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Genesys Predictive Engagement Agent's Guide

A visitor's experience

2/23/2026

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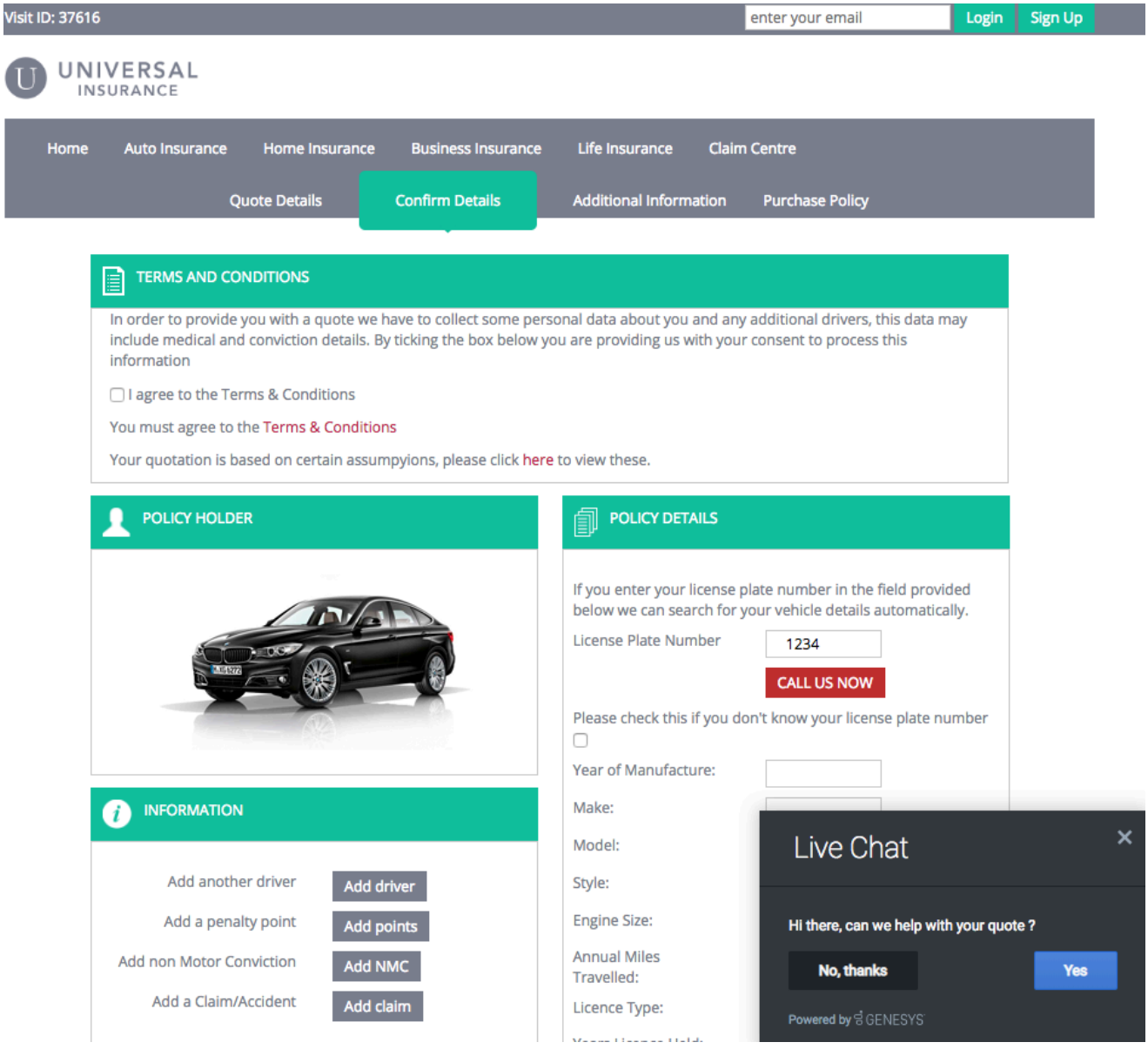
Learn about a visitor's experience with Genesys Predictive Engagement on your website.

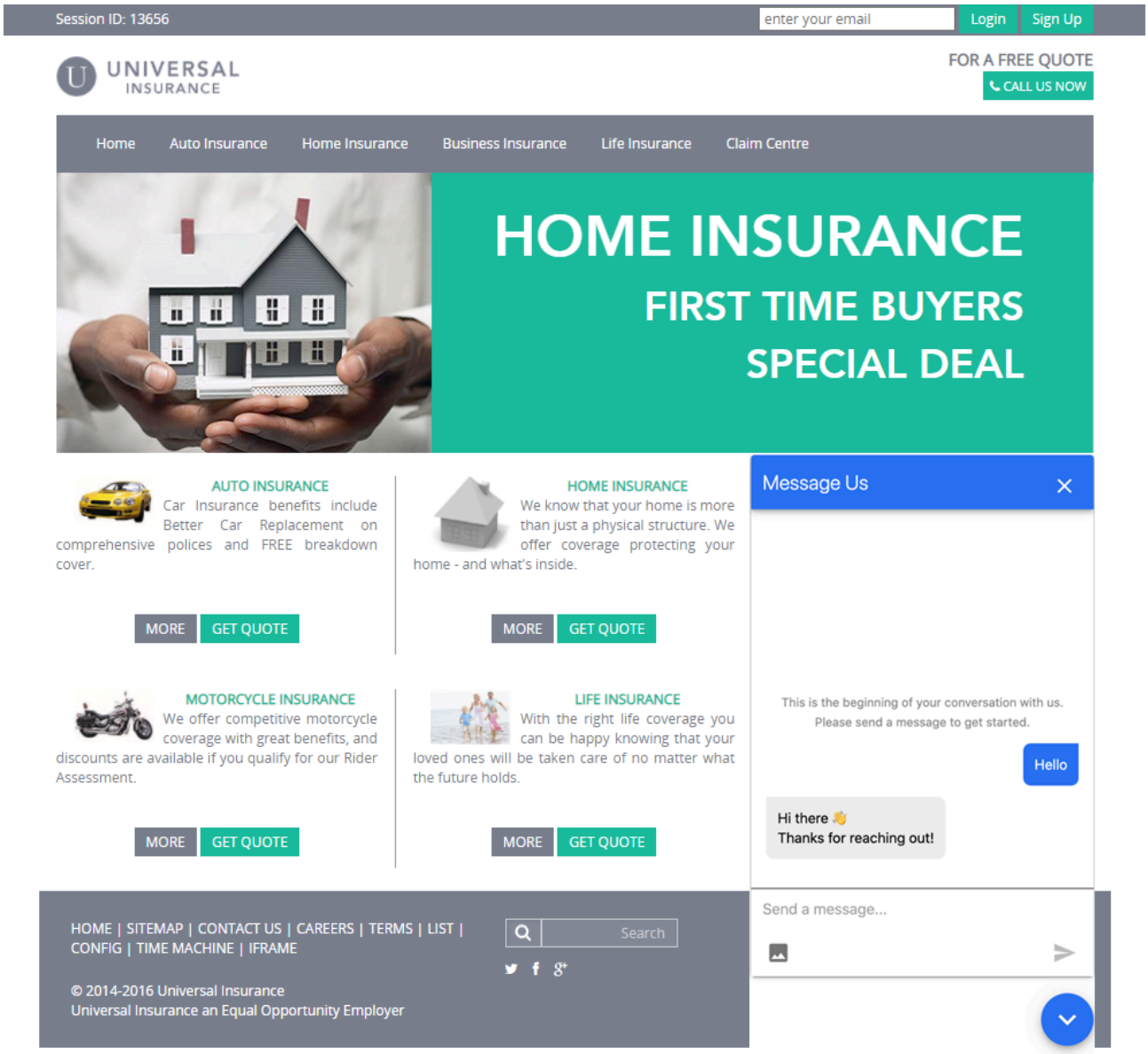
How chats appear



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

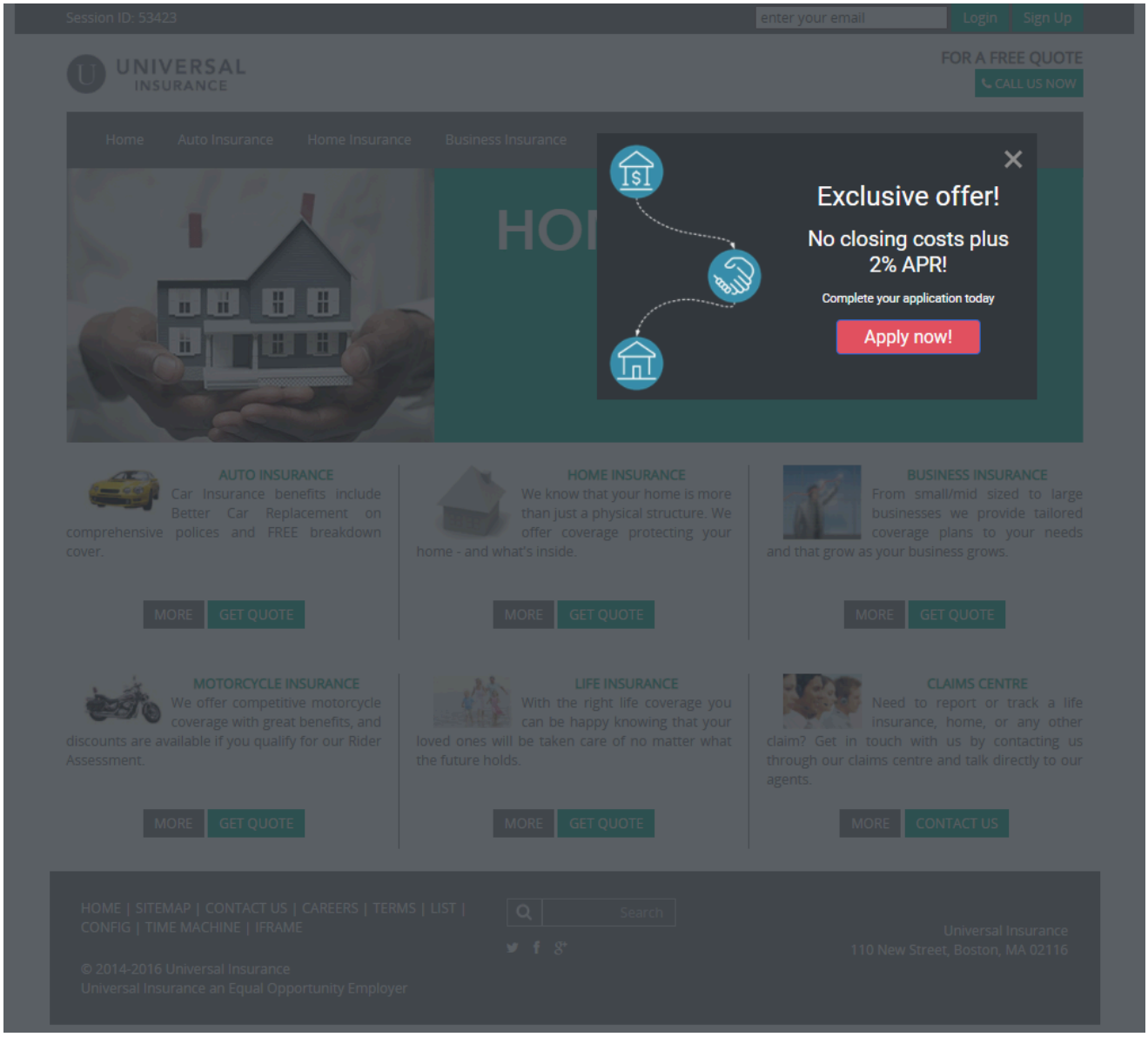


If you are a Genesys Cloud CX customer, your organization might be using the new web messaging

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.