Genesys Interactive Insights User's Guide

Classification of Measures

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Contents

Classification of Measures

All measures are classified as one of three types:

- Detail
- Interval
- Disposition

The *Genesys Interactive Insights Universe Guide* identifies each measure's classification. Measures 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 Measures

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

(`Flow User Data Example\Detail 8` and `Handling User Data Example\Detail 16` are hidden universe measures that appear in italic font both in this document and in Designer.) Note the distinction between these detail measures and BO's terminology for `Detail` objects—such as the `User Name` detail object of the `Agent Name` dimension. The two concepts are entirely different.

Interval Measures

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

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

The `Ixn State` class in the GI2 universe houses additional interval measures.

Disposition Measures

Disposition measures provide an interpretation of the count and duration of contact center activity, attributing their measure 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 measures 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 measures:

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

Special Note about Campaign Disposition Measures

For measures that are associated with outbound campaigns, beginning with release 8.1.1, counts and durations are attributed to the interval in which contact attempts were made. This differs from prior releases, in which such measures were attributed to the interval in which the outbound campaign

group session was started.

Customer versus Consult Interactions

The GI2 universe contains 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 GI2 documentation. These terms are defined in the “Dictionary of Data Elements” appendix of the *Genesys Interactive Insights Universe Guide*. This distinction enables you create reports that summarize activities that better align with a contact center’s core business.

Some universe measures mix together these different parts of an interaction’s life cycle—most predominantly, those that are in the `Q Customer & Consults` class. Some measures commingle customer interactions with a subset of consult interactions, or warm consultations (a term that is also defined in the *Genesys Interactive Insights Universe Guide*.)

[+] Customer vs. Consult Interactions in the Universe

Class\ Measure	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
Abandoned Waiting STI class*	*	*			
Accepted Agent STI class*	*				
Activity class: All Consult Warm measures			*		
Activity class: All other Consult measures		*			
Activity class: All Accepted, Offered, Responses measures	*		*		
Activity class: Handle	*			*	
Activity class: All other measures	*				
Agent Contact class: All Consult Warm measures			*		
Agent Contact class: All other		*	*		

Class\ Measure	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
Consult measures					
Agent Contact class: All other measures	*		*		
BA Consults class: All Consult Warm measures			*		
BA Consults class: All other Consult measures		*			
BA Customer class*: All Accepted measures	*		*		
BA Customer class*: All other measures	*				
Queue\Q Consults class: All Consult Warm measures			*		
Queue\Q Consults class: All other Consult measures		*			
Contact Attempt class*	*				
Queue\Q Customer class: All Accepted measures (but not the Accept measures)	*		*		
Queue\Q Customer class: All Entered, Distribute(d), and Offered measures	*		*		
Queue\Q	*				

Class\ Measure	Customer	Simple Consult	Warm Consult	Warm & Simple	N/A
Customer class: All other measures					
Queue\Q Customer & Consults class*	*			*	
Flow class\ Duration	*			*	
Handling Attempt class: All Customer measures	*				
Handling Attempt class: All Conference measures	*				
Handling Attempt class: Revenue, Satisfaction	*			*	
Handling Attempt class: Queue Time, Response Time, Routing Point Time, and Total Duration measures	*			*	
Interaction State class	*			*	
Ixn State class*	*			*	
Service Objects class*					*
Session class*	*			*	
State class*	*			*	
State and Reason class*	*			*	
Summarized State class*	*			*	
Transfer class*	*				

--this table summarizes whether measures in each universe class incorporate customer-related activity or consultation-related activity; and, if the latter, what type of consultation activity is measured therein. A few universe measures are related neither to customer nor consultation activity; this is indicated in the N/A

column. (The Bound measures in the Service Objects class, for example, do not measure contact center activity; they are provided in an administrative capacity for the derivation of other measures.)