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User's Guide

UCS in eServices and Conversation

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This page contrasts the role of UCS in eServices with its role in Conversation Manager

In eServices (Multimedia)

Genesys eServices (called Multimedia before release 8.0.1) is a cover term for Genesys components that work together to manage interactions whose media is something other than traditional telephonic voice (for example, e-mail or chat). eServices includes some parts of the Genesys Customer Interaction Management (CIM) Platform, plus certain of the media channels that run on top of the Platform. UCS's function in eServices is to store and manage the following:

- Contact data
- Interaction data
 - The body of an interaction (plus associated metadata and user data) while it is being processed
 - The history of an interaction, including its place (if any) in a thread.
- Knowledge Management data: category systems, screening rules, standard responses, training objects, and models (training objects and models are available only with the Content Analyzer option).

In the context of eServices, clients communicate with UCS using RMI (Remote Method Invocation) and ESP (External Service Protocol, a Genesys protocol). For more details see the Preface and the "Overview" chapter in the *eServices 8.0 Deployment Guide*.

In Conversation Manager

Central to Conversation Manager is the ability to maintain a unified view of the customer. Conversation Manager can use this knowledge in areas such as service personalization, enablement of service continuity, and in upsell/cross-sell campaigns. Context Services is the name of a group of additional capabilities that UCS provides. These capabilities can be invoked by any client, but most prominently by the components of the Conversation Manager solution. The Context Services functioning of UCS differs from its functioning in eServices in the following ways:

- In addition to interaction data and contact data (called customer data in the Context Services context), UCS/CS stores data on services. Services are the basic units in a model for business context used in customer service applications. See also [Service Basics](#).
- Clients communicate with UCS/CS using RESTful (HTTP) web services, not RMI or ESP.
- Context Services uses a different procedure for [contact identification](#) and creation.
- Context Services organizes data on contacts differently. See [Profile Basics](#).