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Genesys Customer Experience Insights Project Guide

About Genesys CX Insights Projects

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About Genesys CX Insights Projects

Genesys CX Insights is built on MicroStrategy software, which organizes reporting objects (reports, metrics, attributes, forms, and so on) in *Projects*. If you are familiar with the legacy software Genesys Interactive Insights (GI2), you can think of the Genesys CX Insights *Projects* as synonymous with the GI2 *Universe*.

The following projects are available:

- **Genesys CX Insights**
- **Genesys CX Insights for iWD**

About folder organization

Objects in each folder or subfolder are designed to be used together to create reports. In general, you should avoid mixing attributes and metrics from multiple folders into your reports. However, you can generally mix objects from a folder with objects its' subfolders. For example:

- Genesys supports:
 - mixing objects from the Business Attribute folder with objects from its subfolders (BA Consults, BA Customer, BA User Data Example).
 - mixing objects from Agent/Activity and Agent/Activity/Activity User Data Example.
 - mixing objects from the Queue folder with objects from its subfolders (Q Consults, Q Customer, Q Customer and Consults, Queue User Data Example).
- Genesys does not support:
 - mixing objects from Agent/Activity folder with objects from Agent/Activity/Queue.
 - mixing objects from the Queue/Q Customer & Consults folder with objects from its subfolders Abandoned Waiting STI or/and Accepted Agent STI.

If you are migrating from GI2

This document provides information similar to that found in the *Genesys Interactive Insights Universe Guide*. In Genesys CX Insights, several concepts have changed, compared to GI2 -- note the following mapping of terms:

GI2 - GCXI terminology mapping

GI2 term	GCXI equivalent
Universe	Project
Class	Folder

Measure	Metric
Dimension	Attribute
(Dimension) Detail	(Attribute) Form

Project terminology and concepts

This section describes the concepts you need to know to understand how projects are organized.

Folders

Objects within Genesys CX Insights Projects are organized into a hierarchy of folders. Each subfolder contains objects that are designed to work together. For example, metrics within the Agents > Activity folder are designed to work correctly with the attributes in that same folder. Note that other folders can contain objects with identical names -- that does not mean they are the same objects. For example:

- The attribute Agent > Activity > Agent Name can be used in a report with the metric Agent > Activity > Accepted, because they are both found in the same sub folder.
- However, the attribute Agent > Activity > Agent Name should **not** be used in a report with the metric Queue > Accepted, as it may cause problems.

Metrics

This document lists the metrics in each folder, and provides detailed information about them, including (where applicable) metric type, data type, media type, source table or calculation, and the reports in which the metrics appear.

All metrics are classified as one of three data types:

- Detail
- Interval
- Disposition

Metrics can also be described as measuring either *customer* or *consult* interactions, and for consult interactions, as either *warm* or *simple* consultations.

The following subsections describe each of these classifications.

Detail Metrics

Detail metrics provide the measure of one and only one activity, in contrast to interval and disposition metrics, which aggregate information about a number of interactions that occur over a period of time. Some examples of detail metrics include the following:

- Flow\Duration

- Session\Active Time
- State\Reason Time
- Ixn State\Duration
- Handling Attempt\Queue Time
- *Flow User Data Example\Detail 8*
- *Handling User Data Example\Detail 16*

Interval Metrics

Interval metrics measure the activities occurring within the reporting interval as they occur, regardless of whether or not the interactions complete during the interval and whether or not the interval completes.

Counts and durations of such metrics are clipped where interactions cross over multiple intervals and are attributed to each of the intervals in which the activities occur. In scenarios in which an interaction is waiting in queue when the hour changes, the time that the interaction actually waited in queue during the first interval is attributed to the first interval. For example, if an interaction is waiting in queue from 3:58–4:03 PM, two minutes is attributed to the first interval (3:30–3:59 PM), and the remaining three minutes is attributed to the second interval (4:00–4:29 PM).

Furthermore, a count is attributed to each interval in which the interaction persists—that is, a count of 1 for the interaction that is waiting in queue during the first interval, and another count of 1 for the same interaction, waiting in queue, during the second interval.

Interval metrics provide an interpretation of the activity that occurred during an interval. Some examples of interval metrics include the following:

- Interaction State\Consult Received Time
- Interaction State\Hold
- Summarized State\Active Time
- Summarized State\Busy

The Ixn State subfolder houses additional interval metrics.

Disposition Metrics

Disposition metrics provide an interpretation of the count and duration of contact center activity, attributing their metric to the interval in which an interaction was received by the contact center resource—whether the resource is a mediation DN or a handling resource, such as an agent. In scenarios in which an agent talks to a customer over day boundaries, all of the talk time is attributed to the first reporting interval and no time is attributed to the latter interval. For example, if an agent talks to a customer over day boundaries (11:45 PM –12:15 AM), all of the talk time (30 minutes) is attributed to the first reporting interval (Day 1) and no time is attributed to the latter interval(s) (Day 2).

Likewise, the count (of 1 interaction) gets attributed to the first interval; no count at all gets attributed to the second. As such, disposition metrics are additive; their counts from one interval can be added to the counts of other intervals to obtain a total count of activity across all intervals, without double counting.

The following are examples of disposition metrics:

- Activity\Avg Consult Received Time
- BA Customer\% Transfer Initiated Agent
- Q Customer\Hold
- Agent Contact\Preview

Special Note about Campaign Disposition Metrics

For metrics that are associated with outbound campaigns, counts and durations are attributed to the interval in which contact attempts were made. This differs from prior releases, in which such metrics were attributed to the interval in which the outbound campaign group session was started.

Customer versus Consult Interactions

The Genesys CX Insights Projects contain objects that measure only the customer-related legs of interactions or the consultation-related legs of interactions—described as customer interaction and consult interaction, respectively, within Genesys CX Insights documentation. This distinction enables you to create reports that summarize activities that better align with a contact center’s core business.

Some metrics mix together these different parts of an interaction’s life cycle—most predominantly, those that are in the Q Customer & Consults folder. Some metrics co-mingle customer interactions with a subset of consult interactions, or warm consultations.

The following table summarizes whether metrics in some of the more common folders incorporate customer-related activity or consultation-related activity; and, if the latter, what type of consultation activity is measured therein. A few metrics are related neither to customer nor consultation activity; this is indicated in the N/A column. (The Bound metrics in the Service Objects folder, for example, do not measure contact center activity; they are provided in an administrative capacity for the derivation of other metrics.):

Folder\Metric	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
Abandoned Waiting STI folder*	*	*			
Accepted Agent STI folder*	*				
Activity folder: All Consult Warm metrics			*		
Activity folder: All other Consult metrics		*			
Activity folder: All Accepted, Offered,	*		*		

Folder\Metric	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
Responses metrics					
Activity folder: Handle	*			*	
Activity folder: All other metrics	*				
Agent Contact folder: All Consult Warm metrics			*		
Agent Contact folder: All other Consult metrics		*			
Agent Contact folder: All other metrics	*				
BA Consults folder: All Consult Warm metrics			*		
BA Consults folder: All other Consult metrics		*			
BA Customer folder*: All Accepted metrics	*		*		
BA Customer folder*: All other metrics	*				
Queue\Q Consults folder: All Consult Warm metrics			*		
Queue\Q Consults folder: All other Consult metrics		*			
Contact Attempt folder*	*				
Queue\Q Customer folder: All Accepted metrics	*		*		

Folder\Metric	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
(but not the Accept metrics)					
Queue\Q Customer folder: All Entered, Distribute(d), and Offered metrics	*		*		
Queue\Q Customer folder: All other metrics	*				
Queue\Q Customer & Consults folder*	*			*	
Flow folder\ Duration	*			*	
Handling Attempt folder: All Customer metrics	*				
Handling Attempt folder: All Conference metrics	*				
Handling Attempt folder: Revenue, Satisfaction	*			*	
Handling Attempt folder: Queue Time, Response Time, Routing Point Time, and Total Duration metrics	*			*	
Interaction State folder	*			*	
Ixn State folder*	*			*	
Service Objects folder*					*
Session folder*	*			*	

Folder\Metric	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
State folder*	*			*	
State and Reason folder*	*			*	
Summarized State folder*	*			*	
Transfer folder*	*				

Attributes

This document lists the attributes in each folder, and provides detailed information about them, including (where applicable), data type, source table, and the reports in which the attributes appear.

Learn More

For information about the organization of GCXI Projects, and how to view them, see [Viewing the project](#) in the *Genesys Customer Experience Insights Deployment Guide*. For more information about other topics, see [Additional Resources](#).