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## Genesys Predictive Engagement resources for developers

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Learn about the Genesys Predictive Engagement resources available for developers.

## Genesys Cloud CX

If you are a Genesys Cloud CX customer, we encourage you to use the new web messaging feature to replace web chat.

### Web messaging

The following resources are available to Genesys Cloud CX developers who are using (or plan to use) the web messaging feature:

- **globalFunction:** Call plugin commands and subscribe to events.
- **Commands and events:** Commands that you can call and events that you can subscribe to.
- **Cookies:** Cookies required for the messenger plugins to function properly.
- **Examples:** Examples for creating your own messenger launcher.
- **Configure messenger:** Define the appearance and behavior of the messenger window. Alternatively, administrators can define the messenger window appearance and the messaging experience through the Genesys Cloud CX interface.
- **Deploy messenger:** Deploy the messenger snippet to your website. Alternatively, administrators can deploy the messenger snippet from the Genesys Cloud CX interface.
- **Messenger JavaScript SDK:** Customize how messenger behaves and interacts with Predictive Engagement.
- **Web messaging Guest API:** Interface with the Genesys Cloud CX web messaging Guest API.
- **DevCast tutorial 16 for Predictive Engagement for Developers:** SDKs and APIs that you can use to understand the customer journey.

### Web chat

The following resources are available to Genesys Cloud CX developers who are using the web chat feature:

- **Widget - Version 2:** Deploy the Version 2 widget to your website.
- **Journey JavaScript SDK:** Customize how Predictive Engagement tracks and manages visitor activity on your website.
- **Event tracking with tag managers:** Track events with tag managers, such as Google Tag Manager or Adobe Launch.
- **DevCast tutorial 16 for Predictive Engagement for Developers:** SDKs and APIs that you can use to understand the customer journey.

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## Genesys Multicloud CX

The following resources are available to Genesys Multicloud CX developers:

- Deploy Genesys Widgets: Deploy a web chat widget to your website.
- Journey JavaScript SDK: Customize how Predictive Engagement tracks and manages visitor activity on your website.
- Event tracking with tag managers: Track events with tag managers, such as Google Tag Manager or Adobe Launch.
- DevCast tutorial 16 for Predictive Engagement for Developers: SDKs and APIs that you can use to understand the customer journey.

## Genesys Engage on-premises

The following resources are available to Genesys Engage on-premises developers:

- Deploy Genesys Widgets: Deploy a webchat widget to your website.
- Journey JavaScript SDK: Customize how Predictive Engagement tracks and manages visitor activity on your website.
- Event tracking with tag managers: Track events with tag managers, such as Google Tag Manager or Adobe Launch.
- DevCast tutorial 16 for Predictive Engagement for Developers: SDKs and APIs that you can use to understand the customer journey.

## PureConnect

The following resources are available to PureConnect developers:

- Configure widgets: Configure a web chat widget.
- Deploy widgets: Deploy a web chat widget to your website.
- Journey JavaScript SDK: Customize how Predictive Engagement tracks and manages visitor activity on your website.
- Event tracking with tag managers: Track events with tag managers, such as Google Tag Manager or Adobe Launch.
- DevCast tutorial 16 for Predictive Engagement for Developers: SDKs and APIs that you can use to understand the customer journey.