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Developer's Guide

Application Development

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Application Development

Contents

- **1 Application Development**
 - 1.1 Overview
 - 1.2 Application Development Workflow
 - 1.3 Application Development Tasks

Overview

Developing an application for Genesys Web Engagement is the process of defining all the components deployed through the Web Engagement Servers to implement Web Engagement features in your Genesys contact center, and to add Web Engagement to your website.

When you create and configure your application, you create all the materials that are used to generate the actionable events: customized business information, conditions, and engagement strategies. As a result of an actionable event, the Web Engagement servers engage the visitor with a chat or a web callback invite. Your application also contains the widgets for managing these invites, including a registration form submitted to anonymous customers who accept the invitation.

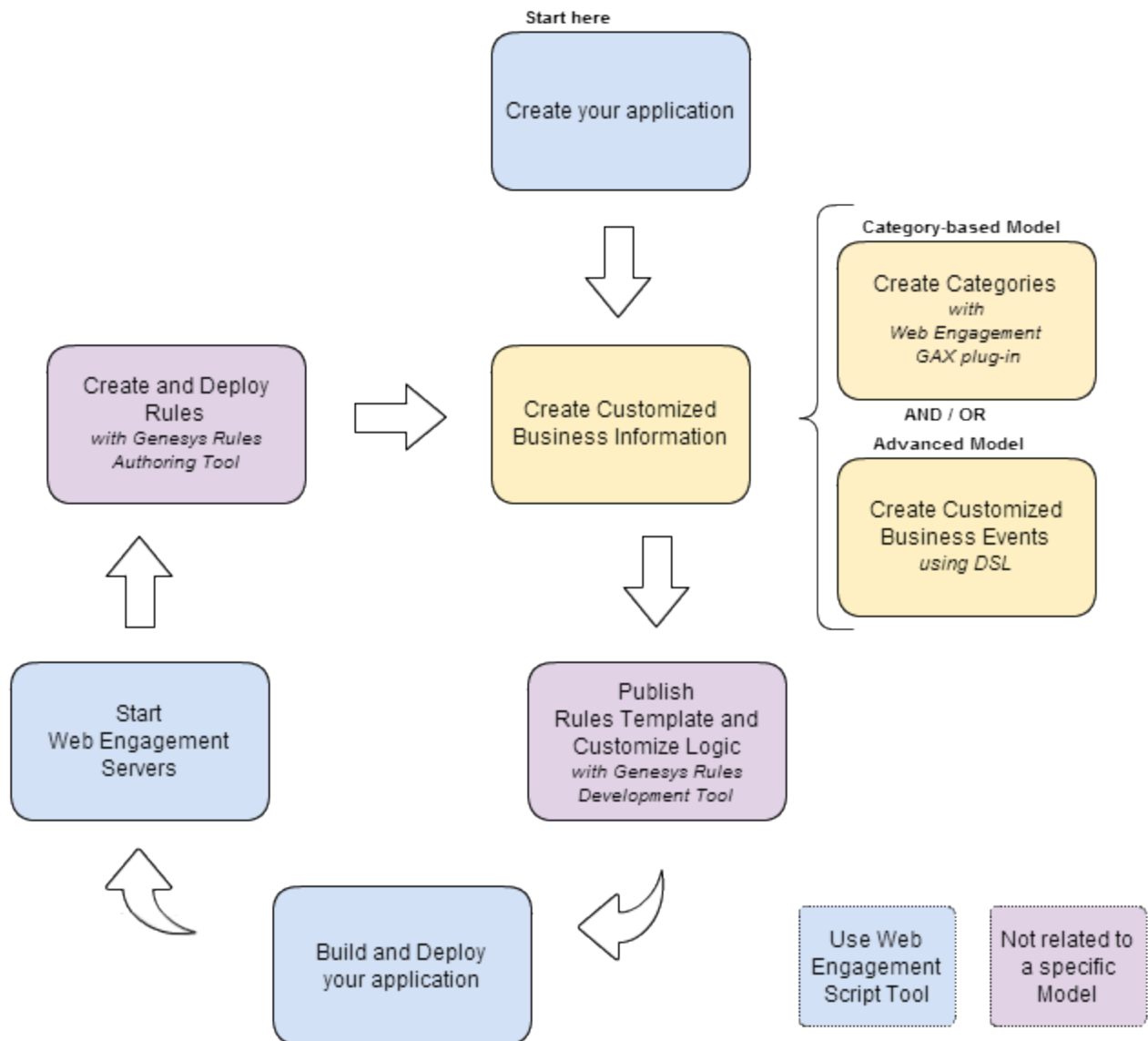
The provided script tools creates your application in the **apps** folder where Web Engagement is installed. Your newly created application includes all the default rule templates, logic (SCXML), and events (DSL), in addition to web-specific data and engagement widgets. You can customize the data and widgets, and then build and deploy your application so all changes take effect.

You can develop two types of applications, both tightly coupled to the **engagement models**:

- **Simple Engagement Model** — This type of application implements default Web Engagement capabilities (DSL scripts and rules), and provides customization through categories and rules.
- **Advanced Engagement Model** — This type of application implements business events (DSL) and uses event-based capabilities to implement rules.

Application Development Workflow

The following diagram describes the development workflow for a Web Engagement application.



Application Development Lifecycle

1. **Create your application**

Tool: Web Engagement Scripts

Description: For each application you must use script tools to create and configure your customized Web Engagement application.

2. **Create Customized Business Information**

Depending on the engagement model that you implement, you must define business information specific to your web pages that will be used to submit actionable events and web contexts to the Genesys Solution.

- **Create categories** (Simple Model)

Tool: Web Engagement Plug-in for Genesys Administrator Extension

Description: The categories contain business-related information to link your application with your web pages. They are used as parameters to set up conditions on events and generate actionable items. You can modify category information at run-time. The Frontend Server checks category information when receiving web requests.

- **Create Business Events.** (Advanced Model)

Tool: Text editor / Chromium [InTools](#)

Description: You can create your own business events and DSL rules loaded in the monitoring agent. Then, these events are used to generate actionable items. To make DSL changes available for production, the Frontend Server must be rebuilt and restarted. You can also test the changes at run-time with Chromium [InTools](#).

3. **Publish Rules Template and Customize Logic**

Tool: Genesys Rules Development Tool

Description: You must publish a Web Engagement rules template before you can create rules. Optionally, you can customize logic by [Customizing the SCXML Strategies](#), and you can also [Customize the Browser Tier Widgets](#).

4. **Build and deploy your application**

Tool: Web Engagement Scripts

Description: If you create a new application or modify the SCXML, the DSL, or the logic of your application, you must build and deploy before you start the Web Engagement Servers.

5. **Start the Web Engagement Servers**

Tool: Web Engagement Scripts.

Description: To enable your application, you must start or restart the Web Engagement Servers.

6. **Create and Deploy Rules**

Tool: Genesys Rules Authoring

Description: You must create rules to optimize the event flow and create complex conditions to generate actionable events sent to the Genesys Solution. These rules link with the categories containing the business information. You can deploy rules only if the Web Engagement servers are started.

Application Development Tasks

You must complete the following steps to create a Genesys Web Engagement application:

1. Before developing an application, you must first install and configure Genesys Web Engagement and its components in a lab environment. See the [Standalone Deployment Scenario](#) for details and step-by-step instructions.
2. [Creating an Application](#)
3. [Generating and Configuring the Instrumentation Script](#)
4. [Customizing an Application](#)
 - a. [Creating Business Information](#)
 - b. [Publishing the CEP Rule Templates](#)
 - c. [Customizing the SCXML Strategies](#)

- d. [Customizing the Browser Tier Widgets](#)
- 5. [Building and Deploying an Application](#)
- 6. [Starting the Web Engagement Servers](#)
- 7. [Creating a Rules Package](#)
- 8. [Testing with GWM Proxy](#)
- 9. Once you are satisfied with your application and are ready to deploy it to production, you should return to the Deployment Guide and [Deploy and Configure the Web Engagement Cluster](#). See the [Cluster Deployment Scenario](#) for details and step-by-step instructions.