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# Outbound (CX Contact) CX Contact Help

CX Contact Basics



- Administrator

Learn about the key concepts related to CX Contact.

**Related documentation:**

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The pages in this topic describe key concepts related to CX Contact. You should familiarize yourself with these concepts before jumping in to the CX Contact application.

Conceptual articles in this topic include:

- Campaign Terminology and Structure
- Dialing Modes and IVR Modes
- Pacing and Optimization
- Time zone Assignment Options