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# iWD Data Mart Reference Guide

IWD Reporting

5/7/2025

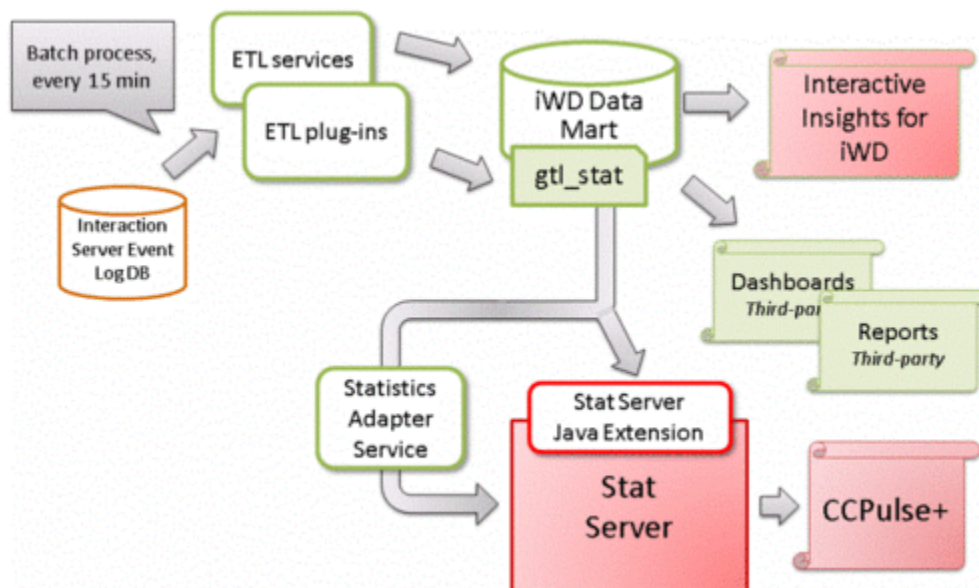
# IWD Reporting

## Overview

With an increasing number of choices in the marketplace and higher expectations of service quality, the ability to measure the efficiency and effectiveness of customer service delivery becomes a key component of success. iWD streamlines an often cumbersome reporting process through:

- *Cradle-to-grave* reporting from the time that a task enters the contact center until its completion.
- Consolidated reporting across the various systems that are involved in customer-service delivery: fax servers, workflow, customer-relationship management, and Genesys Customer Interaction Management.
- Reporting that is based on business context—with business process, customer segment, and product independent of channel, instead of being limited to interactions, queues, channels, and workflows.

The key to achieving the desired business results is having access to actionable business intelligence. Genesys iWD offers comprehensive reporting, providing management insight into business operation. It provides key indicators of performance both through current-day statistics and on an historical basis. The historical metrics are provided based on aggregates and measures that are populated by scheduled ETL processes, which extract data from the Genesys Interaction Server Event Log database and load it into the iWD Data Mart. This next figure provides a functional overview of iWD's reporting components. Third-party services can reference iWD statistics from the GTL\_STAT table (GTL, for Global Task List) to display data in dashboards or within Genesys CCPulse+.



### Important

Each iWD solution requires its own Data Mart.

## Database Objects

iWD Data Mart consists of the following database objects:

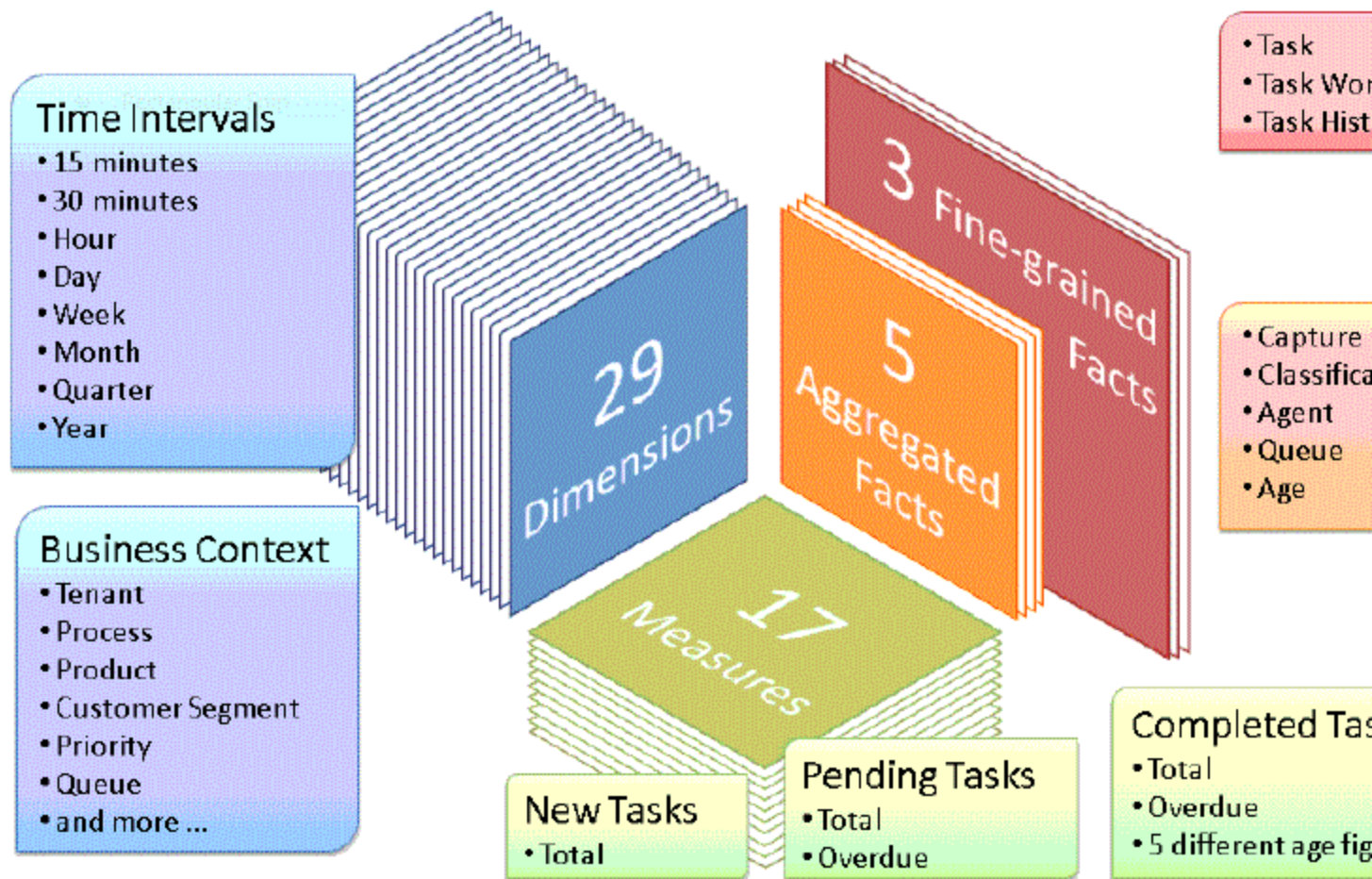
- Fine-grained fact tables—Store all attributes that are associated with tasks (I\_TASK\_FACT/H\_TASK\_FACT tables), work-related events (I\_TASK\_WORK\_FACT/H\_TASK\_WORK\_FACT tables), when the task was assigned to one or more agents; and a full audit history of the task (I\_TASK\_EVENT\_FACT/H\_TASK\_EVENT\_FACT tables).

### Important

The term *agent* refers to any resource, configured as a Person object in Configuration Server, that can handle tasks. (Within Genesys Administrator, Person objects appear as User objects within the interface.)

- Aggregated fact tables—Describe tasks in an iWD-oriented context across the various stages, or the iWD life cycle of the task, from capture and classification to distribution to agent.
- Dimensions—Describe task attributes that are common across the fact tables in iWD Data Mart, such as iWD business process, priority, business value, and date and time. Fact tables link to these dimensions through keys.
- Measures—Represent numerical values (such as totals, durations, averages, minimums, and maximums) that are stored in aggregated fact tables across intraday and historical intervals. For example, the total number of completed tasks by 15-minute interval by an iWD process and business value would be captured within the I\_TASK\_CAPT\_FACT\_15MIN intraday table.

When they are connected to existing enterprise data marts, including Genesys Info Mart, analysts gain access to comprehensive views of the entire customer experience. Analytical reporting leverages existing business intelligence tools, such as those that are provided by Pentaho (which is an open-source product suite for business intelligence) or through a host of commercial products from Cognos or SAP Crystal Reports.



iWD Data Mart-Dimensions, Measures, and Facts