Genesys CX Insights Multicloud Projects Reference Guide

Outbound Contact Attributes

5/30/2026

Contents

Attributes that you can use to build outbound-related reports.

Related documentation:

-
-
-
-

RSS:

- For private edition

> **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 Outbound Contact folder contains numerous attributes that you can use to build outbound-related reports.

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.

Outbound Contact	• Campaign	• Campaign Group Key
	• Campaign Group	

Outbound Contact > Agent Contact

- Agent Group
- Agent Name
- Business Result
- Campaign
- Campaign Group
- Customer Segment
- Interaction Subtype
- Interaction Type
- Media Type

- Service Subtype
- Service Type

Outbound Contact > Agent Contact > Agent Contact User Data Example

- Dimension 1 - Dimension 5
- Dimension 6 - Dimension 10

Outbound Contact > Contact Attempt

- Business Result
- Campaign

- Campaign Group
- Contact List
- Media Type
- Service Subtype
- Service Type

Outbound Contact > Contact Attempt > Contact Attempt User Data Example

- Dimension 1 - Dimension 5
- Dimension 6 - Dimension 10

Folder: Outbound Contact

Attribute name: Campaign	Folder: Outbound Contact
Description: Enables data to be organized by the name of the outbound campaign.	

Attribute name: Campaign Group	Folder: Outbound Contact
Description: Enables data to be organized by the group associated with the outbound campaign.	
Form(s): Group Name	
Forms in this attribute:	
Form: Group Name **Table.Column:** GROUP_CA.GROUP_NAME (WHERE GROUP_TYPE_CODE in ('NO_VALUE', 'UNKNOWN', 'AGENT','PLACE')) **Data type:** Character	**Description:** Enables data to be organized by the name of the agent (or place) group to which the agent (or place), processing the interaction, belongs.

Attribute name: Campaign Group Key	Folder: Outbound Contact
Description: Reserved for internal calculations.	

Folder: Outbound Contact > Agent Contact

Attribute name: Agent Group	Folder: Outbound Contact > Agent Contact
Description: Enables data within the reporting interval to be organized by the groups to which agents belong. An agent can belong to more than one agent group.	

Attribute name: Agent Name	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by certain attributes of the agent who is associated with the interaction.	
Form(s): User Name, Last Name, First Name, Employee ID	

Forms in this attribute:

Form: Agent Name **Table.Column:** **Data type:**	**Description:** Enables data to be organized by the agent name.
Form: Employee ID **Table.Column:** RESOURCE_A.EMPLOYEE_ID **Data type:** Text	**Description:** Enables data to be organized by the Employee ID of the agent who is associated with the interaction.
Form: First Name **Table.Column:** RESOURCE_A.AGENT_FIRST_NAME **Data type:** Text	**Description:** Enables data to be organized by the first name of the agent who is associated with the interaction.
Form: Last Name **Table.Column:** RESOURCE_A.AGENT_LAST_NAME **Data type:** Text	**Description:** Enables data to be organized by the last name of the agent who is associated with the interaction.
Form: User Name **Table.Column:** RESOURCE_A.RESOURCE_NAME **Data type:** Text	**Description:** Enables data to be organized by the user name of the agent who is associated with the interaction.

Attribute name: Business Result	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized based on the configured business result. Displayed as Source Business Result in some reports.	

Attribute name: Campaign	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by the name of the outbound campaign.	

Attribute name: Campaign Group	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by the group associated with the outbound campaign.	
Form(s): Group Name	
Forms in this attribute:	
Form: Group Name **Table.Column:** GROUP_CA.GROUP_NAME (WHERE GROUP_TYPE_CODE in ('NO_VALUE', 'UNKNOWN', 'AGENT','PLACE')) **Data type:** Character	**Description:** Enables data to be organized by the name of the agent (or place) group to which the agent (or place), processing the interaction, belongs.

Attribute name: Customer Segment	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized based on the configured customer segment. Displays as Source Customer Segment in some reports.	

Attribute name: Interaction Subtype	Folder: Outbound Contact > Agent Contact
Description: This Attribute enables data to be organized by the interaction's subtype; for example, InboundNew or Outbound Notification.	

Attribute name: Interaction Type	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by the interaction's type—for example, Inbound, Outbound, and Internal.	

Attribute name: Media Type	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by the media type of the interaction; for example, Voice, Email, and Chat.	
Form(s): Media Type, Media Name Code	
Forms in this attribute:	
Form: Media Name Code **Table.Column:** **Data type:** Text	**Description:** Enables data to be organized by the Media Name Code associated with the interaction. One of NONE, VOICE, EMAIL, CHAT.
Form: Media Type **Table.Column:** **Data type:** Text	**Description:** Enables data to be organized by the media type associated with the interaction. For example, VOICE, EMAIL, or CHAT.

Attribute name: Service Subtype	Folder: Outbound Contact > Agent Contact
Description: Enables data to be organized by the detailed type of service that the customer requested. Displays as Source Service Subtype in some reports.	

Attribute name: Service Type	Folder: Outbound Contact > Agent Contact
Description: 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: Outbound Contact > Agent Contact > Agent Contact User Data Example

Attribute name: Dimension 1 - Dimension 5	Folder: Outbound Contact > Agent Contact > Agent Contact User Data Example
Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	

Attribute name: Dimension 6 - Dimension 10	Folder: Outbound Contact > Agent Contact > Agent Contact User Data Example
Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	

Folder: Outbound Contact > Contact Attempt

Attribute name: Business Result	Folder: Outbound Contact > Contact Attempt
Description: Enables data to be organized based on the configured business result. Displayed as Source Business Result in some reports.	

Attribute name: Campaign	Folder: Outbound Contact > Contact Attempt

Description: Enables data to be organized by the name of the outbound campaign.

Attribute name: Campaign Group	**Folder:** Outbound Contact > Contact Attempt

Description: Enables data to be organized by the group associated with the outbound campaign.

Form(s): Group Name

Forms in this attribute:

Form: Group Name **Table.Column:** GROUP_CA.GROUP_NAME (WHERE GROUP_TYPE_CODE in ('NO_VALUE', 'UNKNOWN', 'AGENT','PLACE')) **Data type:** Character	**Description:** Enables data to be organized by the name of the agent (or place) group to which the agent (or place), processing the interaction, belongs.

Attribute name: Contact List	**Folder:** Outbound Contact > Contact Attempt

Description: Enables data to be organized by the contact list (that is, the calling list) that was used to run outbound campaigns.

Attribute name: Media Type	**Folder:** Outbound Contact > Contact Attempt

Description: Enables data to be organized by the media type of the interaction; for example, Voice, Email, and Chat.

Form(s): Media Type, Media Name Code

Forms in this attribute:

Form: Media Name Code **Table.Column:** **Data type:** Text	**Description:** Enables data to be organized by the Media Name Code associated with the interaction. One of NONE, VOICE, EMAIL, CHAT.
Form: Media Type **Table.Column:** **Data type:** Text	**Description:** Enables data to be organized by the media type associated with the interaction. For example, VOICE, EMAIL, or CHAT.

Attribute name: Service Subtype	**Folder:** Outbound Contact > Contact Attempt

Description: Enables data to be organized by the detailed type of service that the customer requested. Displays as Source Service Subtype in some reports.

Attribute name: Service Type	**Folder:** Outbound Contact > Contact Attempt

Description: 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: Outbound Contact > Contact Attempt > Contact Attempt User Data Example

Attribute name: Dimension 1 - Dimension 5	Folder: Outbound Contact > Contact Attempt > Contact Attempt User Data Example
Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	

Attribute name: Dimension 6 - Dimension 10	Folder: Outbound Contact > Contact Attempt > Contact Attempt User Data Example
Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.	