

Webex Contact Center Expert

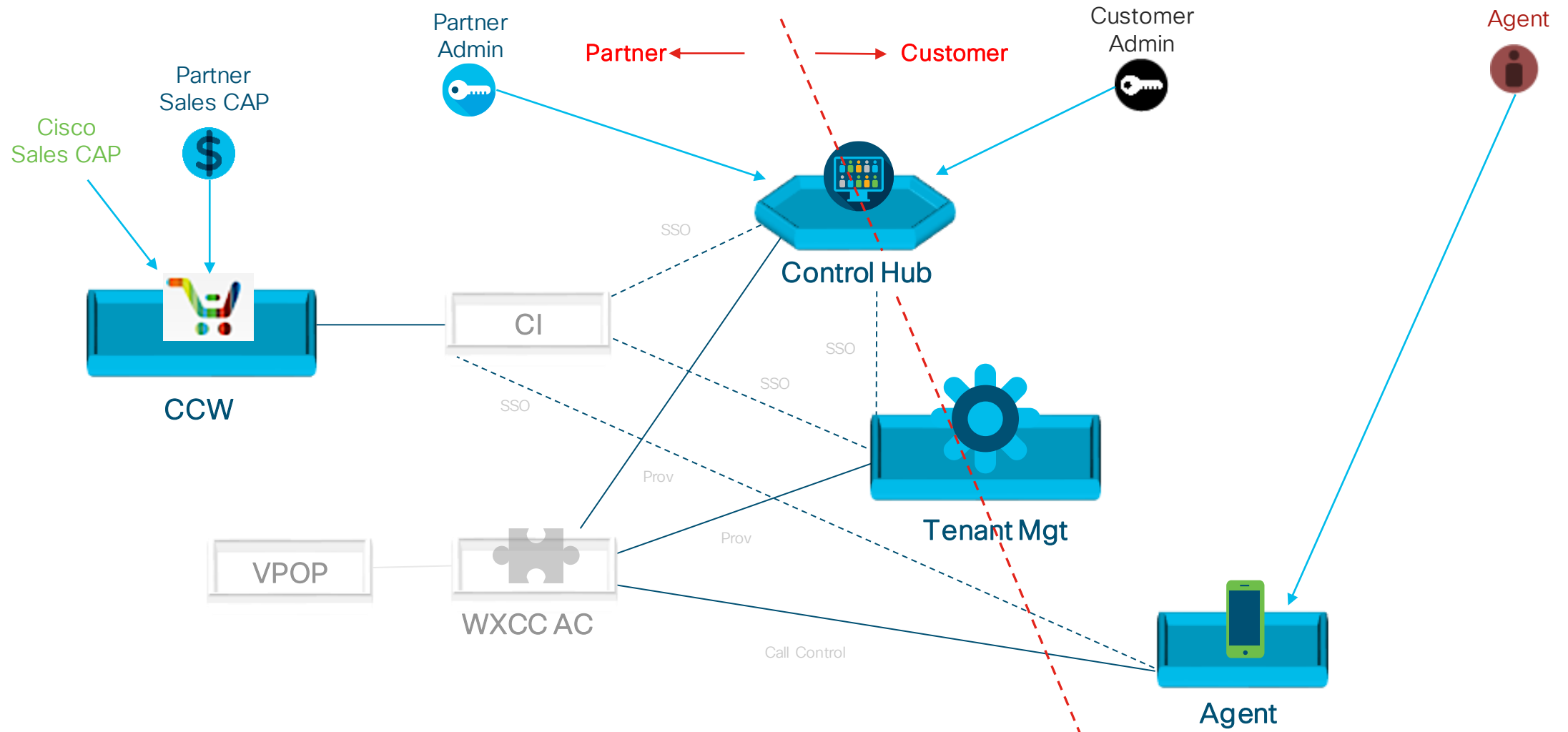
Multimedia

Module 9

Module Objectives

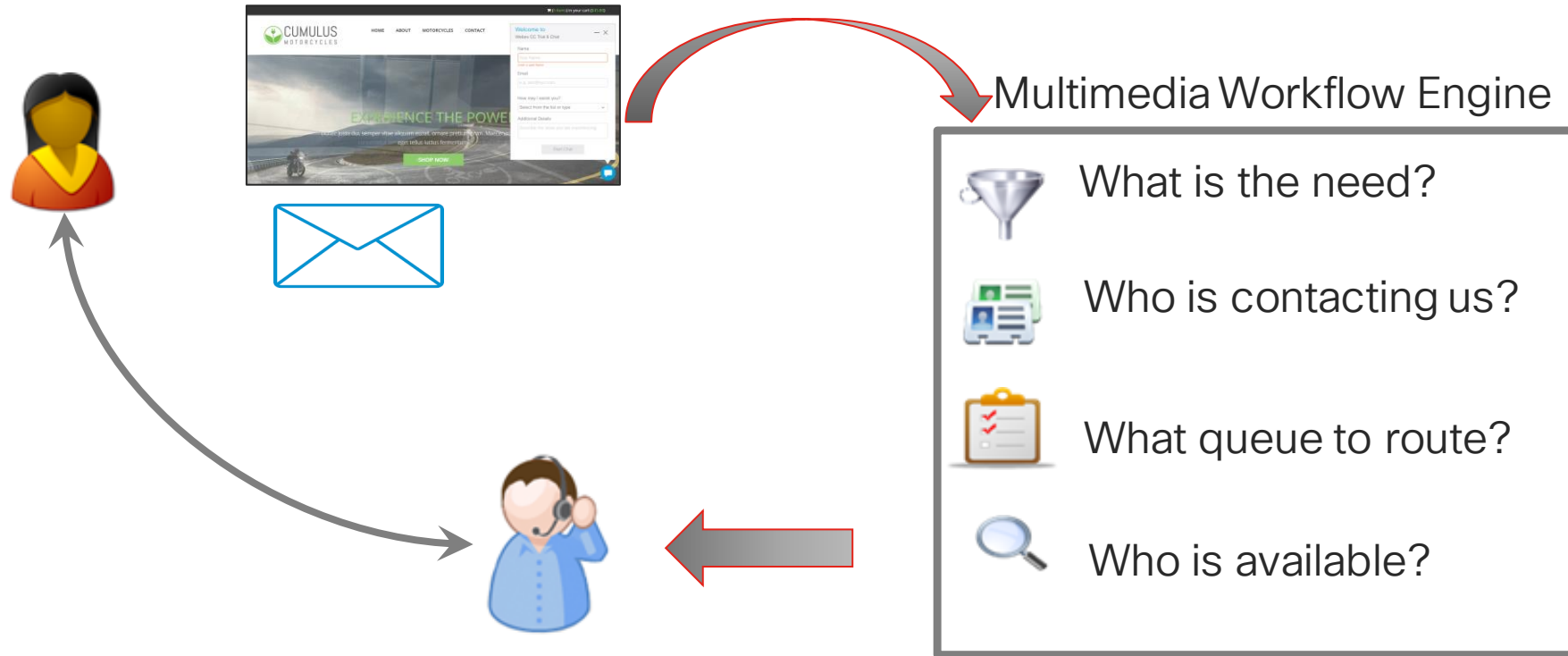
- Understanding the WXCC Multimedia Features and their Configuration for the following channels:
 - Chat
 - Email
- Being able to execute standard configuration

Portal Architecture with Roles

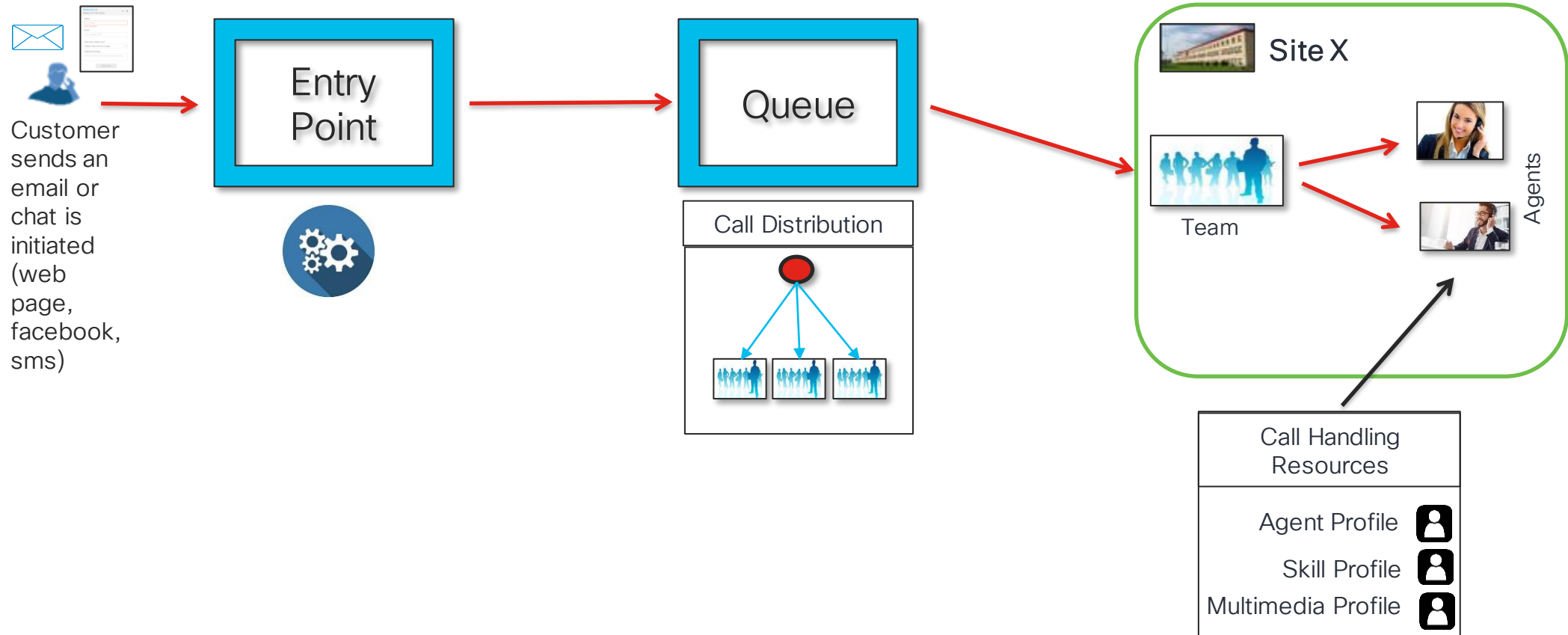


Multimedia

Contextual Treatment and Distribution



Concepts and Terminology



Multimedia Capabilities

Feature	Functionality
Interaction Classification	Keyword Analysis (Chat Reason and Email Subject)
Agent Tools	Rich Text Editor and Attachments Predefined Responses Agent Cherry Picking Collaboration Tools Unified History
Routing	Common queuing and routing for Voice, Chat, Email and Social Channels Bot Integration (Customer Virtual Assistant)
Reporting	Analyzer
Media	Email, Chat

Definitions

General

Entry Point	Initial landing place for customer multimedia interactions.
Queue	It is where multimedia interactions are kept while they await handling by an Agent
Keywords	Words that may be present in an email subject line or in the chat reason. These keywords can then be analyzed by WXCC Routing and the email or chat can be routed to a specific queue.
RONA	Timer for Return On No Answer. Interaction is sent back to the queue. It is a Tenant parameter.

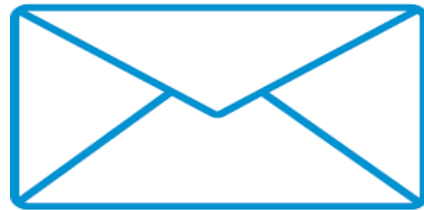
Multimedia

Email Channel creation order



Email Multimedia Channel

- The feature enable to route emails to agents, and answer them through Webex Contact Center Desktop Agent
- The emails can be routed to agents based on Keywords
- Emails can be routed to a Teams and Queues



Email Treatment Order

- EP Routing Strategy
 - Email Account
 - Email Subject Line Routing (with wildcards)
 - Email Queues
- Queue
 - Routing Type
 - Teams mapped to Queue
 - Agent mapped to Teams



Definitions

Email

Predefined Emails	Canned response templates (available in Resources) that can be used to append signatures without having to repetitively type the same content.
Email Accounts	Gmail or O365 email accounts used for inbound and outbound communications.

Configuration for Email Channel

Email Entry Point Configuration

General Settings

Advanced Settings

- Service Threshold
- Time Zone

Entry Point

General Settings

Name

Email_EP

Description

Type

Entry Point

Channel Type

Email

Advanced Settings

Service Level Threshold

24

Time Zone (routing Strategies Only)

Default (Tenant Time Zone)

Email Queue Configuration

Queue Configuration

- Routing Type
- Distribution
- Service Threshold
- Max Time in Queue
- Time Zone

General Settings

Name

Description

Type

Queue

Channel Type

Email

Contact Routing Settings

Queue Routing Type

Longest Available Agent

Note: Email only supports Longest Available Agent Routing.

Email Distribution

Add a Email Distribution Group to associate one or more teams with this queue. Add multiple groups to distribute emails to more teams as time in queue progresses.

+ Add Group

Advanced Settings

Service Level Threshold

0

hours

Maximum Time in Queue

0

hours

Time Zone (Routing Strategies Only)

Default (Tenant Time Zone)

Email EP Routing Strategy Configuration

Email Account

Routing Rules


- Keyword Analysis driven
- Email Subject Line Routing (with wildcards)
- Selection of Email Queues

Default Queue

Email Account

Create an email account that your customers can contact when reaching-out to your organization. Have your email server information available when completing this configuration. There is currently a limit of one Email Account per Email Entry Point.



[+ Add Email Account](#)

Email Account 

Email Routing Rules


Emails are routed using keywords or phrases in the subject line. Create Routing Rules that map subject lines to Email Queues. Rules are executed in the order they appear below, starting with rule 1. Drag the email routing rules to change their order.

[+ Add Routing Rule](#)

Order	Rule Name	IF Email Subject Contains	THEN Queue To	Action
1	Support or Assistance	support OR assistance	Email_Queue	 

Default Routing Rule

A Default Routing Rule is required to handle email's that don't satisfy any Rule

Default Routing Rule will Queue To 

Predefined Email Response

- Default email, that will be the default response when the agent reply to a customer.
- Can use a Macro to grab the name of the agent and the customer

The screenshot shows the 'StandardEmailResponse' configuration page. At the top, the 'Name' field is set to 'StandardEmailResponse' and the 'Status' toggle is 'On'. Below this is a text editor with the following content: 'Thanks for your email, \${CustomerName}', 'Best Regards from the Webex Contact Center Course!', and '\${AgentName}'. The text editor has a rich text toolbar. At the bottom, there is an 'Insert Macro' section with a description: 'Add macros to use variable content in the Predefined Email. The value of the variable changes based on the customer and agent involved in the interaction'. It includes a 'Variable Type' section with radio buttons for 'Customer Name' (selected) and 'Agent Name', and a 'Default Value' text field. At the bottom right of the 'Insert Macro' section is an 'Insert to Text Editor' button. At the very bottom of the page are 'Save' and 'Cancel' buttons.

Lab 13

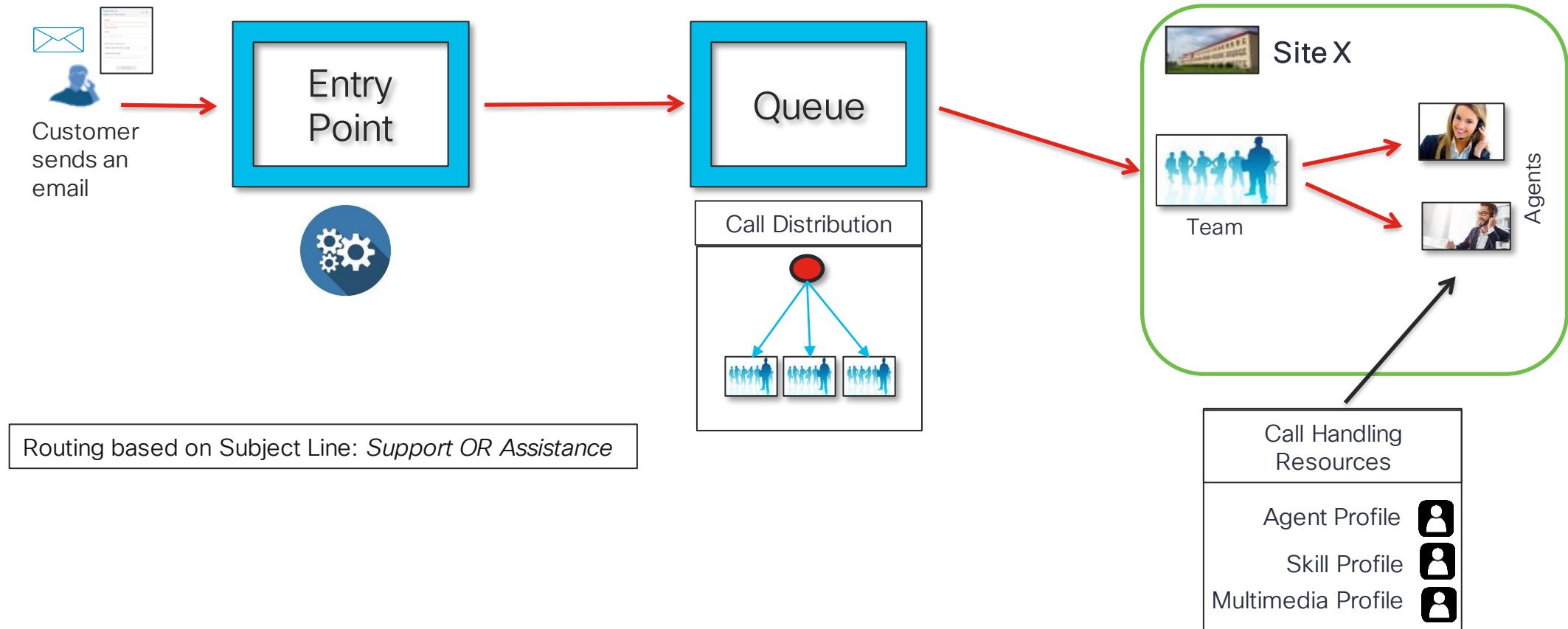
Configuring Email EP and Queue Routing Strategies

- *Estimated Time: 20 minutes*



LAB 13 Expected Outcomes

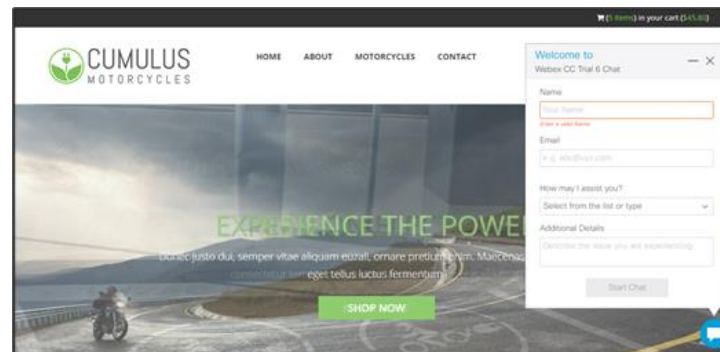
Email



Multimedia Chat Channel

Chat Treatment Order

- EP Routing Strategy
 - Chat Support Template
 - Chat Support Template with Customer Virtual Assistant
- Queue Routing Strategy
 - Routing Type
 - Schedule
 - Teams mapped to Queue
 - Agent mapped to Teams



Definitions

Chat

Chat Templates	They define customer support chat experience
Virtual Assistants	They can provide automated Chat support to customers
Chat Transcripts	Copy of the chat between the customer and the agent
Chat Reasons	Chat reasons are customer-facing options for a Website visitor to select before initiating a chat
Predefined Chat Responses	Canned responses (available in Resources) that can be used in specific Chat Entry Points (up to 50 per EP).

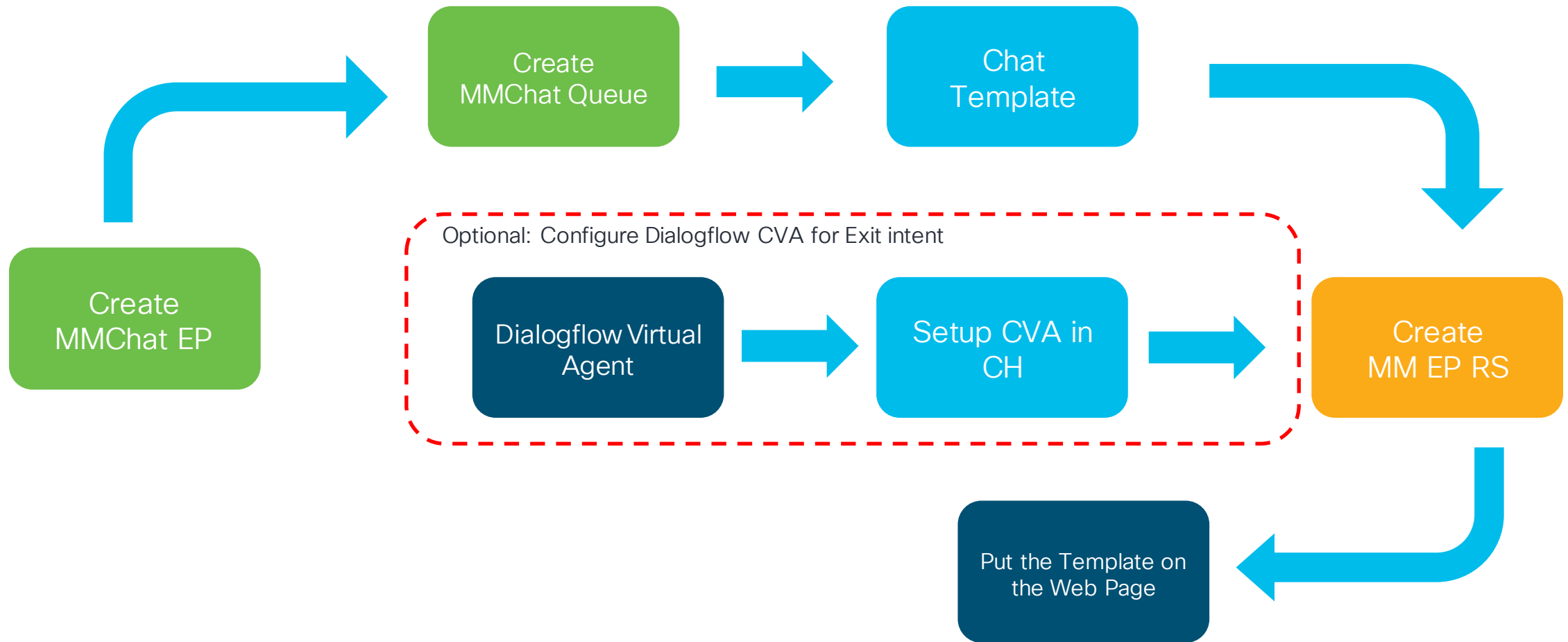
Definitions

Chat

Chat Status Messages	<p>Waiting Customers see these messages while waiting for an agent to respond to their message. In case of a Customer Virtual Assistant, this message indicates transition from automated support to human interaction.</p> <p>Chatting Customers see this if they minimize the chat window during an ongoing interaction.</p> <p>Left the Chat Customers see this when an agent exits the chat and ends the interaction.</p>
Proactive Prompts	Prompts used to operatively offer web chat with live agents to visitors to your web site.

Configuration for Multimedia Chat

Multimedia Chat Channel creation order



Chat Entry Point

Configuration

General Settings

Advanced Settings

- Service Level Threshold
- Time Zone

Entry Point

General Settings

Name

Chat_EP

Description

Type

Entry Point

Channel Type

Chat

Advanced Settings

Service Level Threshold

600

Time Zone (routing Strategies Only)

Default (Tenant Time Zone)

Chat Queue

Configuration

Queue Configuration

- Routing Type
- Distribution
- Service Level Threshold
- Max Time in Queue
- Time Zone

General Settings

Name

Description

Type

Queue

Channel Type

Chat

Contact Routing Settings

Queue Routing Type

Longest Available Agent

Note: Chat only supports Longest Available Agent Routing.

Chat Distribution

Add a Chat Distribution Group to associate one or more teams with this queue. Add multiple groups to distribute chats to more teams as time in queue progresses.

+ Add Group

Advanced Settings

Service Level Threshold

0

seconds

Maximum Time in Queue

0

seconds

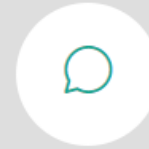
Time Zone (Routing Strategies Only)

Default (Tenant Time Zone)

Chat Configuration

Control Hub

- The configuration of the Chat Templates is performed in Customer CH Portal
- ChatTemplate
- Customer Virtual Assistant



Chat Template

Create a chat template that defines your customer support chat experience.



Virtual Agent

Create a virtual agent that can provide automated chat and voice support to customers.

Chat Support Template

EP Assignment

- Templates should be assigned to EPs (already created)
- Association between EPs and Chat Templates is 1:1
- Cards can be toggled to customize what screens customer will see when

The screenshot shows the 'Create Chat Template' window with a progress bar at the top. The progress bar has seven steps: Define Template (active), Proactive Prompt, Off-Hours, Customer Information, Virtual Agent, Branding and Identity, Status Messages, and Feedback. The main content area includes a text input for 'Provide a unique name for your Chat Template' with the value 'Chat Template Example'. Below this is a dropdown menu for 'Choose a preconfigured entry point' with 'Chat EP' selected. A note states 'Entry points already assigned to a Chat Template do not appear for selection.' The 'Customize Template' section has three toggle switches, all of which are turned on: 'Proactive Prompt' (Enable this option to initiate customer interaction using a proactive prompt), 'Off-Hours' (Enabling this options provides customers information using a proactive prompt), and 'Virtual Agent' (Enable a virtual agent to provide automated support and agent escalations). A 'Next' button is located at the bottom right.

Chat Support Template

Proactive Prompt

- It defines how long to wait until the prompt is shown to the customer
- It also defines what customer will see on the prompt when prompt is shown.
- The proactive prompt **will not pop up** during off hours or when no agents are available to assist

The screenshot displays the 'Create Chat Template' wizard in Webex Contact Center Expert. The progress bar at the top indicates the current step is 'Proactive Prompt, Off-Hours', with other steps including 'Define Template', 'Customer Information', 'Virtual Agent', 'Branding and Identity, Status Messages', 'Feedback', and 'Done'.

Proactive Prompt
Configure how long to wait until the prompt is shown to the customer as well as what they will see on the prompt when it is shown. The proactive prompt will not pop up during off hours and when no agents are available to assist.

The configuration area is divided into two sections:

- Preview:** Shows a chat bubble for user 'AAIBMStud16' with the message 'Chat with our solution specialists to help serve you better.' and two buttons: 'Not Now' and 'Chat Now'.
- Attributes:** Contains settings for the prompt:
 - Show Prompt After:** A dropdown menu set to '30 seconds'.
 - Title:** A text field containing 'AAIBMStud16'.
 - Message:** A text area containing the text 'Chat with our solution specialists to help serve you better.'

At the bottom right, there are 'Previous' and 'Next' navigation buttons.

Chat Support Template

Off-Hours Screen

- Screen shown to a customer during business off-hours
- Off-Hours Scheduled is defined in this screen
- Message is customizable
- Scroll down screen to view

The screenshot shows the 'Create Chat Template' interface with a progress bar at the top indicating the current step is 'Virtual Agent'. The main content area is divided into two panels: 'Preview' and 'Attributes'.

Preview Panel:

- Icon: A clock icon inside a circle.
- Message: "We are currently offline. Please try again during our business hours."
- Business Hours: "Monday - Friday", "Open 24 hours"
- Close button: A button labeled "Close".

Attributes Panel:

- Message: "We are currently offline. Please try again during our business hours."
- Business Hours: A row of buttons for days of the week (S, M, T, W, T, F, S). The 'M' through 'F' buttons are highlighted.
- Open 24 hours: A checkbox labeled "Open 24 hours" which is checked.
- Time Zone: A dropdown menu showing "United States: America/New_Y..." with a downward arrow.

At the bottom right of the interface are "Previous" and "Next" buttons.

Chat Support Template

Customer Info

- It customizes the screen a customer fills in to start a Chat with an Agent
- Email and Reason fields are mandatory

Create Chat Template

Define Template Proactive Prompt, Off-Hours Customer Information Virtual Agent Branding and Identity, Status Messages Feedback Done

This is the screen a customer fills in to start chat with an agent. Select a field in the Preview to change its attributes.

Preview

Welcome to
AAIBMSud16

Name
[Text Field]

Email
e.g. abc@xyz.com

How may I assist you?
Select from the list or type

Additional Details (Optional)
Describe the issue you are experiencing

Start Chat

Attributes

Required Field Optional Field

Label
How may I assist you?

Hint Text
Select from the list or type

Type
Category

Add category options that contain keywords from the names of your Expert Virtual Assistant spaces.

Add category options like Queries, Billing...

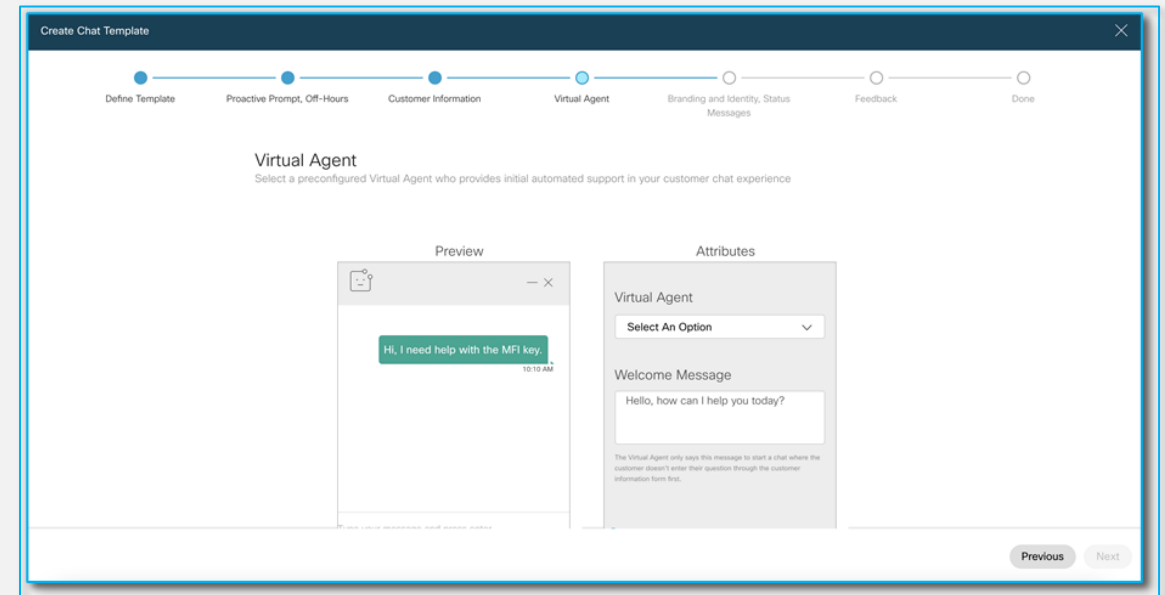
Add at least one category option.

Previous Next

Chat Support Template

Virtual Agent

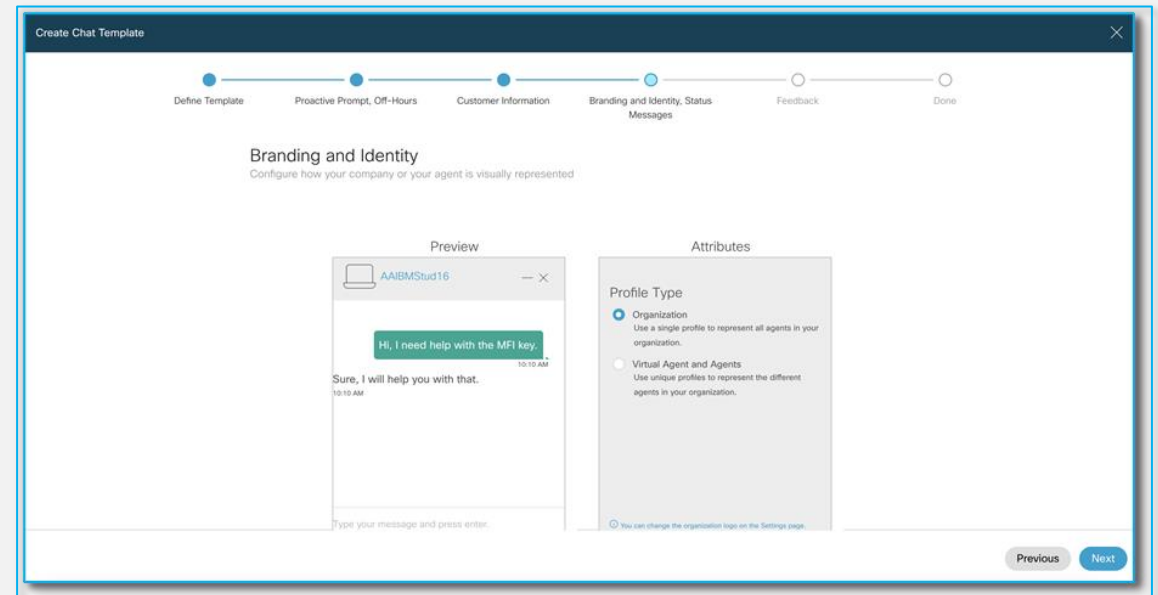
- If a Virtual Agent was selected, you can configure the Welcome message.
- Doesn't show if not requested.



Chat Support Template

Branding and Identity

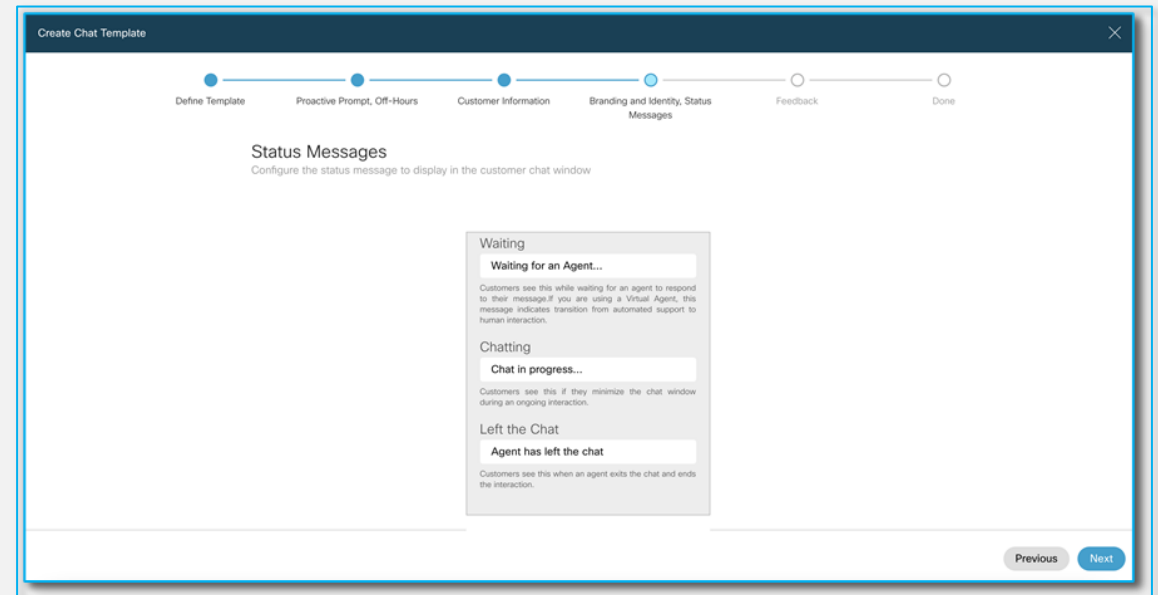
- Defines how company or agent is visually represented
- Message is customizable



Chat Support Template

Status Messages

- Defines the status message to display in the customer chat window
 - Waiting
 - Chatting
 - Left the Chat
- Scroll down to view



Chat Support Template

Feedback

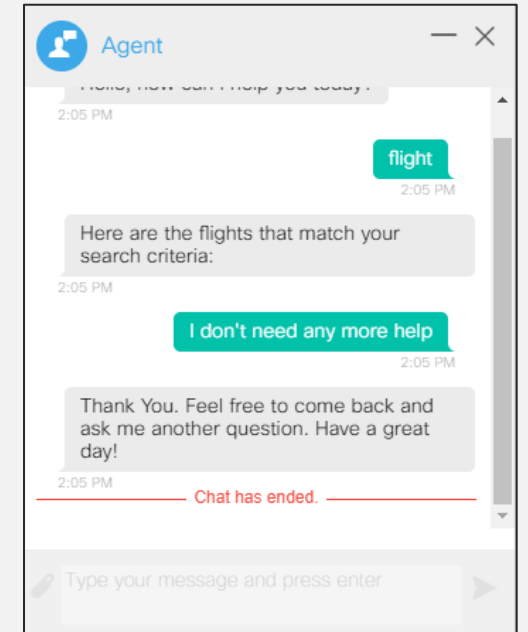
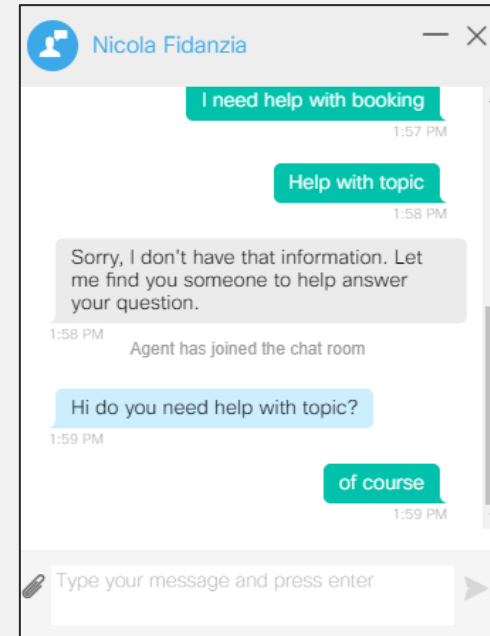
- Used to collect feedback from a customer after the chat ends
- Message is customizable

The screenshot displays the 'Create Chat Template' window, which is a multi-step process. The steps are: Define Template, Proactive Prompt, Off-Hours, Customer Information, Branding and Identity, Status Messages, Feedback, and Done. The 'Feedback' step is currently active, indicated by a blue dot. The interface is divided into two main sections: 'Preview' and 'Attributes'. The 'Preview' section shows a chat message template with the text 'Please rate your chat experience', a five-star rating system (four stars are filled, one is empty), a text input field for comments, and a 'Submit Feedback' button. The 'Attributes' section shows a 'Label' field with the text 'Please rate your chat experience', a 'Hint Text' field, and an 'Add comments' button. At the bottom right of the window, there are 'Previous' and 'Next' buttons.

Chat Virtual Assistant

Escalation and Handled Intents

- Escalation Intents trigger WXCC Agents in order to support Customers
- Handled Intents terminate the chat with a CVA



Chat EP Routing Strategy

Configuration

General Settings

Chat Routing Experience

- Customer Support Template (chosen in CH)

Chat Reason Queues

The screenshot displays the configuration interface for the Chat EP Routing Strategy. It is divided into two main sections: 'General Settings' and 'Chat Routing Experience'.

General Settings:

- Name:** Chat_EP_RS
- Enterprise Name:** Webex CC Training Org
- Entry Point:** Chat_EP

Chat Routing Experience:

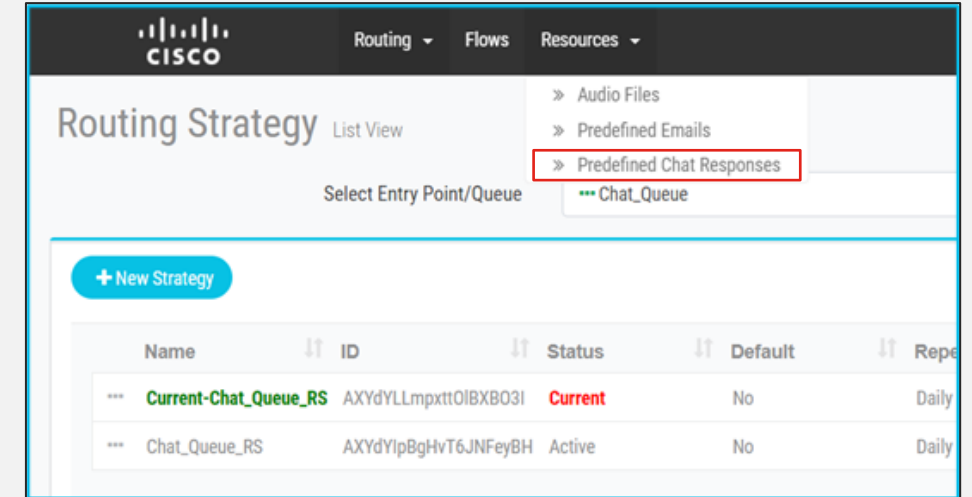
- Chat Template:** Flight Issue Chat (with an edit icon)
- Schedule:** America/New_York, Sunday,Monday,Tuesday,Wednesday,Thursday,Friday,Saturday, Open 24 Hours
- Chat Reason Mapping Details:** Below are the preconfigured Chat Reasons in the entry point's Chat template. Indicate which queue customers route to for each reason. Only queues with a Channel Type of 'Chat' are shown.
- Baggage:** Chat_Queue (dropdown menu) (vteam, A valid VTeam.)
- Flight Status:** Chat_Queue (dropdown menu) (vteam, A valid VTeam.)

At the bottom right, there are two buttons: 'Apply' (with a checkmark icon) and 'Reset' (with a circular arrow icon).

Chat Predefined Responses

Configuration

- Configurable via Routing Strategy Portal
- Assigned to Queues
- A Queue can have up 50 predefined Chat Responses per language



The screenshot shows the 'Predefined Chat Responses' configuration form. Fields include:

- Response Name: Welcome
- Status: On (toggle)
- Language: English (dropdown)
- Queue: All (dropdown)
- Content: Thanks for reaching out to us!
What can I do for you?

Below the content field, a note states: 'Select which queues can use the Predefined Chat Response. Each queue can have a total of 50 Predefined Chat Responses per language. Note that queues that have reached the limit will not be able to select from the list.'

At the bottom, there are 'Save' and 'Cancel' buttons.

Lab 14

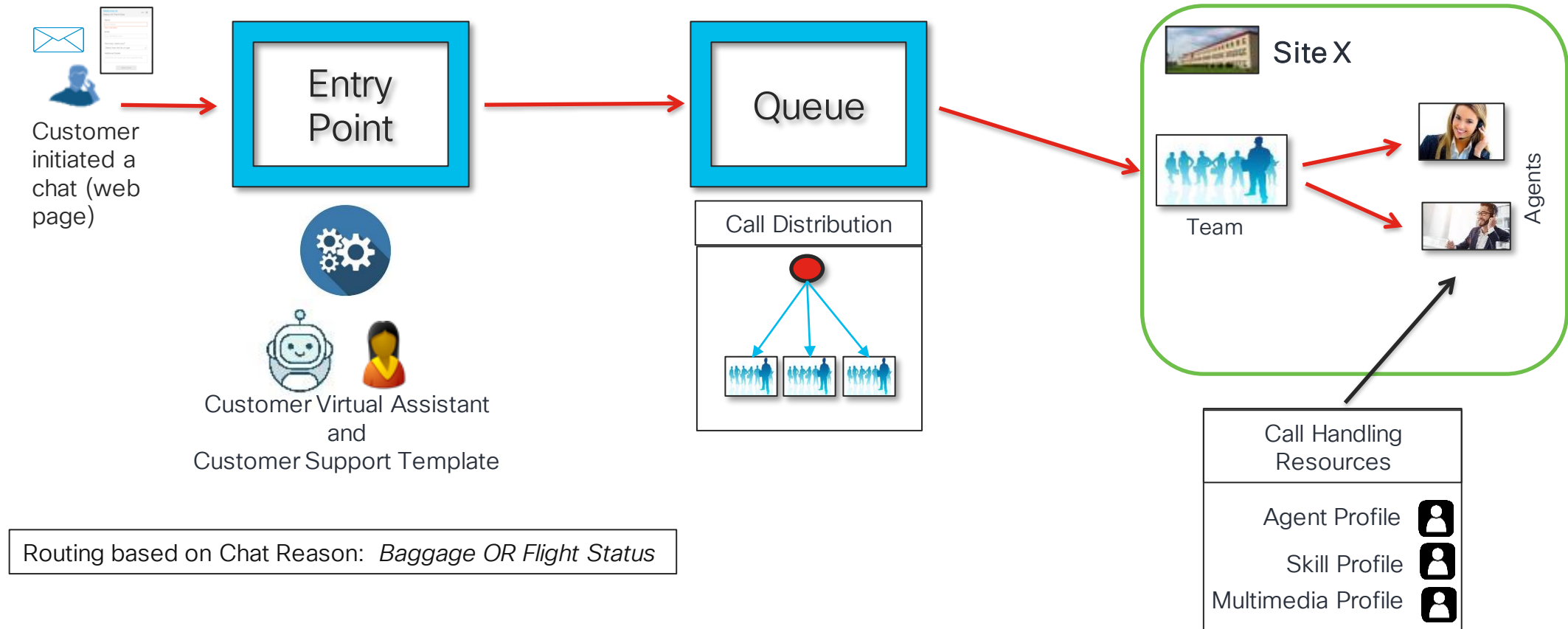
Configuring Chat Routing

- *Estimated Time: 20 minutes*



LAB 14 Expected Outcomes

Chat



Review Questions

True/False. An agent must be provisioned with the corresponding multimedia profile to receive the corresponding multimedia interaction.

True

True/False. Email interactions can be routed to Agents based on keywords.

True

Module Objectives

- Understanding the WXCC Multimedia Features and their Configuration for the following channels:
 - Chat
 - Email
- Being able to execute standard configuration

