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# Intelligent Workload Distribution Administrator's Guide

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IWD lets you capture work items, emails and leads ("work items") from existing enterprise workflow systems and create, monitor and manage a single Universal Queue for your contact center. This queue is sorted on business value and prioritized to ensure that the most critical or highest-value work items are distributed to the right resource at the right time, regardless of media type, system or location.

**Related documentation:**

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## What does IWD do?

[Link to video](#)

IWD takes work items from existing enterprise software applications (such as ERP, BPM, DCM, Salesforce, email) and homegrown systems, analyzes the business context of the work item—for example, the associated business process, product requested, or value of the customer making the request—and creates a single Universal Queue, sorted on business value, that ensures that the most critical or highest-value work items are distributed to the right resource at the right time, regardless of media type, system or location.

Use the Cloud iWD API, or provision Engage cloud Email, to create, update or delete work items which IWD then categorizes, prioritizes and routes to employees according to configured rules and assigned routing application logic. A Genesys Designer application handles routing/distribution of the work items, which employees then handle using Agent Desktop.

Monitoring of real-time activity is available in Workload Manager and in Pulse. Historical reporting is also available through Genesys CX Insights.

With IWD, enterprises can effectively manage all customer service resources and business processes across the enterprise, going beyond the walls of the formal contact center and into other areas of the business like branch offices and experts in the back office.

## IWD features and functions

- **Business Context Configuration**—IWD allows the source system to either:
  - Pre-classify work items down to the Department and Process level and pass this information on to IWD to match with the appropriate Departments and business Processes in Genesys, against which tasks are then managed and reported on; or
  - Use IWD Rules to apply rules that classify the work items down to the Department and Process level. When using IWD Rules, adding new departments or business processes is a simple matter of configuration by a business user.

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- **Service Level Agreement-based Prioritization Rules**—The IWD service level rules ensure work items are completed according to the service level agreements (SLA) defined by business users. SLA rules quickly order the work items from most important to least important, based on business value. Because information related to a work item can change, IWD automatically reassesses work items throughout their life cycle, ensuring the most important are at the top of the Universal Queue.
  - **Universal Queue Management**—Operations Managers and Team Leads with appropriate security permissions can:
    - View captured work items
    - Hold, resume, and cancel work items
    - Modify work item attributes
    - Manage prioritization schemas

The same work item management capabilities (except managing prioritization schemas) are also exposed to source systems via the IWD API.

- **Business Insights**—IWD offers a set of work-item-based statistics providing insight into business performance and comparisons against key performance indicators configured in IWD by business users. Business insights are available for the current day, and intraday historically.