Work with Genesys CX Insights Reports

Campaign Callbacks Summary Report

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Analyze the use of Callback in your campaign.

Related documentation:
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RSS:
- For private edition

Understanding the Campaign Callbacks Summary Report

			Campaign Callbacks Summary Report					
Tenant	Campaign	Day	Callbacks Completed	Callbacks Missed	Callbacks Scheduled	Personal Callbacks Completed	Personal Callbacks Missed	Personal Callbacks Scheduled
Environment	C_2275.June_1_1.1550C7CA95714B38F0A14017200000000000	2016-06-01	0	0	0	0	0	0
	C_2275.June_1_2.1550C88360A14C6100A14017200000000000	2016-06-01	0	0	0	0	0	0
	C_2275.May_25_1.154E7F0364D5B51430A14017200000000000	2016-05-25	0	0	0	0	0	0
	C_2275.May_27_1.154F21604BC0C07550A14017200000000000	2016-05-27	0	0	0	0	0	0
	Total		**0**	**0**	**0**	**0**	**0**	**0**
Total			0		0	0	0	0

The (**Outbound Contact** folder) Campaign Callbacks Summary Report displays a summary of information about callback activity, including the total number of callbacks processed by the contact center, broken down into the total number scheduled, missed, and completed for each day of the reporting period. Personal callbacks are distinguished from nonpersonal ones. The report's design internally filters the dataset to return Outbound voice-only interactions.

Use this report to understand the frequency with which Callback was used in your Outbound campaigns, and the overall Callback success rates.

To get a better idea of what this report looks like, view sample output from the report:

HRCXICampaignCallbacksSummaryReport.pdf

The following tables explain the prompts you can select when you generate the report, and the metrics and attributes that are represented in the report:

Prompts for the Campaign Callbacks Summary Report

Prompt	Description
Pre-set Date Filter	From the list, choose a time period on which to report, and move it to the Selected list.
Start Date	Choose the first day from which to gather report data.
End Date	Choose the last day from which to gather report data.
Campaign	Optionally, select one or more campaigns from which to gather data for the report.
Tenant	For multi-tenant environments, optionally select the tenant(s) for which to include data in the report.

Attributes used in the Campaign Callbacks Summary Report

Attribute	Description
Tenant	This attribute enables data within the reporting interval to be organized by tenant.
Campaign	This attribute enables data to be organized by the name of the outbound campaign.
Day	This attribute enables data within the reporting interval to be organized by a particular day within a month and year. Day values are presented in YYYY-MM-DD format.

Metrics used in the Campaign Callbacks Summary Report

Metric	Description
Callbacks Completed	The total number of times attributed to the reporting interval that campaign callbacks were completed by an agent, excluding missed callbacks.
Callbacks Missed	The total number of times attributed to the reporting interval that campaign callbacks were missed.
Callbacks Scheduled	The total number of times attributed to the reporting interval that agents rescheduled contact

Metric	Description
	attempts from this campaign.
Personal Callbacks Completed	The total number of times attributed to the interval that callbacks were completed by the agent who requested them for contact attempts made from this campaign excluding missed callbacks.
Personal Callbacks Missed	The total number of times attributed to the interval that callbacks were missed by the agent who requested them for contact attempts made from this campaign.
Personal Callbacks Scheduled	The total number of times attributed to the interval that agents rescheduled callbacks for contact attempts made from this campaign.