Genesys Engage On-Premises Use Cases

Genesys Digital Callback (CE22) for Genesys Engage on premises

4/10/2026

Enable customers to request a callback from your website or app

What's the challenge?

When customers can’t find the answers they need on your website or app, they want to speak with someone who can help quickly. For online consumers, who are a click away from the competition — frustration over long hold times or ill-equipped agents — results in lost sales and lower customer experience scores.

What's the solution?

With just a single click, Genesys Callback provides your digital customers the option to request a return call instead of waiting on hold. And because callback routing uses skills-based routing, these requests can be intelligently routed to the individual best equipped to help.

Other offerings:

PureConnect

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Use Case Overview

Story and Business Context

At times, customers browsing your website or mobile app realize they need assistance. You can create a seamless transition by offering a callback option, either immediate or scheduled, that gets the customer to the right agent based on their stated issue. The contact center agent is provided with the context of the request for a seamless customer experience.

Use Case Benefits*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

Use Case Benefits	Explanation
Improved Customer Experience	Lower customer effort and improved customer experience through a simple transition from self-service to assisted service.
Improved Employee Utilization	Level peaks with callback and better manage resource occupancy
Improved First Contact Resolution	Customer Context Data from website context or mobile geo location is used to route to agent with optimal capabilities to handle the customer's request.
Increased Revenue	Improve online sales conversions by offering the option for a callback. Improve online sales conversions by offering the option for a callback. Enabling click-to-call option on your website or your app, we can increase online conversions with easy access to assisted service at the customer's preferred time.
Reduced Handle Time	Decrease handle time and queue time through a callback scheduled at the caller's convenience. Customer Context Data is also collected and passed to the agent, thus shortening interaction times due to agent knowing subject matter of request in advance.

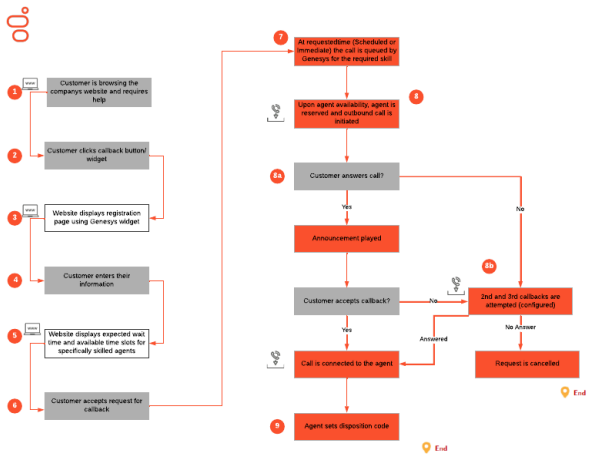
Summary

A customer browses the company's website or mobile application and requests a callback from the contact center for additional support. The customer provides their information, including the subject of their inquiry, and chooses either a callback as soon as possible or within a convenient timeframe. At the designated time, a call is placed to the customer and they are connected to an agent with the matching skill needed given the provided subject of the call.

Use Case Definition

Business Flow

(1) The following flows describe the use case from the perspective of the main actors, such as a user or customer and a contact center agent, the first a request from a website, the second a request from a mobile application.

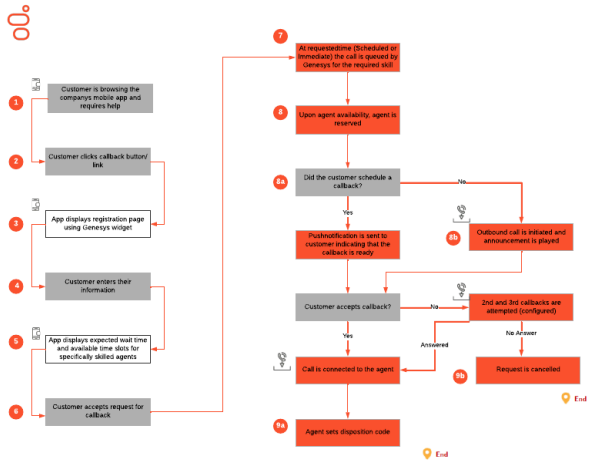


Business Flow Description Website Flow

1. The customer browses the company's website and requires help.
2. The customer clicks the “callback” button/ widget, powered by Genesys Widgets.
3. The website widget displays a brief registration page to the customer. Genesys provides a standardized widget for Callback.
4. The customer enters his name and phone number. Optionally, the name and phone number can be automatically set if the customer is authenticated within the website.
5. Using the information collected in the previous step, including the content of the page the user is visiting, Genesys determines the appropriate agent skill, then calculates agent availability. The customer may choose either:
   - Immediate Callback: In this case, the callback is immediately queued and then initiated once an agent with the required skill is available.
   - Scheduled Callback: In this case, the customer chooses from available time slots. Time slots can be configured in 15, 30, or 60 minute intervals. Capacity at each slot is configurable within the Callback user interface by the company’s administrator.
6. The customer chooses a callback option and the corresponding callback request is created within the Genesys system.
7. At the requested time (or immediately in the case of Immediate Callback), the callback is queued to be distributed to an agent with the right skill. By default, the skill target is

Business Flow

(2) **Business Flow—Mobile App (available in Premise-only)**



specified on the Genesys Callback Service object configuration.

8. When an agent with the requested skill becomes available, the agent is reserved and an outbound call is initiated to the customer phone number.
    - a. If the caller answers the call, an announcement is played to inform the customer that this is the callback he requested. A sample announcement could be: “This is your requested callback from company XYZ. Please press 1 to confirm that you requested this callback, and you will be connected to an agent.” The customer can confirm the callback by pressing “1”, and he will be connected to the agent.
    - b. If the customer does not answer or confirm the callback, another attempt occurs after 10 minutes (configurable). This includes the cases that the caller is busy, the call is connected to voicemail, the caller rejects the call, or other scenarios in which no agent is requested. The number of call attempts is configurable, but best practice is no more than three call attempts. If he still does not accept the call, the request is cancelled.
9. After the conversation between the agent and the customer, the agent can classify the call for reporting purposes via his agent workspace.

Business Flow Description Mobile Flow

1. The customer browses the company's mobile application and requires help.
2. The customer clicks the “callback” button or link in the mobile app.
3. The app displays a brief registration page to the customer.
4. The customer enters his name and phone number. Options:
    - Name and phone number can be automatically set if the customer is authenticated within the app.
    - Depending on the implementation of the

Business and Distribution Logic

Business Logic

The following parameters are configurable for callback:

- Potential time slots for scheduled callback:
  - Duration of the time slots for requesting a scheduled callback. Business hours are separated into time slots of 15, 30, or 60 minutes that users can request to be scheduled in.
  - Maximum number of connection requests per time slot. This number is valid for all time slots.
  - These time slots do not apply to immediate callback.
- Business hours for the service, including holidays and special days.
- Voice prompts for announcements.
  - While the Callback UI allows reference to audio files, unrelated to language, for purposes of this use case, one language is configured as the default language to be used if this information is not available.
- Assigning a priority to callback requests. This is important when this use case is used in combination with other inbound media types (such as inbound calls or email). All callback requests have the same priority.

Distribution Logic

The minimum functionality for distributing a callback generated from the web page to agents includes:

- Routing of callback requests to agent based on agents' skills. The required skill expression for a callback callback logic in the mobile app, the option to select a specific skill is based on the particular page from where the callback is requested.

5. Using Genesys APIs, the website widget retrieves the Expected Wait Time (EWT) for an immediate callback and available time slots for a scheduled callback for a specific service, and displays the options to the customer. (Note: The request from the app to Genesys must contain one of a set of predefined subjects which are used to determine the requested skill for an agent, the current EWT, and the available time slots.) The customer may choose either:
   - Immediate Callback: In this case, the callback is immediately queued and then initiated once an agent with the required skill is available.
   - Scheduled Callback: In this case, the customer chooses from available time slots. Time slots can be configured in 15, 30, or 60 minute intervals. Capacity at each slot is configurable within the Callback user interface by the company's administrator.
6. The customer chooses a callback option and the corresponding callback request is created within the Genesys system.
7. At the requested time (or immediately in the case of Immediate Callback), the callback is queued to be distributed to an agent with the right skill. By default, the skill target is specified on the Genesys Callback Service object configuration.
8. When an agent with the requested skill becomes available, the agent is reserved and:
   - a. For customers who opt in for push notifications, a push notification is sent to the customer indicating their callback is ready. If this is accepted, an outbound call is initiated. The customer may select to further delay the callback or cancel it entirely. This ability for the customer to accept, delay, or cancel can be configured within the app and push notification.
   - b. For customers who do not opt for push notifications, an outbound call is

request is based on service definition, and can be configured at service level.

- Redirect On No Answer (RONA) functionality.
- Support for blending with other media types such as non-voice inbound interactions, including configuration of capacity rules.
- After configurable time-outs, expansion of the routing target based on skill expression.

initiated. For customers who do not answer or confirm the callback, another attempt occurs after 10 minutes (configurable). This includes the cases that the caller is busy, the call is connected to voice mail, the caller rejects the call, or other scenarios in which no agent is requested. The number of call attempts is configurable, but best practice is no more than three call attempts. If he still does not accept the call, the request is cancelled.

9. After the conversation between the agent and the customer, the agent can classify the call for reporting purposes via his agent workspace.

User Interface & Reporting

Agent UI

The Agent Workspace provides the following functionality to support Callbacks:

- Configuration of not-ready reason codes (Admin Work, Lunch, Meeting, Pause, RONA, and Training).
- Display of Subject, Customer ID, Customer First Name, Customer Last Name, Customer Phone Number, and Language.
- Disposition codes to classify call and call outcome for reporting purposes.

Reporting

Real-time Reporting

Minimum functionality:

- Information on Total Callbacks, Answered by customer or Abandoned, In queue, and Distributed to agent
- The information is available per Service.

Historical Reporting

Leverage standard out of the box Call Back reports in CX Insights.

Use**Callback Summary Report**for detailed information about callbacks that were processed by the contact center, allowing you to analyse callback performance based on nearly thirty metrics, including:

- Total number of accepted, declined, attempted, connected, cancelled, abandoned, and successful callbacks.
- Percentages of callbacks that were successful, unsuccessful, declined, or connected.

- Savings resulting from callbacks, including the total amount time and money saved and the average time and money saved per callback.
- The number of attempts made to complete callbacks, the time customers spent waiting for an agent, and time customers waited before abandoning a call.

Use**Callback Detail Report**fordetailed information about callbacks that were processed by the contact center, allowing you to analyse callback performance based on nearly 30 metrics. Use this report to view a detailed picture of how Callback is used in your contact center, including information about the volume of callback calls, success rates, resulting savings, and customer wait times.

Customer-facing Considerations

Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

All of the following required:	At least one of the following required:	Optional	Exceptions
None	None	None	None

General Assumptions

- Implementation of this use case is based on the Digital Blueprint Architecture.
- Call Progress Detection (CPD) is based on Genesys SIP & Media Server.
- Workspace Desktop Edition is used as the agent workspace (otherwise, Callback Preview mode and rescheduling of callback requests is not available).
- The company must provide a SIP trunk for connection to Genesys SIP Server. Genesys Callback requires that:
  - SIP Server performs call dialing, CPD, call queuing, music treatments, and distribution to agents.
  - Agent Extensions are defined on SIP Server.
- If the callback requests are to be blended with other interactions (such as inbound calls), routing of the interactions must be based on the Genesys Platform.

Customer Responsibilities

- The company is responsible for all aspects of the website or mobile app: for example, development of the website, mobile application logic, and the integration with Genesys. For a mobile application, Genesys provides a set of APIs and examples for the customer’s use.
- Pulse is used for real-time reporting.

- Genesys Infomart and Interactive Insights are used for historical reporting.
- No integration with third-party systems.
- Real-time and historical report templates may require customization.

Related Documentation

Agent Workspace

Agent Workspace provides a fully functional interface that enables agents to handle Callback interactions.

- Agent Workspace v9
- Voice calls

Workspace Desktop Edition

Workspace provides a fully functional interface that enables agents to handle Callback interactions.

- Workspace Desktop Edition Help
- Voice calls

Document Version

- Version **v 1.1.1** last updated **April 10, 2026**