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Work with Genesys CX Insights Reports

Outbound Contact reports

5/1/2026

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- Administrator
- Supervisor

Learn about the outbound campaigns running in your contact center (outbound engagement).

Related documentation:

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RSS:

- [For private edition](#)

Reports in the **Outbound Contact** folder are ready-to-use, but as always, can be modified to suit your specific business needs.

About Outbound Contact reports

The screenshot displays the Genesys CX Insights navigation pane on the left, with 'Shared Reports' and 'Outbound Contact' folders circled. The main content area shows three report cards:

- Campaign Callbacks Summary Report**
Owner: Administrator
Modified: 6/6/17 8:09:32 PM
Use this report to understand the frequency with which Callback was used in your Outbound campaigns, and the overall Callback success rates.
- Campaign Summary Report**
Owner: Administrator
Modified: 6/6/17 8:09:35 PM
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).
- Contact List Effectiveness Report**
Owner: Administrator
Modified: 6/6/17 8:09:38 PM
Use this report to determine which calling lists are working efficiently, and which need to be adjusted. The report contrasts, for each list, the number of outbound call attempts to the number of times the call failed to connect (SIT tone detected).

The following reports are available in the **CX Insights > Outbound Contact** folder:

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- Campaign Callbacks Summary Report
 - Campaign Summary Report
 - Contact List Effectiveness Report

Related topics

- Go back to the complete list of available reports.
- Learn how to generate historical reports.
- Learn how to read and understand reports.
- Learn how to create or customize reports.

To view more detailed information about the metrics and attributes used in the reports, and about other metrics and attributes that you can use to customize reports, see the *Genesys CX Insights Multicloud Projects Reference Guide*.