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# Genesys Multicloud CX User Guide

Analytics

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Describes Genesys Multicloud CX Analytics.

In the daily operations of a contact center, data, context and event streams are generated through customer engagement, business optimization and employee actions by people, machines or the web. With our reporting and analytics capabilities, information is visualized in a user interface for analysis, decision support and business optimization. Users of reporting and Designer Analytics can filter, group, drill, sort and change the presentation style to visualize and understand why they are seeing anomalies or expected results.

## Reporting (Real-time and Historical)

The service includes operational and historical reporting. Web-based, near real-time operational reporting is provided through a standard set of reporting templates or widgets. New operational reporting templates can be authored and/or customized by Genesys for additional fees.

For historical reporting, many configurable templates are available. Users can directly tailor historical reports using filters and drill-down features of the existing reports, as well as modify or build a new report with a few drag-and-drop maneuvers via a standard web-enabled user interface. Custom reports can be saved in a shared repository or to the desktop for offline use. The reports can be accessed subject to role-based restrictions and automatically distributed via various media, including mobile devices. Users can download detailed interaction information to perform additional analytics based on the customer's business requirements.

## Designer Analytics

Designer Analytics offers a close-to-real-time view of what is happening in your contact routing environment.