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# Genesys Customer Experience Insights User's Guide

Agent Social Engagement Report

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# Agent Social Engagement Report

This page describes how you can use the (**Agents** folder) Agent Social Engagement Report to learn more about average agent social media scores.

This report requires that the RAA option eServicesSM be enabled. For more information, see the [Genesys CX Insights Deployment Guide](#).

## Understanding the Agent Social Engagement Report

Agent Social Engagement Report											
Tenant	Media Type	Agent Name	Category	Classify Sentiment Category	Influence Category	Classify Actionability Category	Day	Accepted	Avg Sentiment Score	Avg Influence Score	Avg Actionability Score
Environment	Voice	. A6001_sip (A6001_sip)	blue	positive	wide	positive	2011-04-11	9	1.05	1.00	2.50
							2011-04-13	2	2.50	2.50	1.05
							2011-11-10	3	1.00	1.50	2.50
		. A6002_sip (A6002_sip)	blue	neutral	wide	neutral	2011-04-11	10	2.50	2.50	1.00
							2011-04-13	2	1.50	3.00	2.50
							2011-11-03	5	2.50	2.50	1.50
							2011-11-08	8	3.00	1.00	2.50
							2011-11-10	3	2.50	2.50	3.00
		. A6003_sip (A6003_sip)	green	positive	wide	positive	2011-04-11	6	1.00	1.50	2.50
							2011-04-13	2	2.50	0.00	1.00
							2011-11-03	4	1.50	3.00	2.50
							2011-11-08	7	0.00	2.50	1.50
							2011-11-10	3	3.00	1.00	2.50
		. A6004_sip (A6004_sip)	none	neutral	wide	positive	2011-04-11	3	2.50	2.50	3.00
							2011-04-13	2	1.00	1.50	2.50
							2011-11-03	0	2.50	3.00	1.00
							2011-11-08	2	1.50	2.50	2.50
							2011-11-10	0	4.50	1.00	1.50
		. A6005_sip (A6005_sip)	blue	neutral	none	positive	2011-11-03	0	3.00	2.50	0.00
							2011-11-08	0	1.00	1.50	1.00

Use this report to view, for each agent and day, detailed information about average social media scores in each configured standard response, or category. The report includes averaged Sentiment, Influence, and Actionability scores.

[HRCXIAgentSocialEngagementReport.pdf](#)

The following tables explain the prompts you can select when you generate the report, and the metrics and attributes that are represented in the report:

## Prompts for the Agent Social Engagement Report

Prompt	Description
Pre-set Date Filter	Optionally, select a date on which to report.
Start Date	Choose the first day from which to gather report data.
End Date	Choose the last day from which to gather report data.
Agent Group	Optionally, select one or more groups from which to gather data for the report.
Agent	Optionally, select one or more agents from which to gather data for the report.
Category	Optionally, select one or more categories from which to gather data for the report.
Classify Sentiment Category	Optionally, select a value to filter the report based on customer sentiment; generally positive, negative, or neutral.
Classify Actionability Category	Optionally, select a value to filter the report based on the degree to which interactions require agent attention—their actionability.
Influence Category	Optionally, select a value to filter the report based on the customer's clout (amassed on social networks at the time that interactions entered or began within the contact center).
Media Type	Optionally, select the type of media to include in the report—for example, VOICE, EMAIL, and CHAT.
Tenant	For multi-tenant environments, optionally select the tenant(s) for which to include data in the report.

## Attributes used in the Agent Social Engagement Report

Attribute	Description
Tenant	This attribute enables data within the reporting interval to be organized by tenant.
Media Type	This attribute enables data to be organized by the interaction's media type—for example, VOICE, EMAIL, and CHAT.
Agent Name	This attribute enables data to be organized by certain attributes of the agent who is associated with the interaction.
Category	This attribute enables data to be organized by the standard responses to interactions that are configured in your environment.
Classify Sentiment Category	This attribute enables data to be organized by the

Attribute	Description
	characteristic of interactions that reflects the attitude expressed therein, generally positive, negative, or neutral.
Influence Category	This attribute enables data to be organized by the customer's clout that has amassed on social networks at the time that interactions entered or began within the contact center.
Classify Actionability Category	This attribute enables data to be organized by the characteristic of interactions that reflects the attitude expressed therein, generally positive, negative, or neutral.
Day	This attribute enables data within the reporting interval to be organized by a particular day within a month and year. Day values are presented in YYYY-MM-DD format.

## Metrics used in the Agent Social Engagement Report

Metric	Description
Accepted	<p>The description of this metric varies according to the attributes and filters in the report query:</p> <ul style="list-style-type: none"><li>Agent Attribute: The total number of times that customer interactions or warm consultations were accepted, answered, pulled, or initiated by this agent.</li><li>Agent Group Attribute: The total number of times that customer interactions or warm consultations were accepted, answered, pulled, or initiated by agents who belong to this agent group.</li><li>Agent and Queue Attributes: The total number of times that customer interactions or warm consultations that were distributed from this queue were accepted, answered, pulled, or initiated by this agent.</li></ul>
Avg Sentiment Score	<p>The description of this metric varies according to the attributes and filters in the report query:</p> <ul style="list-style-type: none"><li>Agent Attribute: The average score reflecting the attitude expressed by customers for interactions that were handled by this agent.</li><li>Agent Group Attribute: The average score reflecting the attitude expressed by customers for interactions that were handled by agents belonging to this agent group.</li></ul>

Metric	Description
	<ul style="list-style-type: none"> <li>Agent and Queue Attributes: The average score reflecting the attitude expressed by customers for interactions that were distributed from this queue and handled by this agent.</li> </ul> <p>The average considers only those interactions for which a sentiment score was assigned.</p>
Avg Influence Score	<p>The description of this metric varies according to the attributes and filters in the report query:</p> <ul style="list-style-type: none"> <li>Agent Attribute: The average score representing the clout amassed on social networks for interactions handled by this agent.</li> <li>Agent Group Attribute: The average score representing the clout amassed on social networks for interactions handled by agents belonging to this agent group.</li> <li>Agent and Queue Attributes: The average score representing the clout amassed on social networks for interactions that were distributed from this queue and handled by this agent.</li> </ul> <p>The average considers only those interactions for which an actionability score was assigned.</p>
Avg Actionability Score	<p>The description of this metric varies according to the attributes and filters in the report query:</p> <ul style="list-style-type: none"> <li>Agent Attribute: The average score, assigned to interactions that were handled by this agent, measuring the degree to which interactions required agent attention.</li> <li>Agent Group Attribute: The average score, assigned to interactions that were handled by agents belonging to this agent group, measuring the degree to which interactions required agent attention.</li> <li>Agent and Queue Attributes: The average score, assigned to interactions that were distributed from this queue and handled by this agent, measuring the degree to which interactions required agent attention.</li> </ul> <p>The average considers only those interactions for which an actionability score was assigned.</p>