

Programs

Programs (Genesys Cloud Speech & Text Analytics)

Section	Description
Feature Area	Quality Management → Speech & Text Analytics
Admin Location	Admin → Quality → Programs
Primary Function	Group multiple Topics into a business-level analytics package and apply them to queues or Architect flows
Data Source	Interaction transcripts generated by Speech & Text Analytics
Typical Users	Quality Administrators, Analytics Administrators
Key Dependency	Speech & Text Analytics and Topics must be configured
Source	Transcript + Genesys Documentation

Programs act as the **logical container for Topics** and determine **where those topics are applied in the contact center**. This allows organizations to monitor **specific customer intents** (billing issues, cancellation requests, product complaints, etc.) for specific operational areas such as queues or routing flows.

Summary Table

Attribute	Details
Feature Type	Speech Analytics Configuration
Scope	Queue or Architect Flow
Function	Topic grouping and analytics detection
Topic Limit	Not explicitly documented in Genesys UI documentation

Attribute	Details
Dialect Requirement	Must match speech analytics language model
Data Used	Voice transcripts and digital interaction transcripts
Configuration Level	Organization-wide analytics configuration

Study Notes

Topic	Explanation
Programs	Containers grouping multiple Topics for analytics
Topics	Phrase detection logic used by programs
Dialect	Determines language model used for phrase matching
Queue Mapping	Applies program analytics to queue interactions
Flow Mapping	Applies program analytics to interactions routed through Architect
Intent Detection	Programs identify business-level conversation intents

Programs allow the contact center to **analyze conversations differently depending on the department or business goal.**

Example:

Program	Topics	Scope
Billing Insights	Billing Dispute, Refund Request	Billing Queue
Retention Insights	Cancel Subscription, Contract Termination	Retention Queue

Transcript Implementation Notes

Source: Transcript

The instructor explains how Programs function and how they are configured:

Step	Instruction
Step 1	Navigate to Admin → Quality → Programs
Step 2	Create a program that packages related topics
Step 3	Select a dialect that matches the transcript language model
Step 4	Add existing topics or merge phrases into topics
Step 5	Map the program to specific queues or Architect flows
Step 6	Save the configuration so analytics can detect those topics

Operational insight from transcript:

- Programs represent **business-level intent detection packages**
- Different departments create **different programs**
- Programs must be linked to **queues or flows** to analyze interactions

Example given in concept:

Program: Billing Analysis
Topics: Refund Request, Payment Issue
Queue: Billing Support

Navigation

Task	Navigation Path
View Programs	Admin → Quality → Programs
Create Program	Admin → Quality → Programs → Create Program
Edit Program	Admin → Quality → Programs → Edit
Delete Program	Admin → Quality → Programs → Delete
Manage Topics	Admin → Quality → Topics
Discover Topics	Admin → Quality → Topic Miner

Configuration Fields (UI Form Fields)

Main Page

UI Field	Description	Options
Program List	Displays configured programs	Read-only
Program Name	Name of program	Text
Description	Program explanation	Text
Dialect	Language model used for phrase matching	Example: English – United States
Topics	Topics assigned to the program	Read-only
Queues	Queues mapped to the program	Read-only
Flows	Architect flows mapped to the program	Read-only
Search	Search programs	Text
Create Program	Create new program	Button
Edit	Modify program	Button
Delete	Remove program	Button
Refresh	Reload program list	Button

Create/Edit Form

UI Field	Description	Options
Program Name	Unique identifier	Text
Description	Explanation of program purpose	Text
Dialect	Language model for topic detection	Example: English – United States
Topics	Topics included in the program	Multi-select list

UI Field	Description	Options
Queues	Queues where analytics should apply	Multi-select list
Flows	Architect flows where analytics should apply	Multi-select list
Tags	Optional metadata classification	Tag selector
Save	Save program	Button
Cancel	Cancel configuration	Button

Character limit for fields: **Not explicitly documented in Genesys UI documentation**

Tabs, Toggles, Dropdowns, Action Buttons

Element Type	Items
Tabs	Topics / Queues / Flows
Dropdowns	Dialect
Multi-Select Fields	Topics / Queues / Flows
Buttons	Create Program / Save / Cancel / Edit / Delete / Refresh
Toggles	Not explicitly documented in Genesys UI documentation

Dependencies

Component	Purpose
Speech & Text Analytics	Generates transcripts used by programs
Topics	Programs rely on topics for phrase detection
Topic Miner	Helps discover phrases that become topics
Interaction Recording	Required for voice transcription
Architect	Flows can be mapped to programs

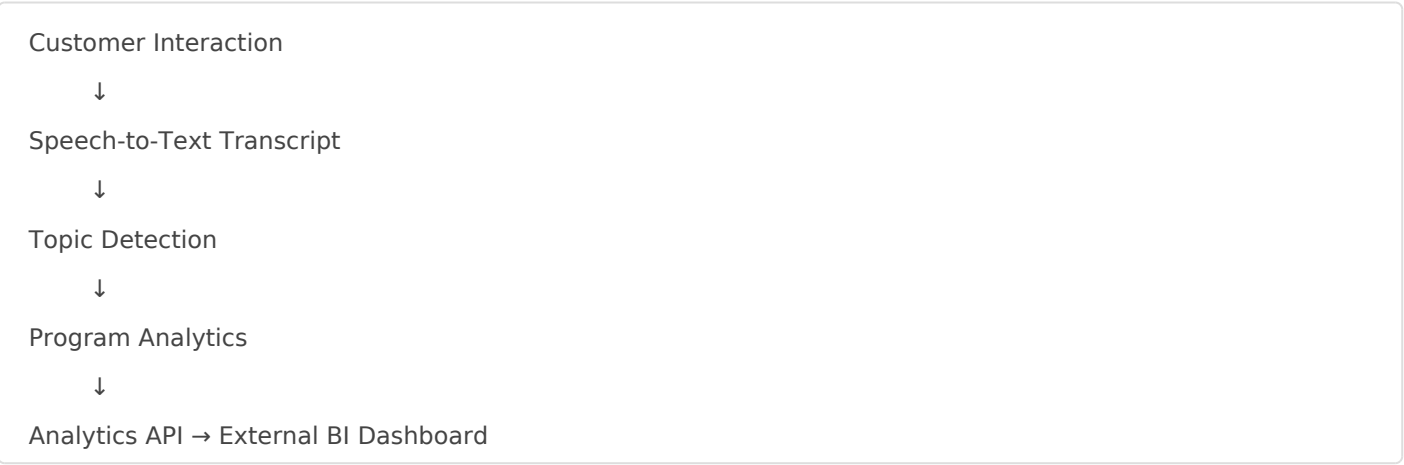
Platform Integration / Related Components

Component	Relationship
Speech & Text Analytics	Core analytics engine
Topics	Detection logic used by programs
Topic Miner	Phrase discovery tool
Sentiment Feedback	Improves sentiment classification
Interaction Analytics	Displays program results

Integration Examples

Integration	Description
Analytics API	Retrieve topic trends and analytics data
Conversations API	Access transcripts for interactions
Notifications API	Subscribe to interaction lifecycle events

Example workflow:



Related Topics / Further Reading

Topic	Description
Speech & Text Analytics	Transcript analysis engine
Topic Miner	Phrase discovery
Topics	Phrase detection configuration
Sentiment Feedback	Correct sentiment classification
Evaluation Forms	Agent quality evaluation

Implementation Checklist

Task	Status
Enable Speech & Text Analytics	☐
Create Topics	☐
Identify queues or flows	☐
Create Program	☐
Assign topics to program	☐
Map queues or flows	☐
Validate analytics results	☐

Implementation Guide

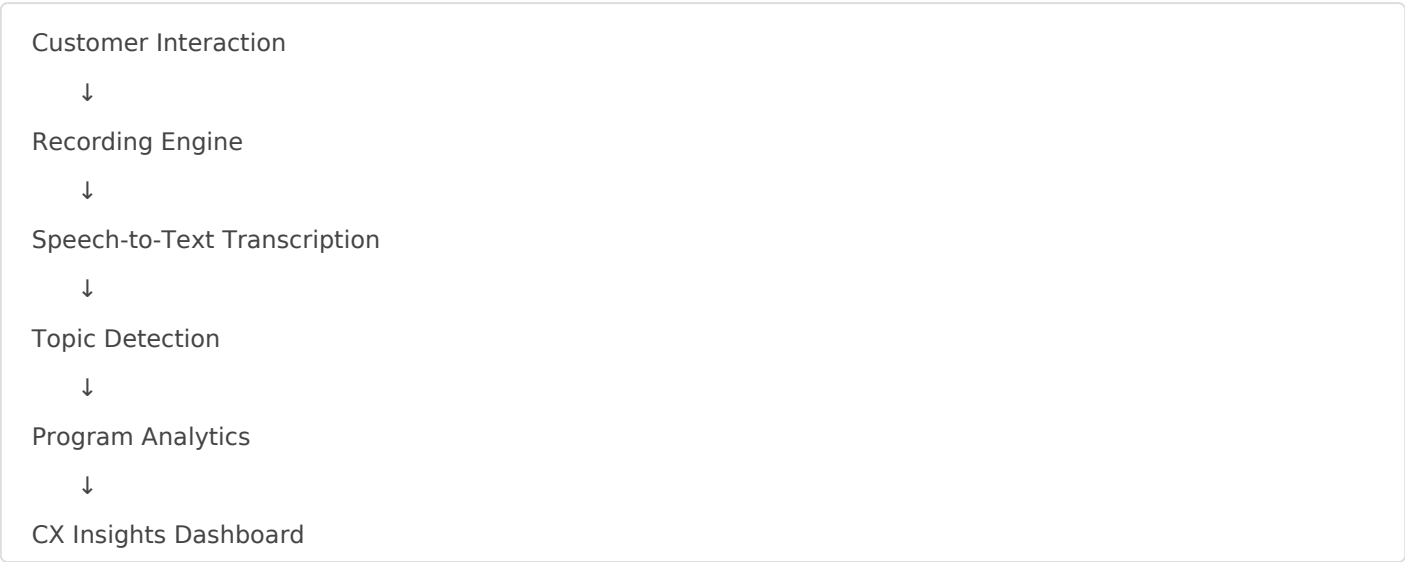
Step	Action
Step 1	Enable Speech & Text Analytics
Step 2	Create required topics
Step 3	Navigate to Programs

Step	Action
Step 4	Create new program
Step 5	Assign topics
Step 6	Select dialect
Step 7	Map queues or flows
Step 8	Save configuration

How to Implement

Phase	Description
Topic Definition	Identify phrases representing customer intent
Program Creation	Group topics logically
Interaction Scope	Assign queues or flows
Validation	Confirm topics appear in analytics

Workflow



Architecture Diagram

Customer Interaction



Recording Engine



Speech-to-Text



Transcript Storage



Topic Detection



Programs



Analytics Dashboard

Real Flow Scenarios

Billing Issue Detection

Customer: "I was charged twice"



Transcript generated



Topic: Billing Dispute detected



Program: Billing Insights triggered

Cancellation Request

Customer: "I want to cancel my subscription"



Topic: Cancellation Request detected



Program: Retention Insights

Usage Scenarios

Scenario	Description
Customer intent detection	Identify why customers contact support
CX analytics	Understand frequent issues
Compliance monitoring	Detect regulatory statements
Product feedback monitoring	Identify complaints

Implementation Examples

Example	Configuration
Billing Program	Refund Request / Billing Dispute topics
Support Program	Technical Issue / Login Problem topics
Sales Program	Product Inquiry / Purchase Intent topics

Design Example

Support Queue



Speech Analytics Transcript



Topic Detection



Program Groups Topics



Best Practices

Practice	Reason
Group topics by department	Improves analytics clarity
Avoid overly large programs	Maintain accuracy
Use clear naming	Improve reporting readability
Validate topics regularly	Ensure phrase detection accuracy

Source: Operational Best Practice

Naming Convention

Resource	Example
Program	Billing_Insights
Program	Customer_Retention
Program	Product_Feedback

Naming pattern:

<Department>_Insights

Security Considerations

Control	Description
Role-based access	Restrict program creation
Transcript protection	Protect sensitive interaction data
Encryption	Protect stored recordings

Control	Description
Data retention policies	Manage transcript lifecycle

Limitations / Constraints

Constraint	Description
Requires Speech Analytics	Programs depend on transcripts
Topic dependency	Programs cannot exist without topics
Dialect dependency	Phrase detection depends on language model
Topic accuracy	Incorrect topics lead to false detections

Troubleshooting

Issue	Cause	Resolution
Topics not detected	Topic not added to program	Add topic
No analytics results	Speech analytics disabled	Enable transcription
Program not applied	Queue or flow not mapped	Assign queue or flow
Incorrect detection	Topic phrases inaccurate	Update topic configuration

Interview Cheat Sheet

Question	Answer
What is a Program?	Container grouping topics for analytics
What does it analyze?	Interaction transcripts
What components are required?	Topics and Speech Analytics
Where are programs applied?	Queues or Architect flows
What is the purpose?	Detect business intents

Key Takeaways

Topic	Summary
Programs	Group topics for analytics
Topics	Detect phrases in conversations
Queue Mapping	Determines where analytics apply
Speech Analytics	Generates transcripts
Business Insights	Programs enable intent detection

Screenshots

Create Program

Publish

☐ Unpublished only (0)

Select Tag(s)

Select Queue(s)

Select Flow(s)

Q

x

Name	Description	Tags	Assigned Queues	Assigned Flows	Action
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Program Name *

Enter Name

Description

Enter Description

Settings

Topics (0)

Tags

Add Tags

Assignment

Queues ⓘ

Select Queue(s)

Flows ⓘ

Select Flow(s)

Settings

Topics (0)

☐ Show selected only

All Tags (4)

All Dialects (29)

☐	Topic	Dialect	Tags
☐	Balance Inquiry	en-US	Contact Reason
☐	Billing Issue	en-US	Contact Reason
☐	Build Rapport	en-US	Agent Behavior

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per page

Save Draft

Publish

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