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## How routing works



- Administrator

Learn how routing ensures that each customer interaction received by your contact center is directed to the appropriate destination.

**Related documentation:**

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## Contents

- [1 What Routing does](#)
- [2 How Routing works](#)
  - [2.1 Routing customization](#)
  - [2.2 Routing to agents](#)
  - [2.3 Mailbox setup](#)
  - [2.4 Genesys Task Routing](#)
  - [2.5 Predictive Routing](#)

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## What Routing does

Customers can contact you from a variety of sources, including:

- voice calls
- emails
- chats
- SMS (text messages)
- social media platforms

Routing is the process by which each of these voice and digital interaction types are directed to their appropriate target destinations.

You can manage how interactions are routed by creating a set of decisions and instructions that specify how an interaction is to be handled when certain conditions are met. For example, you might direct certain customers to an agent who has a particular type of skill, such as a high level of proficiency in the customer's preferred language. If such an agent isn't available, the criteria can then be relaxed to find the next best-skilled available agent, and so on.

## How Routing works

The technical aspects of routing are handled behind-the-scenes by the Genesys Multicloud CX platform. However, there are several key components that provide customizable features and options related to routing:

- Designer applications provide both self-service (IVR) and assisted-service (routing) capabilities. If a customer is not able to resolve their issue in self-service, they can be connected with an agent for assistance.
- Predictive Routing uses machine learning to predict which agent-interaction matchups can best improve your specified KPIs, or create applications specifically designed to offer surveys or callbacks to customers.
- Genesys Task Routing can accept workitems submitted from an external source (such as Salesforce or NetSuite) and treats them like any other type of Genesys interaction. For example, you could use a Designer application to route workitems to the best-skilled agent.
- Agent Setup enables you to designate incoming and outgoing mailboxes for Genesys Email classic.
- Intelligent Workload Distribution enables you to designate incoming and outgoing mailboxes for Genesys Multicloud CX Email.

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## Routing customization



**Players:** Administrators

**Actions:** Use Genesys Designer to create and manage applications that contain an assisted service (routing) phase that can be customized for your particular business needs. For example, you can specify your daily hours of operation, indicate which days your offices are closed, and define the criteria that determines how certain interactions are to be handled.

- Getting Started
- About Routing Blocks

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## Routing to agents

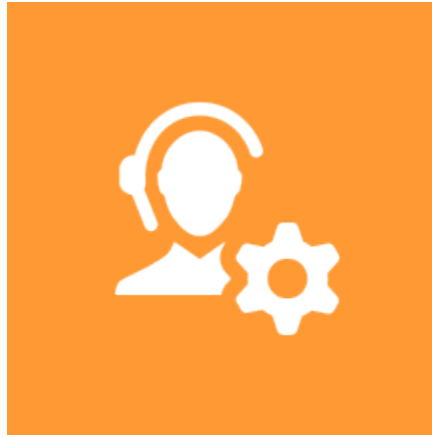
**Players:** Agents, Supervisors, Administrators

**Actions:** Agent Workspace enables agents to communicate with customers and team members through phone calls and Outbound Campaigns and Genesys Digital channels, including voice, chat, email, social media, SMS, WhatsApp, and workitems.

- How Agent Workspace works
  - Channels and the Channels tab
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## Mailbox setup



**Players:** Administrators

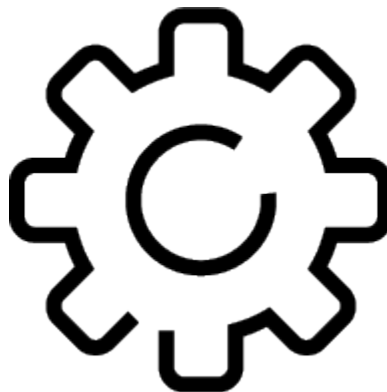
**Actions:** Use Agent Setup to designate your incoming and outgoing mailboxes for email routing. You can also create email aliases that agents can choose as their From address.

With Engage cloud Email, use Intelligent Workload Distribution to designate your incoming and outgoing mailboxes.

- How email works
- Email classic addresses and mailboxes
- Engage cloud Email addresses and mailboxes

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## Genesys Task Routing



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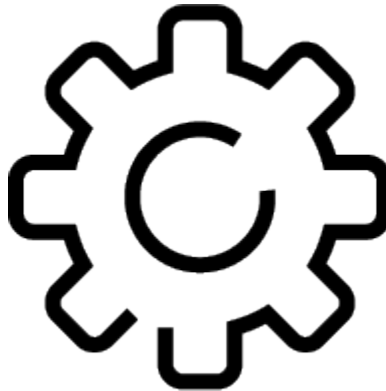
Configuration required

**Players:** Administrators

**Actions:** Genesys Task Routing integrates with other Genesys solutions to support blended agents handling chat, email, voice and so on, at the same time they manage workitems.

- Genesys Task Routing Administrator's Guide
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## Predictive Routing



Configuration required

**Players:** Administrators

**Actions:** Genesys Predictive Routing (GPR) draws on accumulated agent, customer, and interaction data, enabling you to analyze omnichannel interactions and outcomes and generate models to predict outcomes. From this analysis, combined with machine learning, you can determine the best possible match between waiting interactions and available agents, and then route the interactions accordingly.

- Predictive Routing Help - explains how to use the web application to view uploaded data, create predictors and models, and analyze how well Predictive Routing is working.
  - Predictive Routing Deployment and Operations Guide - explains how to deploy the on-premise components for Predictive Routing, upload data, integrate the URS Strategy Subroutines into your Routing solution, and integrate with Genesys Historical Reporting.
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