Work with Genesys CX Insights Reports

Campaign Summary Report

8/4/2025

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Monitor the overall progress of your campaign.

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Understanding the Campaign Summary Report

Campaign Summary Report

Tenant	Campaign	Day	Attempts	Accepted	Not Accepted	Abandoned Waiting	Busy Campaign	No Signal	Dial Dropped	Ans...
Environment	C_2275.June_1_1.1550C7CA95714B38F0A14017200000000000	2016-06-01	3	0	0	2	0	0	0	
	C_2275.June_1_2.1550C88360A14C6100A14017200000000000	2016-06-01	1	1	0	0	0	0	0	
	C_2275.May_25_1.154E7F0364D5B51430A14017200000000000	2016-05-25	2	2	0	0	0	0	0	
	C_2275.May_27_1.154F21604BC0C07550A14017200000000000	2016-05-27	1	1	0	0	0	0	0	
	Total		7	4	0	2	0	0	0	
						2	0	0	0	

...ampaign Summary Report

...s	Accepted	Not Accepted	Abandoned Waiting	Busy Campaign	No Signal	Dial Dropped	Answering Machine Detected	Fax Modem Detected	Overdial	Avg CPD Dial Time (Fmt)	Avg CPD Transfer Time (Fmt)	Avg CPD Time (Fmt)
	0	0	2	0	0	0	1	0	2	00:12.420	00:00.000	00:01.521
	1	0	0	0	0	0	0	0	1	00:13.285	00:03.713	00:02.057
	2	0	0	0	0	0	0	0	2	00:11.538	00:04.553	00:02.606
	1	0	0	0	0	0	0	0	1	00:14.932	00:05.109	00:02.020
7	4	0	2	0	0	0	1	0	6	00:12.650	00:04.458	00:02.055
		0	0	0						00:12.650	00:04.458	00:02.055

The (**Outbound Contact** folder) Campaign Summary Report summarizes key metrics, such as Accepted and Not Accepted, that illustrate the disposition of contact attempts associated with Outbound campaigns. The report also examines call-progress detection (CPD) efficiency. The report internally filters the dataset to return Outbound voice-only interactions.

Use this report to understand the disposition of Outbound campaign contact dialing attempts; whether calls connected, were dropped, or failed (together with the reason for failure).

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

HRCXICampaignSummaryReport.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 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.

Prompt	Description
Campaign	Optionally, select a campaign on which to report.
Tenant	For multi-tenant environments, optionally select the tenant(s) for which to include data in the report.

Attributes used in the Campaign 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 Summary Report

Metric	Description
Attempts	The total number of contact attempts that the Outbound Contact Server processed for this campaign regardless of the disposition of each attempt or how the attempt was initiated.
Accepted	The total number of times attributed to the interval that contact attempts from this campaign returned an answered call result (CALL_RESULT_CODE='ANSWERED').
Not Accepted	The total number of times attributed to the interval that the call result of contact attempts from this campaign was No Answer (CALL_RESULT_CODE='NO_ANSWER').
Abandoned Waiting	The total number of times attributed to the reporting interval that contact attempts from this campaign returned an abandoned call result (CALL_RESULT_CODE='ABANDONED').
Busy Campaign	The total number of times attributed to the reporting interval that contact attempts from this campaign returned a busy call result (CALL_RESULT_CODE='BUSY').
No Signal	The total number of times attributed to the interval that the call result of contact attempts from this campaign was Wrong Party—the right person was not contacted

Metric	Description
	(CALL_RESULT_CODE='WRONG_PARTY').
Dial Dropped	The total number of times attributed to the interval that the system detected a call drop during contact attempts made from this campaign (CALL_RESULT_CODE='CALL_DROP_ERROR').
Answering Machine Detected	The total number of times attributed to the reporting interval that the system detected an answering machine for contact attempts from this campaign (CALL_RESULT_CODE= 'ANSWERING_MACHINE_DETECTED').
Fax Modem Detected	The total number of times attributed to the interval that the system detected a fax machine for contact attempts made by this campaign (CALL_RESULT_CODE='FAX_DETECTED').
Overdial	The total number of CPD dials that were abandoned or were answered by the called party but not established with an agent or IVR within two seconds of the dialing event.
Avg CPD Dial Time (Ms)	The average dial duration (MM:SS:milliseconds) of OCS-initiated calls. Average dial duration for established calls is available only when the CPD Server is used for dialing.
Avg CPD Transfer TIme (Ms)	The average amount of time (MM:SS:milliseconds) of CPD transfers completed during the reporting interval.
Avg CPD Time (Ms)	The average amount of time (MM:SS:milliseconds) of call-progress detection for contact attempts initiated during this reporting interval.