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User's Guide

Conversation Manager

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Conversation Manager

Genesys Conversation Manager takes Genesys' core capability of routing and extends it, generalizes it, and integrates it more tightly with other Genesys products. Rather than the call (T-Server) or the interaction (eServices/Multimedia), Conversation Manager takes the service as the basic entity. It orchestrates the service process across channels and over time, using dynamic data and business rules to make decisions about operations. For example,

A bank customer calls a toll-free number inquiring about mortgage preapproval. An IVR prompts him to enter his account number, then transfers him to an agent, who fills in an application form for him and asks him to fax some supporting documents. After he faxes the documents, he receives an SMS message thanking him and informing him that he will receive a response within 48 hours. The next day he receives an e-mail congratulating him on the approval of his application.

This example involves voice, IVR, fax, SMS, and e-mail channels. Conversation Manager is able to treat the entire sequence as a single service.

Orchestration Server

Orchestration Server has a function in Conversation Manager similar to the function of Universal Routing Server (URS) in Genesys voice and multimedia solutions. One of the main differences is that it operates based on business processes developed in State Chart XML (SCXML) rather than routing strategies written in IRL (Intelligent Routing Language, a Genesys proprietary language).

SCXML applications

SCXML applications can be written directly using any XML or plain text editor, or with Genesys Composer, an Eclipse-based development environment. They are published on an application server such as JBoss or another Java-based application server, and are executed on Orchestration Server.

Genesys Composer

Composer also provides a set of function blocks that allow access to Context Services. These out-of-the-box function blocks on the workflow diagram palette allow the developer to create applications that perform various actions, such as:

- Identify customers and update their profiles.
- Extend customer profiles with user-defined information.
- Query a customer's profile.
- Create, start, complete, and query customer services.

- Query customers' active services.
- Enter, complete, and query service states.

Service

Conversation Manager adds to Genesys the concept of service, which may be defined as follows:

- It represents a business process, which in turn may be seen as a communication or series of communications between a customer and an enterprise, and possibly also between various parts of the enterprise.
- It can span multiple interactions.
- It may include interactions in various media.
- It has a temporal beginning and end.
- It may be subdivided into states, which in turn may be subdivided into tasks (see also the diagram in [Service Basics](#)).

[file:important.png](#) This term *state* does not have the same meaning as "SCXML state."

Architecture

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