

Outbound Dialing — Overview & Settings

Topic	Detail
Navigation	Admin → Outbound or Menu → Digital and Telephony → Outbound
Purpose	Configure and run automated outbound call and messaging campaigns to contact lists of customers
Dialing Modes	Preview, Progressive, Power, Predictive, Agentless, External
Campaign Types	Voice Campaigns, Digital Campaigns (SMS/Email/WhatsApp)

“  Verified against Genesys Cloud Resource Center — March 2026

Outbound Module Overview

Outbound in Genesys Cloud allows organizations to proactively reach customers through automated dialing campaigns. The system manages who to call, when to call them, how to dial, and what happens based on the result — including compliance controls like Do Not Call (DNC) lists and callable time windows.

Key Outbound Objects

Object	Description
Contact Lists	The list of people to contact — phone numbers, names, and custom data fields
DNC Lists	Do Not Call lists — numbers the system will never dial
Campaigns	The configuration that defines dialing mode, contact list, queue, rules, and schedule
Attempt Controls	Limits on how many times a contact can be attempted

Object	Description
Callable Time Sets	Time windows defining when dialing is allowed (by time zone)
Call Analysis Response Tables	Rules for what to do when a live person, answering machine, or busy signal is detected
Rule Sets	Logic-based call rules and campaign rules applied during dialing
Campaign Sequences	Chained campaigns that run in order — start/stop the sequence instead of individual campaigns
Wrap-Up Code Mappings	Maps agent wrap-up codes to campaign outcomes (e.g., "Resolved" = stop calling this contact)

Outbound Settings (Org-Level)

Admin → Outbound → Outbound Settings

These settings apply to **all campaigns** in the organization.

Setting	Description	Default / Limit
Max Calls Per Agent	Maximum simultaneous outbound calls placed per available agent	1.0-15.0
Max Line Utilization	Percentage of Edge lines available for outbound campaigns	Configurable
Compliance Abandon Threshold	Seconds allowed before a queue-transferred call is classified as a Compliance Abandon	2 seconds default
Calls Subject to Compliance Abandon Rate	Choose: All Calls or Calls That Reached the Queue	Configurable
Reschedule Time Zone Skipped Contacts	Automatically reschedules contacts skipped due to time zone restrictions	Optional
Max Calls Per Second (CPS)	Maximum calls dialed per second across the entire org	15 CPS default — increase via Care case

“ ⚠ **Each Edge handles up to 350 lines.** To increase CPS beyond 15, open a Genesys Care case with telephony model and business justification. Turnaround is typically 10 business days.

Outbound Organization Limits

Object	Limit
Simultaneous voice campaigns running	50
Simultaneous digital campaigns running	25
Skills-based dialing campaigns	5
Max contacts per organization	5,000,000
Max contacts per contact list	1,000,000
Max DNC records per DNC list	1,000,000
Max DNC records per org	2,000,000
Max contact list columns	50
Max phone number columns per list	10
Max queue members (skills-based dialing)	500
Max queue members (agent-owned campaign)	200
Max queue members (any campaign)	1,000
Campaign priority range	1 (lowest) to 5 (highest)
Preview campaign duration	1 second to 20 minutes
Callback advance scheduling	Up to 30 days
Phone number minimum digits	10 digits, E.164 format
Schedules per campaign	1
Schedule intervals per campaign	500

Automatic Time Zone Mapping (ATZM)

ATZM automatically assigns a time zone to each contact record based on their phone number or postal code, ensuring calls are only placed during compliant hours.

Setting	Default
Mapped contacts calling window	8:00 AM – 9:00 PM local time
Unmapped contacts calling window	2:00 PM – 8:00 PM EST

Setting	Default
Supported countries	United States (default), Canada (opt-in)

“ ⚠ ATZM from outside North America to dial North American numbers requires the Genesys Cloud org to reside in a North American AWS region. Canadian postal codes must use the format `A1A 1A1` (7 characters with space after 3rd character).

Campaign Priority

When multiple campaigns share the same queue, **Priority (1-5)** determines proportional call distribution:

- Higher priority campaigns receive more calls per agent over time
- Equal priority campaigns share lines proportionally
- Agents participate automatically in multiple campaigns via shared queues

Access Control (Divisions)

Outbound campaigns support division-based access control — different admin teams can be restricted to manage only their own campaigns:

- Assign the **Outbound Admin** role to a group
- Assign a specific **Division** to that role
- Only campaigns in that division are visible and manageable by that group

Interview Cheat Sheet

Question	Answer
Where are org-level outbound settings configured?	<code>Admin → Outbound → Outbound Settings</code>
What is the default CPS limit?	15 calls per second — increase via Care case
What is the default compliance abandon threshold?	2 seconds

Question	Answer
What is ATZM?	Automatic Time Zone Mapping — assigns time zones to contacts to enforce compliant calling windows
Default calling window for mapped contacts?	8:00 AM – 9:00 PM local time
Default calling window for unmapped contacts?	2:00 PM – 8:00 PM EST
Max contacts per org?	5,000,000
Max contacts per contact list?	1,000,000
How many voice campaigns can run simultaneously?	50
How many digital campaigns can run simultaneously?	25

Revision #1

Created 13 March 2026 02:56:12 by Cesar Gzz

Updated 13 March 2026 02:56:20 by Cesar Gzz