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Genesys Administrator Extension Help

Campaign Groups

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Campaign Groups

Campaign Groups are structures for organizing and managing an automated process of making outbound calls to the destinations specified in [Calling Lists](#).

Display Options

The **Campaign Groups** list shows the Campaign Groups that are in your environment. It is sorted in a hierarchy by Tenants, configuration units, sites, and folders. To view objects by a particular hierarchy, select the hierarchy type in the drop-down menu above the list.

Important

- The **Campaigns** list displays when you select **Campaign Groups** in Configuration Manager. To access the **Campaign Groups** list, you must first select a Campaign object and then a Campaign Groups folder.
- Campaign Groups that are disabled appear grayed out in the list.

Configuration Manager respects tenancy permission settings. You can access only those objects that you have been granted permissions and privileges to access.

You can filter the contents of this list in two ways:

- Type the name or partial name of an object in the **Quick Filter** field.
- Click the magnifying glass button to open the **Tenant Directory** filter panel. In this panel, click the Tenant that you want to select. Use the **Quick Filter** field in this panel to filter the Tenant list.

You can sort the items in the list by clicking a column head. Clicking a column head a second time reverses the sort order.

To select or de-select multiple objects at once, click **Select**.

Procedures

To [create a new Campaign Group object](#), click **New**. To view or edit details of an existing object, click on the name of the object, or click the check-box beside an object and click **Edit**. To delete one or more objects, click the check-box beside the object(s) in the list and click **Delete**. You can also delete individual objects by clicking on the object and then clicking **Delete**. Otherwise, click **More** to perform the following tasks:

- **Clone**—Copy a Campaign Group.
- **Move To**—Move a Campaign Group to another [hierarchical structure](#).
- Enable or disable Campaign Groups.
- Create a folder, configuration unit, or site. See [Object Hierarchy](#) for more information.

Click on the name of a Campaign Group to view additional information about the object. You can also set [options](#) and [permissions](#), and view [dependencies](#).

Procedure: Creating Campaign Group Objects

Steps

1. In the **Campaigns** list, click the Campaign object in which you wish to create a Campaign Group.
2. Click the Campaign Group folder in which you wish to create a Campaign Group.
3. Click **New**.
4. Enter the following information. For some fields, you can either enter the name of a value or click **Browse** to select a value from a list:
 - **Name**—The name of the Campaign Group, in the format [Campaign@CampaignGroup]. This value is set automatically, based on the content of the fields Campaign and Group.
 - **Description**—A brief description of the Campaign Group.
 - **Group Type**—The type of Campaign Group, Agent, or Place.
 - **Group**—The name of the Agent Group or Place Group that is associated with this Campaign Group. This value is set automatically and you cannot change it.
 - **Dialing Mode**—The name of the Dialing Mode for this Campaign Group.
 - **Voice Transfer Destination**—Identifies where calls are to be delivered for handling.

Important

In addition to the Voice Transfer Destination DN, any ACD Queue, Virtual Queue, Routing Point, or Service Number DN that may be part of a call flow involving this group of agents or places must be specified as an Origination DN of the Agent Group or Place Group objects. Outbound Contact Server (OCS) needs to monitor these DNs to identify "r;foreign" inbound or outbound calls that are delivered to agents but were not issued by OCS on behalf of the Campaign Group, or if the ACD Queue DN is configured as an "r;overflow" DN.

- **Operation Mode**—An operation mode: **Manual** or **Scheduled**. This property applies only to the Preview dialing mode.

- **Optimization Method**—A method to optimize direct dialing algorithms in the predictive dialing modes. These methods include: **Agent Busy Factor**, **Average Distribution Time**, **Average Waiting Time**, **Overdial Rate** and **Maximum Gain**.

Important

Average Distribution Time can be set only for the Predictive GVP Dialing Mode.

- **Optimization Target %**—The target value for the optimization method. The unit of measure depending on the optimization method selected in the preceding field. The default value is 80.
 - **Maximum Queue Size**—The number of records to keep in the dialer's queue. It is an internal counter that is used when OCS performs with Power GVP or Push Preview modes. OCS tries to always keep the dialer's buffer full with the specified Maximum Queue Size. The default value is 0 (zero).
 - **IVR Profile**—The IVR Profile DBID that is specified in the GVP EMPS IVR Profile. The OCS **ivr-profile-name** option uses the value specified in this field.
 - **Interaction Queue**—A configuration object that is created in the **Scripts** section by Interaction Routing Designer when developing a Business Process to process outbound Preview mode interactions.
 - **Trunk Group DN**—Required only if you are using Outbound Contact in an Outbound VoIP environment. If specified, OCS uses this DN as the DN on behalf of which outbound and engaging calls originate.
 - **Script**—The Script object that contains all of the attributes that are required by Agent Scripting.
 - **Minimum Record Buffer Size**—The minimum record buffer size that acts as a multiplier, along with the optimal record buffer size, for the number of agents that are available for a campaign. The default value is 4.
 - **Optimal Record Buffer Size**—The optimal record buffer size that acts as a multiplier, along with the minimum record buffer size, for the number of agents that are available for a campaign. The default value is 6.
 - **Number of Channels**—Identifies the maximum number of ports that a Campaign Group can use to place calls. This max number is used in: **Progressive**, **Predictive**, **Progressive with seizing**, **Predictive with seizing**, and **Progressive GVP** dialing modes. The default value is 10.
 - **Tenant**—In a multi-tenant environment, the Tenant to which this object belongs. This value is automatically set to the Tenant that was specified in the **Tenant Directory** field in the object list.
 - **State Enabled**—If selected, indicates that the object is in regular operating condition and can be used without any restrictions.
5. In the **Connections** tab, add all connections to all server needed (except T-Server or SIP Server)

to run this Campaign Group. Click **Add** to add a connection. In the pop-up window, you can create a new Application object by clicking **+**.

6. Click **Save**.

Dialing Modes

Outbound Contact has many dialing modes which are listed in the table below. You can switch between Progressive and Predictive dialing modes at any time, and change the optimized parameter. Changing the dialing mode and optimized parameter in Genesys Administrator Extension is temporary. It lasts only until the Campaign is stopped or you change the setting. To change from Predictive or Progressive Dialing mode to Preview Dialing mode, the Campaign must be stopped and restarted. A Preview Only license limits the use of OCS to this one dialing mode. A full license is required in order to run Campaigns in all dialing modes.

Important

The Campaign needs to be loaded in order to change the dialing mode and optimized parameter.

The dialing mode is used in conjunction with the values in the **Optimization** parameters and **Optimization Target** value fields.

Dialing Mode	Description
Power GVP	Dial calls by issuing call requests. For more information, see the Outbound Contact Deployment Guide .
Predictive	Dials calls from a calling list and predicts agent availability. Recommended for high-volume, low-value Campaigns.
Predictive GVP	Pacing is based on optimizing agent workloads in deployments where outbound calls first arrive to GVP for self-service. A portion of these outbound calls (for customers who selected the agent-assisted service option in GVP) is then passed to an agent group. In this dialing mode, it is assumed that outbound calls passed for agent-assisted service wait in the queue for some time for the next available agent. This dialing mode requires SIP Server for placing outbound calls, rather than T-Server, and uses GVP Voice XML applications for self-served call processing.

Dialing Mode	Description
	Important This dialing mode is supported by OCS starting in release 8.1.2.
Predictive with seizing	Used only with the Active Switching Matrix mode. Calls are dialed automatically, similar to Predictive mode.
Preview	Dials calls from a calling list only when an agent previews a calling list record and manually requests a call to be dialed. Recommended for low-volume, high-value applications, where individual ownership of accounts is the highest priority.
Progressive	Dials calls from a calling list only when an agent is available. Recommended for low-volume, high-value Campaigns.
Progressive GVP	Dials calls from a Calling List when a GVP port is available. This dialing mode requires SIP Server for placing outbound calls, rather than T-Server, and uses Voice XML applications for call processing.
Progressive with seizing	Used only with the Active Switching Matrix mode. Calls are dialed automatically, similar to Progressive mode.
Push Preview	Dials calls that are "pushed" to the agent's desktop using Interaction Server.

Related Links

- [Table Access](#)
- [Fields](#)
- [Treatments](#)
- [Campaign Groups](#)
- [Campaigns](#)