

# 1. Actions: Overview

The **Actions** module in Wifox Business Core Solution centralizes **all client-facing activities**—such as calls, emails, meetings, tasks, and custom events—so your team can plan, execute, and track every interaction in one place. Each Action record captures its type, subtype (if configured), assigned user, due dates, status, and results. By leveraging Actions, you ensure:

1. **Consistency:** Standardized fields and color-coded labels for quick visual identification.
2. **Accountability:** Clear ownership and SLA tracking for each activity.
3. **Visibility:** Real-time dashboards and filters let you spot overdue follow-ups or high-priority tasks.
4. **Automation:** Triggers and reminders can be set up based on action types and subtypes.
5. **Reporting:** Aggregate metrics on activity volume, response times, and outcomes.

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