Journey JavaScript SDK

Use Events methods with web actions

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Contents

Use Events methods to subscribe to events that occur during the lifecycle of Genesys Predictive Engagement web actions such as web chats and content offers. This raw data can be streamed to third-party analytics platforms or to tag management platform data layers for use in analytics and reporting platforms.

Important

This article only applies to customers using web chat. If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

Event methods for web actions

To capture information about events that occur during the lifecycle of a web action, use the Events methods shown in the following table.

Method	Description
on	Subscribe to start receiving events for a given type of web action in a given state.
once	Receive events for only the first occurrence of a given type of web action in a given state.
off	Unsubscribe to stop receiving events for a given type of web action in a given state.

Media types, lifecycle states, and code examples using Events methods

Media type	Lifecycle states	Code examples
contentoffer	Content offers lifecycle	Examples: Events methods with content offers
webchat	Web chat lifecycle	Examples: Events methods with web chats

Event types for web actions

The following table lists the events that you can use with Events methods for web actions. Event information returned includes the action state, customer ID, session ID, and action map ID.

Event	Data type	Description
actionId	UUIDv4	Unique Id for a specific Predictive Engagement action.
actionState	String	Current state of the action. For example, offered.
actionMediaType	String	The engagement type. For example, webchat.
actionMapId	UUIDv4	Id of the action map that qualified/triggered this action.
actionMapVersion	Integer	Version of the action map.
customerId	UUIDv4	Stable identifier of the customer. For example, a cookie Id.
customerIdType	String	The specific type of customer identifier (always "cookie").
sessionId	UUIDv4	Identifier of the customer's current web session.
errorCode	Integer	Status code for any exceptions caught during presentation of the action.
errorMessage	String	Error message for any exceptions caught during presentation of the action.

Capture more data with Genesys widgets

You can use the Web Action Events API with Genesys Widgets commands to enrich events with more data that may be useful.

For example, the Genesys Cloud CX `conversationId` may be useful in an analytics context. For more information on the Widgets API, see API Commands.

```
ac('on', 'webchat:all', (evt) => {
  _genesys.widgets.bus.command('WebChatService.getSessionData').then((data) => {
    if (data.conversationId) {
      evt.conversationId = data.conversationId;
    }

    someAnalyticsProvider.send(evt);
  })
});
```

> ### Important
> The data that WebChatService.getSessionData returns differs based on your Genesys platform.