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## How Intelligent Workload Distribution works

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- Administrator

IWD lets you capture work items from existing enterprise workflow systems and create, monitor and manage a 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 Intelligent Workload Distribution does

IWD takes work items from existing enterprise software applications (such as ERP, BPM, DCM, Salesforce) 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 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.

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.

## How Intelligent Workload Distribution works

Use the Cloud iWD API to create, update or delete work items which are then categorized, prioritized and routed to employees according to configured rules and assigned routing application logic. A Genesys Designer application handles routing/distribution of the workitems. Workitems are continually re-prioritized according to Service Level Agreements, and are then handled by employees using Agent Workspace.

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