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# Reporting Guide

CCPulse Reporting

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Genesys Web Engagement includes standard CCPulse+ templates you can use for real-time interaction reporting. These templates report on the two kinds of Genesys interactions that GWE produces:

- **Pre-engagement phase interactions** are a specialized type of Open Media interaction called webengagement.
- **Engagement phase interactions** are chat or web callback interactions, depending on the selected channel.

To learn more about how to import the standard reporting templates into CCPulse+, see [CCPulse+ Standard Reporting Templates](#). Note that you can also create customized reports from the statistical data produced by Genesys Web Engagement.

**Note:** You can still use CCPulse+ with Web Engagement 8.5, but please bear in mind that Pulse tracks certain kinds of activity that are not visible to CCPulse+. For example, Pulse provides information about website user activity that occurs prior to the engagement offer, whereas CCPulse+ is limited to activity that starts at the point of engagement. Pulse also provides device information, as well as other contextual data that is not available to CCPulse+.

## Pre-engagement Phase Reports

Web Engagement includes the following reports based on pre-engagement phase interactions:

- **Qualified** webengagement interactions — The number of rules that are triggered on your website.
- **Engaged** webengagement interactions — The number of qualified interactions that meet the engagement strategy requirements.
- **Accepted** webengagement interactions — The number of engaged interactions that were accepted when a site visitor clicked the **accept** button on the engagement invite.

### Warning

Accepted interactions do not always start a chat or voice engagement interaction. For example, a site visitor may be redirected to a registration form after accepting an engagement invite. If the visitor closes this form, the engagement interaction will not start.

- **Missed** webengagement interactions — The number of interactions that were rejected as the result of a negative decision in the Engagement Logic strategy.
- **Canceled** webengagement interactions — The number of interactions that were rejected when a site visitor clicked the **reject** button on the engagement invite.

### Warning

If an engagement invite is closed because it reaches the timeout limit, Web Engagement does not consider

this a cancelled webengagement interaction. This is done to exclude cases where the site visitor never sees the engagement invitation — for example, when the visitor has multiple tabs open and the engagement invitation is not on the current tab.

- **Failed** webengagement interactions — The number of failed interactions. This includes both engaged and qualified interactions that failed because of any number of reasons, such as:
  - The interaction does not meet the engagement strategy requirements. For example, there may be no agents available to handle the interaction.
  - The interaction was triggered by a rule in test mode only.
  - The interaction timed out.

### Important

You cannot filter Open Media interactions in Stat Server, which restricts some types of reports. For example, you cannot report the percentage of successful engagement attempts out of the total count of qualified Open Media webengagement interactions.

## Engagement Phase Reports

You can create engagement phase reports based on the number of processed interactions and the information contained within those interactions. The following are some engagement phase reports that can be collected from Web Engagement:

- The number of chat or web callback interactions that are triggered by Web Engagement and processed by an agent or group of agents.
- The percentage of chat or web callback interactions that are triggered by Web Engagement and processed by an agent.
- The number of chat or web callback interactions that are triggered by a specific Web Engagement rule and processed by an agent or group of agents.
- The percentage of chat or web callback interactions that are triggered by a specific Web Engagement rule and processed by an agent.