

Outbound — Contact Lists & DNC

Topic	Detail
Navigation	Admin → Outbound → Contact Lists and Admin → Outbound → DNC Lists
Purpose	Manage the lists of contacts to dial and the numbers that must never be dialed
Max contacts per org	5,000,000
Max contacts per list	1,000,000
Max DNC records per list	1,000,000
Max DNC records per org	2,000,000

“ ” Verified against Genesys Cloud Resource Center — March 2026

Contact Lists

A contact list is the "phone book" for a campaign — it contains the names, phone numbers, and custom data fields for every person the campaign will attempt to reach.

Contact List Structure

Field	Detail
Columns	Up to 50 columns per list
Phone number columns	Up to 10 phone number columns per list (e.g., mobile, home, work)
Column header character limit	128 characters
Column entry character limit	512 characters

Field	Detail
Phone number format	Minimum 10 digits, E.164 format required
One campaign at a time	A contact list can only be on one running campaign at a time

Creating a Contact List

1. Navigate to `Admin → Outbound → Contact Lists`
2. Click **Create**
3. Name the contact list
4. Define **columns** — at minimum one phone number column
5. Select the **phone number column type** for each phone column
6. Click **Save**

Importing Contacts

1. Open the contact list
2. Click **Import**
3. Upload a **CSV file** — columns must match the list definition
4. The system validates and imports contacts

“☐ Contact lists can be generated from CRM or marketing systems and uploaded on a one-time, recurring, or trigger-based basis.”

Contact List Filters

Contact list filters allow you to run a campaign against a **subset** of a contact list without creating a separate list:

- Filter by any column value (e.g., only contacts in a specific state or with a specific status)
- Assigned to a campaign in the Campaign Editor
- Up to **1,000 contact list filters** per org

Attempt Controls

Attempt controls limit how many times a contact or phone number can be called, preventing excessive re-dialing.

Setting	Description
Max attempts per phone number	Stop calling a specific number after N attempts
Max attempts per contact	Stop calling the entire contact record after N total attempts
Recall time	How long to wait before retrying a contact
Reset period	After this period, the attempt counter resets (e.g., every 24 hours)
Phone type-specific limits	February 2026 update — configure different attempt limits per phone type (mobile, home, work)

“ **February 2026 update:** Administrators can now set phone type-specific attempt limits, extend recall times, and adjust reset periods with greater precision.

DNC Lists (Do Not Call)

A DNC list is a data source of phone numbers that must **never be dialed** by any campaign. The system checks contact phone numbers against all assigned DNC lists before placing each call.

Types of DNC

Type	Description
Internal DNC	Organization's own DNC list — uploaded and managed in Genesys Cloud
Campaign-specific DNC	Assigned to specific campaigns only
Wrap-up triggered DNC	Agent selects a wrap-up code that automatically adds a number to DNC
Contact-level DNC	Agent or system flags an entire contact (not just a number) as uncallable

Creating a DNC List

1. Navigate to `Admin → Outbound → DNC Lists`
2. Click **Create**
3. Name the DNC list
4. Click **Save**

Importing DNC Numbers

1. Open the DNC list
2. Click **Import**
3. Upload a CSV of phone numbers
4. The system validates and imports

Assigning DNC to a Campaign

DNC lists are assigned in the Campaign Editor during campaign configuration. A campaign can have multiple DNC lists assigned — all are checked before each dial attempt.

Agent-Triggered DNC

To allow agents to add numbers to DNC during a call:

- Configure a **wrap-up code** mapped to the DNC action
- Or include a DNC button in the **agent Script**
- The number is immediately flagged and will not be dialed again

Callable Time Sets

Callable time sets define **when** a campaign is allowed to dial for each time zone. This works alongside ATZM to ensure compliance with regulations like the Telephone Consumer Protection Act (TCPA).

Feature	Description
Navigation	<code>Admin → Outbound → Callable Time Sets</code>
Purpose	Define allowed dialing hours by day of week and time zone
Integration	Assigned to a campaign — overrides or supplements ATZM defaults
Override	Callable times can be overridden; callable days cannot

Contact Management During a Campaign

Action	Description
Dynamic queueing	Contacts are re-sorted at attempt time — most current data is used
Filter changes honored	If a contact list filter changes during a running campaign, the campaign honors the update
Skip time zone contacts	Contacts outside the callable window are skipped and optionally rescheduled via ATZM
Mark uncallable	A wrap-up code or call rule can flag a number or entire contact as permanently uncallable

Interview Cheat Sheet

Question	Answer
Max contacts per org?	5,000,000
Max contacts per contact list?	1,000,000
Max DNC records per list?	1,000,000
Max DNC records per org?	2,000,000
Max phone number columns per contact list?	10
Can a contact list be on multiple running campaigns?	No — only one running campaign at a time
What format must phone numbers use?	E.164 format, minimum 10 digits
What is an Attempt Control?	Limits on how many times a contact or number can be dialed
What does a DNC list do?	Prevents listed numbers from being dialed by any campaign it is assigned to
How can agents add a number to DNC?	Via wrap-up code mapped to DNC action, or DNC button in agent script

Revision #1

Created 13 March 2026 02:57:03 by Cesar Gzz

Updated 13 March 2026 02:57:10 by Cesar Gzz