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# Genesys Engage cloud Reporting Guide

Populating Interaction Data

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# Populating Interaction Data

Genesys Info Mart stores both voice and non-voice interaction facts (IFs) in the `INTERACTION_FACT` table. This page describes how IFs are populated.

## What do IFs represent?

Genesys Info Mart creates IFs to link together all facts related to a given interaction. IFs represent interactions from the perspective of the customer experience. For example, Genesys Info Mart represents every new inbound or outbound interaction as a new IF row; however, for multimedia interactions, an inbound interaction and an associated outbound reply are represented in the same IF.

Each interaction fact represents:

- The time span of the overall interaction
- Information that identifies the interaction parties
- Service indicators

Interaction facts can also be linked to the user data extension tables through keys.

For detailed information about the columns in the `INTERACTION_FACT` table, see [Table `INTERACTION\_FACT`](#).

## How are IFs populated?

The grain of the fact is an accumulating snapshot that summarizes facts that are related to a given interaction.

- The `INTERACTION_TYPE` and `MEDIA_TYPE` dimensions are inherited from the underlying IRF that has the lowest ordinal. This is the first resource fact that was created for the interaction, and it generally has the earliest start time. In a network routing solution, all underlying network and premise facts are considered.

### Important

Any multimedia interaction subtype that you have configured in your environment but that is new to Genesys Info Mart is automatically added to the `INTERACTION_TYPE` table. By default, Genesys Info Mart transforms all interactions that have the newly added subtype.

New media types are also automatically added as Genesys Info Mart encounters them. By default, interactions that are associated with new media types are transformed as offline interactions.

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As noted above, for multimedia interactions, an inbound interaction and an associated outbound reply are usually represented in the same IF. Starting with release 8.5.003, when a multimedia interaction that represents a reply is created after the parent interaction has already been terminated, the transformation job creates a new IF record with a new `INTERACTION_ID` value. In earlier releases, the transformation job might discard the child interactions during processing, resulting in the loss of metrics related to a late reply.