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Genesys Knowledge Center Developer's Guide

Adding Business Insight

12/14/2025

Adding Business Insight

Overview

Some customizations are available when applying different routing strategies to different groups of customers.

Customer categorization in proactive events

1. In **Custom Fields**, create a **Value** for a particular Knowledge Base.

The image contains two side-by-side screenshots of a software interface. The left screenshot shows the 'knowledgeFAQ' configuration page. It has a header with 'knowledgeFAQ' and buttons for 'Delete', 'Purge', and 'Options'. Below the header are fields for 'Name *' (value: knowledgeFAQ), 'Description' (value: knowledgeFAQ), and 'Languages *' (a list with 'English, default', 'French', and 'German'). There are two checked checkboxes: 'Knowledge base is active' and 'Knowledge base is public'. At the bottom, there is a 'Custom Fields' section with a list containing 'Question business value (VALUE, string)' and an empty text input field below it. The right screenshot shows the 'VALUE' configuration page. It has a header with 'VALUE' and buttons for '<' and 'x'. Below the header are fields for 'Name *' (value: VALUE), 'Display Name *' (value: Question business value), 'Type *' (a dropdown menu showing 'String'), and 'Default Value' (an empty text input field). There is a checked checkbox labeled 'Allow empty'. At the bottom are 'Save' and 'Cancel' buttons.

Creating a Value

2. Store a business value in **Custom Fields** for each question in Knowledge Base:
POSITIVE - Customer who needs additional information or help after observing the data. This could be a new client who is looking to purchase a service or request additional services.

NEGATIVE - Customer who searched the info and refused service or found ways to create a claim.
NEUTRAL - No potential positive or negative business impacts.

The screenshot shows a web interface titled 'Edit document'. At the top, there are two dropdown menus: one for 'v0 (gks_super, 2015-04-07 12:36)' and another for 'English'. Below these are several tabs: 'QNA', 'Categories', 'Custom Fields' (which is selected), 'Attachments', and 'Other'. Under the 'Custom Fields' tab, there is a label 'value (STRING)' and a text input field containing the word 'POSITIVE'.

Business Value

3. This Custom Field and its Value is stored in the Knowledge UI page as a hidden attribute.
4. Customize the DLS file to support proactive events on opened documents and attach the value of the Custom Field to the interaction. For example, when clicking the "I need more help" button we can invoke a new event and attach all required information to the interaction:

```
<event id="Help" name="GKnowledge_Help">
  <trigger name="HelpTrigger" element=
    "DIV._gk-_wd-_doc-help-bt A" action="click" url="" count="1"/>
  <val name="gks_question" value="$('#searchContent').val()"/>
  <val name="gks_kbId" value="'knowledgefaq'"/>
  <val name="gks_session" value=
    "window.localStorage.getItem('sessionId')"/>
  <val name="gks_lang" value="'en'"/>
  <val name="gks_value" value=
    "window.localStorage.getItem('businessvalue')"/>
</event>
```

5. Add a new business rule to invoke a new proactive chat on this event:

```
rule "Rule-101 Provide Help"
salience 100000
agenda-group "level0"
dialect "mvel"
when
  $event1: Event(eval($event1.getName().equals('Help')))
then
  sendEvent($event1, ed, drools);
end
```

6. During parsing, the new variable and its value are obtained from this interaction we can route the interaction using different branches of the business strategy:
 - NEUTRAL** - route via common strategy
 - NEGATIVE** - route with high priority to specific group with escalation specialists
 - POSITIVE** - route with high priority to marketing specialists