Genesys Customer Experience Insights Project Guide

Business Attribute folder

5/10/2025

Business Attribute folder

The Business Attribute folder contains numerous objects that you can use to build reports.

The Business Attribute folder is organized into a series of subfolders, to make it easier to find the objects you need. Many folders contain a Custom folder, which is not described in this document; custom folders are provided to store any custom objects.

> ### 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.

Business Attribute folder and subfolders

This folder contains the following root folder and subfolders.

- Business Attribute
- Business Attribute > BA Call Survey
- Business Attribute > BA

- Consults
- Business Attribute > BA Customer
- Business Attribute > BA

- Predictive Routing
- Business Attribute > BA User Data Example

Folder: Business Attribute

Introduced: 9.0.007.03

Description: The root folder for Business Attribute objects. Objects in this folder (and subfolders) enable the organization, measurement, and filtering of Info Mart data based on business attributes. Refer to the descriptions of subfolders for more information.		
Metrics: • There are no metrics in this folder		
Attributes:		
• Business Result	• Interaction Subtype	• Service Subtype
• Customer Segment	• Interaction Type	• Service Type
• Interaction Key	• Media Type	

Folder: Business Attribute > BA Call Survey

Introduced: 9.0.013

Description: Objects in this folder enable the organization, measurement, and filtering of Info Mart data based on Post Call Survey user data attributes

Metrics:
- There are no metrics in this   folder

Attributes:
- Agent Score
- Call Score
- Company Score
- IQ1 - IQ4
- Product Score
- SQ1 - SQ2

Folder: Business Attribute > BA Consults

Introduced: 9.0.007.03

Description: Objects in this folder enable the organization, measurement, and filtering of Info Mart data, based on the business attributes that are associated with consult interactions. Counts and duration metricsare attributed to the reporting interval in which consult interactions began within the contact center.

Metrics:
- Avg Consult Received Time
- Avg Consult Received Warm Time
- Avg Consult Received Warm Wrap Time
- Avg Consult Received Wrap Time
- Consult Received Accepted
- Consult Received Accepted Warm
- Consult Received Engage Time
- Consult Received Engage Warm Time
- Consult Received Hold
- Consult Received Hold Time
- Consult Received Invite
- Consult Received Invite Time
- Consult Received Invite Warm
- Consult Received Invite Warm Time
- Consult Received Time
- Consult Received Warm Hold
- Consult Received Warm Hold Time
- Consult Received Warm Time
- Consult Received Warm Wrap
- Consult Received Warm Wrap Time
- Consult Received Wrap
- Consult Received Wrap Time
- Consult Responses

Attributes:
- There are no attributes in this   folder

Folder: Business Attribute > BA Customer

Introduced: 9.0.007.03

Description: Objects in this folder enable the organization, measurement, and filtering of Info Mart data based on the business attributes that are associated with customer interactions. Counts and duration metrics are attributed to the reporting interval in which customer interactions entered or began within the contact center.

Metrics:
- % Abandoned Inviting
- % Abandoned Waiting
- % Accept Service Level

- % Accepted
- % Accepted Agent
- % Finished Service Level
- % First Response Time Service Level
- % Short Abandoned Waiting
- % Transfer Initiated
- % Transfer Initiated Agent
- Abandoned Inviting
- Abandoned Waiting
- Abandoned Waiting Time
- Accept Time
- Accept Time Agent
- Accepted
- Accepted Agent
- Accepted in Threshold
- Accepted Others
- Accepted Thread
- Actionability Score
- ASA
- ASA (Fmt)
- Avg Abandoned Waiting Time
- Avg Accept Time
- Avg Accept Time Agent
- Avg Actionability Score
- Avg Engage Time
- Avg Finish No Response Time
- Avg Finish Response Time
- Avg Finish Time
- Avg First Response Time
- Avg Handle Time
- Avg Hold Time
- Avg Influence Score
- Avg Invite Time
- Avg Revenue

- Avg Satisfaction
- Avg Sentiment Score
- Avg Transfer Accepted Handle Time
- Avg Wrap Time
- Conference Initiated Agent
- Deferred
- Engage Time
- Entered
- Entered Thread
- Entered with Actionability
- Entered with Influence
- Entered with Objective
- Entered with Revenue
- Entered with Satisfaction
- Entered with Sentiment
- Finish No Response Time
- Finish Response Time
- Finish Time
- Finished
- Finished in Threshold
- Finished No Response
- Finished Response
- First Contact Resolution Result
- First Response in Threshold
- First ResponseTime
- Focus
- Focus Time
- Handle Time
- Hold
- Hold Time
- Influence Score
- Invite
- Invite Time
- Max Abandoned Waiting Time

- Max Abandoned Waiting Time (Fmt)
- Max Accept Time Agent
- Max Accept Time Agent (Fmt)
- Max Standard Abandoned Waiting Time
- Max Standard Abandoned Waiting Time (Fmt)
- Offered
- Responded
- Response Ratio
- Responses
- Revenue
- Satisfaction
- Sentiment Factor
- Sentiment Index
- Sentiment Influence Entered Diff
- Sentiment Score
- Short Abandoned Waiting
- Standard Abandoned Waiting
- Standard Abandoned Waiting Time
- Start Date Time Key
- Transfer Accepted
- Transfer Accepted Cold
- Transfer Accepted Time
- Transfer Accepted Warm
- Transfer Initiated Agent
- Transfer Initiated Cold
- Transfer Initiated Warm
- Transfer Rate
- Wrap
- Wrap Time

More...

Attributes:
- There are no attributes in this folder

Folder: Business Attribute > BA Predictive Routing

Introduced: 9.0.007.03

Description: Objects in this folder enable the organization, measurement, and filtering of Info Mart data based on the business attributes that are associated with Predictive Routing interactions. Counts and duration metrics are attributed to the reporting interval in which customer interactions entered or began within the contact center.

Metrics:

• % Error	• Avg Agent Score	• Turnaround Time
• Active	• Avg Turnaround Time	
• Agent Score	• Error	

Attributes:

• Model	• Predictor	• Predictor Switch

Folder: Business Attribute > BA User Data Example

Introduced: 9.0.011

Description: Objects in this folder enable the organization and filtering of Info Mart data based on user data dimensions.

Metrics:
- There are no metrics in this folder

Attributes:

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

Reports built primarily from the objects in the Business Attribute folder and subfolders

• Business Metrics Executive Report	• Interaction Volume Business Attribute Report
• Customer Perspective Report	• Predictive Routing Operational Report
• Predictive Routing - Model Efficiency	

For more information about Business Attribute reports, see the *Genesys CX Insights 9.0 User's Guide*.