GENESYS™

Genesys Designer Help

Getting Started

4/13/2025

Getting Started

> **Tip**
>
> Feeling lost? Refer to the Genesys Designer Quick Start Guide for handy information on application structure, application phases, tips and tricks, and much more.

Genesys Designer is a web-based tool for developing Self Service (Interactive Voice Response, or IVR) applications and Assisted Service (Routing) applications that run on the Genesys platform. Each applications consists of a series of blocks that outline the flow and logic of how the application executes.

> **Important**
>
> Self Service applications are based solely on VoiceXML, whereas Assisted Service applications combine VoiceXML and Routing (SCXML) elements. Genesys Designer provides a seamless development environment that uses both elements, which means users do not need to be aware of these technical details to start developing applications.

To create applications, Designer provides easy-to-use, highly functional blocks that enable common tasks in a simple and straightforward manner. The graphic below shows examples of blocks that you might use in the **Assisted Service** phase, in which an agent helps a customer. The first block controls the announcement to the caller that he is being transferred, and the second block controls the routing function to an agent.
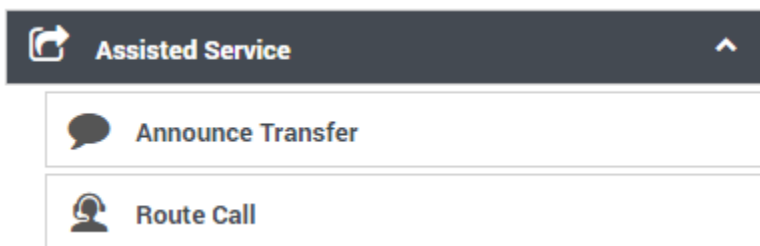
You can view the list of available blocks in the **Palette**. When you are ready to build your application, you can drag blocks from the **Palette** and drop them into the **Application Flow**, which represents the application structure and flow.
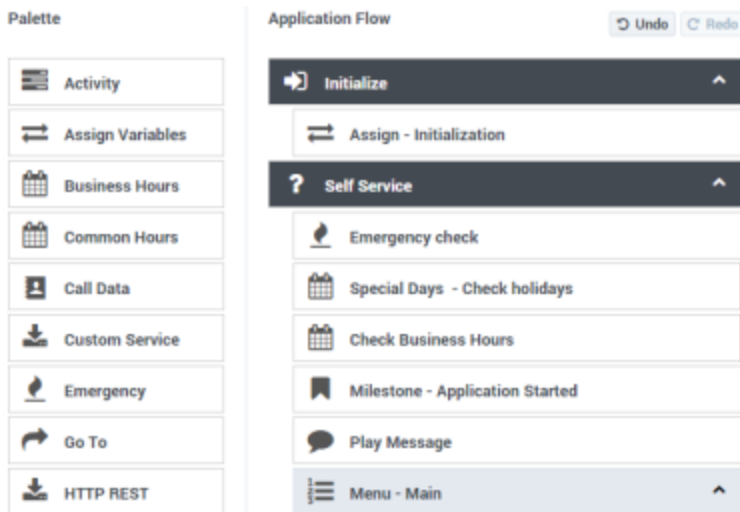
Features

Genesys Designer includes the following features:

- Skills-based routing with skill relaxation over time. If an agent with the required skill level cannot be found, you can choose to reduce the required skill level incrementally over time.
- Skill-expression routing to support complex routing parameters.
- Routing to agent groups.
- Priority handling by customer segment and option to increase priority based on response time.
- User data management.
- Customer segmentation based on expressions.
- Cascaded Routing with busy treatments including EWT.
- Invoking external RESTful webservices.
- Audio resource management with support for multiple languages.
- Convenience blocks for Emergency, Business Hours, and Special Days.
- Flow control blocks such as Menu and Segmentation.
- DTMF input collection.
- TTS prompts and intelligent audio stitching.