

# Call Routing & Message Routing

**Call Routing Navigation:** Admin → Routing → Call Routing **Message Routing Navigation:** Admin → Routing → Message Routing

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## Overview

Both Call Routing and Message Routing serve the same fundamental purpose: **mapping an inbound address to an Architect flow**. The difference is the channel.

Feature	Call Routing	Message Routing
Channel	Voice (inbound phone calls)	Digital (SMS, web messaging, messaging apps)
Entry point	Inbound telephone number (DID)	Inbound messaging address or number
Flow type	Inbound Call Flow	Inbound Message Flow
Schedule support	Yes — via Schedule Groups	No — message flows handle scheduling internally
Emergency support	Yes — via Emergency Groups	No
Admin location	Admin → Routing → Call Routing	Admin → Routing → Message Routing

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## Call Routing

### What Is a Call Route?

A Call Route connects an **inbound telephone number** to an **Architect inbound call flow**, with optional schedule-based and emergency routing logic layered on top.

When a customer dials a number, Genesys Cloud:

1. Identifies the matching call route
2. Checks if an emergency group is active
3. Evaluates the schedule group (open / closed / holiday)
4. Executes the appropriate Architect flow

## Call Route Components

Component	Description
<b>Route Name</b>	Unique identifier
<b>Division</b>	Administrative ownership
<b>Inbound Numbers</b>	The DID(s) assigned to this route
<b>Routing Mode</b>	Always Open, or Schedule-Based
<b>Schedule Group</b>	Determines open/closed/holiday logic
<b>Open Flow</b>	Architect flow during open hours
<b>Closed Flow</b>	Architect flow during closed hours
<b>Holiday Routing</b>	Use Closed Flow, Route to Holiday Flow, or Bypass
<b>Emergency Group</b>	Overrides all routing when activated
<b>Emergency Flow</b>	Architect flow when emergency is active

## Routing Mode: Always Open vs. Schedule-Based

Mode	When to Use
<b>Always Open</b>	24/7 operations — one flow handles all calls regardless of time
<b>Schedule-Based</b>	Business hours operations — different flows for open, closed, and holidays

# Holiday Routing Options

Option	Behaviour
<b>Use Closed Flow</b>	Holiday calls follow the same logic as after-hours
<b>Route to Holiday Flow</b>	Dedicated holiday Architect flow (custom message)
<b>Bypass Holiday Routing</b>	Holiday schedules are ignored — treats holiday as a normal day

## Creating a Call Route

1. Admin → Routing → **Call Routing**
2. Click **Add**
3. Enter **Route Name** and select **Division**
4. Assign **Inbound Numbers** (DIDs)
5. Choose **Routing Mode**:
  - If Always Open: select the single **Call Flow**
  - If Schedule-Based: select **Schedule Group**, then assign Open Flow, Closed Flow, and Holiday options
6. Optionally configure **Emergency Routing**:
  - Enable emergency toggle
  - Select **Emergency Group**
  - Select **Emergency Flow**
7. Click **Save**

## Call Routing Decision Flow

Inbound call arrives on DID

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Call Route identified

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Emergency Group active?

YES → Emergency Flow

NO ↓

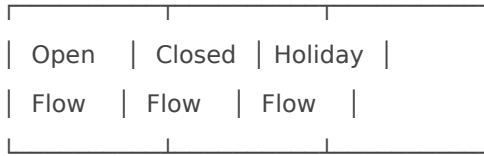
Always Open?

YES → Open Flow

NO ↓

Schedule Group evaluation

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# Prerequisites Before Creating a Call Route

- Inbound number (DID) provisioned and available in the org
- At least one published Architect inbound call flow
- Schedule Group configured (if using schedule-based routing)
- Emergency Group created (if emergency routing needed)

## Call Route Example

Setting	Value
Route Name	US_Support_Main
Division	Customer Support
Inbound Number	+1-800-555-1234
Routing Mode	Schedule-Based
Schedule Group	US_Support_ScheduleGroup
Open Flow	Support_IVR_Main
Closed Flow	Support_AfterHours
Holiday Option	Route to Holiday Flow
Holiday Flow	Support_HolidayClosure
Emergency Group	US_Support_Emergency
Emergency Flow	Emergency_Announcement

# Message Routing

## What Is Message Routing?

Message Routing maps an **inbound messaging address or number** to an **Architect inbound message flow**. When a customer sends an SMS or web message to a configured address, Genesys routes it to the associated flow for bot handling or agent queue delivery.

## Message Routing Page Layout

The Message Routing page shows two columns:

Column	Description
<b>Inbound Message Flows</b>	The Architect flow that will process the message
<b>Inbound Address</b>	The messaging number or address that triggers the flow

Each routing entry links one or more addresses to one flow.

## Message Routing Components

Component	Description
<b>Inbound Message Flow</b>	A published Architect inbound message flow
<b>Inbound Address</b>	SMS number, web messaging address, or other digital channel address

“ **i** Unlike Call Routing, Message Routing has no built-in schedule group or emergency group fields. Time-based logic for messaging is handled **inside the Architect message flow itself** using Evaluate Schedule Group actions.

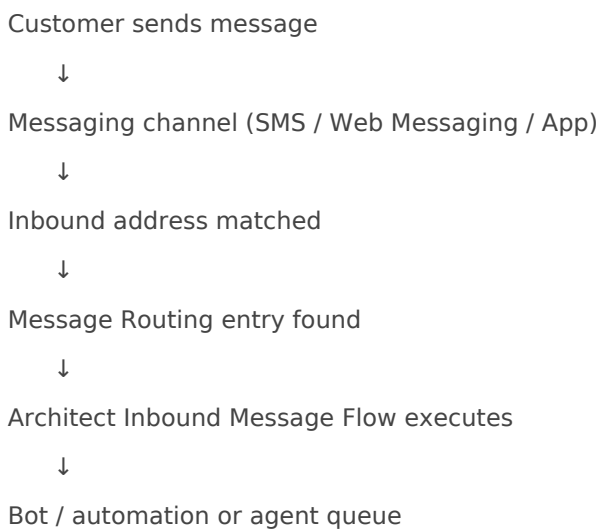
# Creating a Message Route

1. Admin → Routing → **Message Routing**
  2. Click + (**Add**)
  3. Click **Select Flow** → begin typing the flow name → select it
  4. Click **Select Addresses** → choose the inbound number(s) or address(es)
  5. Click **Add**
  6. Click **Save**
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## Prerequisites Before Creating a Message Route

- Messaging channel provisioned (SMS number, web messaging widget, etc.)
  - Published Architect inbound message flow
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## Message Routing Workflow



## Common Message Flow Patterns

Pattern	Flow Logic
Simple queue delivery	Send greeting → Transfer to ACD queue
Bot self-service	Collect intent → automated response → escalate if unresolved
Order status	Request order number → Data Action lookup → return status
Appointment scheduling	Collect date/time preference → create callback

## Message Route Example

Setting	Value
Inbound Message Flow	Customer_Service_MessageFlow
Inbound Address	+1-800-555-8888
Division	Customer Service

## Troubleshooting

### Call Routing

Issue	Cause	Fix
Calls not reaching flow	DID not assigned to route	Verify inbound number on the call route
Wrong flow playing	Incorrect schedule group or flow assignment	Review schedule group and flow assignments
Emergency routing not activating	Emergency group not activated	Go to Emergency Groups → activate
Calls always closed	Schedule group time zone wrong	Verify time zone on the schedule group
Flow not executing	Flow is unpublished in Architect	Publish the flow

### Message Routing

Issue	Cause	Fix
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Messages not reaching flow	Address not assigned to routing entry	Verify address assignment in message routing
Wrong flow triggered	Incorrect routing entry	Update the message routing entry
No automated response	Flow not published	Publish the Architect message flow
Duplicate routing	Address assigned to multiple entries	Check for conflicting routing entries

# Key Facts for Exam / Interview

Question	Answer
Where is call routing configured?	Admin → Routing → Call Routing
What determines open/closed routing for voice?	Schedule Groups
How do you override all routing for voice calls?	Activate an Emergency Group
Where is message routing configured?	Admin → Routing → Message Routing
Does message routing have schedule group support?	No — time-based logic is built into the Architect message flow
What must exist before creating either route type?	A published Architect flow of the matching type

## See Also

- **Scheduling & Schedule Groups** — the schedule groups referenced by call routes
- **Emergency Groups** — the override mechanism for call routing
- **Architect Overview** — building the inbound call and message flows
- **Prompt Management** — audio messages used inside those flows

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