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# Conversation Manager Overview

What is Conversation Manager?

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What is a conversation?



To answer what Conversation Manager is, let's first define a conversation. A conversation can consist of:

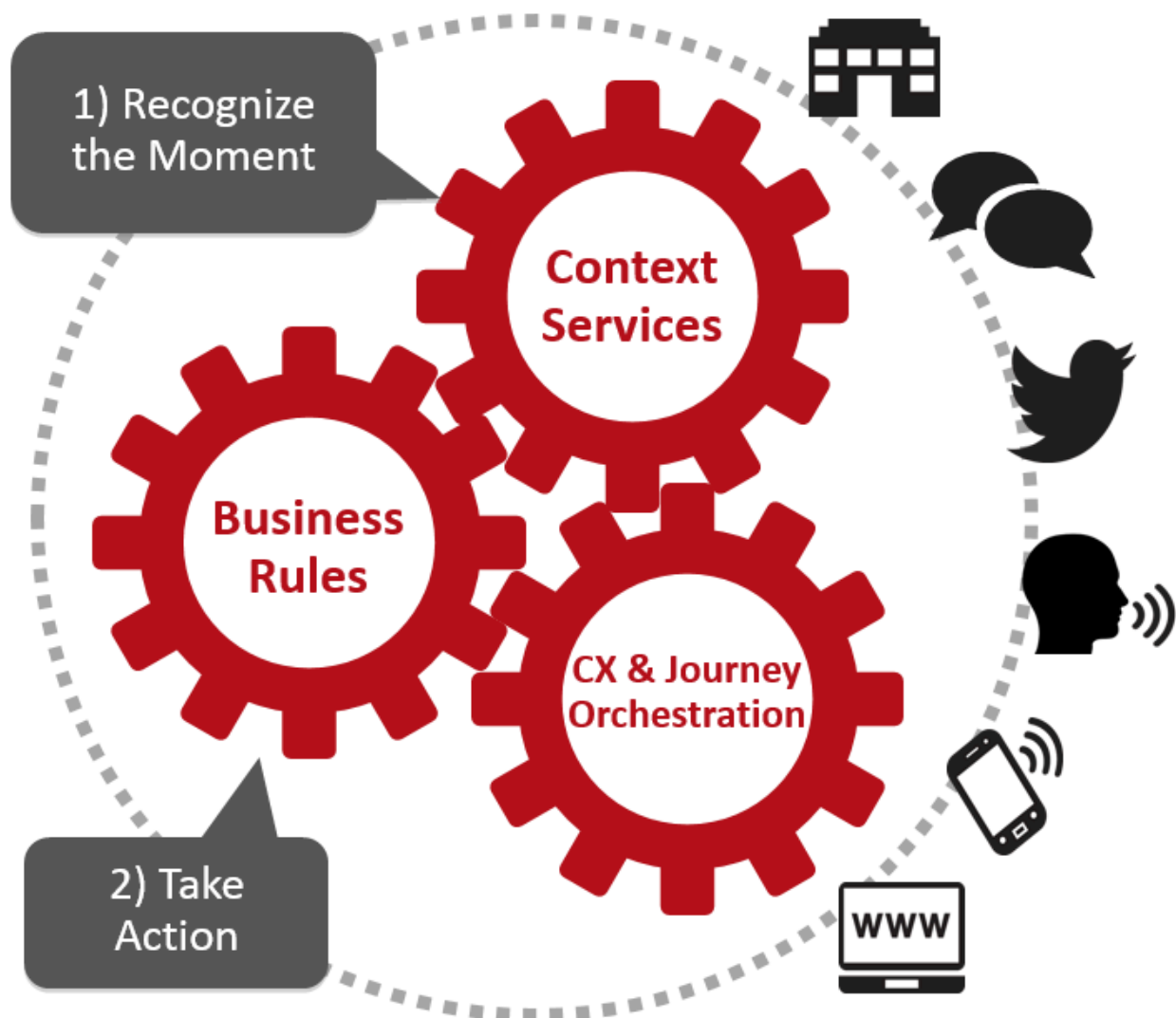
- Any number of Interactions
- Any number of Channels

## What is Conversation Manager?

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- Any Length of Time
- Related by Context:
  - Service
  - State
  - Task
  - Extended Data (anything relevant to the Conversation)

## What is Conversation Manager?



Conversation Manager is a contact center solution that creates coherent customer communication in real-time customer engagement applications that span one or more channels such as web, mobile,

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chat, IVR and voice.

In a nutshell, Conversation Manager helps you recognize moments when you can take action to improve the customer experience. Within Conversation Manager, **Context Services** helps you to recognize the moment and the **Business Rules** help you to take action.

## What does Conversation Manager Include?

Conversation Manager consists of a flexible context data store, a business rules system, and visualization dashboards.



### **Context Services**

Contextual awareness refers to knowing who the customer is, what they want, and where they are in this process. Context Services also comes with a tool to manage Service, State and Tasks.



### **Genesys Rules**

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Rules allow simple if-then actions such as, “IF we know that the customer is a frequent user of our self-service tracking, THEN we offer self-service tracking as the first option in the menu.”



### **Journey Timeline**

The Journey Timeline is a visual timeline representation of the customer journey map, depicting all the touch points of the customer for various services on different channels.



### **Journey Dashboard**

The Journey Dashboard is a visual representation of key performance indicators, showing rules execution and journey metrics.

## Frequently Asked Questions

What are some of the common tasks Conversation Manager can perform?

- Observing preferences
- Cross-channel activity
- Dealing with possible unresolved issues or problem customers
- Campaign response
- Predictive personalization
- Recognizing moments to engage with customer