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# Outbound (CX Contact) Private Edition Guide

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Learn about CX Contact and how it works in Genesys Multicloud CX private edition.

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Welcome to the *Genesys Outbound (CX Contact) Private Edition Guide*. This document explains the provisioning, deployment, configuration, and start procedures for Outbound (CX Contact). The microservice that provides the outbound functionality is called Outbound (CX Contact) Service (CXCS). Because this guide covers the deployment of the service, CX Contact and CXCS terminology is used in much of the descriptive text and in any sample commands.

CX Contact is an omnichannel, outbound campaign management solution that enables you to proactively reach out to your customers in an agile and fully compliant way. It's designed to be easily managed by business users, providing the agility your organization needs when it comes to how and when to communicate with customers and prospects.

The CX Contact application provides a web UI, and contains a set of components that enable you to create, run, and manage outbound voice, SMS, and email campaigns. It is equipped with a built in self-service, email, and SMS content management system that enables easy and repeated use of pre-set campaign strategies. The list manager needs no database manipulation skills, and allows users to easily set profiles and segments to leverage different contact strategies and channels. Every uploaded contact record is enriched with global compliance data, enabling the business user to consistently manage all regulatory requirements in global, regional, or local level.

## Supported Kubernetes platforms

CX Contact is supported on the following platforms:

- Azure Kubernetes Service (AKS)
- Google Kubernetes Engine (GKE)

See CX Contact Release notes to see when the support was introduced.