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Outbound Contact Deployment Guide

Campaign Group Object

12/22/2025

Campaign Group Object

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A Campaign Group is the main configuration object in Outbound Contact. It can be found in the Campaign Groups tab within the Campaign object in Genesys Administrator > Provisioning tab > Outbound Contact. The 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.

The following sections describe how to configure a Campaign Group object:

Creating a New Campaign Group Object

Start

1. In Genesys Administrator, select Provisioning > Outbound Contact > Campaigns.
2. In the Details pane, double-click a Campaign.
3. Select the Campaign Groups tab.
4. Click New.
5. Define the fields in the Configuration tab.

Note:

The following sections ([General Section](#), [Advanced Section](#), and [Connection Section](#)) describe how to configure this tab.

6. Configure the Options tab.
7. Configure the Permissions tab.
8. Click Save and Close.

End

General Section

Name

Required; The format is [Campaign@CampaignGroup]. Automatically populated by the system.

Tenant

Required; Automatically populated by the system.

Campaign

Required; The name of the Campaign that will form the Name field above. Automatically populated by the system.

Group Type

Required; The type of group (agent or place). Automatically populated by the system.

Group

Required; The name of the group that will form the Name field above.

Description

Optional; the default value is [Blank]. A brief description of the campaign.

State Enabled

Required; default is checked. A check box that indicates that customer interaction can be directed to this target. A more complete description can be found in *Framework Genesys Administrator Help*.

Advanced Section

Dial Mode

Required; the default value is [Predictive]. Any of the modes that are described in [Dialing Modes](#).

Voice Transfer Destination

Required; the default value is [None]. Identifies where calls are to be delivered for handling. In addition to the Voice Transfer Destination DN, any ACD Queue, Virtual Queue, Routing Point, or Service Number DN that might be part of a call flow that involves this group of agents or places must be specified as an Origination DN in the Advanced section of the Agent Group or Place Group objects in Genesys Administrator. OCS needs to monitor these DNs to identify "foreign" inbound or outbound calls that are delivered to agents but were not issued by OCS on behalf of the Campaign Group, or if the ACD Queue DN is configured as an "overflow" DN.

Notes:

- You must avoid situations in which the same DN is configured as an Origination DN for more than one Agent Group or Place Group that is part of a predictive or progressive campaign dialing mode because the pacing algorithm may give incorrect statistics that may result in poor dialing ratios.
- In addition to the actual Voice Transfer Destination DN, other DN types such as ACD Queue, Virtual Queue, Routing Point, or Service Number must be configured as **Origination DNs** in the Agent Group object or the Place Group object. These types of DNs need to be specified so that OCS can monitor them in order to recognize *foreign* inbound or outbound traffic (such as calls that seize agents but were not issued by OCS on behalf of the Campaign Group) or to recognize that the ACD Queue DN is configured as an overflow DN.

Operation Mode

Required; the default value is [Manual]. Not used at this time.

Optimization Method and Optimization Method Value

Required in Predictive mode; the default value is [Agent Busy Factor] for Optimization Method, and the default value is [80] for the Optimization Method Value. These parameters work together to determine how busy the campaign will be. They are not applicable to Push Preview and Power GVP dialing modes.

Maximum Queue Size

Optional; the default value is [0]. Determines the number of records to keep in the dialer's queue. It is an internal counter that is used when OCS performs with Power GVP or Push Preview modes. OCS tries to always keep dialer's buffer full with the specified Maximum Queue Size.

IVR Profile

Optional; the default value is [Blank]. Specifies the IVR Profile that is specified in the GVP EMPS IVR Profile. The **ivr-profile-name** option uses the value specified in this field.

Notes:

- In an VoIP environment, OCS provides this IVR Profile to GVP in the TMakePredictiveCall request before the GVP VoiceXML application is started for dialing the customer call.
- In an VoIP environment (Power GVP or Progressive GVP modes), User Data associated with the customer call is delivered through SIP messages.

Interaction Queue

Optional; the default value is [None]. Specifies a configuration object that is created in the Scripts section in Genesys Administrator > Provisioning > Routing/eServices by Interaction Routing Designer when developing a Business Process to process outbound Preview mode interactions. For more information, see the *Universal Routing Business Process User's Guide*. An Interaction Queue is used in Push Preview mode only.

Script

Optional; the default value is [None]. Defines the Script object that contains all of the attributes that are required by Agent Scripting. For more information, see the "Attaching Script Information to OCS User Events and Telephony Events" section in the *Outbound Contact Reference Manual* for more information.

Trunk Group DN DBID

Required only if you are using Outbound Contact in an Outbound VoIP environment. If specified, OCS

uses this DN as the DN from on behalf of which outbound and engaging calls originate. The name of the Trunk Group DN is the same as the partition-id value specified in SIP Server, which determines the resource allocation for calls made from this Trunk Group DN.

Note:

For additional information about configuring an Outbound-IP environment, see [Outbound-VoIP in ASM Dialing Modes](#).

Minimum Record Buffer Size/Optimal Record Buffer Size

Required; the default value is [4] for Minimum and the default value is [6] for Optimal. Acts as a multiplier for the number of agents that are available for a campaign. Together, the Minimum and Optimal values determine how many records OCS keeps in memory when performing traditional campaigns. Because there might be no agents for the Push Preview and Power GVP dialing modes, these parameters are used differently by OCS as a percentage of the desired Maximum Queue Size value. For example, you can set them to Min: 100%, Opt: 150-200%.

Number of Channels

Identifies the maximum number of channels (or ports), that a Campaign Group can use to place calls. This max number is used in: Progressive, Predictive, Progressive with seizing, Predictive with seizing, and Progressive GVP dialing modes.

Connection Section

The `Connections` section enables you to specify all server connections (besides T-Server) that are required to run a dialing session for an outbound campaign in a certain dialing mode for a particular Campaign Group.

Note:

This type of connection provides basic host/port connectivity only. It does not provide features such as Advanced Disconnect Detection Protocol (ADDP). Also, you can add your application to the `Connections` tab of the OCS Application object in order to configure any additional connection parameters.