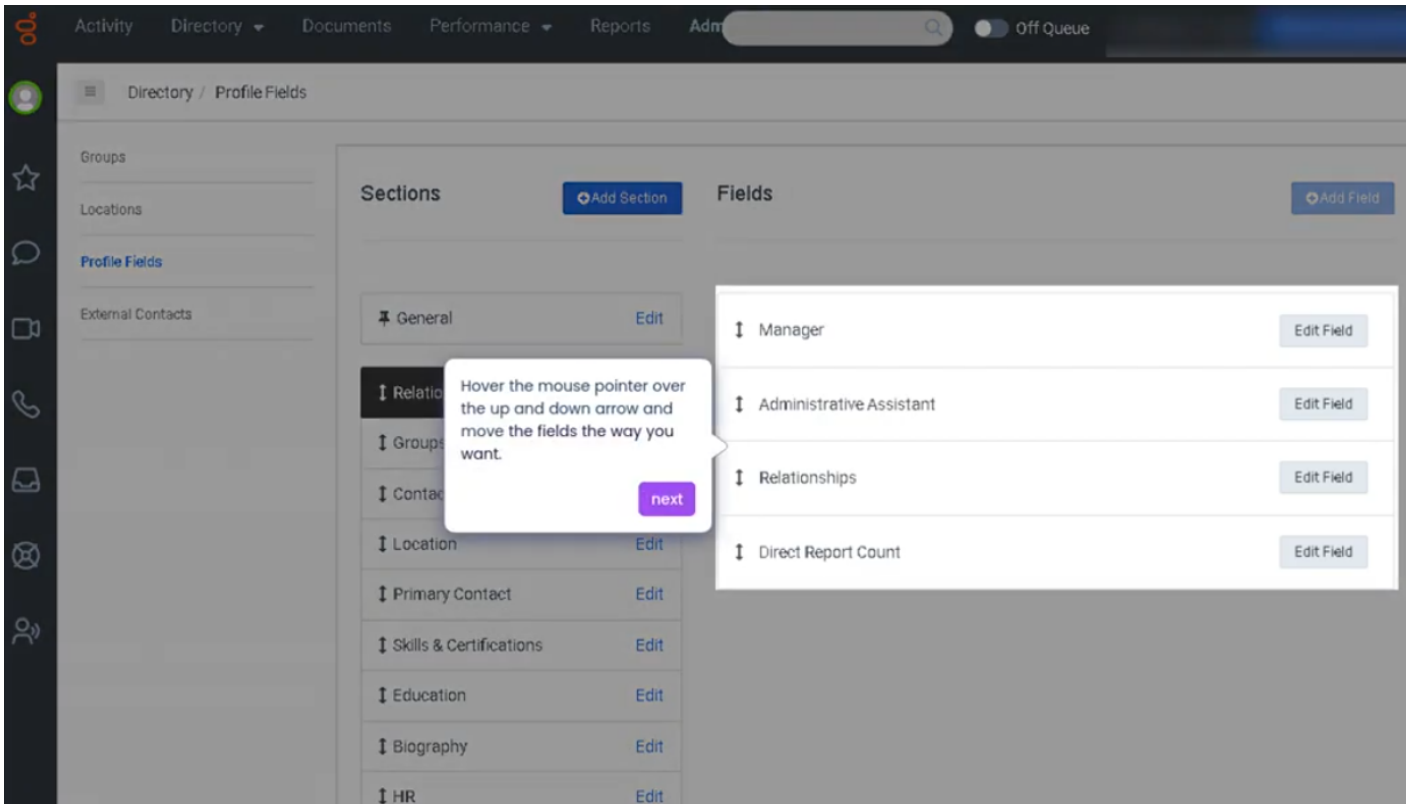
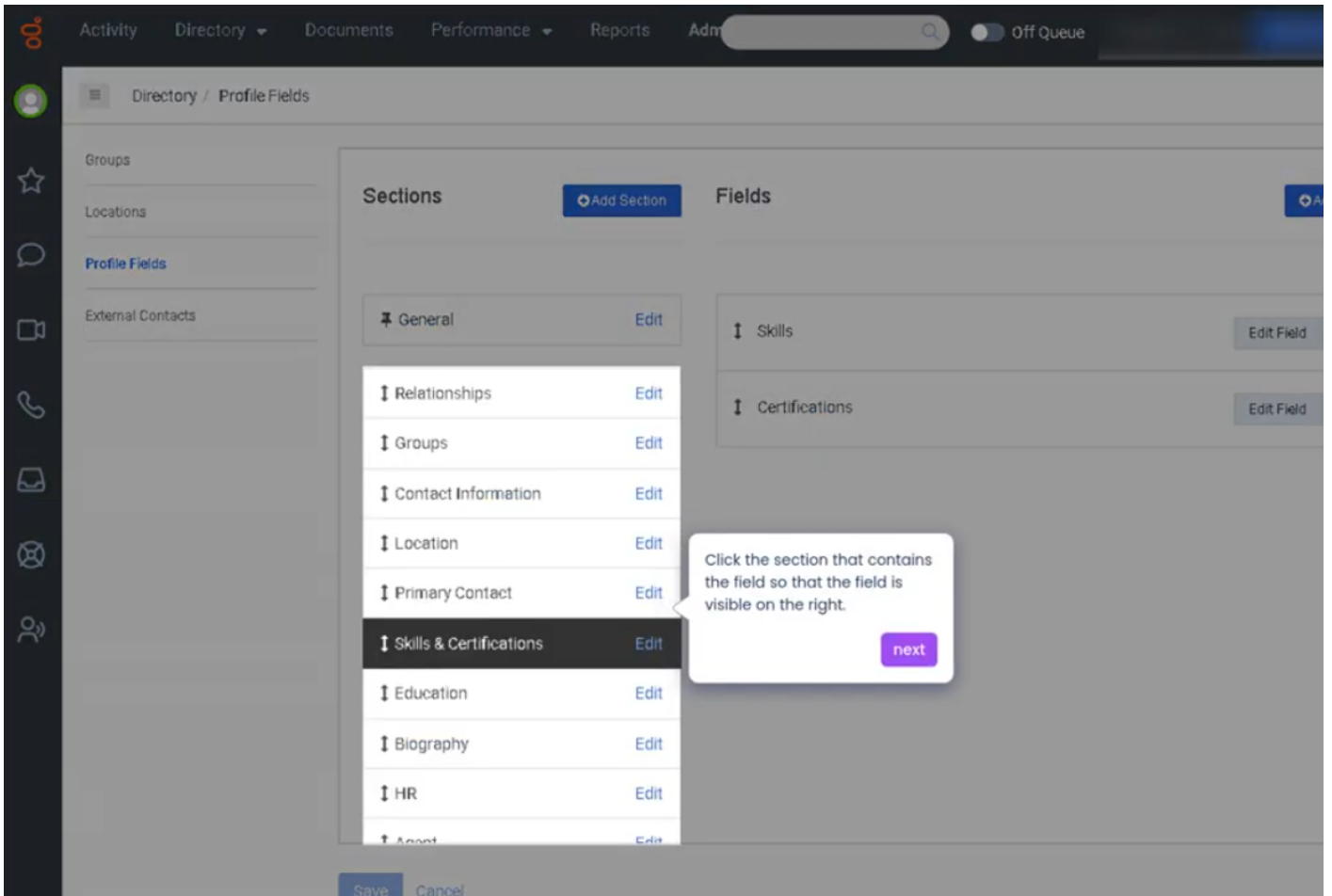


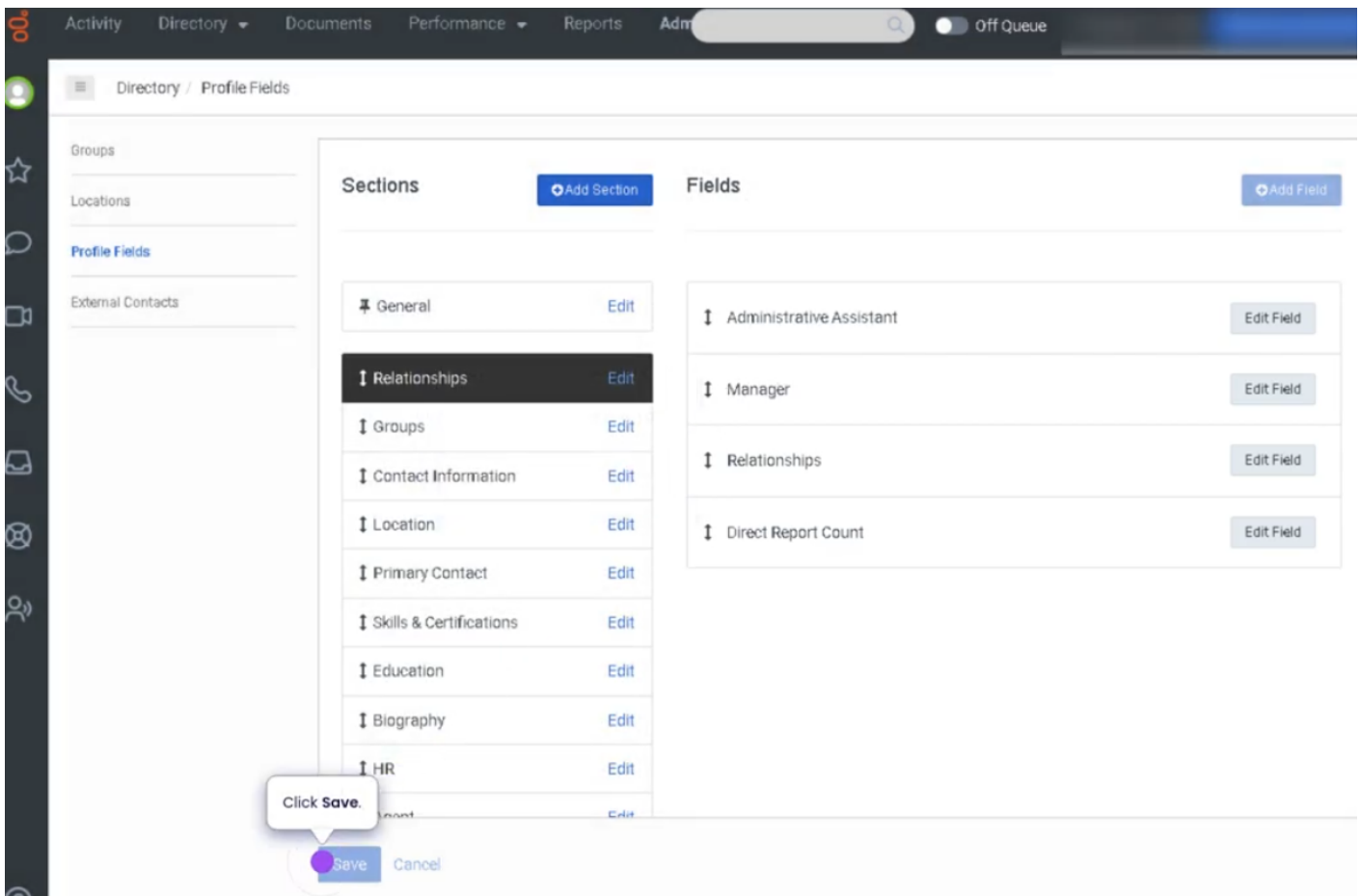
# Genesys Cloud - How to - Directory - Profile Fields

The screenshot displays the Genesys Cloud Admin dashboard. At the top, a navigation bar includes 'Activity', 'Directory', 'Documents', 'Performance', 'Reports', and 'Admin'. Below this, the breadcrumb 'Overview / Admin Home' is visible. The main heading is 'Genesys Cloud Admin', followed by a search bar. The interface is organized into a grid of menu categories:

- Account Settings**: Subscription, Genesys Add Ons, Organization Settings
- People & Permissions**: Authorized Organizations, People, Roles / Permissions, Divisions
- Directory**: Groups, Locations, Profile Fields, External Contacts
- Integrations**: Single Sign-on, Authorized Applications
- Documents**: Workspaces
- Telephony**: Topology, Metrics, Trunks, Sites, Edge Groups
- Genesys Cloud Voice**: Number Management
- Contact Center**: Queues, Response Assets, Panel Manager, Scripts, Script Templates

A callout box with a purple dot points to the 'Profile Fields' link in the Directory menu, containing the text: 'Under Directory, click Profile Fields'.





# Reorder Fields in the Profile Configuration (Genesys Cloud)

## Summary

The **Reorder Fields in the Profile Configuration** feature in Genesys Cloud allows administrators to **control the order in which profile fields appear in the user interface**. Profile fields typically include information such as **name, contact details, department, location, or custom attributes** that are displayed in user profiles or interaction views.

Reordering fields helps organizations **prioritize important information**, making it easier for agents and administrators to quickly access relevant data when viewing customer or user profiles.

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## Utilization

Use Case	Description
Prioritizing important information	Key profile fields appear first in the interface
Improved agent workflow	Agents can quickly locate frequently used information
Custom profile layouts	Organizations align the field order with operational needs
Data organization	Makes profile views cleaner and easier to navigate
Interaction context	Agents see the most relevant customer information during interactions

Reordering profile fields improves **usability and efficiency by presenting critical information first.**

## Best Practices

Practice	Reason
Place frequently used fields at the top	Helps agents find important information quickly
Group related fields together	Improves readability and organization
Avoid excessive field customization	Keeps the interface simple and intuitive
Review profile configuration regularly	Ensures the layout matches operational needs
Align field order with agent workflows	Reduces time spent searching for data

## Example Scenarios

### Scenario 1 – Prioritizing Customer Contact Information

Administrator reviews profile configuration

↓

Administrator moves phone and email fields to the top

↓

Agents can immediately view customer contact details

# Scenario 2 – Organizing Custom Fields

Administrator adds custom profile fields



Administrator reorders fields to group related data



Agents see organized customer information during interactions

# Scenario 3 – Improving Agent Efficiency

Agent opens customer profile during interaction



Important fields appear at the top of the profile



Agent quickly finds relevant information

# Key Benefits

Benefit	Explanation
Improved usability	Agents quickly locate critical information
Better data organization	Profile layouts become clearer and easier to navigate
Faster interaction handling	Agents spend less time searching for data
Customizable interface	Organizations tailor profiles to operational needs
Enhanced workflow efficiency	Supports smoother interaction management

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