session info:    
Searches: -	Segments: 3	Outcome Predictions: 4	

[Load more](#)



To see more cards, click **Load More** at the bottom of the list.