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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 website interface for Universal Insurance. At the top, there is a dark grey header with 'Visit ID: 37616' on the left, an input field for 'enter your email', and 'Login' and 'Sign Up' buttons on the right. Below the header is the Universal Insurance logo and a 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 asks for consent. It includes a checkbox for 'I agree to the Terms & Conditions', a link to 'Terms & Conditions', and a link to 'view these' assumptions.
- POLICY HOLDER:** A green header with a person icon. It features a large image of a black BMW car.
- POLICY DETAILS:** A green header with a document icon. It contains a text prompt about license plate search, a 'License Plate Number' input field with '1234', a red 'CALL US NOW' button, a checkbox for 'Please check this if you don't know your license plate number', and input fields for '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.

Overlaid on the bottom right is a 'Live Chat' window with a dark grey background and a close button (X). The chat message reads: 'Hi there, can we help with your quote?'. Below the message are two buttons: 'No, thanks' (dark grey) and 'Yes' (blue). At the bottom of the chat window, 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

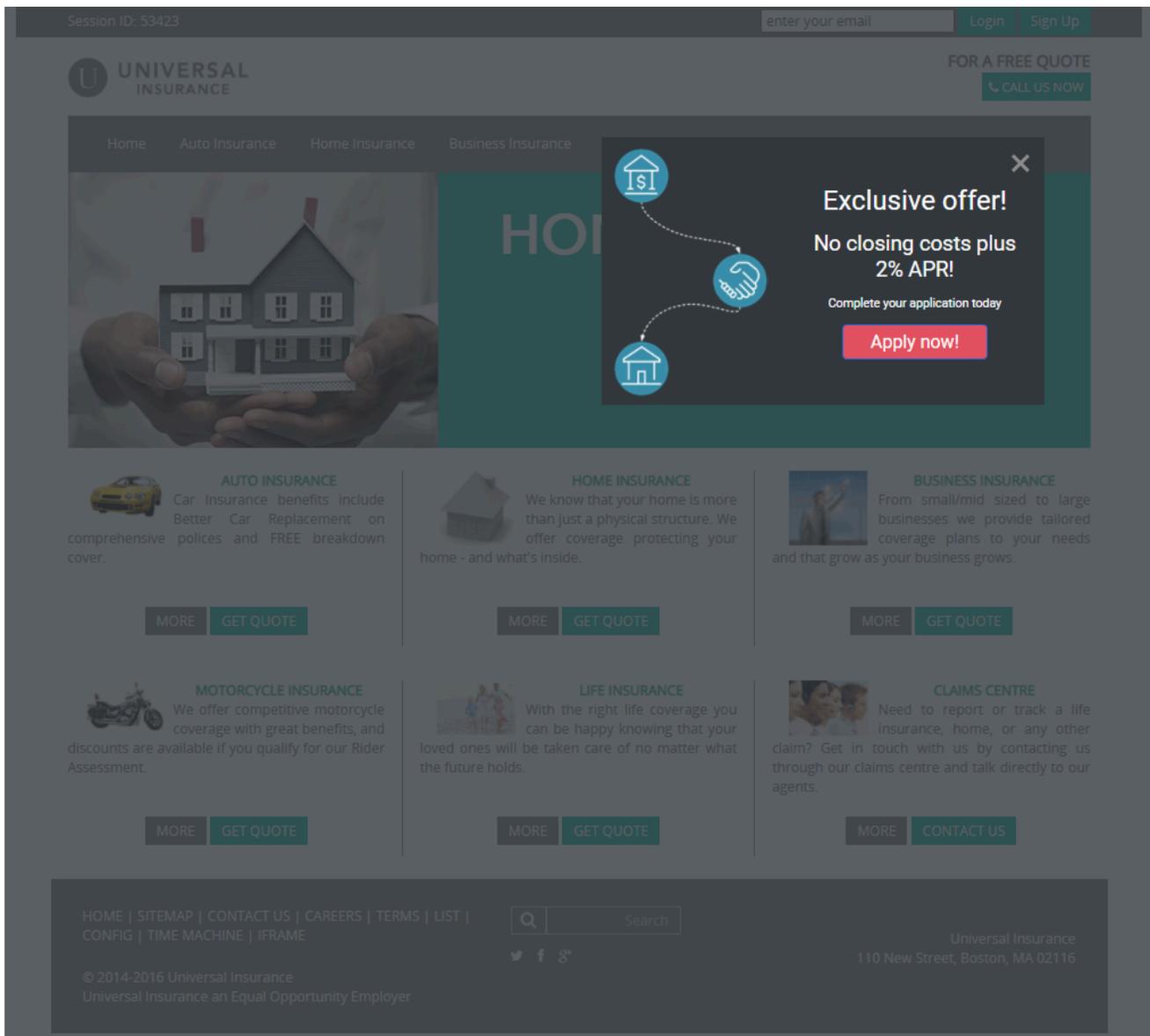
The screenshot displays the Universal Insurance website with a chat window overlay. At the top, there is a session ID '13656', an email input field, and 'Login' and 'Sign Up' buttons. The main navigation includes 'Home', 'Auto Insurance', 'Home Insurance', 'Business Insurance', 'Life Insurance', and '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', contains a welcome message: 'This is the beginning of your conversation with us. Please send a message to get started.' A 'Hello' button is present. Below that, a message from the user says 'Hi there 🌻 Thanks for reaching out!'. At the bottom of the chat window is a 'Send a message...' input field and a 'Send' 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+. Copyright information for 2014-2016 Universal Insurance is also present.

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.