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# Genesys CX Insights Multicloud Projects Reference Guide

Business Attribute Attributes

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Attributes that you can use to build reports based on business attributes.

### Related documentation:

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### Important

Use this document for Genesys CX Insights Multicloud deployments. For information relevant to Genesys CX Insights on-premises deployments, see the corresponding page in the *Genesys CX Insights on-premises Projects Reference Guide*.

The Business Attribute folder contains numerous attributes that you can use to build reports based on business attribute-related objects.

Note the following:

- When creating attributes, any forms you create must have a one-is-to-one mapping relationship. For example, an attribute that represents the name of a customer can have only one phone number form associated with it.

### Important

Objects in each folder or subfolder are designed to be used together to create reports. Avoid mixing attributes and metrics from multiple folders into your reports. One exception to this rule is objects in the Time folder; Time attributes can be used in any report, and most reports include at least one attribute from the Time folder.

The following Attributes are available in this folder and are described on this page.

#### Business Attribute

- Business Result
- Customer Segment
- Interaction Key
- Interaction Subtype

<ul style="list-style-type: none"> <li>• Interaction Type</li> <li>• Media Type</li> <li>• Service Subtype</li> <li>• Service Type</li> </ul>	<b>Business Attribute &gt; BA Consults</b> <ul style="list-style-type: none"> <li>• There are no attributes in this folder</li> </ul>	<b>Business Attribute &gt; BA User Data Example</b> <ul style="list-style-type: none"> <li>• Category</li> <li>• Category Key</li> <li>• Classify Actionability Category</li> <li>• Classify Sentiment Category</li> <li>• Dimension 1 - Dimension 5</li> <li>• Dimension 6 - Dimension 10</li> <li>• Influence Category</li> <li>• Screen Actionability Category</li> <li>• Screen Sentiment Category</li> </ul>
<b>Business Attribute &gt; BA Call Survey</b> <ul style="list-style-type: none"> <li>• Agent Score</li> <li>• Call Score</li> <li>• Company Score</li> <li>• IQ1 - IQ4</li> <li>• Product Score</li> <li>• SQ1 - SQ2</li> </ul>	<b>Business Attribute &gt; BA Customer</b> <ul style="list-style-type: none"> <li>• There are no attributes in this folder</li> </ul> <b>Business Attribute &gt; BA Predictive Routing</b> <ul style="list-style-type: none"> <li>• Model</li> <li>• Predictor</li> <li>• Predictor Switch</li> </ul>	

## Folder: Business Attribute

<b>Attribute name: Business Result</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized based on the configured business result. Displayed as Source Business Result in some reports.	
<b>Attribute name: Customer Segment</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized based on the configured customer segment. Displays as Source Customer Segment in some reports.	
<b>Attribute name: Interaction Key</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized based on the surrogate key that provides a join to Info Mart tables.	
<b>Attribute name: Interaction Subtype</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> This Attribute enables data to be organized by the interaction's subtype; for example, InboundNew or Outbound Notification.	

<b>Attribute name: Interaction Type</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized by the interaction's type—for example, Inbound, Outbound, and Internal.	
<b>Attribute name: Media Type</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized by the media type of the interaction; for example, Voice, Email, and Chat.	
<b>Form(s):</b> Media Type, Media Name Code	
<b>Forms in this attribute:</b>	
<b>Form:</b> Media Name Code <b>Table.Column:</b> <b>Data type:</b> Text	<b>Description:</b> Enables data to be organized by the Media Name Code associated with the interaction. One of NONE, VOICE, EMAIL, CHAT.
<b>Form:</b> Media Type <b>Table.Column:</b> <b>Data type:</b> Text	<b>Description:</b> Enables data to be organized by the media type associated with the interaction. For example, VOICE, EMAIL, or CHAT.
<b>Attribute name: Service Subtype</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized by the detailed type of service that the customer requested. Displays as Source Service Subtype in some reports.	
<b>Attribute name: Service Type</b>	<b>Folder:</b> Business Attribute
<b>Description:</b> Enables data to be organized by the type of service that was assigned to the interaction. Displays as Source Service Type in some reports.	

## Folder: Business Attribute > BA Call Survey

<b>Attribute name: Agent Score</b> <b>Introduced:</b> 9.0.013	<b>Folder:</b> Business Attribute > BA Call Survey
<b>Description:</b> Enables data within the reporting interval to be organized by the agent score assigned by the customer during post call surveys.	
<b>Folder:</b> Business Attribute > BA Call Survey	

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<b>Attribute name: Call Score</b> <b>Introduced:</b> 9.0.013	
<b>Description:</b> Enables data within the reporting interval to be organized by the overall call score assigned by the customer during post-call surveys.	
<b>Attribute name: Company Score</b> <b>Introduced:</b> 9.0.013	<b>Folder:</b> Business Attribute > BA Call Survey
<b>Description:</b> Enables data within the reporting interval to be organized by the overall score assigned to the company by customers during post-call surveys.	
<b>Attribute name: IQ1 - IQ4</b> <b>Introduced:</b> 9.0.013	<b>Folder:</b> Business Attribute > BA Call Survey
<b>Description:</b> These four attributes enable data within the reporting interval to be organized by answers given by customers during post-call surveys.	
<b>Attribute name: Product Score</b> <b>Introduced:</b> 9.0.013	<b>Folder:</b> Business Attribute > BA Call Survey
<b>Description:</b> Enables data within the reporting interval to be organized by the overall score assigned to the product by customers during post-call surveys.	
<b>Attribute name: SQ1 - SQ2</b> <b>Introduced:</b> 9.0.013	<b>Folder:</b> Business Attribute > BA Call Survey
<b>Description:</b> These two attributes enable data within the reporting interval to be organized by answers given by customers during post-call surveys.	

Folder: Business Attribute > BA Consults

There are no attributes in this folder

Folder: Business Attribute > BA Customer

There are no attributes in this folder

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## Folder: Business Attribute > BA Predictive Routing

<b>Attribute name: Model</b>	<b>Folder:</b> Business Attribute > BA Predictive Routing
<b>Description:</b> Enables the organization of data by the name of the model that was used to score the agent for predictive routing.	
<b>Attribute name: Predictor</b>	<b>Folder:</b> Business Attribute > BA Predictive Routing
<b>Description:</b> Enables the organization of data by the name of the predictor that was used to request scoring for predictive routing.	
<b>Attribute name: Predictor Switch</b>	<b>Folder:</b> Business Attribute > BA Predictive Routing
<b>Description:</b> Enables the organization of data based on whether predictive routing is ON or OFF.	

## Folder: Business Attribute > BA User Data Example

<b>Attribute name: Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized based on the standard responses to interactions that are configured in your environment. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
<b>Attribute name: Category Key</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized based on the Category Key. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
<b>Attribute name: Classify Actionability Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized by the degree to which interactions require agent attention—their actionability. The value for actionability attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	

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<b>Attribute name: Classify Sentiment Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized by the characteristic of interactions that reflects the attitude expressed therein, generally positive, negative, or neutral.  The value of sentiment attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
<b>Attribute name: Dimension 1 - Dimension 5</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	
<b>Attribute name: Dimension 6 - Dimension 10</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	
<b>Attribute name: Influence Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized by the customer's clout that has amassed on social networks at the time that interactions entered or began within the contact center. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
<b>Attribute name: Screen Actionability Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized based on the degree to which interactions require agent attention. The value of actionability attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
<b>Attribute name: Screen Sentiment Category</b>	<b>Folder:</b> Business Attribute > BA User Data Example
<b>Description:</b> Enables data within the reporting interval to be organized based on the attitude that customers expressed about their experience regarding interaction handling. The value of sentiment attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to	



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use sentiment, influence, and actionability social-media business attributes.

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