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# Genesys Info Mart Deployment Guide

Common Attached Data KVPs

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# Common Attached Data KVPs

This page describes the attached data key-value pairs (KVPs) that contact centers most commonly use for reporting purposes.

Some KVPs have numeric values, as specified in the table. The values of all of the other KVPs in the table are strings, for which the maximum length in IDB is 255 characters. However, depending on the RDBMS, Genesys Info Mart further restricts the maximum length of certain KVP values, and you might similarly need to restrict the length of KVP values for customized user-data dimension tables. For more information, see [RDBMS Considerations](#).

Some of the KVPs are Genesys-defined, while others are user-defined. Both types of KVPs can populate predefined as well as custom, deployment-specific facts and dimensions, according to the user-defined mapping rules.

## Important

Your applications do not need to attach all of the KVPs that are listed in the table.

Use the [Mapping User Data Worksheet](#) or the [User Data Assistant](#) to map the KVP names in your contact center to the target Info Mart tables and column names.

### Commonly Used Attached Data KVPs

KVP Name	KVP Description
<b>KVPs that are mapped by default</b>	
Business Result *	The business result of the interaction.
CaseID *	The case identifier in an external case management application.
CustomerID *	The customer identifier in an external customer relationship management (CRM) application.
CustomerSegment *	Identifies a segment of the customer base to which the customer has been assigned. Customer segments are typically based on criteria such as revenue potential, service plan, or demographic attributes.
GSW_CALL_ATTEMPT_GUID *	In Outbound Contact deployments, stores the GSW_CALL_ATTEMPT_GUID call attempt ID that is assigned by OCS.
IPurpose *	<p>The presence and value of this KVP affects how the ETL populates the IRF table.</p> <ul style="list-style-type: none"> <li>0 = Not self-service. The IVR application is considered to be a mediation resource.</li> <li>1 = Self-service. The IVR application is considered to be a handling resource. Genesys Info Mart creates a record in the IRF table.</li> </ul> <p>For more information, see <a href="#">IPurpose KVP</a>.</p>

KVP Name	KVP Description
Revenue *	The amount of revenue that was generated for the customer interaction. <b>Note:</b> In deployments that use RAA aggregation (including GCXI deployments), ensure that the resources that set the value of this KVP have been configured or trained, as applicable, to use only integer-type values. Any non-numeric values will cause aggregation to fail. For more information about the problems that result from non-numeric KVP values, as well as information about recovering from the job failure, see the information about checking for incorrect data type in the <a href="#">troubleshooting chapter</a> in the <i>Reporting and Analytics Aggregates User's Guide</i> .
Satisfaction *	The numerical customer-satisfaction score for the customer interaction. <b>Note:</b> In deployments that use RAA aggregation (including GCXI deployments), ensure that the resources that set the value of this KVP have been configured or trained, as applicable, to use only integer-type values. Any non-numeric values will cause aggregation to fail. For more information about the problems that result from non-numeric KVP values, as well as information about recovering from the job failure, see the information about checking for incorrect data type in the <a href="#">troubleshooting chapter</a> in the <i>Reporting and Analytics Aggregates User's Guide</i> .
ServiceObjective *	The time objective (in seconds) to service the interaction, based on the customer segment, service type, and media type.
ServiceSubType *	The detailed type of service that the customer is requesting.
ServiceType *	The type of service that the customer is requesting.
<b>Routing KVPs</b>	
RRequestedSkillCombination *	The agent skills that are required to service the interaction.
RStrategyName *	The name of the routing strategy that is servicing the interaction.
RTargetObjectSelected *	The name of the target object that the router selects.
RTargetTypeSelected *	The type of routing target that the router selects — for example, 0 = Agent, 1 = Place, 2 = Agent Group, 3 = Place Group, 100 = Default Route.  Valid values are defined by ICON. For more information, see the list of Route Target Type dictionary values in the <i>Interaction Concentrator Physical Data Model</i> for your RDBMS.
<b>KVPs that can be mapped to custom user-data tables</b>	
IApplication **	The IVR application that is servicing the interaction. <b>Note:</b> Genesys Info Mart uses this KVP during processing. You must configure ICON to store this KVP in IDB even if you do not require <b>IApplication</b> for your reporting and do not configure it to be stored in user-data tables in the Info Mart database.
IResult **	The technical result of the IVR application. <ul style="list-style-type: none"> <li>1 = Completed</li> <li>2 = Abandoned</li> <li>3 = Transferred</li> </ul>
IResultReason **	The reason for the IVR technical result. Values should be of low cardinality.
ISpeechRecognition **	Indicates whether IVR speech recognition was used.

KVP Name	KVP Description
	<ul style="list-style-type: none"><li>• 0 = No</li><li>• 1 = Yes</li></ul>
ITextToSpeech **	<p>Indicates whether IVR text-to-speech was used.</p> <ul style="list-style-type: none"><li>• 0 = No</li><li>• 1 = Yes</li></ul>

\* The mapping of the KVP to fact or dimension tables is predefined, as shown in the [mapping worksheet](#).

\*\* The mapping of the KVP to fact or dimension tables is user-defined. Configure the mapping in the Control tables, as described in [User Data Mapping](#).