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Outbound (CX Contact) CX Contact Help

[Create and Manage Trigger Rules](#)

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Learn how to create Trigger Rules for various CX Contact events.

Related documentation:

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Use the Trigger Rules feature in CX Contact to create rules that notify you of various events related to lists, automation jobs, and campaigns. Rules are customizable and allow you to specify various conditions for different types of events. When these conditions are met, a notification is sent to you via an email or SMS. For example, you can create a rule so that the system sends a customized email to you (or to a specific email address) whenever a list automation job fails.

Create a Trigger Rule

To create a new trigger rule, go to the **Trigger Rules** page, and then click **New > Trigger Rule**. Enter a name and description for the trigger rule. Select an event type, a related sub type, and specify conditions. The system sends an email or SMS notification when all these conditions are satisfied.

The following table describes the various event types and conditions you can specify in a rule:

Trigger Event Type	Trigger Event Sub Type	Conditions
Automation Job Completed	<ul style="list-style-type: none">Calling List ImportSuppression List ImportReport Export	<ul style="list-style-type: none">Any JobJob with the name matching RegExEvent Result

Trigger Event Type	Trigger Event Sub Type	Conditions
Manual Import Completed	<ul style="list-style-type: none"> Calling List Import Suppression List Import 	<ul style="list-style-type: none"> Any List List with the name matching RegEx Event Result
Campaign Group State Completed		<ul style="list-style-type: none"> Any Campaign Group Any Voice Campaign Group Any SMS Campaign Group Any Email Campaign Group Campaign Group with the name matching RegEx

The screenshot shows the 'New Trigger Rule' configuration interface. At the top, there are three tabs: 'Campaigns', 'Trigger Rules', and 'New Trigger Rule'. The 'New Trigger Rule' tab is active. The main area contains the following fields:

- Name:** List import trigger
- Trigger Event Type:** Manual Import Completed
- Trigger Event Sub Type:** Suppression List Import
- Conditions:** Any List
- Actions:** Send SMS
- SMS Sender ID:** Choose among the following...
- SMS TO:** 1111
- Message Text:** List import result: Result Text
- Macro:** Add Macro

At the bottom right, there are 'Cancel' and 'Save Trigger Rule' buttons.

In the **Actions** field, select **Send Email** or **Send SMS**. After specifying the sender and recipient details for email or SMS notifications, add your notification content. You can use the macros described in the following table to compose your notification content.

Macro Name	Description
Full Event	The complete event output. The format is event-dependent and can vary from list names to the number of imported records.
Result Text	Indicates the outcome of an event:

Macro Name	Description
	<ul style="list-style-type: none"> Success Failure Partial Success Nothing To Do
Result Int	Indicates the outcome of an event as an integer.
Job Name	The name of the automation job.
Trigger Rule Name	The name of the trigger rule.

Once you have entered the required details for a rule, you can send a test email or SMS to test notifications before saving the rule.

All your rules are saved to the **Trigger Rules** page. On the **Trigger Rules** page, you can disable, modify, or even delete a rule when you no longer need it. Select a rule to see its associated events, conditions, and notification actions on the right panel of the **Trigger Rules** page.

The screenshot shows the 'Trigger Rules' page with a list of rules. The first rule, 'Alpha Trigger Rule', is selected and shown in detail on the right. The details include:

- Event Type:** Automation Job Completed
- Event Sub Type:** Calling List Import
- Conditions:** Job with the name matching RegEx AND Event Result Success
- Actions:** Send SMS to +1650466110
- Message:** \$tri_fullEvt \$tri_jobName \$tri_ruleName

Related Topics

- Create and Manage Contact Lists
- Create and Manage List Rules