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Real-time Reporting with Pulse

Campaign statistics

12/30/2025



- Supervisor

Definitions of available Campaign statistics you can include in reports.

Related documentation:

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Report	Statistic	Definition
Campaign Activity	Hit Ratio	The percentage of successful dialing attempts initiated by a Campaign Manager with a call result of Answer (DialAnswer)-that is, a call is answered by a human voice-relative to the number of all dialing attempts made (DialMade) during the same time period.
Campaign Activity	Estimated Time	The estimated time, in minutes, to complete a campaign or calling list.
Campaign Activity	Records Completed	The total number of leads from calling lists (counting records from the same lead as one record) processed to the point that no further action will be taken.
Campaign Activity	Dialed Abandoned	The total number of dialing attempts with a call result of Abandon. CampAbandoned statistics pertain to a specified campaign or to a specified calling list.
Campaign Activity	Dialed Answering Machine	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Answering Machine Detected; that is, the Campaign Manager dropped the call because an answering machine was detected on the called party's side.
Campaign Activity	Answers	The total number of dialing attempts initiated by a Campaign Manager with a call result of Answer (when a call is answered by a human voice). In some contact centers, the call result can also mean Right Party Contacted; that is, the call is answered by a live person who is not the Wrong Party.
Campaign Activity	Attempt Busies	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Busy; that is, the call does not go through because of a busy signal for the called party.
Campaign Activity	Attempts Cancelled	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Cancel.
Campaign Activity	Attempts made	Total number of all dialing attempts made (initiated) by a Campaign Manager with any call results.
Campaign Activity	DoNotCall Results	The total number of completed dialing attempts initiated by a Campaign Manager with a call result of DoNotCall; that is, the customer asked to be put onto the 'Do not call list' when the call

Report	Statistic	Definition
		was intercepted by an operator. This case is also considered as an unsuccessful dial attempt.
Campaign Activity	Dropped Results	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Dropped. Dropped calls are those that are answered at the destination but then abandoned in the queue because no agent is available to take them.
Campaign Activity	Fax Modem Results	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Fax Detected or Modem Detected.
Campaign Activity	No Answer Result	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of No Answer.
Campaign Activity	Wrong Party Result	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of Wrong Party; that is, the call is answered by a live person but not the intended person.
Campaign Activity	SIT Detected	The total number of unsuccessful dialing attempts initiated by a Campaign Manager with a call result of DIALSITDetected. A Special Information Tone (SIT) identifies a network-provided announcement and precedes a machine-generated announcement when, for instance, a telephone number is invalid, no circuit is available, or a recorded operator message intercepts a call.
Campaign Callback Status	Completed	The total number of callbacks completed. The completion of a callback only indicates that the callback was performed; it does not indicate that the callback was completed successfully.
Campaign Callback Status	Missed	The total number of callbacks missed. A callback is considered as 'missed' if it is scheduled for a certain period of time, but for some reason the callback is not performed.
Campaign Callback Status	Scheduled	The total number of callbacks scheduled.
Campaign Callback Status	Personal Completed	Total number of personal callbacks completed. Completion of a personal callback only indicates that the callback was performed; it does not indicate if the callback was completed successfully.
Campaign Callback Status	Personal Missed	Total number of personal callbacks missed. A personal callback is missed, for example, because all outbound trunks are busy at the time of a scheduled callback or because an agent for whom a callback is assigned is busy or not logged in at the time of the scheduled personal callback.
Campaign Callback Status	Personal Scheduled	The total number of personal callbacks scheduled.
Campaign Group Activity	Activated	The total amount of time that a specific campaign group was in StatusActivated status. StatusActivated status indicates that the campaign has been loaded for a specified group, but that no dialing has yet occurred.
Campaign Group Activity	Deactivated	The total amount of time that a specific campaign group stays in deactivated status. StatusDeactivated status indicates that a campaign has not been loaded for the specified campaign group.
Campaign Group Activity	Running	The total amount of time that a specific campaign group stays in StatusRunning status. StatusRunning status means that a campaign is loaded for a specified group and that dialing is in progress.

Report	Statistic	Definition
Campaign Group Activity	System Error	The total time during which a specified campaign group has been in the SystemError system condition. This system condition indicates that a system error such as a switch failure or a software problem prevents the campaign from running and that dialing has stopped.
Campaign Group Activity	Waiting Agents	The total time during which a specified campaign group has been in the WaitingAgents system condition. WaitingAgents system condition indicates that no agents are available to run the campaign and dialing has stopped.
Campaign Group Activity	Waiting Ports	The total time during which a specified campaign group has been in the WaitingPorts system condition. This system condition indicates that no ports are available to initiate new calls and that dialing has stopped.
Campaign Group Activity	Waiting Records	The total time during which a specified campaign group has been in the WaitingRecords system condition. This system condition indicates that the campaign is out of records and that dialing has stopped.
Campaign Group Status	Current State	The current state of a campaign or a particular group in a campaign. The state of a campaign is determined by one of three possible object statuses - StatusDeactivated, StatusActivated, or StatusRunning and additional durable actions, which can accompany a particular status.
Campaign Group Status	System Error	The time since the system condition SystemError started for a specified campaign group.
Campaign Group Status	Dialing Mode	The amount of time that has elapsed during which a particular campaign group has been in the current dialing mode.
Campaign Group Status	Waiting Agents	The time since the system condition Waiting Agents started for a specified CampaignGroup. In this system condition, no agents are available to run the campaign on this group and dialing has stopped for this group.
Campaign Group Status	Waiting Ports	The time that has elapsed since a CampaignGroup has been in the current Waiting Ports system condition. In this system condition, no ports are available to initiate new calls and dialing has stopped.
Campaign Group Status	Waiting Records	The time that has elapsed while a specified campaign group has been in the current Waiting Record system condition. In this system condition, the campaign is out of records and dialing has stopped during the specified period.