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# Genesys Multicloud CX User Guide

Routing

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## Contents

- [1 Intelligent Workload Distribution \(IWD\)](#)
- [2 Predictive Routing](#)

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Describes Genesys Multicloud CX Routing.

Genesys Multicloud CX offers customers some of the most sophisticated interaction routing capabilities in the contact center industry. Benefits include a reduction in handle time and improved first contact resolution.

## Intelligent Workload Distribution (IWD)

Genesys Multicloud CX Intelligent Workload Distribution (IWD) is a business application for dynamically prioritizing the distribution of work tasks to the employees best suited to handle them. IWD captures work items from any system, continuously prioritizing and classifying the work to push the work to the best available employee, in order to meet defined SLAs together with the best customer experience.

IWD works in concert with existing enterprise software applications (such as ERP, BPM, DCM, Salesforce) as well as homegrown legacy systems, to create a universal task list, which is sorted based on business value. IWD comes with specific integration capabilities called capture points, which support RESTful APIs to ingest tasks and webhooks to keep the source systems informed on all changes pertaining to these tasks.

Built-in task management and near real-time dashboards give administrators granular control over their backlog of work items.

## Predictive Routing

Genesys Predictive Routing identifies the best employee to handle a specific interaction with a specific customer, optimizing the business outcome based on historic and real-time data.

Predictive Routing improves KPIs related to customer service and sales use cases. For customer service, the KPIs include Average Handle Time (AHT), Net Promoter Score (NPS), and First Call Resolution (FCR). Sales use cases can improve metrics such as Collection Pay Rate, Churn Reduction, and Sales Conversion Rate.

Predictive Routing is a managed service that builds upon existing customer data and skills-based routing.