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# IVR Administration Genesys Multicloud CX Administrator's Guide

IVR Administration

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Interactive Voice Response (IVR) assists in resolving your customers' issues when they call into your company. Your customer and the IVR interact with one another to drill-down on what the customer wants to do and, ideally, the IVR resolves the issue without having to transfer the call to an agent.

### **Related documentation:**

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## IVR offerings

IVR consists of a computer and an application or call-flow. "Computer" refers to the Genesys Voice Platform (GVP) that executes or interprets the work, which is defined in an application or call-flow.

IVR includes two product offerings — the Enterprise IVR and GVP PaaS. Both the Enterprise IVR (entirely Genesys managed) and GVP PaaS (Customer or Genesys managed) offerings are available for Genesys Multicloud CX.

### **Enterprise IVR**

Enterprise IVR (EIVR) is an Inbound Voice offering wherein both the computer (GVP) and the application or call-flow are installed in the Genesys Cloud CX and managed by Genesys. The customer and Genesys work closely together to create and test a suitable IVR call-flow.

### **GVP PaaS**

GVP PaaS is a different Inbound Voice offering wherein the application or call-flow is installed on the customer premises and the incoming telco connection is terminated at the computer (GVP) in the Genesys Cloud CX. Customers can manage the application or call-flow entirely by themselves (or, with Genesys assistance), and rely on Genesys to manage the complex infrastructure and high-availability associated with the telco connection.

For information on IVR menus, see [\[\[PEC-ROU/Current/Designer/Menu|\]\]](#) and [\[\[PEC-ROU/Current/Designer/MenuOption|\]\]](#).

## GVP reporting

IVR is associated with GVP Reporting. GVP has a number of individual components that perform different tasks during a call.

GVP reports give you a diagnostic look at your contact center's performance by monitoring how the

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components perform — by themselves and with each other.

The goal is to improve your contact center's efficiency. For more information, see [GVP Reporting](#).