Genesys Interactive Insights User's Guide

Media-Neutral Measure Mapping

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Media-Neutral Measure Mapping

GI2 reports internal and outbound interactions (in addition to inbound interactions) across chat and email media channels (in addition to the voice channel). In order for measures to apply to media other than voice media, the GI2 language uses media-neutral object names instead of replicating like measures and assigning them media-identifying names. You might be accustomed to viewing results that use voice-centric terminology, especially if your contact center monitors voice-only interactions. For example, while "Avg Engage Time" describes the average length of an active telephone conversation, the meaning of "Avg Talk Time" is more immediately understood.

- The following table facilitates this transition to media-neutral terminology by providing a mapping of industry-common terms to the names of GI2's media-neutral measures:
  [+] Mapping Media-Neutral Measures to Voice Terminology

Voice-Centric Term	Media-Neutral Term in GI2
Abandoned while Ringing	Abandoned Inviting
ACW (after-call work)	Wrap
Answer	Accept (for Chat) Response (for E-mail)
Answered in Threshold	Accepted in Threshold
ASA (Average Speed of Answer)	Average Accept Time
Dialing	Inviting or Invite
Login Time	Active Time
Ringing	Alerting or Alert Inviting or Invite (Both Ringing and Dialing constitute Inviting measures.)
Talk	Engage

- The following table illustrates how Genesys Info Mart prescribes some media-neutral states to interactions that differ slightly from how GI2 reflects interaction (ixn) states in the names of some measures:
  [+] Mapping of Genesys Info Mart Ixn States to GI2 Ixn States

Genesys Info Mart Classification	GI2 Classification
Initiate	This is reflected in the Dialing component of Inviting measures.
Alert	Alerting. This is reflected in the Alerting component of Inviting measures.
Connect	Engaged.
Hold	Hold.
Wrap	Wrap.
Unknown	Unknown.

This difference is most visible in data that is retrieved by the Agent Details Activity Report. For online media, for example, the

report reports the state of an interaction as connected (Connect), whereas you might otherwise expect to see it classified as Engaged. Read more about Genesys Info Mart's classification of interaction states in the relevant reference manual (available in the Genesys Info Mart documentation set); they are described under the INTERACTION_RESOURCE_STATE table.