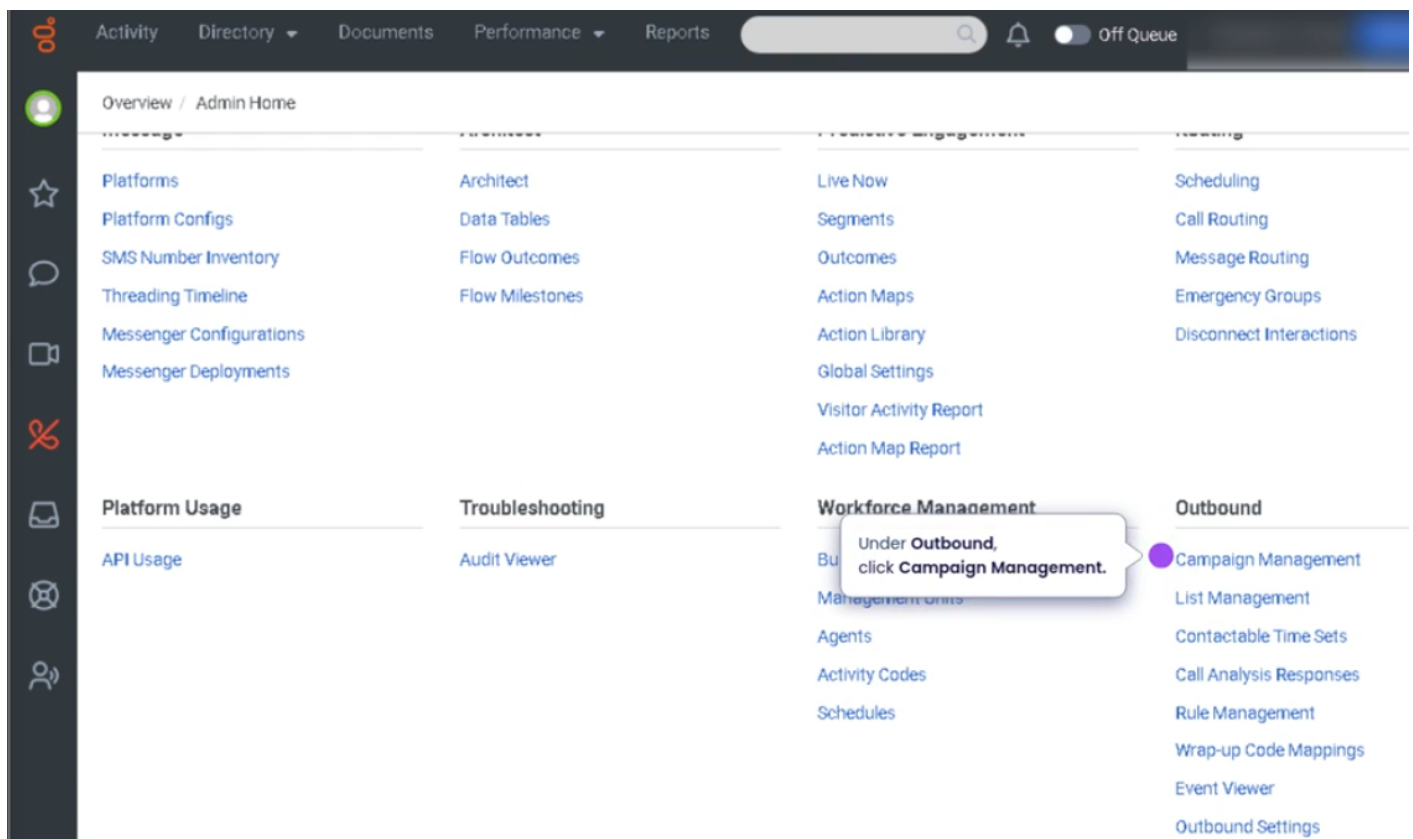


# Genesys Cloud - How to - Outbound - Agentless Campaign



Activity Directory Documents Performance Reports

Outbound / Campaign Management / Voice Campaigns

Campaign Management

Voice Campaigns Digital Campaigns Sequences Schedule

List Management

Contactable Time Sets

Call Analysis Responses

Rule Management

Wrap-up Code Mappings

Event Viewer

In the **Voice Campaigns** tab, click **Create New**.

Create New

Status	Progress	Name
Search		

Page < 1 > of 1 25 records per page

Activity Directory Documents Performance Reports

Outbound / Campaign Management / Voice Campaigns / Create Campaign

Campaign Management

Contactable Time Sets

Call Analysis Responses

Rule Management

Wrap-up Code Mappings

Campaign Name

Dialing Mode Options

Dialing Mode

Preview Dialing

Agent Script

Selection Required...

Select a **Division** or accept the default Home division.

Division

Home

Queue

Selection Required...



Campaign Management

List Management

Contactable Time Sets

Call Analysis Responses

Rule Management

select **Agentless Dialing**.

Event Viewer

Outbound Settings

Search Audits

Campaign Name

Agentless Example

Dialing Mode Options

Dialing Mode

Preview Dialing

Agentless Dialing

External Calling

Power Dialing

Predictive Dialing

Preview Dialing

Progressive Dialing

Campaign Options

Contact List

Selection Required...

Contact List Filter

Selection Optional

gns / Create Campaign

**Division**  
Home

ptions

Set **Number of Outbound Lines** to specify how many simultaneous calls to place at a given time for an agentless campaign.

**Number of Outbound Lines**  
Selection Required...

**Edge Group**  
Selection Required...

**No-answer Timeout**  
30 s

ons

**Contact List Numbers**  
Selection Required...

Activity Directory Documents Performance Reports

Outbound / Campaign Management / Voice Campaigns / Create Campaign

**Campaign Management**

- List Management
- Contactable Time Sets
- Call Analysis Responses
- Rule Management
- Wrap-up Code Mappings
- Event Viewer
- Search Audits

**Campaign Name**

Agentless Example

**Dialing Mode Options**

**Dialing Mode**

Agentless Dialing

**Dialing Group**

Edge Group

Edge Group

Site

**Campaign Options**

**Contact List**

Selection Required...

**Contact List Filter**

Selection Optional...

select **Edge Group** or **Site** in the **Dialing Group** box.

The maximum number of outbound lines is influenced by several operational components:

Component	Description
Telephony capacity	Available SIP trunks or carrier channels
Dialing mode	Predictive, Power, Progressive, or Agentless dialing
Agent availability	Number of agents ready to handle calls
Campaign configuration	Dialing rules and pacing settings
System limits	Platform limits configured by Genesys Cloud
Compliance rules	Regulations that restrict dialing behavior

- Call Analysis Responses
- Rule Management
- Outbound Settings
- Search Audits

To associate the campaign with a dialing group

## Dialing Mode Options

### Dialing Mode

Agentless Dialing

### Dialing Group

Edge Group

### Call Response

Selection Required...

## Campaign Options

### Contact List

Selection Required...

### Edge Group

Selection Required...

  
**Genesys Cloud Hybrid Media Group**

make a selection in the **Edge Group** or **Site** box.

### Contact List Numbers

Selection Required...

Activity Directory Documents Performance Reports

Outbound / Campaign Management / Voice Campaigns / Create Campaign

**Campaign Management**

Campaign Name: Agentless Example

Division: Home

**Dialing Mode Options**

Dialing Mode: Agentless Dialing

Dialing Group: Edge Group

Call Response: Selection Required...  
CA Example

Number of Outbound Lines: 5

Edge Group: Genesys Cloud Hybrid Media Group

No-answer Timeout: 30

Contact List Numbers: Selection Required...

Contact List Filter: Selection Optional...

Caller ID: Phone Number: Selection Required...

Caller ID: Name: Selection Required...

select the call response we created earlier.

Campaign Management

List Management

Contactable Time Sets

Call Analysis Responses

Rule Management

Wrap-up Code Mappings

Event Viewer

Outbound Settings

Search Audits

**Call Response**

Default Response Set

This response set has a 'transfer' response action and does not have a 'transfer to flow' response action, which is not valid for an agentless campaign.

**Campaign Options**

Contact List: Selection Required...

Contact List Filter: Selection Optional...

Caller ID: Phone Number: Selection Required...

Use the **Contact List** box to

Campaign Management

List Management

Contactable Time Sets

Call Analysis Responses

Rule Management

Wrap-up Code Mappings

Event Viewer

Outbound Settings

Search Audits

The DNC list "DNC Example" has no records.

Contactable Time Set

Time Set Example

When using a callable time set, the contact list must have at least one callable time column defined.

Advanced

Call Analysis Language

English (United States)

Always Running

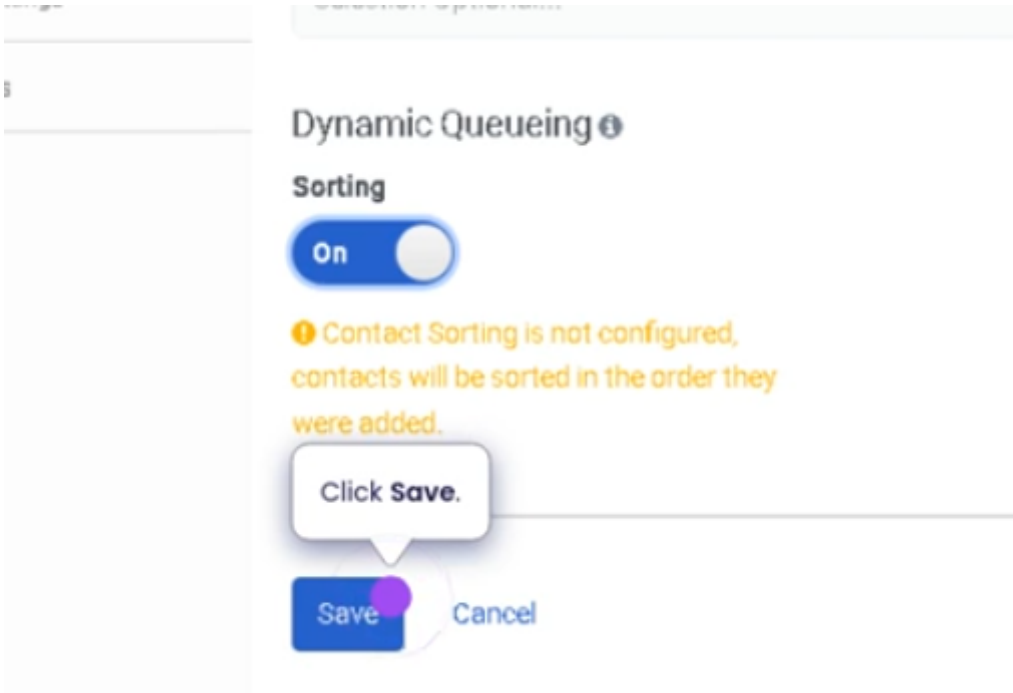
No

Enable **Always Running** if you want the campaign to continue running even if there are currently no contacts in the contact list.

Dynamic Queueing

Sorting

off



# Create Agentless Campaign (Genesys Cloud)

## Summary

An **Agentless Campaign** in Genesys Cloud is an outbound dialing campaign that **automatically delivers pre-recorded messages or notifications to contacts without requiring an agent to participate in the call**. These campaigns are commonly used for **broadcast notifications, reminders, alerts, and informational announcements**.

Agentless campaigns use **contact lists, dialing rules, and pre-recorded audio messages** to communicate with customers at scale. Since no agent is involved, the system automatically plays the message when the call is answered.

This feature is commonly used in **proactive customer communication strategies**, especially when large numbers of customers must be contacted quickly.

## Utilization

Use Case	Description
----------	-------------

Appointment reminders	Automatically notify customers of upcoming appointments
Service outage alerts	Inform customers about system outages or maintenance
Payment reminders	Notify customers about pending or overdue payments
Emergency notifications	Deliver urgent alerts to large customer groups
Marketing announcements	Broadcast product updates or promotional campaigns

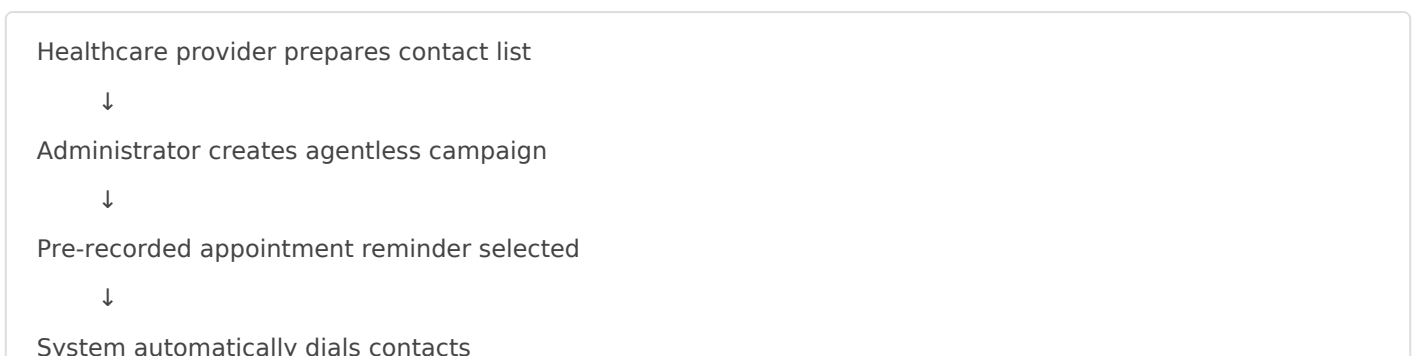
Agentless campaigns allow organizations to **reach large audiences quickly without requiring agent participation.**

## Best Practices

Practice	Reason
Ensure customer consent for automated calls	Maintains regulatory compliance
Use clear and concise recorded messages	Ensures customers understand the message
Verify contact list accuracy before launching campaign	Prevents dialing incorrect numbers
Schedule campaigns during acceptable contact hours	Avoids customer dissatisfaction
Monitor campaign results and call outcomes	Helps evaluate campaign effectiveness
Avoid excessive campaign frequency	Prevents customer frustration

## Example Scenarios

### Scenario 1 – Appointment Reminder Broadcast





Customers receive reminder message

## Scenario 2 – Service Outage Notification

Utility company experiences service outage



Administrator launches agentless campaign



Recorded alert message configured



System calls affected customers



Customers receive outage notification

## Scenario 3 – Payment Reminder Notification

Billing department identifies overdue accounts



Contact list created



Agentless campaign configured with reminder message



System delivers automated calls to customers

## Key Benefits

Benefit	Explanation
Scalable communication	Large groups of customers can be contacted quickly
No agent involvement required	Automated calls reduce workload on agents
Fast message delivery	Notifications reach customers immediately

<b>Benefit</b>	<b>Explanation</b>
Operational efficiency	Ideal for broadcast-style communications
Integrated campaign management	Managed within Genesys Cloud outbound dialing framework

---

Revision #1

Created 11 March 2026 22:55:19 by Cesar Gzz

Updated 13 March 2026 19:45:25 by Cesar Gzz