

# Outbound — Campaign Configuration

Topic	Detail
Navigation	<code>Admin → Outbound → Campaign Management</code>
Purpose	Create and configure outbound campaigns — defines who to call, how to dial, and what rules to apply
Campaign Types	Voice Campaigns, Digital Campaigns (SMS, Email, WhatsApp)

“ ” Verified against Genesys Cloud Resource Center — March 2026

## Campaign Editor Overview

The Campaign Editor is a step-by-step configuration wizard. The first decision is always the **Dialing Mode** — this determines which other settings are available.

## Campaign Editor Required Resources

Before creating a campaign, ensure the following exist:

Resource	Why It's Needed
Contact List	The list of contacts to dial
ACD Queue	Where answered calls route to (agent-assisted modes)
DNC List (optional)	Numbers to exclude
Callable Time Set (optional)	Allowed dialing hours
Call Analysis Response Table	What to do with live answer / machine / busy / no answer
Agent Script (optional)	Screen pop for agents when they receive the call
Rule Set (optional)	Logic-based conditions applied pre-call or at wrap-up

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# Creating a Campaign

1. Navigate to `Admin → Outbound → Campaign Management`
  2. Click the **Voice Campaigns** tab (or Digital Campaigns for SMS/Email)
  3. Click **Create Campaign**
  4. Select **Dialing Mode** — this is the first and most important decision
  5. Complete all required fields per the mode
  6. Click **Save**
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## Core Campaign Settings

### General

Field	Description
Campaign Name	Unique name for the campaign
Division	Controls which admin teams can manage this campaign
Dialing Mode	Preview, Progressive, Power, Predictive, Agentless, External
Priority	1 (lowest) to 5 (highest) — affects line distribution when sharing a queue

### Contact List & Filtering

Field	Description
Contact List	The source list of contacts to dial
Contact List Filter	Optional — dial only a subset of the contact list
Contact Sort	Define sort order before dialing begins (up to 4 sort columns)
Dynamic Queueing	Re-sort contacts at attempt time — uses most current data

### Queue & Routing

Field	Description
ACD Queue	Queue where answered calls are delivered to agents
Script	Script that pops on agent desktop when call connects
Caller ID	The number displayed to the contact being called
Skills-Based Routing	Optional — match agents based on ACD skills during campaign

## DNC & Compliance

Field	Description
DNC Lists	One or more lists — all are checked before every dial attempt
Callable Time Set	Enforces calling hours by time zone
Attempt Controls	Limits re-dial attempts per contact or phone number
Compliance Abandon Rate	Monitor and alert on FTC/OFCOM abandon thresholds

## Call Analysis Response Table

Defines system behavior based on call detection result:

Detection	Example Action
Live Person	Connect to queue → Agent
Answering Machine	Disconnect, play message, or leave voicemail
Busy	Schedule retry via attempt control
No Answer	Schedule retry via attempt control
Invalid Number	Mark as uncallable

## Outbound Lines Distribution

Controls how campaign lines are shared when multiple campaigns run on the same Edge group or Site:

Option	Description
Weight	Proportional share — default weight is 10 per campaign

Option	Description
Reserved Lines	Campaign reserves a fixed number of lines (used for Agentless)
Equal Distribution	All campaigns share lines equally

“  Line weight is relative: Campaign A (weight 50) + Campaign B (weight 25) = Campaign A gets 67% of available lines, Campaign B gets 33%.

## Campaign Scheduling

Each campaign can have one schedule with up to 500 intervals:

1. Navigate to campaign → **Schedule** tab
2. Define **Start Time** and **Stop Time** per interval
3. Assign a **Callable Time Set** for time zone compliance
4. Save

“ Campaigns can also be organized into **Campaign Sequences** — chained campaigns that run one after another, started and stopped as a group.

## Wrap-Up Code Mappings

Wrap-up codes used by agents can be mapped to campaign actions — defining what happens to the contact after the call ends:

Wrap-Up Code	Campaign Action
Resolved	Stop all future contact attempts
Callback Requested	Schedule a callback
Wrong Number	Mark phone number as uncallable
Do Not Call	Add to DNC list
Follow Up	Schedule retry with custom recall time

Wrap-up code mappings are configured at [Admin → Outbound → Wrap-Up Code Mappings](#).

# Rule Sets

Rule sets define logic-based conditions that trigger actions before or after a call:

Rule Type	Timing	Example
Pre-call Rule	Before dialing	Skip contact if account balance < \$0 via Data Action lookup
Wrap-Up Rule	After call ends	Schedule callback if wrap-up = "Call Back Later"

Limit	Detail
Max data action conditions per rule set	2
Max data actions per rule set	10
API call rate from rules	5 per second (pre-call and wrap-up)

# Digital Campaigns

In addition to voice, Genesys Cloud supports outbound digital campaigns:

Channel	Use Case	Notes
Email	Marketing, notifications, billing	Requires verified email domain
SMS	Alerts, reminders, surveys	160 characters per segment; requires SMS inventory number
WhatsApp	High-volume notifications	Pre-approved Message Templates required; up to 18,000 msg/min

Digital campaigns use the same Campaign Editor but with channel-specific settings instead of call analysis.

# Campaign Monitoring (Real-Time)

View	Location
Outbound Campaigns Dashboard	<a href="#">Performance → Outbound Campaigns</a>
Campaign Details View	Select a campaign — shows stats, interactions, callbacks
Diagnostics Window	<b>March 2026 feature</b> — real-time diagnostics for voice campaign health (queues, agents, contact rates)
Refresh Rate	Interaction data refreshes every <b>10 seconds</b>
Historical Interactions	View interactions for current day, last 7 days, or last 30 days

# Interview Cheat Sheet

Question	Answer
Where are campaigns created?	<a href="#">Admin → Outbound → Campaign Management</a>
What is the first decision in the Campaign Editor?	Dialing Mode
What does Campaign Priority control?	Proportional line distribution when multiple campaigns share the same queue
What is a Callable Time Set?	Defines allowed dialing hours by time zone — enforces compliance
What does a Call Analysis Response Table define?	System actions based on call detection result (live person, machine, busy, no answer)
What is the default outbound line weight per campaign?	10
How does wrap-up code mapping work?	Maps agent wrap-up codes to campaign outcomes (stop calling, add to DNC, schedule callback, etc.)
Can multiple DNC lists be assigned to one campaign?	Yes
How often does campaign interaction data refresh?	Every 10 seconds
What is new in March 2026 for campaign monitoring?	A dedicated diagnostics window with real-time campaign health data

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