Genesys Info Mart Deployment Guide

Outbound Contact Data

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Contents

Outbound Contact Data

This page describes how Genesys Info Mart processes Outbound Contact data. It also describes certain Genesys Info Mart requirements for Outbound Contact–related configuration.

Genesys Info Mart and OCS Record Field Data

When support for Outbound Contact details is configured in your deployment, Genesys Info Mart writes data about every outbound contact attempt. Outbound Contact Server (OCS) may attach a number of custom attributes (record fields) to each contact attempt. ICON then stores Record Field data in the GO_FIELDHIST and GO_SEC_FIELDHIST tables in IDB — these IDB tables become the source of the Record Field data for Genesys Info Mart.

For a complete list of the Outbound Contact extension tables in IDB that Genesys Info Mart uses, see IDB Tables Accessed by Genesys Info Mart.

Genesys Info Mart stores Record Field data that is defined in OCS calling lists in several places in the Info Mart database:

- Predefined dimensions, such as `Record Type`, `Record Status`, and `Contact Info Type`. These are mandatory record fields.

- Predefined facts, such as `Record ID`, `Chain ID`, `Chain N`, `Dialing From`, `Dialing Until`, and `Contact Info`. These are mandatory record fields.

- User-defined dimensions, such as the columns in the `RECORD_FIELD_GROUP_1` and `RECORD_FIELD_GROUP_2` tables. These are nonmandatory record fields.

- User-defined facts, such as `RECORD_FIELD_1` through `RECORD_FIELD_60` in the `CONTACT_ATTEMPT_FACT` table. These are nonmandatory record fields.

Predefined and Custom Fields

Some Field objects are populated in the Configuration Database at the time the Configuration Database is created, to represent record fields that are typical in most campaign environments; these fields are referred to as *predefined* record fields. To reflect the record fields that are typical in campaigns in your specific contact center, you may have to create other Field objects in the Configuration Database; these fields are referred to as *user-defined* or *custom* fields.

This division between predefined and custom fields applies to both mandatory and nonmandatory record fields. In other words, some fields that are mandatory from the perspective of Genesys Info Mart are not predefined in the Configuration Database.

Mandatory Record Field Data

The following table shows how Genesys Info Mart uses the data from each mandatory Field object. Some fields map directly to Info Mart table columns, whereas others are used indirectly in calculations.

All the Field objects that are listed in the table require the **icon_attribute** option in their configuration. You must configure each predefined field and each user-defined field that is expected in the Info Mart database. Proper configuration of the Field objects ensures that ICON stores the field value in a specified table in IDB. For more information about how to configure Field objects so that ICON will store the required Record Field data, see Configuring Field Objects.

Genesys Info Mart requires the ICON application to store mandatory field data in its database, regardless of whether the field maps directly to an Info Mart table column. Genesys Info Mart Server retrieves the field value from IDB and stores the value in a specified field of a specified Info Mart table or uses the value in calculations of other fields. Note that some predefined fields that are used in calculations also require a value that indicates a positive result.

Mandatory Record Field Data

OCS Mandatory Field Name	Column Name in Info Mart CONTACT_ATTEMPT_FACT Table
agent_id	No direct mapping
app_id	No direct mapping
attempt	ATTEMPT_ORDINAL
call_result	No direct mapping
call_time	No direct mapping
campaign_id	No direct mapping
chain_id	CHAIN_ID
chain_n	CHAIN_N
contact_info	CONTACT_INFO
contact_info_type	CONTACT_INFO_TYPE_KEY
daily_from	DAILY_FROM_SECONDS DAILY_FROM_TIME CONTACT_DAILY_FROM_TIME
daily_till	DAILY_UNTIL_SECONDS DAILY_UNTIL_TIME CONTACT_DAILY_UNTIL_TIME
dial_sched_time	DIAL_SCHED_TIME CONTACT_DIAL_SCHED_TIME
group_id	No direct mapping
record_id	RECORD_ID
record_status	RECORD_STATUS_KEY
record_type	RECORD_TYPE_KEY
switch_id	No direct mapping
treatments	No direct mapping

OCS Mandatory Field Name	Column Name in Info Mart CONTACT_ATTEMPT_FACT Table
tz_dbid	TIME_ZONE_KEY CONTACT_DAILY_FROM_TIME CONTACT_DAILY_UNTIL_TIME CONTACT_DIAL_SCHED_TIME

For more information about how Genesys Info Mart stores Outbound Contact data, see the *Physical Data Model* for your RDBMS, as well as Populating Outbound Contact Campaign Activity in the *User's Guide*.

> ### Important
>
> The following columns in the CONTACT_ATTEMPT_FACT table are no longer populated, although they remain in the schema:
>
> - IXN_START_TIME
>
> - IXN_START_TIME_KEY
>
> - CONTACT_IXN_START_TIME
>
> - CONTACT_WITHIN_DAILY_RANGE

Nonmandatory (Custom) Record Field Data

Genesys Info Mart can optionally store a limited number of nonmandatory record fields in the following tables:

- CONTACT_ATTEMPT_FACT
- RECORD_FIELD_GROUP_1
- RECORD_FIELD_GROUP_2

The CONTACT_ATTEMPT_FACT table can store up to 60 nonmandatory fields in the following formats:

- 20 integers: NUMBER(10)
- 10 floating-point numbers: NUMBER(14,4)
- 30 strings: VARCHAR(255)

RECORD_FIELD_GROUP_1 and RECORD_FIELD_GROUP_2 each store up to 10 nonmandatory fields (strings).

If you want to report on nonmandatory record fields, you must configure each nonmandatory field properly so that OCS attaches the value of the field, and you must configure ICON to store this field in a designated table. (For more information, see Configuring Field Objects.) In addition to configuring

each field similarly to mandatory field configuration, configure options in each Field object to indicate the Genesys Info Mart table and column into which the data should be loaded.

You can use any field that you choose. The data type of the Field object must match the data type of the target Info Mart database table and column. Interaction Concentrator stores all custom field data as strings. The Genesys Info Mart ETL performs all necessary data conversions between strings and other target data types. Each Field object maps to one and only one table and column in the Info Mart database. Nulls are loaded for any unmapped columns in the Info Mart CONTACT_ATTEMPT_FACT table. The Unspecified value is loaded for any unmapped columns in the Info Mart RECORD_FIELD_GROUP_1 and RECORD_FIELD_GROUP_2 tables.

RECORD_FIELD_GROUP_1 and RECORD_FIELD_GROUP_2 column values should be of low cardinality. Storing record fields with high-cardinality values will cause a decrease in the performance for both the ETL and your report queries.

For information about nonmandatory fields that have special meaning for Genesys Info Mart, see Right Person Contacted Record Field and Conversion Record Field. You can also use the Mapping OCS Record Fields Worksheet to plan your mapping of OCS Record Fields to the Info Mart table columns.

Right Person Contacted Record Field

Although **Right Person Contacted** is not a mandatory field, it has significance to Genesys Info Mart. It can be any Field object that you designate by adding the **right_person** option to the **[default]** section of the **Annex** tab on the Field object. The option value specifies the value of the field when the right person is contacted — for example, TRUE, YES, or 1. If the value of this field matches the configured option value (which is case-insensitive), Genesys Info Mart sets the RPC_FLAG in the CONTACT_ATTEMPT_FACT table to 1. For more information, see Configuring Field Objects.

If you want to report on right person contacted, you must configure ICON to store nonmandatory field data in its database. For information about how to configure ICON to store field data, see Configuring Field Objects.

Conversion Record Field

Although **Conversion** is not a mandatory field, it has significance to Genesys Info Mart. It can be any Field object that you designate by adding the **conversion** option to the **[default]** section of the **Annex** tab on the Field object. The option value specifies the value of the field when the purpose of the Outbound Contact attempt has been achieved — for example, TRUE, YES, or 1. If the value of this field matches the configured option value (which is case-insensitive), Genesys Info Mart sets the CONVERSION_FLAG in the CONTACT_ATTEMPT_FACT table to 1.

If you want to report on conversion, you must configure ICON to store nonmandatory field data in its database. For information about how to store field data, see Configuring Field Objects.