Outbound Contact Deployment Guide

Campaign Group

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Campaign Group

A *Campaign Group* is the main configuration object in Outbound Contact. It can be found within the Campaign object in Genesys Administrator. A Campaign Group is defined as a Campaign (a set of calling lists) that is assigned to work resources such as an Agent Group or a Place Group.

A Campaign Group can be associated with Agent Groups or Place Groups. Agents are individuals who are set up as Person objects in Genesys Administrator in order to handle customer contacts. Places can be telephone sets. There are two ways to group these individual objects:

- An Agent Group is a logical grouping of agents. Agents can be grouped by skill (for example, language or marketing knowledge) or time (for example, shifts). If the Agent Group is configured as "virtual", Outbound Contact uses the information that is provided by the Stat Server to monitor the Agent or Place Group and the Agent Status. Outbound Contact monitors the virtual agent group through the Stat Server that is configured in the Campaign Group object in Genesys Administrator. If it is not specified, the group will not be processed, and Outbound Contact Server prints an error message in the log and stops processing the group. If Outbound Contact Server disconnects from the specified Stat Server, it will stop dialing for that group because of the unavailability of agent-state information. Dialing will resume when reconnection to the Stat Server is reestablished. For more information on creating virtual agent groups, see the *Framework Stat Server User's Guide.*

- A Place Group is a logical grouping of telephone sets. An example of a place group is a group of telephone sets (sets shared by agents) in a contact center. When a place group is configured for a Campaign Group, Outbound Contact Server does not validate who logs in to the group. For its purpose, all that matters is that someone has logged in to the place group to handle outbound calls. A place group is commonly configured when a contact center requires a generic group (in other words, a physical group of phone sets) for a performance report on a campaign and does not need to know who participated in the campaign. In Contact Center Pulse Plus (CCPulse+), the Genesys real-time reporting software where outbound statistics are reported, the place group report shows activities and statistics of the DNs that belong to places that are related to the Campaign Group.

The Agent Group or Place Group must be assigned to a campaign as a Campaign Group object. Stat Server provides status information about these configuration objects (real or virtual) to Outbound Contact Server. When loading a dialing session for a particular campaign group, OCS registers and monitors the following DNs:

- All DNs of type Extension, ACD Position, and Voice Treatment Port that are associated with Places and belong to a Switch object associated with a T-Server application to which OCS is connected.

- The DN specified as the Voice Transfer Destination (VTD) on the Advanced tab of the Campaign Group configuration object.

- For VoIP environments, a Trunk Group DN configured on the Advanced tab of the Campaign Group configuration object. For more information, see VoIP Environment Configuration.

If any other DNs of the ACD Queue, Routing Point, External Routing Point, Service Number, Virtual Queue types or any others are involved in an outbound call flow, they must be monitored by OCS. These DNs should be specified as an Origination DN in the Advanced tab of the Agent Group or Place Group object that is linked to the Campaign Group in order for OCS to register those DNs with T-Server and to receive call-related events on those DNs.

Notes:	• If a Voice Transfer Destination DN and a T-Server used as a Dialer belong to one switch in a multi-site environment, but the call is distributed by external routing to an agent who is on a different site, at least one queue from this site should be listed in the Origination DN list of the corresponding Agent or Place Group. This forces OCS to register regular DNs on the remote site and receive related events. • After OCS has registered a DN specified as VTD, Trunk Group DN, or Origination DN, OCS keeps monitoring it until OCS is restarted.

VoIP Environment Configuration

When running Outbound Contact in a VoIP environment, you must configure the Campaign Group so that it is VoIP-ready by doing the following:

- A Trunk Group DN is configured.
- The SIP Server, that controls the Trunk Group DN, is listed in the Configuration tab/Connections section of the OCS application object in Genesys Administrator.

Note:	If these conditions are not met, the dialing modes function in the traditional, non-IP mode for that dialing session/Campaign Group. For more information about the Outbound-VoIP environment, see Outbound VoIP Deployment.