CX Contact Help

CX Contact Help

12/15/2025

Contents

CX Contact Help

> ## Important
>
> The content of this document has been moved and is no longer being updated in this location.
> For the latest content and most recent updates, see the CX Contact Help on the Genesys Multicloud site.

An omnichannel outbound campaign management solution that helps build better customer relationships

CX Contact is an omnichannel, outbound campaign management solution that enables you to proactively reach out to your customers in an agile and fully compliant way. It's designed to be easily managed by the business user, providing the agility your organization needs when it comes to how and when to communicate with customers and prospects.

CX Contact is equipped with a built in self-service, email and SMS content management system that enables easy and repeated use of pre-set campaign strategies. The list manager needs no database manipulation skills, and allows the users to easily set profiles and segments to leverage different contact strategies and channels. Every uploaded contact record enriched with global compliance data, enables the business users to consistently manage all regulatory requirements in global, regional or local level.

Proactive informational and personalized outreach not only creates long-lasting relationships, it can also help your operations by decreasing the volume of inbound calls into your contact center. When it comes to your outbound strategy, omnichannel engagement is critical because highly personalized, timely and relevant notifications sent using your customer's preferred channel, makes engaging easy and drives customer loyalty.

Link to video

Use the links below or the table of contents to the left to access Help topics contained in this guide. If you're looking for something specific, use the Search box at the top of this page to search within the manual.

Help Topics

Introduction

Campaign structure and terminology

CX Contact channels

Dialing Modes and IVR Modes

Pacing and Optimization

Time zone assignment

Campaigns

Create a dialing profile

Create a campaign template

Create a campaign group

Create an SMS template

View campaign statistics

Compliance

Use compliance tools to restrict contact attempts

Add or manage a suppression list

Contact Lists

Learn about contact list fields, formats, and database tables

Import or manage a contact list or contacts within a list

Define list rules

Create List Automation tasks

Define or edit user field labels

Create a data mapping schema

Settings

Define or edit CX Contact settings

Latest Videos

Link to video Link to video Link to video Link to video Link to video Link to video