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# Genesys Engage cloud Administrator's Guide

Outbound Dialing Modes

# Outbound Dialing Modes

When you configure your Outbound campaign, you'll need to choose a dialing mode that best suits your campaign. The dialing mode you choose will depend on the type of campaign, the number of agents assigned to the campaign, and legal requirements. Read the article below or watch the videos to learn about the [dialing modes](#) and [Outbound IVR modes](#) available in Genesys Engage cloud.

Related Topics

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The first video provides an overview of the dialing modes available in Genesys Engage cloud, while the second video walks you through four unique business scenarios and identifies the best dialing mode in each scenario and campaign.

[Link to video](#) [Link to video](#)

## Dialing Modes

The table gives a brief overview of each dialing mode. You can find more details, including instructions for enabling, in the sections below the table.

Dialing Mode	Description
<b>Predictive</b> (Automatic)	<ul style="list-style-type: none"><li>• The fastest dialing mode.</li><li>• The dialer uses an algorithm to predict agent availability and call results so that it can safely dial multiple phone numbers for each available agent.</li><li>• The constant rate of dialing results in reduced agent idle time.</li><li>• Can run in either ASM (fast bridging) mode or Transfer mode.</li><li>• To minimize the risk of exceeding the target abandoned rate, use only in high-volume campaigns with at least 15 agents.</li></ul>
<b>Progressive</b> (Automatic)	<ul style="list-style-type: none"><li>• The dialer places only one call for every one available agent.</li><li>• Lower risk of exceeding the target abandoned rate.</li><li>• Can run in either ASM (fast bridging) mode or Transfer mode.</li><li>• Use in low-volume, high-value campaigns with fewer than 15 agents in the group.</li></ul>
<b>Preview</b> (Manual)	<ul style="list-style-type: none"><li>• An agent requests (pulls) records from the system, previews the record, and then decides whether to dial the call.</li><li>• Use in high-value campaigns, where individual ownership of accounts is the highest priority.</li></ul>

### Predictive

**Predictive** is an automatic dialing mode, which means the dialer automatically dials phone numbers and then bridges the answered calls to agents. This is the fastest among all the dialing modes because the automatic dialer uses an algorithm to predict agent availability and call results so that it can safely dial multiple phone numbers for each available agent.

Because of this constant rate of dialing and connecting, agent idle time is reduced, and the dialer can run through the contact list much quicker than it could in any other mode.

This constant rate of dialing can also increase the risk of exceeding the target abandoned rate - defined as the percentage of dropped, or abandoned, calls resulting from the system making more calls than there are available agents - so you should use Predictive only in campaigns with at least 15 agents to ensure there are always enough agents available to accept the bridged calls. If you have fewer than 15 agents, you should consider Progressive.

### Progressive

**Progressive** is also an automatic dialing mode, meaning the dialer automatically dials phone numbers and bridges the answered calls to agents. In Progressive mode, the dialer places only one call for every one available agent. For example, if six agents are available, the system dials six phone numbers.

This guarantees that there's an available agent for every contact who picks up the phone, so there's no risk of exceeding the 3% allowable call abandoned rate set out by federal regulations.

Use Progressive if you have fewer than 15 agents assigned to a campaign.

### Switching Modes: ASM and Transfer

When a campaign using an automatic dialer runs in Active Switching Matrix (ASM) mode, the system does two things before it dials out: it looks at the routing parameters so that it knows how to route the call when it detects a voice on the line, and it reserves an agent up front. By doing this work up front, it can safely bridge the call to an agent within two seconds after detecting a voice on the line, as required by federal regulations.

When a campaign runs in Transfer mode, the system waits until it has a contact on the line before it checks the routing parameters and looks for an agent. Because this process will always take longer than two seconds, it's not recommended in sales or telemarketing campaigns that are bound by federal regulations.

### Add Dialer Pass 2

General Options	Pass Name:	Pass 2
Timeframe Options	Enable Predictive Pacing	<input checked="" type="checkbox"/>
Delivery Options	Target Abandon Rate:	5 %
Retry Options	Enable Fast Bridging	<input checked="" type="checkbox"/>
Pacing Options	Pacing Model	Predictive
	Requested Attempts per Min.	n/a
	Priority	Medium

To enable Progressive or Predictive dialing:

1. On the **Outbound** tab, go to **Pattern Options** and select **Dialer** Pass
2. Select **Pacing Options**
3. Check the box next to **Enable Predictive Pacing** to enable Predictive dialing or leave it unchecked to enable Progressive dialing
4. Check the box next to **Enable Fast Bridging** to run the campaign in ASM mode. If you don't check the box next to **Enable Fast Bridging**, the campaign will run in Transfer mode.

## Preview

**Preview** dialing is a manual dialing mode, where an agent requests one or several records from the system, previews each record, and dials the contacts manually.

Pattern	Escalation Type: None	Execution Order Sequential	+ Add Pass: Voice   Dialer   <b>Preview</b>   Text   Email
Pass 1 (Dialer)	Begin today from 9:00 AM to 9:00 PM (local)	Su M Tu W Th F Sa	

To enable Preview dialing:

1. Go to the **Outbound** tab
2. In **Pattern Options** select **Preview** pass

**Important**

If you select the **Preview** pass, the system will not honor any pacing options.

## Outbound IVR

**Outbound IVR** dialing enables you to play personalized and interactive automated messages to your contacts. All processing of these outbound calls is handled by Designer.

The table gives a brief overview of each Outbound IVR mode. You can find more details, including instructions for enabling, in the sections below the table.

IVR Mode	Description
<b>Power GVP</b>	<ul style="list-style-type: none"><li>• Messages can be personalized and interactive (<i>Press 1 to take a survey, for example</i>).</li><li>• Agents are not involved in these campaigns.</li></ul>
<b>Predictive GVP</b>	<ul style="list-style-type: none"><li>• Calls can be connected to an agent. (<i>Press 0 to speak to a customer service representative, for example</i>).</li><li>• Can run in either ASM mode or Transfer mode</li><li>• Pacing is based on either the Target Abandon Rate or the Average Distribution Duration.</li></ul>

## Power GVP

With **Power GVP**, messages can be personalized for each contact and they can be interactive (For example, Press 1 to take the survey). Agents are not involved in these campaigns, so contacts are never given the option to speak to one. When the message ends or when the contact completes an interaction, the call ends.

Power GVP uses a Fixed pacing model, which enables you to specify a number of contact attempts per minute.

### Add Voice Pass 2

General Options	Pass Name:	Pass 1
Timeframe Options		
Delivery Options		
Retry Options		
Pacing Options	Pacing Model	Fixed
	Enable Abandon Rate Pacing	<input type="checkbox"/>
	Target Abandon Rate:	1 %
	Enable Average Distribution Duration	<input type="checkbox"/>
	Average Distribution Duration (secs)	30
	Requested Attempts per Min.	200
	Priority	Mandatory

To enable Power GVP:

1. On the **Outbound** tab, go to **Pattern Options** and select **Voice** Pass
2. In **Pacing Options**, specify the following:
  - Pass Name
  - Pacing Model: Fixed
  - Requested Attempts per Min: Specify a number
  - Priority: Mandatory

## Predictive GVP

**Predictive GVP** is similar to Power GVP, but with this mode, a contact is given the option to speak to an agent (For example, *Press 1 to speak to an agent*).

Predictive GVP can run in either ASM mode or Transfer mode. and you can select pacing options based on either the Target Abandon Rate or the Average Distribution Duration.

Use Account Manager to enable the dialing mode and use Designer to set the routing parameters.

### Important

For both Outbound IVR dialing modes, you must create an Agent Group in Platform

Administrator and select that Agent Group when creating the sub-campaign in Account Manager.

*Pacing by Abandon Rate*

*Pacing by Distribution Duration*

To enable Predictive GVP based on Target Abandon Rate, specify the following in **Pacing Options**:

- Pass Name:
- Pacing Model: Predictive
- Check Abandon Rate Pacing
- Target Abandon Rate: 3%
- Priority: Medium

To enable Predictive GVP based on Average Distribution Duration, specify the following in **Pacing Options**:

- Pass Name:
- Pacing Model: Predictive
- Click Average Distribution Duration
- Average Distribution Duration (secs): 30 (for example)
- Priority: Medium