

Genesys Cloud CX Outbound Practice Exam (Sample)

Study Guide



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SAMPLE

Questions

- 1. What is the purpose of the Scheduled Interactions tab?**
 - A. To schedule meetings**
 - B. To manage agent availability**
 - C. To handle call transfers only**
 - D. To manage interaction scheduling**
- 2. Can you prioritize a campaign on a scale of one to ten during its creation?**
 - A. True**
 - B. False**
- 3. A maximum of __ digital campaigns can be run concurrently.**
 - A. 5**
 - B. 15**
 - C. 25**
 - D. 50**
- 4. What is the Tz database primarily used for?**
 - A. Contact management**
 - B. Information about time zones**
 - C. Dialing modes configuration**
 - D. Handling DNC lists**
- 5. Which of the following best summarizes the main feature of predictive dialing?**
 - A. Connects agents with calls immediately**
 - B. Randomly selects contacts for outreach**
 - C. Automatically dials contacts and routes answered calls to agents**
 - D. Records all outbound communications**

- 6. What is the function of the Attempt controls in a campaign?**
- A. Manage agent schedules**
 - B. Set limits on how often a number can be called**
 - C. Group calls based on agent skills**
 - D. Configure IVR settings**
- 7. How does Genesys Cloud CX manage time zone variations for outbound campaigns?**
- A. By adjusting dialing times based on the agent's location**
 - B. By adjusting dialing times based on the contact's time zone settings**
 - C. By calling contacts during off-peak hours**
 - D. By using a global dialing format**
- 8. What prevents a phone number from being contacted too often?**
- A. Wrap-up code**
 - B. DNC list**
 - C. Attempt controls**
 - D. Dialing modes**
- 9. If you remove a scheduled entry for an already running campaign, what happens to the campaign?**
- A. The campaign will continue running as scheduled**
 - B. The campaign will stop immediately**
 - C. The campaign will pause and then resume**
 - D. The campaign will be rescheduled**
- 10. Which dialing mode in Genesys Cloud CX does not require an agent to initiate the campaign?**
- A. Predictive**
 - B. Progressive**
 - C. Agentless**
 - D. Preview**

Answers

SAMPLE

1. D
2. B
3. C
4. B
5. C
6. B
7. B
8. B
9. B
10. C

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Explanations

1. What is the purpose of the Scheduled Interactions tab?

- A. To schedule meetings
- B. To manage agent availability
- C. To handle call transfers only
- D. To manage interaction scheduling**

The purpose of the Scheduled Interactions tab is primarily to manage interaction scheduling. This feature allows users to create, monitor, and adjust interactions that are set to occur at specific times. This includes overseeing outbound calls and other scheduled communications, ensuring they are executed as planned. By providing a centralized location for scheduling, users can effectively organize their outbound interaction strategies. This is particularly important for outbound campaigns where timing can significantly affect the success of reaching customers. Having a dedicated tab for managing these interactions enables better tracking and makes it easier to handle changes, such as rescheduling or canceling calls, thus ensuring a more streamlined process. While scheduling meetings and managing agent availability are essential parts of a cohesive communication strategy, they are not the primary function of the Scheduled Interactions tab. Similarly, handling call transfers is a critical function for communication but falls outside the scope of what the Scheduled Interactions tab specifically addresses. This clarity helps streamline operations and enhances the effectiveness of outbound strategies.

2. Can you prioritize a campaign on a scale of one to ten during its creation?

- A. True
- B. False**

When creating a campaign in Genesys Cloud CX, prioritization is not done on a scale of one to ten. Instead, campaigns have a more straightforward approach to prioritization, typically based on the settings configured during the campaign setup. This may include factors like the selected dialing modes, the types of lists being used, and other operational parameters that dictate how the campaign will execute rather than assigning a numerical priority scale. The absence of a numerical scale for prioritization reflects the design and operational standard of how campaigns are managed in Genesys Cloud CX, focusing on practical configurations rather than subjective rating. Therefore, it is accurate to say that prioritizing a campaign in the described manner is not a feature available within the platform.

3. A maximum of __ digital campaigns can be run concurrently.

- A. 5**
- B. 15**
- C. 25**
- D. 50**

The correct answer is that a maximum of 25 digital campaigns can be run concurrently. This limit is significant because it allows organizations to effectively manage and optimize multiple outbound initiatives without overwhelming their system resources or creating confusion in campaign management. Having 25 concurrent digital campaigns provides a balance between flexibility and operational efficiency; organizations can run a diverse range of campaigns targeting different customer segments or utilizing various digital channels like email, SMS, or social media. This capacity ensures that teams can strategize and execute multiple marketing efforts simultaneously, providing opportunities for better customer engagement and outreach. Understanding this limit is crucial for planning marketing strategies and resource allocation within the Genesys Cloud CX framework. It emphasizes the platform's capability to handle a substantial volume of outreach efforts while maintaining system performance.

4. What is the Tz database primarily used for?

- A. Contact management**
- B. Information about time zones**
- C. Dialing modes configuration**
- D. Handling DNC lists**

The Tz database, also known as the IANA Time Zone Database, is primarily utilized to provide accurate and up-to-date information about time zones across the globe. It contains details on the various time zones, including their offsets from Coordinated Universal Time (UTC), daylight saving time rules, and historical changes in time zone definitions. This information is crucial for applications that require accurate time management and scheduling across different regions, ensuring that timestamps and events are correctly aligned with local times. The correct answer emphasizes the importance of understanding the complexities of time zones in global applications, such as those within the Genesys Cloud CX ecosystem, where timing can significantly affect operations and customer interactions.

5. Which of the following best summarizes the main feature of predictive dialing?

- A. Connects agents with calls immediately**
- B. Randomly selects contacts for outreach**
- C. Automatically dials contacts and routes answered calls to agents**
- D. Records all outbound communications**

Predictive dialing is a technology used in outbound call centers that enhances agent efficiency by automating the dialing process. It connects agents to calls only when there is a live person on the other end, which significantly reduces the amount of time agents spend waiting for calls to connect or dealing with unanswered calls and voicemails. By automatically dialing a list of contacts and predicting when an agent will be available to take the next call, the system ensures that the call connects to the agent only when someone picks up. This feature optimizes the pace of outbound calling and improves overall productivity, as agents are consistently engaged in conversations rather than waiting idle between calls. Other methods, such as those that simply connect agents immediately, select contacts randomly, or record calls, do not encapsulate the core operational advantage of predictive dialing, which focuses on maximizing contact rates while ensuring agents are talking to live prospects as efficiently as possible.

6. What is the function of the Attempt controls in a campaign?

- A. Manage agent schedules**
- B. Set limits on how often a number can be called**
- C. Group calls based on agent skills**
- D. Configure IVR settings**

The function of the Attempt controls in a campaign is to set limits on how often a phone number can be called. This is a crucial feature for managing customer interactions and ensuring compliance with regulations regarding telemarketing and outbound calls. By implementing Attempt controls, organizations can prevent excessive calling to the same number within a specified timeframe, which helps to avoid customer annoyance and potential complaints. This capability also allows for better management of call lists by reducing the likelihood of reaching the same customer repeatedly. It ensures a more respectful approach to outbound marketing while improving the overall effectiveness of campaigns. The proper use of Attempt controls contributes to enhancing customer experience and maintaining a positive brand image.

7. How does Genesys Cloud CX manage time zone variations for outbound campaigns?

- A. By adjusting dialing times based on the agent's location**
- B. By adjusting dialing times based on the contact's time zone settings**
- C. By calling contacts during off-peak hours**
- D. By using a global dialing format**

Genesys Cloud CX effectively manages time zone variations for outbound campaigns by adjusting dialing times based on the contact's time zone settings. This means that when a campaign is set up, the system takes into account the specific time zone associated with each contact, ensuring that calls are made at appropriate times that are considerate of local regulations and the preferences of the recipients. This approach helps in improving contact rates and customer satisfaction, as it avoids calling people during inconvenient hours, such as late at night or early in the morning, which could lead to negative experiences and potential compliance issues. Using the contact's time zone settings allows Genesys Cloud CX to optimize calling strategies in a way that aligns with the local context of each recipient, enhancing the effectiveness of the outbound campaigns. Other options may involve considerations related to time and dialing strategies, but they do not specifically address the importance of aligning call times with the contact's local time zone, which is essential for making successful and compliant outbound calls.

8. What prevents a phone number from being contacted too often?

- A. Wrap-up code**
- B. DNC list**
- C. Attempt controls**
- D. Dialing modes**

The correct answer is the Do Not Contact (DNC) list because it serves as a safeguard against excessive outreach to individuals who have opted out of being contacted. This list typically includes phone numbers that are either legally protected from being called for marketing purposes or have been specifically requested by the individuals to not receive further communications. By adhering to the DNC list, an outbound campaign ensures compliance with legal regulations and promotes respect towards consumer preferences. Attempt controls primarily manage the frequency and timing of calls made to a single number, helping to prevent over-contacting by setting limits on how often specific numbers can be dialed within a certain period. Dialing modes dictate the method by which calls are made, impacting efficiency and strategy but not directly managing contacting frequencies. Wrap-up codes are used to categorize and document the outcome of interactions after calls but have no direct influence on the frequency of calls made to the same number.

9. If you remove a scheduled entry for an already running campaign, what happens to the campaign?

- A. The campaign will continue running as scheduled**
- B. The campaign will stop immediately**
- C. The campaign will pause and then resume**
- D. The campaign will be rescheduled**

When a scheduled entry for a running campaign is removed, the campaign is designed to stop immediately. This behavior is fundamental to the operational management of campaigns within Genesys Cloud CX, as it offers users the ability to halt the execution of a campaign on demand without requiring a restart or additional steps. Stopping the campaign immediately upon the removal of a scheduled entry ensures that any agents assigned to that campaign are not impacted by any ongoing activities, allowing for efficient handling of resources and agent assignments. This feature is particularly useful in scenarios where immediate changes to campaign strategy or focus are necessary, such as responding to shifting business needs or optimizing call lists. By understanding this mechanism, users can effectively manage their outbound campaigns, ensuring that they can make real-time adjustments to their operations without unnecessary delays or complications.

10. Which dialing mode in Genesys Cloud CX does not require an agent to initiate the campaign?

- A. Predictive**
- B. Progressive**
- C. Agentless**
- D. Preview**

The agentless dialing mode in Genesys Cloud CX is designed to handle outbound campaigns without requiring an agent to initiate the call. This approach allows the system to autonomously manage and execute the dialing process. In this mode, calls can be made to customers without an agent being present until a connection is made, which streamlines operations by allowing the system to maximize efficiency in calling without waiting for an agent to become available. This mode is particularly beneficial for automated outreach scenarios where pre-recorded messages or surveys are delivered to customers. Agents are only engaged when a live connection is established, which can help organizations make the most of their resources and improve call handling times for outbound campaigns. Other dialing modes, such as predictive, progressive, and preview, do require agent interaction at various points in the calling process, either for initiating or for handling calls once they are connected. This distinguishes agentless dialing as a more autonomous method of managing campaigns.