

Architectural Build Order

This page is the master sequence for building a Genesys Cloud organization from scratch. Each item links to a dedicated reference page in this book. Follow this order — some objects cannot be moved between divisions after creation, and later steps depend on earlier ones being in place.

Phase 1: Global Foundation — The "Containers"

“ Define the logical and physical structure of the organization before adding any people or telephony.

| Step | Object | Why It Comes First |
|------|------------------|---|
| 1 | Divisions | Logical partitions for your org (e.g., Monterrey Support, U.S. Sales). Some objects cannot be moved between divisions after creation. |
| 2 | Roles | Review out-of-the-box roles. Copy and customize as needed (e.g., SBC Admin, Read-Only Supervisor). |
| 3 | Locations | Define physical street addresses. Required anchor for Emergency (E911) routing. |

Phase 2: Infrastructure — The "Pipes"

“ Connect the telephony infrastructure to the org structure you just created.

| Step | Object | Why It Comes Here |
|------|---------------------------|--|
| 4 | Sites | Create a Site and link it to a Location from Phase 1. |
| 5 | Edges & Trunks | For BYOC: configure the SIP trunk to your Oracle / AudioCodes SBC. Requires a Site. |
| 6 | Phone Management | Create Base Settings, then individual WebRTC or SIP phone profiles. Requires a Site and Trunk. |

Phase 3: People & Organization — The "Agents"

“ With infrastructure in place, bring in the staff.

| Step | Object | Notes |
|------|-------------------|---|
| 7 | Users | Create profiles via Manual entry, CSV import, or SCIM. Assign each user a Division, a Phone, and Roles. Users must have at minimum the Employee and User roles to take calls. |
| 8 | Groups | Create General Groups for internal communication. Create Skill Expression Groups for automated expert routing. |
| 9 | Work Teams | Group agents under their specific Supervisors for performance tracking and reporting. |

Phase 4: Contact Center Logic — The "Routing"

Configure the ACD logic — this is where call routing decisions are defined.

| Step | Object | Notes |
|------|------------------------|--|
| 10 | ACD Skills | Define languages and technical skills (e.g., VoIP, SIP, Spanish). Required before queue assignment. |
| 11 | Queues | Create ACD Queues and assign Users and Skills. Requires Skills and Users from previous phases. |
| 12 | Architect Flows | Build the IVR logic. This is where routing decisions are defined — e.g., "If the caller presses 1, send to the Monterrey Support Queue." Requires Queues to exist first. |

Reference Pages

Each item in this build order has a dedicated reference page in this book:

| Phase | Reference Page |
|---------|---|
| Phase 1 | Organization Settings · Divisions · Roles & Permissions · Locations |
| Phase 2 | Telephony & Trunk Management · Sites · Phone Management |
| Phase 3 | User Profile Management · Group & Directory Management · Work Teams |
| Phase 4 | Queue & Routing Management · ACD Skills · Architect & Call Flows |

*Pages marked with * indicate items with direct dependency on previous steps — do not skip order.*

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