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Genesys Customer Experience Insights Project Guide

Business Attribute Attributes

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Business Attribute Attributes

The Business Attribute folder contains numerous attributes that you can use to build reports based on business attribute-related objects.

Note the following:

- When creating attributes, any forms you create must have a one-is-to-one mapping relationship. For example, an attribute that represents the name of a customer can have only one phone number form associated with it.

Important

Objects in each folder or subfolder are designed to be used together to create reports. Avoid mixing attributes and metrics from multiple folders into your reports. One exception to this rule is objects in the Time folder; Time attributes can be used in any report, and most reports include at least one attribute from the Time folder.

The following Attributes are available in this folder and are described on this page.

Business Attribute

- Business Result
- Customer Segment
- Interaction Key
- Interaction Subtype
- Interaction Type
- Media Type
- Service Subtype
- Service Type

Business Attribute > BA Call Survey

- Agent Score
- Call Score
- Company Score

- IQ1 - IQ4
- Product Score
- SQ1 - SQ2

Business Attribute > BA Consults

- There are no attributes in this folder

Business Attribute > BA Customer

- There are no attributes in this folder

Business Attribute > BA Predictive Routing

- Model

- Predictor
- Predictor Switch

Business Attribute > BA User Data Example

- Category
- Category Key
- Classify Actionability Category
- Classify Sentiment Category
- Dimension 1 - Dimension 5
- Dimension 6 - Dimension 10
- Influence Category
- Screen Actionability Category
- Screen Sentiment Category

Folder: Business Attribute

Attribute name: Business Result	Folder: Business Attribute
Description: Enables data to be organized based on the configured business result. Displayed as Source Business Result in some reports.	
Database table: INTERACTION_DESCRIPTOR_GI2.BUSINESS_RESULT	
>> Back to list	
Attribute name: Customer Segment	Folder: Business Attribute
Description: Enables data to be organized based on the configured customer segment. Displays as Source Customer Segment in some reports.	
Database table: INTERACTION_DESCRIPTOR_GI2.CUSTOMER_SEGMENT	
>> Back to list	
Attribute name: Interaction Key	Folder: Business Attribute
Description: Enables data to be organized based on the surrogate key that provides a join to Info Mart tables.	
Database table: AG2_AGENT_CAMPAIGN *.INTERACTION_TYPE_KEY, AG2_AGENT_GRP *.INTERACTION_TYPE_KEY, AG2_AGENT *.INTERACTION_TYPE_KEY, AG2_AGENT_QUEUE *.INTERACTION_TYPE_KEY, AG2_ID *.INTERACTION_TYPE_KEY, AG2_I_AGENT *.INTERACTION_TYPE_KEY, AG2_QUEUE_ABN *.INTERACTION_TYPE_KEY, AG2_QUEUE_ACC *.INTERACTION_TYPE_KEY, AG2_QUEUE *.INTERACTION_TYPE_KEY, IF_IRF_GPM_FACT_GI2.INTERACTION_TYPE_KEY, INTERACTION_RESOURCE_FACT_GI2.INTERACTION_TYPE_KEY, INTERACTION_RES_FACT_TRNSFR.INTERACTION_TYPE_KEY, INTERACTION_TYPE_GI2.INTERACTION_TYPE_KEY	
>> Back to list	
Attribute name: Interaction Subtype	Folder: Business Attribute
Description: This Attribute enables data to be organized by the interaction's subtype; for example, InboundNew or Outbound Notification.	
Database table: INTERACTION_TYPE_GI2.INTERACTION_TYPE_SUBTYPE	
>> Back to list	
Attribute name: Interaction	Folder: Business Attribute

Type	
Description: Enables data to be organized by the interaction's type—for example, Inbound, Outbound, and Internal.	
Database table: INTERACTION_TYPE_GI2.INTERACTION_TYPE	
>> Back to list	
Attribute name: Media Type	Folder: Business Attribute
Description: Enables data to be organized by the media type of the interaction; for example, Voice, Email, and Chat.	
Database table: MEDIA_TYPE.MEDIA_NAME, MEDIA_TYPE.MEDIA_TYPE_KEY, MEDIA_TYPE.MEDIA_NAME, MEDIA_TYPE.MEDIA_NAME_CODE	Form(s): Media Type, Media Name Code
Forms in this attribute:	
Form: Media Name Code Table.Column: Data type: Text	Description: Enables data to be organized by the Media Name Code associated with the interaction. One of NONE, VOICE, EMAIL, CHAT.
Form: Media Type Table.Column: Data type: Text	Description: Enables data to be organized by the media type associated with the interaction. For example, VOICE, EMAIL, or CHAT.
>> Back to list	
Attribute name: Service Subtype	Folder: Business Attribute
Description: Enables data to be organized by the detailed type of service that the customer requested. Displays as Source Service Subtype in some reports.	
Database table: INTERACTION_DESCRIPTOR_GI2.SERVICE_TYPE_SUBTYPE	
>> Back to list	
Attribute name: Service Type	Folder: Business Attribute
Description: Enables data to be organized by the type of service that was assigned to the interaction. Displays as Source Service Type in some reports.	
Database table: INTERACTION_DESCRIPTOR_GI2.SERVICE_TYPE	
>> Back to list	

Folder: Business Attribute > BA Call Survey

Attribute name: Agent Score Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: Enables data within the reporting interval to be organized by the agent score assigned by the customer during post call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	
Attribute name: Call Score Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: Enables data within the reporting interval to be organized by the overall call score assigned by the customer during post-call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	
Attribute name: Company Score Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: Enables data within the reporting interval to be organized by the overall score assigned to the company by customers during post-call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	
Attribute name: IQ1 - IQ4 Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: These four attributes enable data within the reporting interval to be organized by answers given by customers during post-call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	

Attribute name: Product Score Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: Enables data within the reporting interval to be organized by the overall score assigned to the product by customers during post-call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	

Attribute name: SQ1 - SQ2 Introduced: 9.0.013	Folder: Business Attribute > BA Call Survey
Description: These two attributes enable data within the reporting interval to be organized by answers given by customers during post-call surveys.	
Database table: AG2_AGENT_*, AG2_AGENT_GRP_*, AG2_AGENT_QUEUE_*, AG2_ID_*	
>> Back to list	

Folder: Business Attribute > BA Consults

There are no attributes in this folder

Folder: Business Attribute > BA Customer

There are no attributes in this folder

Folder: Business Attribute > BA Predictive Routing

Attribute name: Model	Folder: Business Attribute > BA Predictive Routing
Description: Enables the organization of data by the name of the model that was used to score the agent for predictive routing.	
Database table: GPM_MODEL.MODEL	
>> Back to list	

Attribute name: Predictor	Folder: Business Attribute > BA Predictive Routing
Description: Enables the organization of data by the name of the predictor that was used to request scoring for predictive routing.	
Database table: GPM_PREDICTOR.PREDICTOR	
>> Back to list	

Attribute name: Predictor Switch	Folder: Business Attribute > BA Predictive Routing
Description: Enables the organization of data based on whether predictive routing is ON or OFF.	
Database table: GPM_PREDICTOR.PREDICTOR_SWITCH	
>> Back to list	

Folder: Business Attribute > BA User Data Example

Attribute name: Category	Folder: Business Attribute > BA User Data Example
Description: Enables data within the reporting interval to be organized based on the standard responses to interactions that are configured in your environment. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
Database table: USER_DATA_GEN_ES.CTGNAME	
>> Back to list	

Attribute name: Category Key	Folder: Business Attribute > BA User Data Example
Description: Enables data within the reporting interval to be organized based on the Category Key. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
Database table: AG2_AGENT_*.USER_DATA_KEY1, AG2_AGENT_GRP_*.USER_DATA_KEY1, AG2_AGENT_QUEUE_*.USER_DATA_KEY1, AG2_ID_*.USER_DATA_KEY1, USER_DATA_GEN_ES.GEN_ES_ID	
>> Back to list	

Attribute name: Classify Actionability Category	Folder: Business Attribute > BA User Data Example
Description: Enables data within the reporting interval to be organized by the degree to which interactions require agent attention—their actionability. The value for actionability attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment,	

influence, and actionability social-media business attributes.

Database table:
USER_DATA_GEN_ES.CLASSIFY_ACTIONABILITY_CTGNAME

[>> Back to list](#)

Attribute name: Classify Sentiment Category

Folder: Business Attribute > BA User Data Example

Description: Enables data within the reporting interval to be organized by the characteristic of interactions that reflects the attitude expressed therein, generally positive, negative, or neutral.

The value of sentiment attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.

Database table:
USER_DATA_GEN_ES.CLASSIFY_SENTIMENT_CTGNAME

[>> Back to list](#)

Attribute name: Dimension 1 - Dimension 5

Folder: Business Attribute > BA User Data Example

Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.

Database table:
USER_DATA_CUST_DIM_1.DIM_ATTRIBUTE_1,
USER_DATA_CUST_DIM_1.DIM_ATTRIBUTE_2,
USER_DATA_CUST_DIM_1.DIM_ATTRIBUTE_3,
USER_DATA_CUST_DIM_1.DIM_ATTRIBUTE_4,
USER_DATA_CUST_DIM_1.DIM_ATTRIBUTE_5

[>> Back to list](#)

Attribute name: Dimension 6 - Dimension 10

Folder: Business Attribute > BA User Data Example

Description: These 5 attributes enables data within the reporting interval to be organized by a particular user-data Attribute that is configured within your environment.

Database table:
USER_DATA_CUST_DIM_2.DIM_ATTRIBUTE_1,
USER_DATA_CUST_DIM_2.DIM_ATTRIBUTE_2,
USER_DATA_CUST_DIM_2.DIM_ATTRIBUTE_3,
USER_DATA_CUST_DIM_2.DIM_ATTRIBUTE_4,
USER_DATA_CUST_DIM_2.DIM_ATTRIBUTE_5

[>> Back to list](#)

Attribute name: Influence Category

Folder: Business Attribute > BA User Data Example

Description: Enables data within the reporting interval to be organized by the customer's clout that has amassed on social networks at the time that interactions entered or began within the contact center. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.

Database table:

USER_DATA_GEN_ES.CTGNAME	
>> Back to list	
Attribute name: Screen Actionability Category	Folder: Business Attribute > BA User Data Example
Description: Enables data within the reporting interval to be organized based on the degree to which interactions require agent attention. The value of actionability attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
Database table:	USER_DATA_GEN_ES.SCREEN_ACTIONABILITY_CTGNAME
>> Back to list	
Attribute name: Screen Sentiment Category	Folder: Business Attribute > BA User Data Example
Description: Enables data within the reporting interval to be organized based on the attitude that customers expressed about their experience regarding interaction handling. The value of sentiment attributes is obtained through attached data that is provided by the Social Messaging Server, a component of Genesys eServices. This attribute is applicable only in environments that are configured to use sentiment, influence, and actionability social-media business attributes.	
Database table:	USER_DATA_GEN_ES.SCREEN_SENTIMENT_CTGNAME
>> Back to list	