

DevConnect Program

Application Notes for Imperium Inaipi Smart Social Media Connector with Avaya Aura® Contact Center 7.1 using Enterprise Web Chat - Issue 1.0

Abstract

These Application Notes describe the configuration steps required to integrate Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center using Enterprise Web Chat to allow messages to get passed from the customer using WhatsApp and Facebook Messenger front end web chat to Avaya Aura® Agent Desktop and from Web Chat Agents to customer.

Readers should pay attention to **Section 2**, in particular the scope of testing as outlined in **Section 2.1** as well as the observations noted in **Section 2.2**, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program.

1. Introduction

These Application Notes describe the configuration steps required to integrate Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center using Enterprise Web Chat (EWC) to allow messages to get passed from the customer using WhatsApp and Facebook Messenger front end web chat to Avaya Aura® Agent Desktop (AAAD) and from Web Chat Agents to customer.

The solution works along with Avaya Aura® Contact Center (AACC) on-premise infrastructure. The main component of this solution is the Inaipi Smart Social Media connector, where all the digital channels are integrated. Specific integrations with Facebook Messanger and WhatsApp chat through the AACC EWC API is the focus of this solution.

2. General Test Approach and Test Results

The general test approach was to verify the integration of Imperium Inaipi Smart Social Media connector and Avaya Aura® Contact Center via EWC API. The feature test cases focused on verifying the ability of WhatsApp and Facebook Messenger to process messages going between the agent and the customer via Inaipi Smart Social Media connector. Agents running AAAD can send/receive messages from their desktop.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointlydefined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

Avaya recommends our customers implement Avaya solutions using appropriate security and encryption capabilities enabled by our products. The testing referenced in these DevConnect Application Notes included the enablement of supported encryption capabilities in the Avaya products. Readers should consult the appropriate Avaya product documentation for further information regarding security and encryption capabilities supported by those Avaya products.

Support for these security and encryption capabilities in any non-Avaya solution component is the responsibility of each individual vendor. Readers should consult the appropriate vendor- supplied product documentation for more information regarding those products.

For the testing associated with these Application Notes, the interface between Avaya systems and the Imperium Inaipi Smart Social Media connector utilized enabled capabilities of WebSocket Secure (WSS) protocol over SSL/TLS.

This test was conducted in a lab environment simulating a basic customer enterprise network environment. The testing focused on the standards-based interface between the Avaya solution and the third-party solution. The results of testing are therefore considered to be applicable to either a premise-based deployment or to a hosted or cloud deployment where some elements of the third-party solution may reside beyond the boundaries of the enterprise network, or at a different physical location from the Avaya components.

Readers should be aware that network behaviors (e.g., jitter, packet loss, delay, speed, etc.) can vary significantly from one location to another and may affect the reliability or performance of the overall solution. Different network elements (e.g. session border controllers, soft switches, firewalls, NAT appliances, etc.) can also affect how the solution performs.

If a customer is considering implementation of this solution in a cloud environment, the customer should evaluate and discuss the network characteristics with their cloud service provider and network organizations and evaluate if the solution is viable to be deployed in the cloud.

The network characteristics required to support this solution are outside the scope of these Application Notes. Readers should consult the appropriate Avaya and third-party documentation for the product network requirements. Avaya makes no guarantee that this solution will work in all potential deployment configurations.

2.1. Interoperability Compliance Testing

The interoperability compliance test included both feature functionality and serviceability testing. The tests included:

- Inaipi Smart Social Media connector and Avaya Aura® Contact Center connection using EWC API via WSS.
- Customer interacting with WhatsApp and Facebook Messenger front end web chat and escalate to a live chat agent.
- Incoming text message triggers a web chat event, opening web chat tab for agent.
- Messages to/from web chat agent are routed through Inaipi Smart Social Media connector.
- Agents running AAAD reply to text messages in the web chat window, messages from the customer also appear in the same window.
- Multiple sessions can be handled with multiple available agents.
- AACC Web Chat feature: Transfer, Conference.
- Serviceability Verify the ability of Inaipi Smart Social Media connector to recover from disconnection and reconnection to the Avaya solution.

2.2. Test Results

The testing was successful. All test cases passed.

2.3. Support

Technical support can be obtained for the Imperium Inaipi Smart Social Media connector solution as follows:

Tel: +9714 2443417 Email: support@imperiumapp.com Web: <u>https://imperiumapp.com/contact</u>

3. Reference Configuration

Figure 1 illustrates a configuration with Inaipi Smart Social Media connector and Avaya Aura® Contact Center.



Figure 1: Inaipi Smart Social Media Connector with Avaya Aura® Contact Center

4. Equipment and Software Validated

The following equipment and software were used for the sample configuration provided:

Equipment/Software	Release/Version
	10.1.2
Avaya Aura® System Manager	10.1.3
Avaya Aura® Session Manager	10.1.3
Avaya Aura® Communication Manager	10.1.3
Avaya Aura® Contact Center	7.1.2
Avaya Aura® Agent Desktop running on a Windows 10	7.1.2
PCs	
Inaipi Smart Social Media Connector	1.0.12

5. Configuration of Avaya Aura® Contact Center

This section provides the procedures for configuring AACC. The procedures include the following areas:

- Verify license.
- Configure Enterprise Web Chat.

5.1. Verify License

Launch WebLM web interface and login with the relevant credentials and navigate to display installed licenses (not shown).

Select Licensed products \rightarrow CCTR \rightarrow Contact Center in the left pane, to display the Licensed Features screen in the right pane. Verify that Web Chat SDK license is on as shown below.

Licenses				
^	WebLM Home	Contact Center - Release: 7 - SID:	10103030	Standard
	Install license	You are here: Licensed Products > Contact(Center > View Licer	se Canacity
	Licensed products	License installed on: September 11, 2019 10:08:32 AM +07:00		ise capacity
	APPL_ENAB			+07:00
	► Application_Enablement			
	ASBCE	License File Host IDs: V7-67-C3-CF-17-1A-01		
	▶Session_Border_Controller_E_AE			
	AVP	Licensed Features		
	►AVP			
	CCTR	43 Items 🔐 Show 15 🗸		
	 ✓ ContactCenter 	Feature (License Keyword)	Expiration date	Licensed capacit
	View license capacity	Maximum AMS Zoning Quantity		
	View peak usage	VALUE_CCTR_AMS_ZONING_QUANTITY	March 8, 2020	1
	CE	Maximum License Managers VALUE_CCTR_PLICD	March 8, 2020	1
	► COLLABORATION_ENVIRONMENT	Maximum SIP Ports	March 8, 2020	100
	►Dialog_Designer	VALUE_CCTK_SIP_PORTS		
	MESSAGING	FEAT_CCTR_WEBCHAT_SDK	March 8, 2020	on

5.2. Configure Enterprise Web Chat

It is assumed that a fully working AACC is already in place with web chat routing and skillsets configured.

This section provides the procedures for configuring Enterprise Web Chat settings to enable Agent Desktop to handle EWC contacts.

Note: EWC works only if Contact Center is deployed on Communication Manager with a Voice and Multimedia Contact Server with or without AAMS, or a standalone Multimedia Contact Server.

Open a web session to the Contact Center server and log in with the proper credentials as shown below.

AVAYA	Contact Center - Manager	About
Contact Center - Manager		
	Login	
	User ID webadmin Password ••••••	
		Login

Click on Multimedia.

Lau			
	inchpad		
	O Contact Center Management	0	Configuration
	Access and Partition Management	(<u>©</u>)	Scripting
	Real-Time Reporting	(<u>©</u>)	Emergency Help
	Historical Reporting	(<u>©</u>)	Outbound
	Call Recording and Quality Monitoring	(<u>©</u>)	Multimedia
	Prompt Management		Click to show Multimedia

Select the Multimedia Server from the left pane and click on **Launch Multimedia Client** from the main window.

AVAY	4	Multimedia	Logged in user: webadmin Change Password Logout
View Status	Launchpad He	lp	
CCMM Servers	Multime	dia Administration	Server: AACC86
		Multimedia Administration URL http://AA Launch Multimedia Client Install prerequisite software Note: The Multimedia client requires prereq Multimedia application has never been run o	CC86/Admin/commadmin.application

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Select **Web Comms** in the left pane and then click **Config**. Click the **Enable Enterprise Web Chat** option.

CCMM Administration					
AVAVA	Web Comms Settings				\$
	Keep Alive Time:	0	Minute(s)	30	Second(s)
▲ Web Comms	Message Refresh:	3	Second(s)		
Config	Desirable Response:	30	Second(s)	(Customer Awaiting Age	ent)
Auto Phrases		60	Second(s)	(Agent Awaiting Custon	ner)
 Page Push URLs Web On Hold 	Consult Request Timeout:	30	Second(s)		
Comfort Messages Intrinsic Settings	Force Idle Customer Check:				
(a) monise seconds	Force Idle Customer Check Timeout:	180	Second(s)		
	Save Timestamp on Chat Messages:				
	Save Chat History:	V			
	Enable Transfer To Skillset:				
F-mail	Concurrent Chats Limit per Customer:	3			
Web Commo	Requested Call-backs Limit per Customer:	3			
Secial Nativorking	Chat Conversation —				
IM	E-mail chat log to Customer				
Voice Mail	CEnterprise Web Chat				
Fax	Enable Enterprise Web Chat:				
Scanned Documents	Chat session to survive a webpage refresh:				
Text Messaging (SMS)	External Web Server Domain:	chat.devconnect.com			
Workspaces Configuration	Transcript Filtering Web Service:				
Agent Desktop Configuration				Save	Cancel Help
General Administration					
Jser: webadmin Server Time: 2	2:51 AM Status:				

Click Save.

6. Deploy and Configure Inaipi Smart Social Media Connector

Inaipi Smart Social Media connector was deployed and configured by Inaipi engineer. Thus, not covered in these Application Notes.

7. Verification Steps

This section provides the tests that can be performed to verify correct configuration of Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center.

7.1. Verify Avaya Aura® Contact Center Services

From the Contact Center Voice Server, open **System Control and Monitor Utility**. Navigate across each of the tabs, paying special attention to any service that may not be running. The **CCMS** services are all showing green below, which indicates that the Contact Center Manager Server is fully operational.

â	System Control and Monitor Utility
avaya	Contact Center System Control and Monitor Utility
Contact Center LM Profile: default CCMS_MasterService MAS Service Manage MAS Service Daemo MAS Service Daemo MAS Security MAS Fault Manager MAS Security MAS Security MAS Config Manage NBNM_Service OAM_Service NBTSM_Service AUDIT_Service NINCCAudit_Service	CCMS CCMA CCT e TAO_NT_Naming_Service EB_Service er NDLOAM_Service RDC_Service m NCCOAM_Service HDC_Service Image: NITSM_Service ES_Service Image: NITSM_Service SDP_Service Image: NITSM_Service SDP_Service Image: NITSM_Service SDP_Service Image: NITSM_Service SDP_Service Image: NITSM_Service Image: NITSM_Service Image: NITSM_SErvice Image: CCMS_UNE_Service
<	
CCMS status: Started	
Start / Shut down	Advanced Enter password: Load profile Add service CCMS Save profile Add process
	Help View log Close

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From the Contact Center Voice Server and Multimedia Server, open **System Control and Monitor Utility**, check all **CCMM** services are all showing green as below.

System Co	ntrol and Monitor Ut	ility	- 0	x
AVAYA	Contact Cent System Contr	er ol and Mo	onitor Uti	lity
Contact Center CCMM Profile: default CCMMLMService CCMMStartService EmailManager CCMMEmailSchedulerService MCMC CCMMPOMProxyService CCMMPOMProxyService CCMMPOMBlendingService CCMMPOMReportingService CCMMPOMReportingService CCMMPOMReportingService CCMMPOMReportingService CCMMPOMReportingService CCMMPOMReportingService CCMMPOMReportingService Phonebook 				
CCMM status: Started				
Start / Shut down	Advanced			
Start CCMM CCMM	Enter password:	oad profile	Add servi Add proce	ce
Progress				
Ready				0%
	Help	View log	Clos	e

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7.2. Verify Imperium Inaipi Smart Social Media Connector Service

From the Inaipi Smart Social Media connector, verify that Imperium Inaipi Smart Social Media connector webhook service is up and running.

7.3. Log into Avaya Aura® Agent Desktop

From a client PC where AAAD is installed, open **Avaya Agent Desktop**. Enter the appropriate credentials and click on **OK**.

	Avaya Workplace ∅ – × Top of Mind ~ O Image: Constraint of the second
AVAYA Agent Desktop Version 7.1.2 Connecting to CCT	Image: Constraint of the start of the s
User Credentials User ID: vcagent01 Password: ******* Domain: aura.com	ی Spaces Sign in / Sign up >

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Once the application opens click on **Login** as shown below.



Log into Contact Center Multimedia, under the Multimedia tab, and click on Login.

O Agent01 VoiceChat (77001) - Tel:77001 L	ogged Out	≡*?-×
Pre	Enter Login details Telephony Multimedia Account Info Credentials ID: 77001 Password:	AVAYA Agent Desktop
	Login	Cancel

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O Agent01 VoiceChat (77001) - Tel:77001	Ready	≡*?-□×
2 % % WD	ノー 🔭 🕘 🔽 🛤 🍋 😏 🔚	AVAYA Agent Desktop
Customer Details Title Create Last Name		
Phone Edit Add		
	Previous Login: 10/16/2023 11:45 PM	

The following screen appears showing the agent logged in and **Ready**.

7.4. Verify AACC Agents can Receive Messages from Facebook

From Facebook, send a message to Inaipi application.



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Verify that AACC agent can receive new incoming request.

Ø Ager	nt02 VoiceChat (77002) - Tel:77002	Ready	≡ * ? - :	= x
n Alert	ing: WC_Default_Skillset			
		WC_Defa	uult_Skillset 00:00:00 🔘 🛞	
2 20 2		J-X # 0 % ₩ & 9 %	AVAYA Agent Des	ktop
Custom	ner Details			
Last Name	Cleate			
First Name				
Details	History CI Details Reviews			
		4		

AACC Agents accept and start webchat with Facebook Customer.

	G	*	6			Recycle Bin dec sunseer	
AVA	VA					Agent02 VoiceChat (77002) - Tel:77002 Ready	≡ * ? - = ×
		EMPOWE	R	ingipi		Working: WC_Default_Skillset	Z (i)
(#**		YOUR BUSINES	S WITH T CENTER	See Inaipi App ~	- ×	🔀 🌐 5955710254543130@facebook.com WC_Default_Skillset 00:01:28 🕕	\otimes
0	B		6		*	💄 🗞 🗞 📖 🗆 +919597059557102545431: 🤳 📲 🗶 🏪 🗶 🧐 🐁	AVAYA Agent Desktop
				23270		W VC6	
0		<u>(</u>)		Welcome to the Avava	quanty	Customer Details Customer Text Chat. ID: 52	
				Contact Center, How can I help you?		Last Name 2:22:45 AM (5955710254543130) Chatbot history - https://api.purplegrids.com/externalGW/av-	ava/enterprise/chat/transcript?
D	VIPI (462474)		() inalpiapp.com	Hello		Event Hold Control Contro	
	Inaini 4	Ann		Chis is facebook chat		Details History CI Details Reviews 2:23:47 AM (Agent) This is facebook chat 2:24:37 AM (Agent) This is facebook chat 2:24:37 AM (Agent) this facebook	
nalpi	173 likes • 184 f	ollowers	📞 Call	101	-		
				yeah thi is fa	Sent *		
About #	tentions Review	ws Followers Phot	os More •	I 4 2 2 4	e 10		

7.5. Verify AACC Agents Can Receive Messages from WhatsApp

From WhatsApp, send a message to Inaipi application. Verify that AACC agent can receive new incoming request.

Ø Ager	nt02 VoiceChat (77002) - Tel:77002	Ready		≡*?-□×
n Alert	ting: WC_Default_Skillset			
			WC_Default_Skillset 00:00:00	
2 20 2		ノース 🗏 🕒 🔽 💐 ね 🌖	A _{et}	AVAYA Agent Desktop
2 Custom	ner Details			
Title	Create			
Last Name				
First Name				
Details	History CI Details Reviews			
		•		

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AACC Agents accept and start webchat with customer using WhatsApp.



8. Conclusion

These Application Notes describe the configuration steps required for Imperium Inaipi Smart Social Media connector to interoperate with Avaya Aura® Contact Center. All feature functionality and serviceability test cases were completed successfully.

9. Additional References

This section references the Avaya and Imperium product documentation that are relevant to these Application Notes.

Product documentation for Avaya products may be found at http://support.avaya.com.

- 1. Administering Avaya Aura® Communication Manager, Release 10.1.x, Issue 6, June 2023
- 2. Administering Avaya Aura® Session Manager, Release 10.1.x, Issue 6, June 2023
- 3. Administering Avaya Aura® System Manager, Release 10.1.x, Issue 6, June 2023
- 4. Administering Avaya Aura® Application Enablement Services, Release 10.1.x, Issue 9, June 2023

Information regarding product documentation for Imperium Inaipi Smart Social Media Connector may be found at <u>https://imperiumapp.com/products/socialmedia</u>.

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