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# Genesys Customer Experience Insights User's Guide

Contact List Effectiveness Report

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# Contact List Effectiveness Report

This page describes how you can use the (**Outbound Contact** folder) Contact List Effectiveness Report to see detailed information about the success rates of your contact lists, focusing on the frequency of SIT detection.

## Understanding the Contact List Effectiveness Report

Contact List Effectiveness Report												
Tenant	Contact List	Day	SIT Ratio	Attempts	All SIT	SIT Detected	SIT Invalid Number	SIT No Circuit	SIT Operator Intercept	SIT Reorder	SIT Unknown	SIT Vacant
Environment	gsw_calling_list	2016-05-25	0.00%	2	0	0	0	0	0	0	0	0
		2016-05-27	0.00%	1	0	0	0	0	0	0	0	0
		2016-06-01	0.00%	4	0	0	0	0	0	0	0	0
	Total		0.00%	7	0	0	0	0	0	0	0	0
			0.00%	7	0	0	0	0	0	0	0	0

This report provides detailed information about the number of contact attempts that were generated by an Outbound campaign, the ratio of attempts that resulted in the detection of a special information tone (SIT), and a breakdown of the call results of those SIT-detected attempts for the selected calling list. The report internally filters the dataset to return Outbound voice only interactions.

Use this report to determine which calling lists are working efficiently, and which need to be adjusted. The report contrasts, for each list, the number of outbound call attempts to the number of times the call failed to connect (a SIT tone was detected).

To get a better idea of what this report looks like, view sample output from the report: [HRCXContactListEffectivenessReport.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 Contact List Effectiveness Report

Prompt	Description
Pre-set Date Filter	From the list, choose a time period on which to report, and move it to the Selected list.
Start Date	Choose the first day from which to gather report data.

Prompt	Description
End Date	Choose the last day from which to gather report data.
Contact List	Optionally, select a contact list on which to report.
Tenant	For multi-tenant environments, optionally select the tenant(s) for which to include data in the report.

## Attributes used in the Contact List Effectiveness Report

Attribute	Description
Tenant	This attribute enables data within the reporting interval to be organized by tenant.
Contact List	This attribute enables data to be organized by the contact list (that is, the calling list) that was used to run outbound campaigns.
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 Contact List Effectiveness Report

Many of the metrics used in the report pertain to special information tone (SIT) detection. For all metrics in this report, the determination of SIT values depends on the underlying signaling lines, capabilities of the CPD Server, and the dialer, which maps SIT classifications to Genesys enumeration. Refer to the [Genesys Outbound Contact documentation](#) for more information.

Metric	Description
SIT Ratio	The ratio of contact attempts that resulted in SIT detection to the total number of contact attempts generated by a specific calling list from this campaign.
Attempts	The total number of contact attempts that the Outbound Contact Server processed for this campaign regardless of the disposition of each attempt or how the attempt was initiated.
All SIT	The sum of all contact-attempt SIT metrics for which the call result was one of the following: <ul style="list-style-type: none"><li>SIT_INVALID_NUMBER</li></ul>

Metric	Description
	<ul style="list-style-type: none"><li>• SIT_NC</li><li>• SIT_IC</li><li>• SIT_RO</li><li>• SIT_VC</li><li>• SIT_DETECTED</li><li>• SIT_UNKNOWN_CALL_STATE</li></ul>
SIT Detected	The total number of times attributed to the interval that the system detected a special information tone for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_DETECTED'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT Invalid Number	The total number of times attributed to the interval that the system detected a special information tone that indicated an invalid number for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_INVALID_NUMBER'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT No Circuit	The total number of times attributed to the interval that the system detected a special information tone indicating that all circuits were busy for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_NC'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT Operator Intercept	The total number of times attributed to the interval that the system detected a special information tone indicating that the dialed number either had been changed or disconnected for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_IC'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT Reorder	The total number of times attributed to the interval that the system detected a special information tone indicating incomplete digits, internal office, feature failure, call failure, no wink, or partial digits received for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_RO'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT Unknown	The total number of times attributed to the interval that the system detected an unknown special

Metric	Description
	information tone for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_UNKNOWN_CALL_STATE'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.
SIT Vacant	The total number of times attributed to the interval that the system detected a special information tone indicating an N11 code, a class code, or a prefix for contact attempts made from a specific calling list from this campaign (CALL_RESULT_CODE='SIT_VC'). A count of either 0 or 1 is attributed to this metric's value for each contact attempt.