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Genesys Predictive Engagement Agent's Guide

A visitor's experience

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

How chats appear

The screenshot displays a web page for Universal Insurance. At the top, there is a dark grey navigation bar with 'Visit ID: 37616' on the left, an email input field with 'enter your email' placeholder, and 'Login' and 'Sign Up' buttons on the right. Below this is the Universal Insurance logo and a main navigation menu with links for Home, Auto Insurance, Home Insurance, Business Insurance, Life Insurance, and Claim Centre. A secondary menu below it includes Quote Details, Confirm Details (highlighted in green), Additional Information, and Purchase Policy.

The main content area is divided into three sections:

- TERMS AND CONDITIONS:** A green header with a document icon. The text explains that personal data is collected for quotes and that users must agree to terms and conditions. It includes a checkbox for 'I agree to the Terms & Conditions' and a link to 'Terms & Conditions'. A note states: 'Your quotation is based on certain assumptions, please click here to view these.'
- POLICY HOLDER:** A green header with a person icon. It features a large image of a black BMW sedan.
- POLICY DETAILS:** A green header with a document icon. It contains a text prompt: 'If you enter your license plate number in the field provided below we can search for your vehicle details automatically.' Below this is a 'License Plate Number' input field with '1234' entered, a red 'CALL US NOW' button, and a checkbox for 'Please check this if you don't know your license plate number'. Other fields include 'Year of Manufacture', 'Make', 'Model', 'Style', 'Engine Size', 'Annual Miles Travelled', and 'Licence Type'.

At the bottom left, an **INFORMATION** section (green header with an 'i' icon) lists options to 'Add another driver', 'Add a penalty point', 'Add non Motor Conviction', and 'Add a Claim/Accident', each with a corresponding button.

A 'Live Chat' window is overlaid on the bottom right. It has a dark grey background and a close button (X) in the top right corner. The text inside reads: 'Live Chat', 'Hi there, can we help with your quote?', and two buttons: 'No, thanks' and 'Yes'. At the bottom, it says 'Powered by GENESYS'.

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

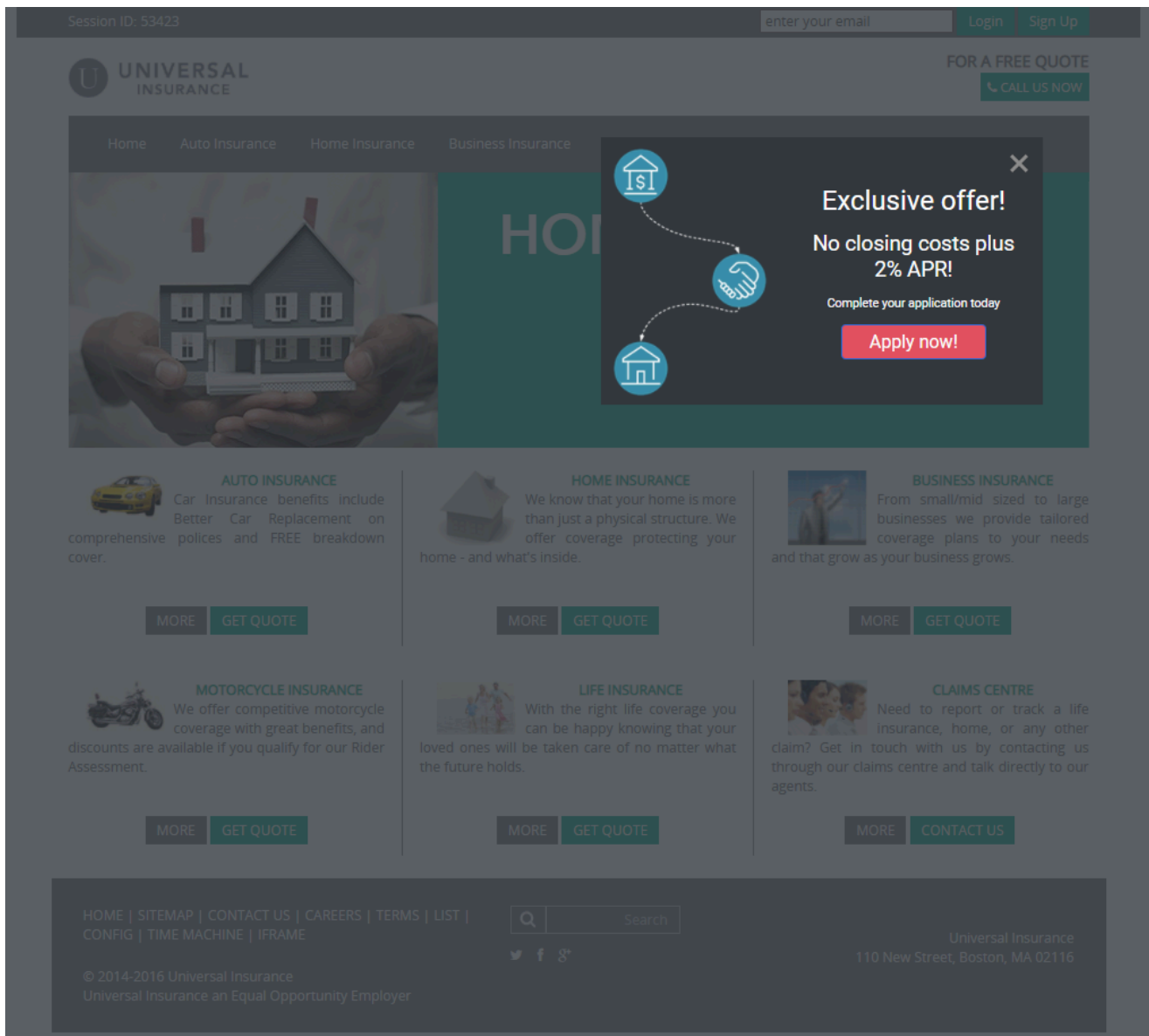
The screenshot displays the Universal Insurance website with a chat window titled "Message Us" overlaid on the right side. The website header includes a session ID of 13656, an email input field, and "Login" and "Sign Up" buttons. The main navigation menu lists "Home", "Auto Insurance", "Home Insurance", "Business Insurance", "Life Insurance", and "Claim Centre". A large banner for "HOME INSURANCE FIRST TIME BUYERS SPECIAL DEAL" is visible. Below the banner are four insurance categories: "AUTO INSURANCE", "HOME INSURANCE", "MOTORCYCLE INSURANCE", and "LIFE INSURANCE", each with a brief description and "MORE" and "GET QUOTE" buttons. The chat window shows a greeting: "Hi there 🌟 Thanks for reaching out!" and a "Hello" button. The footer contains links for "HOME", "SITEMAP", "CONTACT US", "CAREERS", "TERMS", "LIST", "CONFIG", "TIME MACHINE", and "IFRAME", along with a search bar and social media icons for Twitter, Facebook, and Google+. The copyright notice reads "© 2014-2016 Universal Insurance. Universal Insurance an Equal Opportunity Employer".

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.