# Genesys Info Mart User's Guide

Populating Outbound Contact Campaign Activity

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# Populating Outbound Contact Campaign Activity

The Genesys Info Mart schema contains a number of subject areas related to Outbound Contact campaign activity. This page provides detailed information about the Contact_Attempt subject area, which is the area that is focused on actual Outbound Contact campaign interactions.

Genesys Info Mart creates contact attempt facts in order to represent the attempts to reach the customer records of a calling list during the course of an Outbound Contact campaign. Record-based columns are populated with data from the first record associated with a particular contact attempt.

Prior to release 8.5.015.07, Genesys Info Mart always created a separate CONTACT_ATTEMPT_FACT (CAF) record for each call dialed as part of a contact attempt. Starting with release 8.5.015.07, the ocs-caf-aggregates-calls configuration option enables you to choose whether Genesys Info Mart will create a single, aggregated CAF record for calls dialed in the context of the same call attempt ID, which is assigned by Outbound Contact Server (OCS), or whether Genesys Info Mart will create separate records for each dialed attempt. The default is a single, aggregated CAF record.

Starting with release 8.5.012, Genesys Info Mart reporting on Outbound Contact campaigns can include suppressed records, as described in Reporting on unattempted records, below.

## Populating contact attempt facts and dimensions

Genesys Info Mart populates contact attempt facts as follows:

- The two references to the DATE_TIME dimension, in addition to the start and end timestamps, represent the start and end time, respectively, of the Outbound Contact attempt. For more information about how Genesys Info Mart represents dates and times of day, see Representing Dates and Times of Day.

- The CAMPAIGN dimension identifies the Outbound Contact campaign that launched the attempt.

- The TENANT dimension identifies the tenant of the campaign.

- The GROUP_ dimension identifies the campaign group (agent group or place group) that is assigned to this campaign.

- The CALLING_LIST dimension identifies the calling list that contains the target record of the attempt.

- The RECORD_TYPE dimension identifies the type of the target record — for example, General or CampaignRescheduled.

- The RECORD_STATUS dimension identifies the status of the target record at the end of the contact attempt — for example, Updated or Cancelled.

- The CONTACT_INFO_TYPE dimension identifies the type of contact information that is provided in the target calling list record — for example, HomePhone or Mobile.

- The CALL_RESULT dimension is used to identify the final call result of the contact attempt (for example, Answer, Busy, or Wrong Party) as well as the dialer result (for example, Answer or Busy) if a dialer was used.

- The RESOURCE_ dimension identifies the resource that is associated with the first agent that corresponds to the Outbound Contact attempt, or an agent who is previewing this record.

- The RESOURCE_GROUP_COMBINATION_KEY dimension identifies the groups of which the Agent resource was a member when the contact attempt was started. This field references the default No Group value if the agent does not belong to a group.

- The PLACE dimension identifies the place that is associated with the first IVR DN or agent that corresponds to the Outbound Contact attempt.

- The DIALING_MODE dimension identifies the dialing mode that was used for the contact attempt — for example, Predictive, Progressive, or Preview. For GVP, these dialing modes are PROGRESSIVE_GVP, PREDICTIVE_GVP, and POWER_GVP, respectively.

- The MEDIA_TYPE dimension identifies the media type of the interaction that is associated with the Outbound Contact attempt — for example, Voice.

- The RECORD_FIELD_GROUP_1 and RECORD_FIELD_GROUP_2 dimensions contain custom fields from the calling list record. The values represent a snapshot that was taken at the end of the contact attempt.

- Record field facts in the CONTACT_ATTEMPT_FACT table hold custom field values from the target calling list record. The values represent the snapshot that was taken at the end of the contact attempt.

- State counts and durations summarize the amount of time that is spent on various activities.

> ## 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
>
> To obtain the same data, use the following calculations:
>
> - For IXN_START_TIME and CONTACT_IXN_START_TIME, make a join between CONTACT_ATTEMPT_FACT and INTERACTION_FACT on CONTACT_ATTEMPT_FACT.CALLID=INTERACTION_FACT. MEDIA_SERVER_IXN_GUID.
> - For IXN_START_TIME_KEY, use INTERACTION_FACT.START_DATE_TIME_KEY.
> - For CONTACT_WITHIN_DAILY_RANGE, you must also take into account the contact TIME_ZONE, which is identified by the TIME_ZONE_KEY. For assistance with this calculation, which is situation- and RDBMS-dependent, contact Genesys Customer Care.

## Outbound Contact campaign activity fact tables

Genesys Info Mart stores facts about Outbound Contact campaigns and activity in the following tables:

- **Contact attempts:**
  - CONTACT_ATTEMPT_FACT
- **Calling lists:**
  - CALLING_LIST_METRIC_FACT
  - CALLING_LIST_TO_CAMP_FACT
- **Campaigns and campaign groups:**
  - CALLING_LIST_TO_CAMP_FACT
  - GROUP_TO_CAMPAIGN_FACT
  - CAMPAIGN_GROUP_SESSION_FACT
  - CAMPAIGN_GROUP_STATE_FACT

For detailed information about the columns in the Outbound Contact campaign fact tables, refer to the *Genesys Info Mart Physical Data Model* for your RDBMS.

## Reporting on unattempted records

Starting with release 8.5.012, Genesys Info Mart supports reporting on contact list records that were suppressed from an outbound campaign, for campaigns managed by CX Contact release 9.0.000.09 or higher. Previously, unattempted records were excluded from reporting because OCS does not report on records belonging to suppression lists for campaign groups.

Genesys Info Mart stores CX Contact data in the following tables, which you can use to supplement existing reporting about contact attempts, campaign activity, and calling list usage sourced from OCS:

- LDR_FACT — Describes contact list records that CX Contact reported as unattempted.

- LDR_CAMPAIGN — Allows CX Contact record facts to be described based on characteristics of the outbound campaign.

- LDR_DEVICE — Allows CX Contact record facts to be described based on device characteristics of the contact list records.

- LDR_GROUP — Allows CX Contact record facts to be described based on the name of the agent group or place group associated with the outbound campaign.

- LDR_LIST — Allows CX Contact record facts to be described based on characteristics of contact lists.

- LDR_POSTAL_CODE — Allows CX Contact record facts to be described based on postal code values of contact list records.

- LDR_RECORD — Allows CX Contact record facts to be described based on contact information type, record type, record status, and disposition.