



This PDF is generated from authoritative online content, and is provided for convenience only. This PDF cannot be used for legal purposes. For authoritative understanding of what is and is not supported, always use the online content. To copy code samples, always use the online content.

# Genesys Predictive Engagement Agent's Guide

*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

The screenshot displays a website interface for Universal Insurance. At the top, there is a dark navigation bar with 'Visit ID: 37616' on the left, an email input field with the placeholder 'enter your email', 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 contains 'Quote Details', 'Confirm Details' (highlighted in green), 'Additional Information', and 'Purchase Policy'. The main content area is divided into three sections: 'TERMS AND CONDITIONS' with a consent checkbox, 'POLICY HOLDER' featuring a car image, and 'POLICY DETAILS' with a license plate search form. A 'Live Chat' window is overlaid on the bottom right, containing a message: 'Hi there, can we help with your quote?' and two buttons: 'No, thanks' and 'Yes'. The chat window also includes a 'Powered by GENESYS' logo at the bottom.

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 overlay. At the top, there is a session ID '13656', an email input field, and 'Login' and 'Sign Up' buttons. The main navigation includes '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, titled 'Message Us', shows a conversation starting with 'Hello' and 'Hi there Thanks for reaching out!'. The footer contains site navigation, a search bar, social media icons, and copyright information.

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

Session ID: 53423  [Login](#) [Sign Up](#)

**U UNIVERSAL INSURANCE** FOR A FREE QUOTE  
[CALL US NOW](#)

[Home](#) [Auto Insurance](#) [Home Insurance](#) [Business Insurance](#)






**Exclusive offer!**

**No closing costs plus  
2% APR!**


Complete your application today

**Apply now!**




**AUTO INSURANCE**  
Car Insurance benefits include Better Car Replacement on comprehensive policies and FREE breakdown cover.

[MORE](#) [GET QUOTE](#)




**HOME INSURANCE**  
We know that your home is more than just a physical structure. We offer coverage protecting your home - and what's inside.

[MORE](#) [GET QUOTE](#)




**BUSINESS INSURANCE**  
From small/mid sized to large businesses we provide tailored coverage plans to your needs and that grow as your business grows.

[MORE](#) [GET QUOTE](#)




**MOTORCYCLE INSURANCE**  
We offer competitive motorcycle coverage with great benefits, and discounts are available if you qualify for our Rider Assessment.

[MORE](#) [GET QUOTE](#)



**LIFE INSURANCE**  
With the right life coverage you can be happy knowing that your loved ones will be taken care of no matter what the future holds.

[MORE](#) [GET QUOTE](#)



**CLAIMS CENTRE**  
Need to report or track a life insurance, home, or any other claim? Get in touch with us through our claims centre and talk directly to our agents.

[MORE](#) [CONTACT US](#)

HOME | [SITEMAP](#) | [CONTACT US](#) | [CAREERS](#) | [TERMS](#) | [LIST](#) |

© 2014-2016 Universal Insurance  
Universal Insurance an Equal Opportunity Employer

Universal Insurance  
110 New Street, Boston, MA 02116

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.