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Genesys Engage Migration for Echopass Guide

Outbound

5/9/2025

Outbound

Outbound is a customizable cloud-based solution that allows you to set up, monitor, and assess your campaigns.

ESM application	Genesys Engage cloud application
ELC Outbound	Genesys Outbound

Dialing modes

You can configure a dialing mode based on campaign type, the number of agents available, and any legal requirements that may affect the campaign. If you choose automatic dialing, you can configure either predictive or progressive dialing. If you choose manual dialing, you can use preview dialing. For more information about dialing modes, see [Outbound Solutions](#).

Do not call list

Compliance rules suppress contact attempts. There are two types of compliance rules; contact location rules, which suppress contact attempts based on location and contact attempt rules, which suppress contact attempts based on contact attempt history. For more information about compliance rules, see [Compliance](#).

You can also suppress contact attempts at the campaign level:

- List Exclusion rules can suppress campaign contact attempts based on factors such as location or time zone.
- You can select a contact suppression list to use with a campaign strategy. Suppression lists configured in the campaign strategy become the default for sub-campaigns. However, you can override or disable the default when you create a new sub-campaign.
- You can use contact history as the basis for suppressing contact attempts. If you use contact history suppression as part of the campaign strategy, it becomes the default for sub-campaigns. However, you can override or disable the default when you create a new sub-campaign.

For more information about suppression at the campaign level, see [Outbound Solutions](#).

List and campaign management

You can monitor list and campaign progress on the Campaign page in Account Manager. The List Columns and Attempts sections provide list and contact attempt information you can use to assess your campaign. For more information about list and campaign management, see [Outbound Solutions](#).

Create campaign sequences

You can create campaign sequences by adding sub-campaigns to campaigns. For information about creating and managing campaigns, see [Campaigns](#). For information about creating and managing sub-campaigns, see [Sub-campaigns](#).