



Genesys Predictive Engagement Glossary

4/11/2021

Glossary of terms for Genesys Predictive Engagement

Name	Description
action map	Defines how you want Genesys Predictive Engagement to interact with a visitor based on the visitor's matching segments and your preferred outcomes. For more information, see Create an action map .
channel	Represents the means by which a customer contacts you. Depending on your business, your channels may include: <ul style="list-style-type: none">• Phone calls• Chats• Email• Messaging• Callback
conditions	Expressions that tell Genesys Predictive Engagement how to match visitors to segments or outcomes.
customer journey	History of a visitor's activity on your website and with your agents.
event	Represents a single activity, such as when a visitor purchases a product.
event attribute	Extra piece of information about an event.
journey optimization logic	Combination of segments, outcomes, and action maps that improve Genesys Predictive Engagement's AI capabilities. For more information, see: <ul style="list-style-type: none">• Create an action map• Create outcomes• Create segments
journey patterns	Actions on your website that all visitors in a particular segment took. Examples of journey patterns are completing a form or visiting a specific webpage.
outcome	Business goal that you want to track and achieve. For more information, see Create outcomes .
probability	Percentage that indicates how likely a customer is to do something. The higher the probability, the more likely the outcome. For example, if the outcome is "buy a t-shirt" and the probability is 80%, a customer is 80% likely to buy the t-shirt.
probability score	Numerical value that Genesys Predictive Engagement assigns to a customer based on the likelihood that they will achieve a given business outcome.
projection	User-defined mapping that links event attributes to session attributes.
qualified	When a trigger determines that Genesys Predictive Engagement should offer an action map to a visitor, the action map is qualified for that visitor.

Name	Description
segment	<div data-bbox="581 289 1469 338" style="background-color: #4b2c52; color: white; padding: 2px;"> Feature coming soon: Customer segments </div> <p>Group of visitors that share similar behavior or characteristics. Session segments expire when the single session ends. Customer segments persist across sessions. For more information, see Create segments.</p>
session	Set of related events that involve a single visitor, within a given timeframe.
session attribute	Extra piece of information about a session.
visitor	Person who is looking at your website. A visitor may or may not correspond to an existing customer record.
visitor attribute	Type of attribute used to create a condition that matches visitors to segments and outcomes based on a visitor characteristic. For example, uses a Chrome browser or lives in Canada.
visitor journey attribute	Type of attribute used to create a condition that matches visitors to segments and outcomes based on a visitor behavior. For example, visits the Current Sales webpage.
web action	An action that interacts directly with visitors through a web page. For example, content offers and web chats are web actions.