

Contact Pro 24q2

Show and Tell – March 2024





The 24q2 release shows that customer feedback has impact. We've put a great effort in improving Communication Panel resiliency in network connectivity issues. We've improved the Serving Status functionality in Dashboard, thanks to feedback from customer service team leaders.

We've also been able to develop something completely new in form of Event Driven Integrations. I'm sure our customers and system integrator partners will find it interesting and useful – and come up with new use cases.

Markku Helin, Head of Product Management, Sinch Contact Pro

Agenda

This 24q2 Show and Tell presentation is available on Sinch Contact Pro

[Community Pages](#).

And as always, list of all changes including corrections will be available on <https://docs.cc.sinch.com/>

1. **Communication Panel content and usability enhancements**
2. **Chat, messaging and email improvements**
3. **Dashboard content and usability enhancements**
4. **Sinch integrations for Contact Pro**
5. **Integration enablers and improvements**
6. **Miscellaneous improvements**

Communication Panel

content and usability enhancements



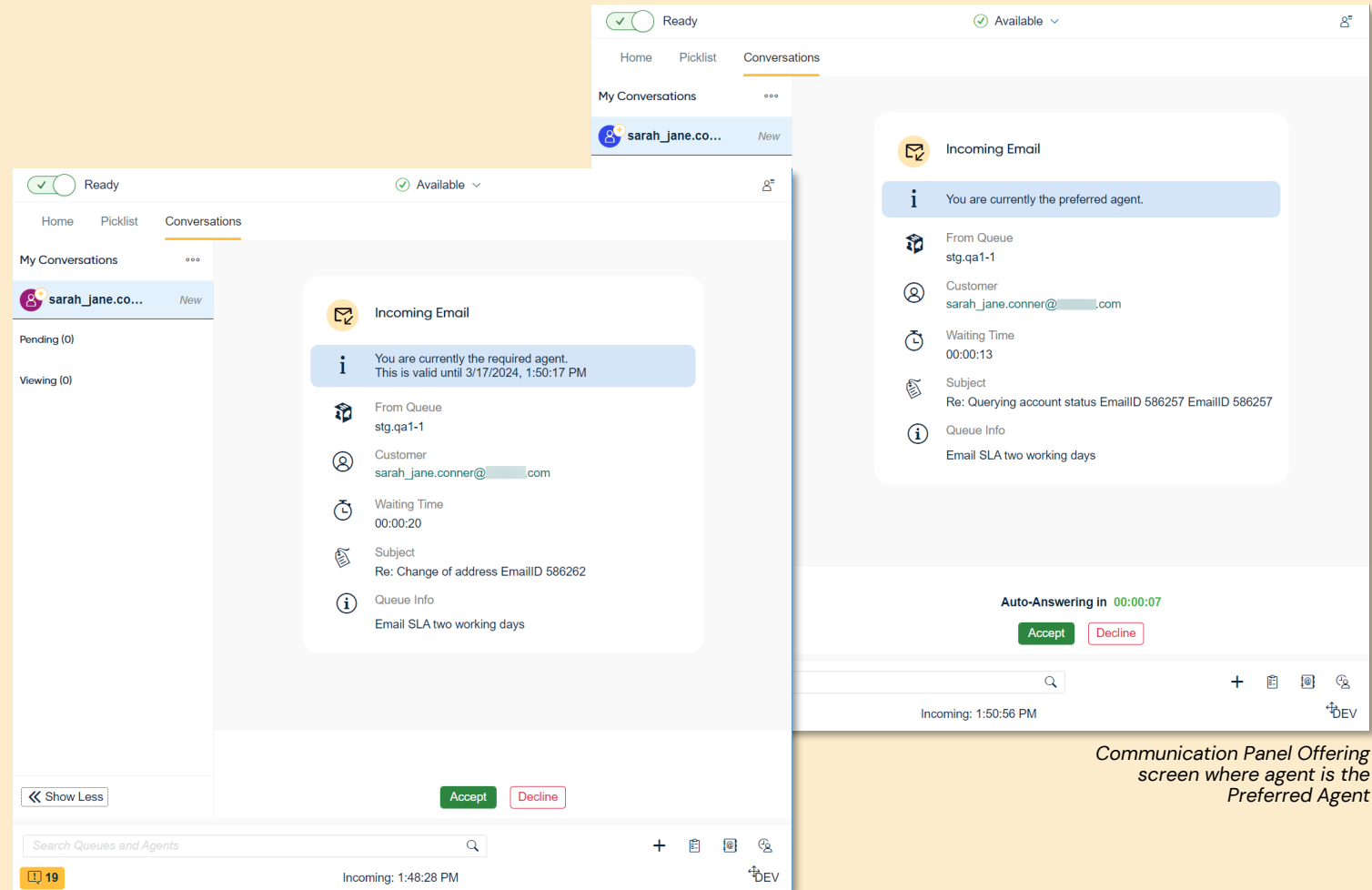
Offering screens improvements

Improvements to the conversation offering screens.

- Agents are informed via the offering screen when they are the Required Agent for a conversation
- Agents are informed via the offering screen when they are the Preferred Agent for a conversation
- Required agents are also informed of the expiry time for the requirement
- Picklist maintains displaying of expiry time for preferred and required agent (via tooltip)

Documentation about required and preferred agent functionality:

<https://docs.cc.sinch.com/cloud/preferred-and-required-agent/en/index.html>



Communication Panel Offering screen where agent is the Required Agent

Communication Panel Offering screen where agent is the Preferred Agent

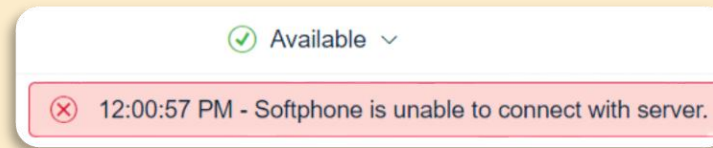
Improved handling in case of Network connection loss

Call capability improvement

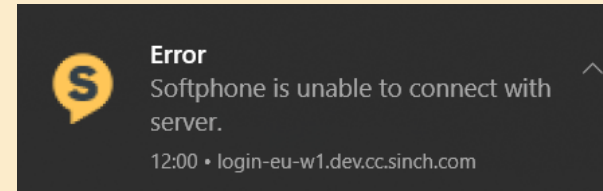
- Communication Panel requires a stable network for real time communications, like calls.
- There can be short breaks in workstation's network connectivity, for example, brief network loss.
- This has caused issues because the user has been unaware of network connectivity loss.
- Communication Panel now detects a network loss, and
 - In addition to notification in CP, user sees also an Operating System notification of the event.
 - Also, when network connectivity is recovered, user is notified both in CP and with OS notification.
- Clicking the OS notification will take the user to Communication Panel UI.

This feature requires browser permission for notifications.

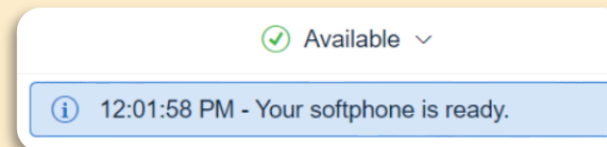
In case of CRM integration, permission should be granted for CRM web page.



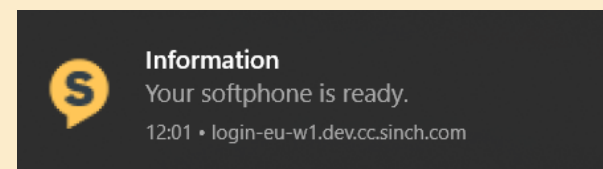
Notification in CP about connectivity issue.



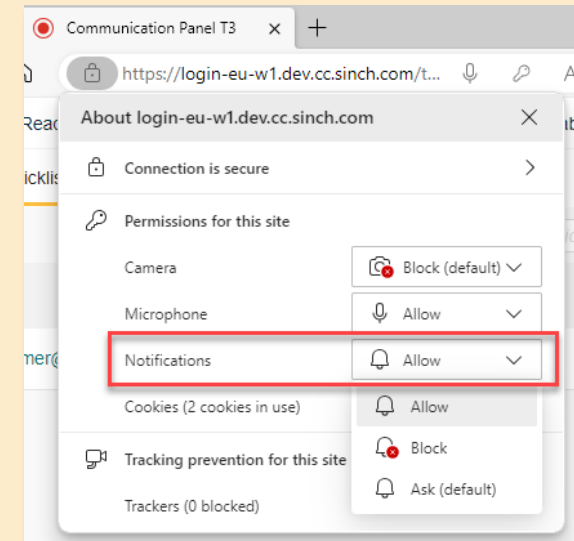
OS notification about connectivity issue.



Notification in CP about softphone recovery.



OS notification about softphone recovery.

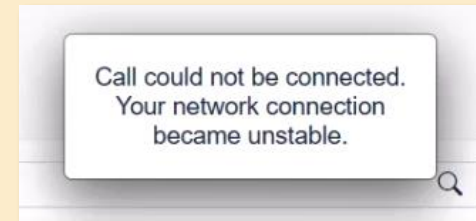


Granting notification rights in browser for the Contact Pro tenant-specific web page.

Improved handling in case of Network connection loss

Call capability improvement

- Communication Panel requires a stable network for real time communications, like calls.
- There can be short breaks in workstation's network connectivity, for example, brief network loss.
- This has caused issues especially with call allocation stage.
- Communication Panel now detects a network loss, and
 - If call is allocated and user does not have network connectivity, CP retracts (withdraws) the offering, and the call is allocated to the next best agent.
 - Conversation details shows this event with specific "NoPhone" reason. This event is not counted as user decline in reporting.



Toast message informing an issue occurred during the allocation

Conversation Details						<input type="checkbox"/> Show Technical Data
Time	Duration	Cumulative Duration	Event	State 1	State 2	
3/17/2024, 2:50:27 PM	00:00:00	00:00:00	Conversation is queueing	Queue name: Sinch Phone Queue1 +35817270		
3/17/2024, 2:50:52 PM	00:00:25	00:00:25	Conversation allocated to agent	Agent name: [redacted], Paul	Queue name: Sinch Phone Queue1 +35817270	
3/17/2024, 2:51:02 PM	00:00:09	00:00:35	Conversation no longer allocated	Queue name: Sinch Phone Queue1 +35817270	Reason: NoPhone	

Dashboard's conversation details records the event as 'NoPhone'

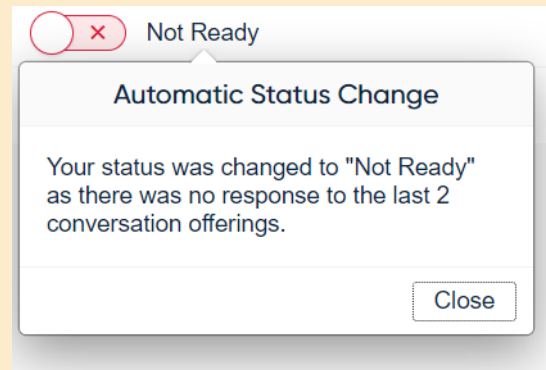
Notifications when user is set to Not Ready

Informing Communication Panel user about status change

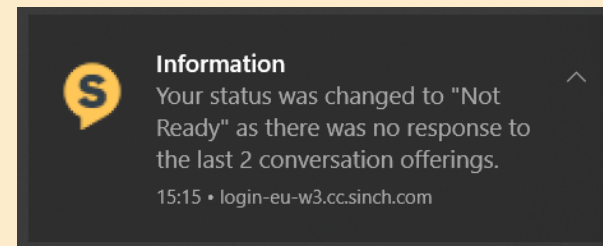
- Communication Panel can change user's status to Not Ready, if the user has forgotten himself/herself to Ready, and system is allocating conversations to that user.
- This has caused issues because the user has been unaware of the automatic status change, especially if CP window is not active and the ringing sounds are muted.
 - In addition to notification in CP, user sees also an Operating System notification of the Not Ready event.
- Clicking the OS notification will take the user to Communication Panel UI.

This feature requires browser permission for notifications.

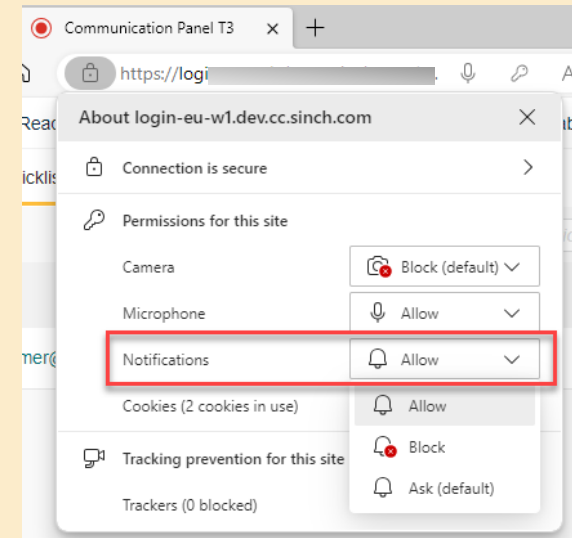
In case of CRM integration, permission should be granted for CRM web page.



Notification in CP Automatic Status Change



OS notification about user's status change to Not Ready.

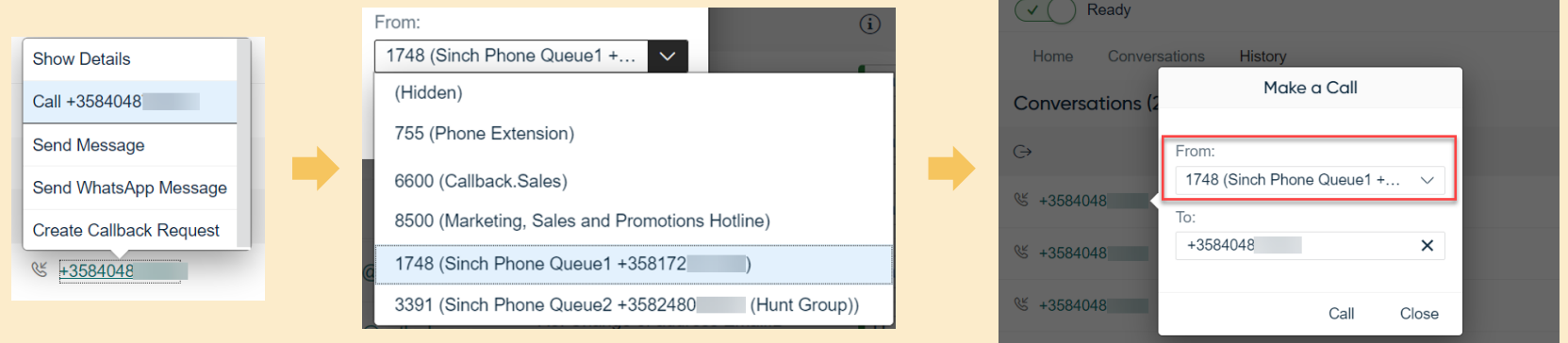


Granting notification rights in browser for the Contact Pro tenant-specific web page.

Smart Link allows user to select source number

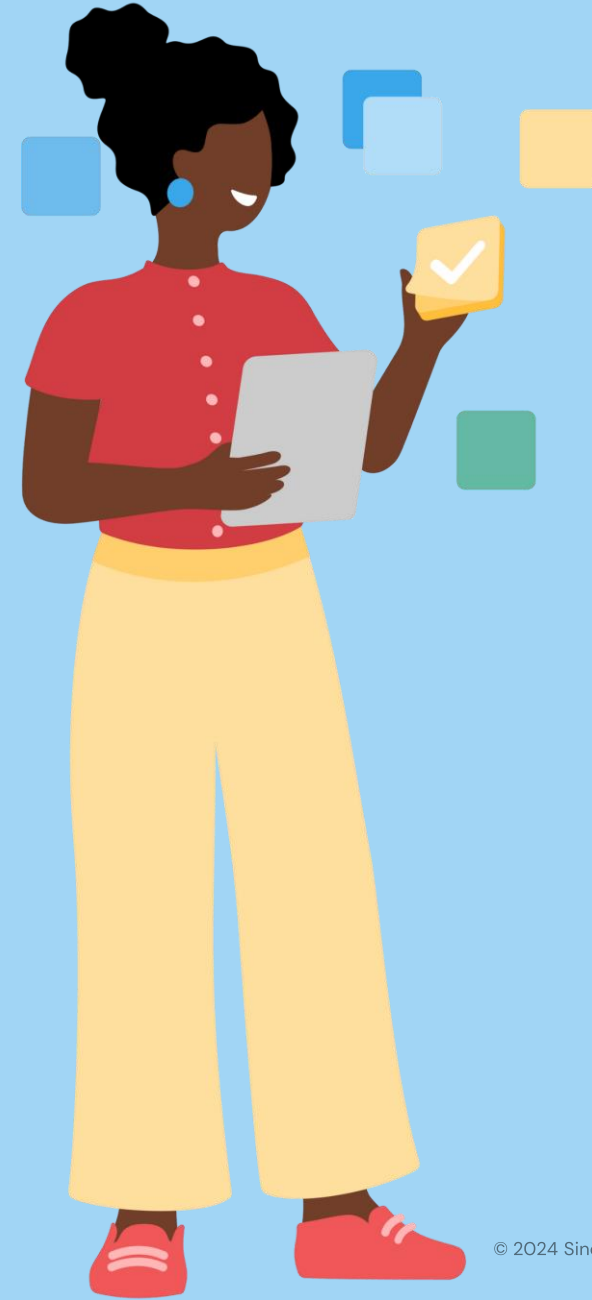
Usage when selecting Smart Link number:

- Agent is now able to select their calling 'from' number when using the Click to call action.
- 'From' dropdown list is populated based on user rights to call queues.
- Last selected 'From' number maintained thereafter.



Chat, messaging, and email

improvements



Email display name

System admin can now define sender name for email.

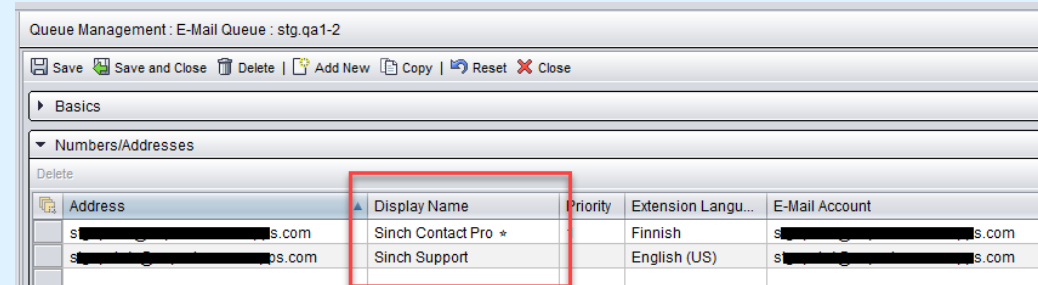
- Previously email send from Contact Pro looked like support@acme.com.
- With 24q2, you can define sender name in front of email, such as **Acme Support** <support@acme.com>

The sender's name can be defined for both queue and personal email address.

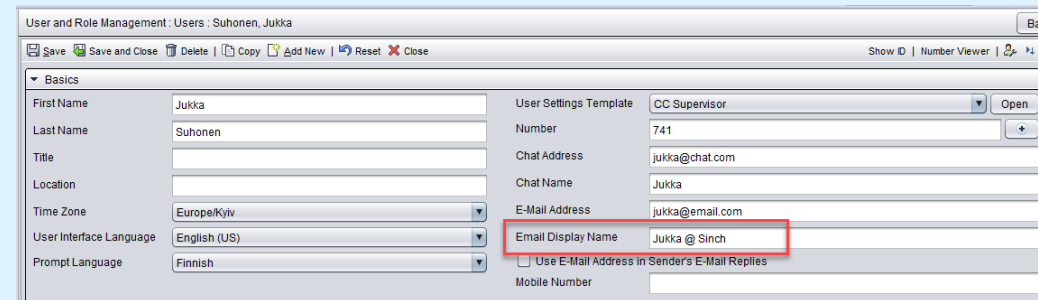
The feature works only with SMTP email sending method.

Note 1: Email prompts send by Contact Pro system do not support the display name and the display name cannot be used as search value. Searching for emails is with email address.

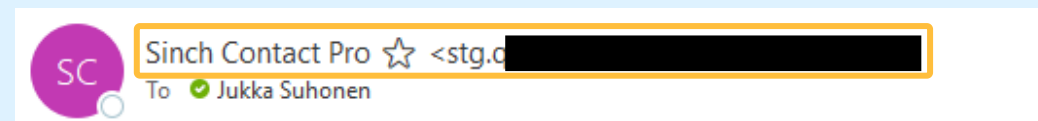
Note 2: Incoming email display name is not used as customer identifications. Customer identification is based on actual email address.



Email Display Name setting for Queue addresses in System Configurator



Email Display Name setting for Personal address in System Configurator



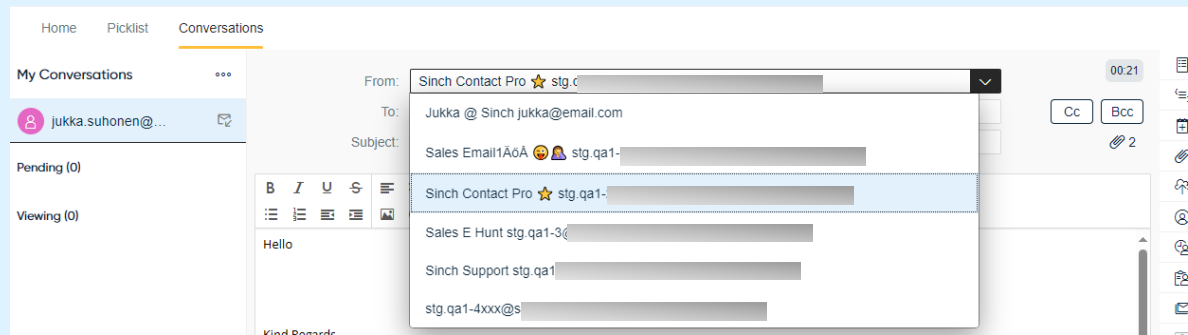
Example of received email showing the sender's name and address.

Email display name in Communication Panel

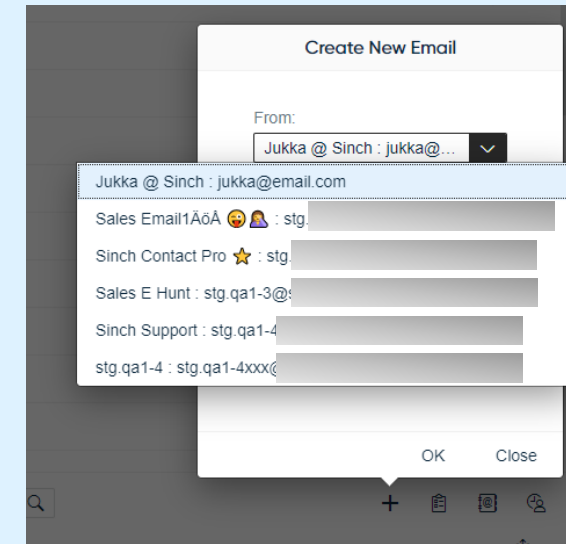
Email display name is shown in Communication Panel when

- Creating new email.
- Choosing the From-address for email

Pre-requisite is that email display name is defined in System Configurator.



Agent choosing From-address for outgoing email.



Agent creating a new email.

Dashboard

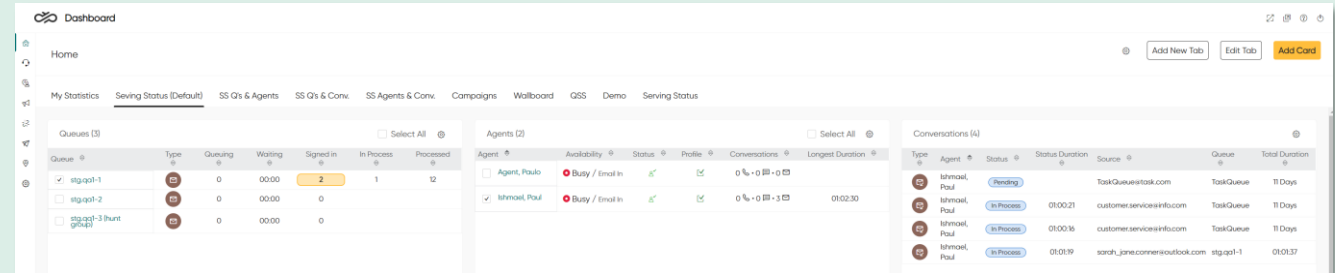
content and usability enhancements



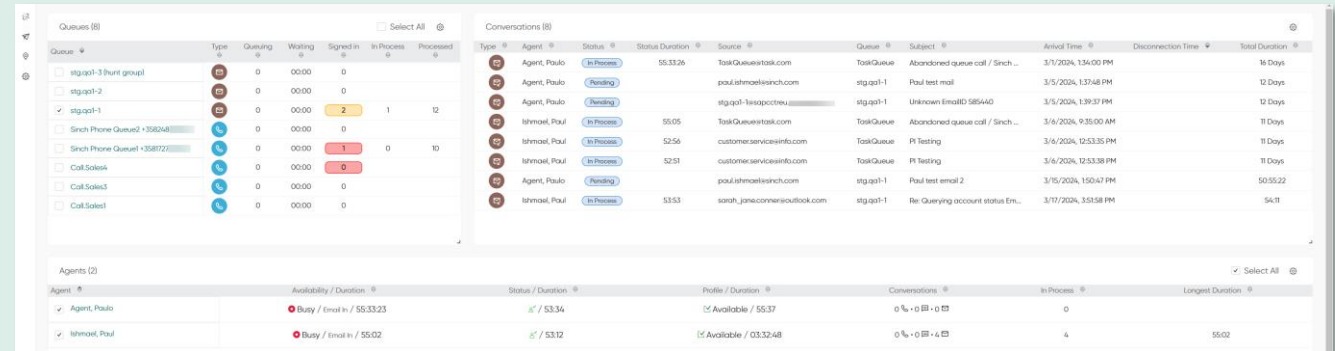
Serving Status

New view to Dashboard's Home view

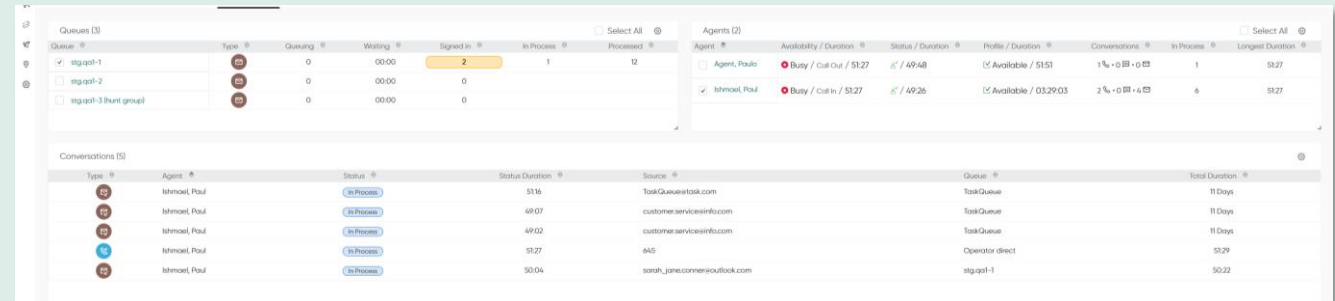
- Serving Status builds on customer feedback of its predecessor Queue Serving Status chart
- Keep updated about the status of your Queues, Agents and Conversations from one view
- Dynamic updating based on card selection made
- By default, only key information is shown
- Reposition & rescale cards within your Serving Status tab
- Agent statuses based on simply identifiable icons or icons with durations, if chosen



Default layout with equal vertical cards showing key info



Focus more on your queue stats and the conversations being handled



Queues statistics and Agent statuses being the focus

Serving Status – Getting Started

- Create new tab, add card Serving Status.
- Select your queues and relevant column data for your needs
- Default layout provides three vertically equally spaced cards Queues, Agents & Conversations

Edit Tab

Title:

26 characters remaining

Delete

OK
Cancel



Select Statistic

Type

Queue Serving Status

Serving Status

OK
Cancel



Card Settings: Queues

Queues Columns

Search queue groups or queues

Select Queue Group or Queues

- All Queues
- G2_Email
 - stg.qa1-1
 - stg.qa1-2
 - stg.qa1-3 (hunt group)

Remove Card
Undo

OK
Cancel

Dashboard

Add New Tab
Edit Tab
Add Card

My Statistics Serving Status

Queues (3)							Agents (0)					Conversations (0)							
Queue	Type	Queuing	Waiting	Signed in	In Process	Processed	Agent	Availability	Status	Profile	Conversations	Longest Duration	Type	Agent	Status	Status Duration	Source	Queue	Total Duration
<input type="checkbox"/> stg.qa1-1		0	00:00	2	1	12													
<input type="checkbox"/> stg.qa1-2		0	00:00	0															
<input type="checkbox"/> stg.qa1-3 (hunt group)		0	00:00	0															

Default layout of Serving Status.

Serving Status – Operation

1. From the Queues card select a queue, many queues or all queues to see the agents logged into those queues
2. From the Agents card select an agent, many agents or all agents to see conversations they are handling

Auto refreshing takes care of updating the queue, agent and conversation information

The screenshot displays the 'Serving Status' dashboard with the following data:

Queues (11)						
Queue	Type	Queuing	Waiting	Signed in	In Process	Processed
(Sinch Conv API) WhatsApp +44753...	📞	0	00:00	0		
Call.Sales1	📞	0	00:00	0		
Call.Sales3	📞	0	00:00	0		
Call.Sales4	📞	0	00:00	0		
Sinch Phone Queue1 +3	📞	0	00:00	0	0	10
SMS sinchconversation +46765	📞	0	00:00	0		
SMS sinchconversation +46765	📞	0	00:00	0		
stg.qa1-1	📞	0	00:00	2	1	12
stg.qa1-2	📞	0	00:00	0		
stg.qa1-3 (hunt group)	📞	0	00:00	0		
TaskQueue	📞	34	11 Days	1	0	0

Agents (2)					
Agent	Availability	Status	Profile	Conversations	Longest Duration
Agent, Paulo	🔴 Busy / Call Out	🟢	👍	1 📞 • 0 📧 • 0 📧	03:11
Ishmael, Paul	🔴 Busy / Call In	🟢	👍	2 📞 • 0 📧 • 4 📧	03:11

Conversations (5)						
Type	Agent	Status	Status Duration	Source	Queue	Total Duration
📞	Ishmael, Paul	In Process	03:00	TaskQueue@task.com	TaskQueue	11 Days
📞	Ishmael, Paul	In Process	00:51	customer.service@info.com	TaskQueue	11 Days
📞	Ishmael, Paul	In Process	00:46	customer.service@info.com	TaskQueue	11 Days
📞	Ishmael, Paul	In Process	03:11	645	Operator direct	03:14
📞	Ishmael, Paul	In Process	01:48	sarah_jane.conner@outlook.com	stg.qa1-1	02:07

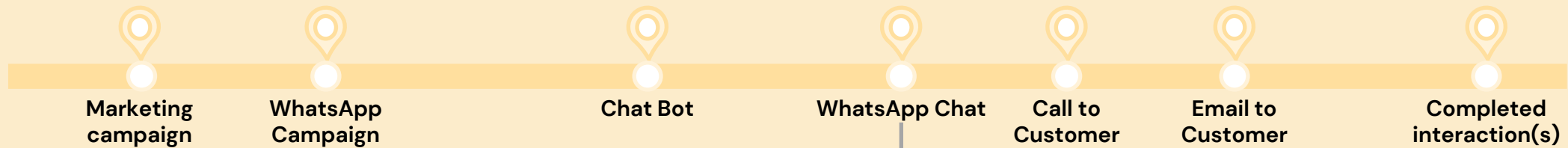
Serving Status is available as a 'Add Card' option, designed for usage with a dedicated tab.

Sinch Integrations

for Contact Pro customers

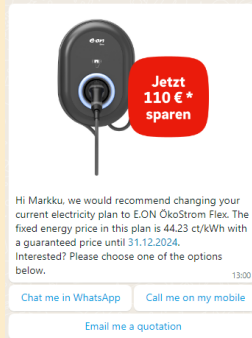


Sinch Campaigns Integration



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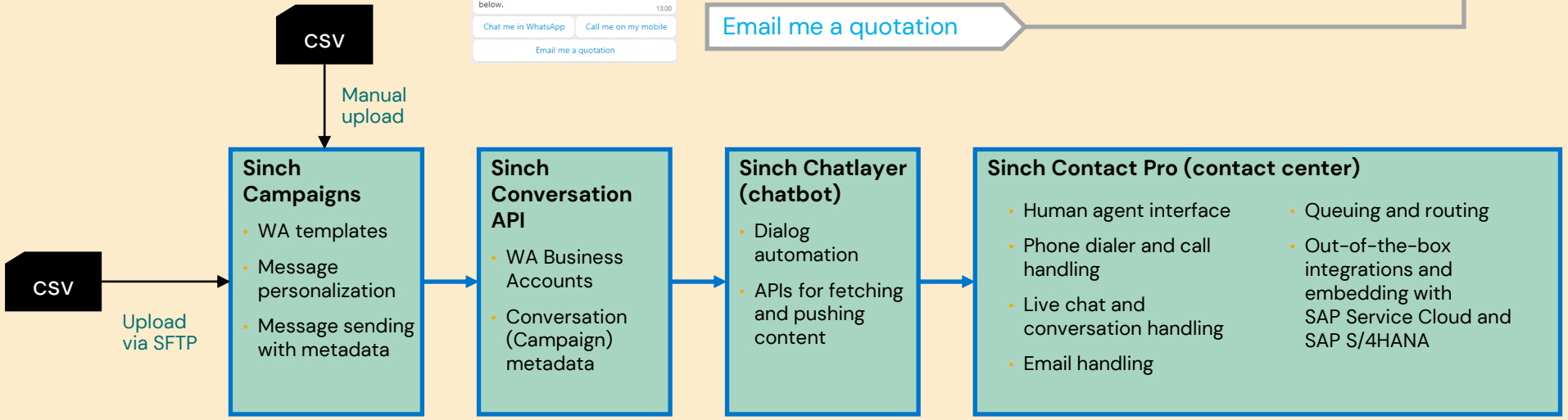
1 Mobile,user_id,Mobile SMS Opt-In,Product,Price,Valid Until,Media_url,First Name,Last Name,Email,City
2 358403510898,370791537,TRUE,E.ON ÖkoStrom Flex,44.23 ct/kWh,31.12.2024,https://www.eonplus.de/media/BildAngebot.png,Markku,Helin,markku@helin.fi,Kauniainen
3 358404862307,546094906,TRUE,E.ON Strom Öko,28.57 ct/kWh,31.03.2024,https://www.eonplus.de/media/BildAngebot.png,Mark,Cirrus,mark2.cirrus@gmail.com,Espoo
    
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Chat me in WhatsApp

Call me on my mobile

Email me a quotation



Sinch Campaigns Integration

Marketing campaign target list

WhatsApp Campaign

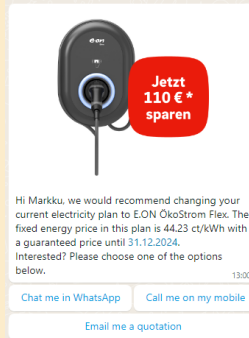
Chat Bot

WhatsApp Chat

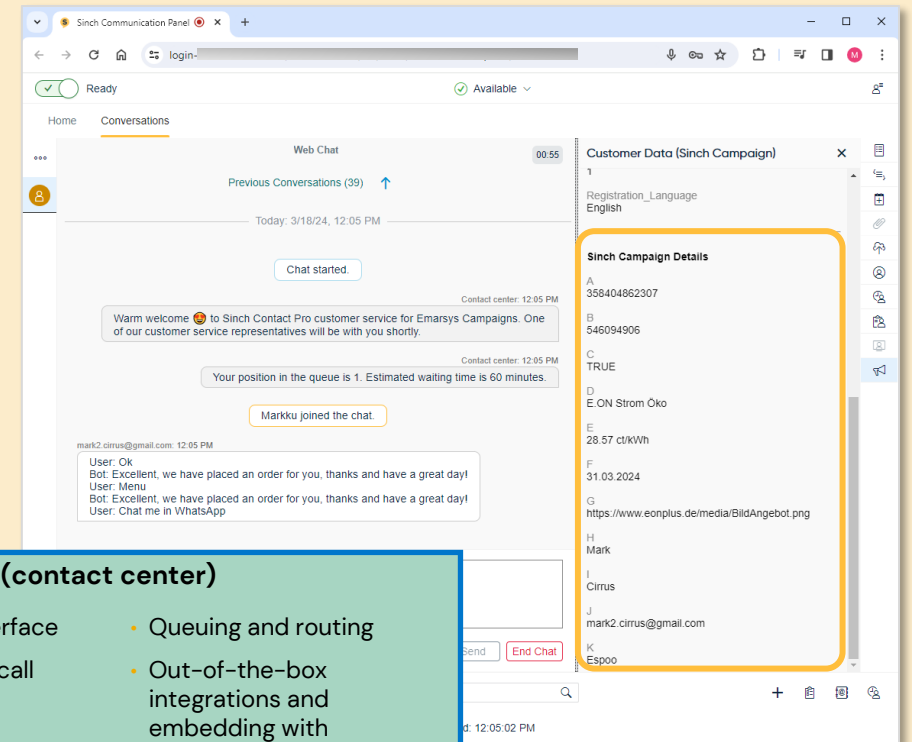
Completed interaction(s)

```

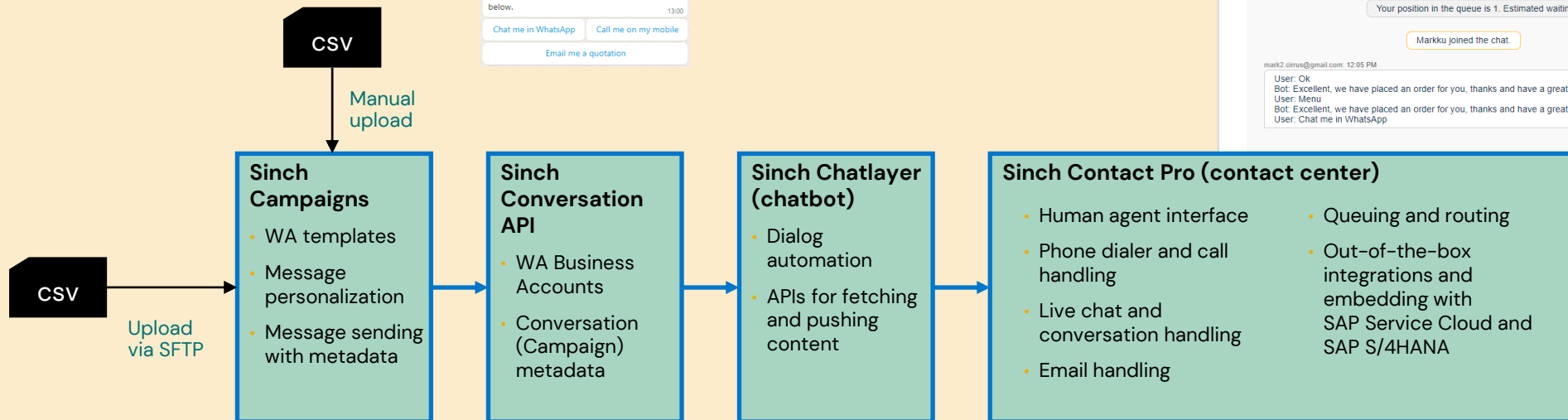
1 Mobile,user_id,Mobile SMS Opt-In,Product,Price,Valid Until,Media_url,First Name,Last Name,Email,City
2 358403510898,370791537,TRUE,E.ON ÖkoStrom Flex,44.23 ct/kWh,31.12.2024,https://www.eonplus.de/media/BildAngebot.png,Markku,Helin,markku@helin.fi,Kauniainen
3 358404862307,546094906,TRUE,E.ON Strom Öko,28.57 ct/kWh,31.03.2024,https://www.eonplus.de/media/BildAngebot.png,Mark,Cirrus,mark2.cirrus@gmail.com,Espoo
    
```



Chat me in WhatsApp



Communication Panel with customer's WhatsApp chat and Extension area displaying Campaign Details



Sinch Campaigns Integration

Marketing campaign target list

WhatsApp Campaign

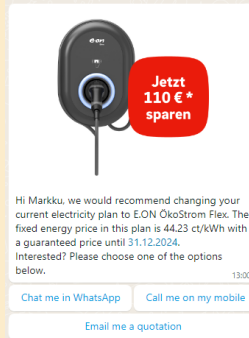
Chat Bot

Call to Customer

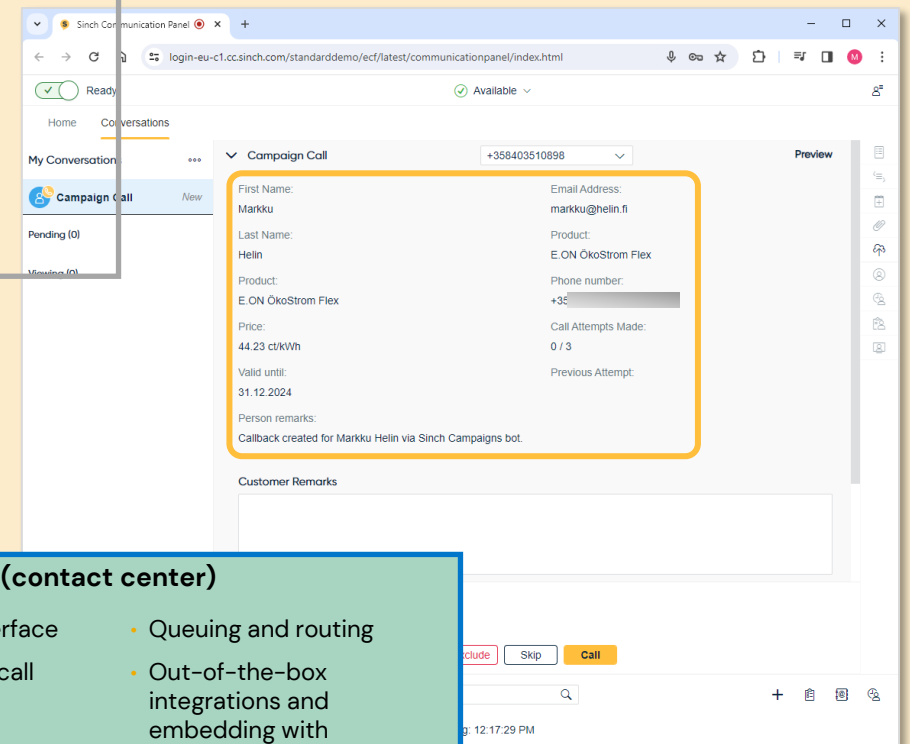
Completed interaction(s)

```

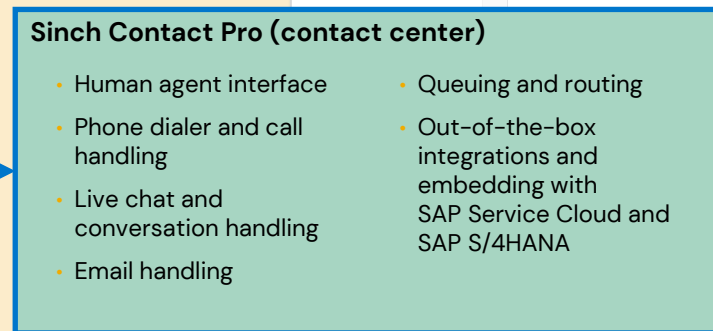
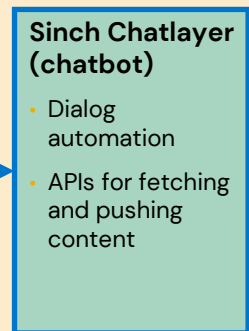
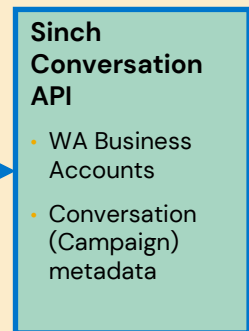
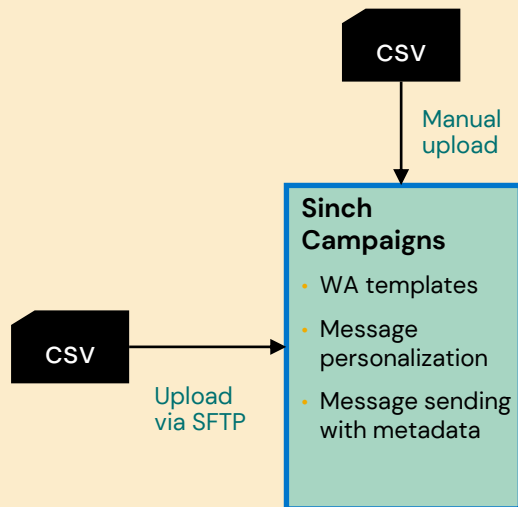
1 Mobile,user_id,Mobile SMS Opt-In,Product,Price,Valid Until,Media_url,First Name,Last Name,Email,City
2 358403510898,370791537,TRUE,E.ON ÖkoStrom Flex,44.23 ct/kWh,31.12.2024,https://www.eonplus.de/media/BildAngebot.png,Markku,Helin,markku@helin.fi,Kauniainen
3 358404862307,546094906,TRUE,E.ON Strom Öko,28.57 ct/kWh,31.03.2024,https://www.eonplus.de/media/BildAngebot.png,Mark,Cirrus,mark2.cirrus@gmail.com,Espoo
    
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Call me on my mobile



Communication Panel with campaign call in preview mode. Campaign details shown to the agent prior calling.



Sinch Campaigns Integration

Marketing campaign target list

WhatsApp Campaign

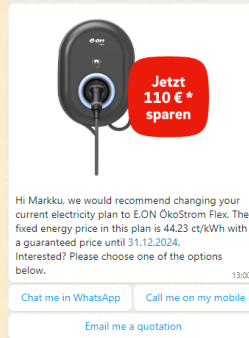
Chat Bot

Email to Customer

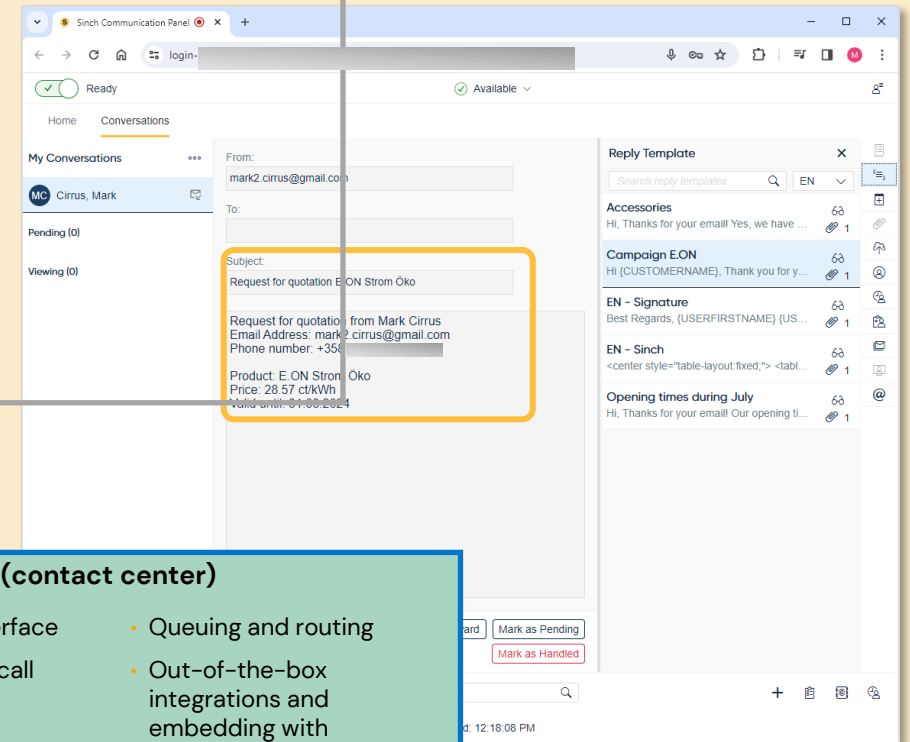
Completed interaction(s)

```

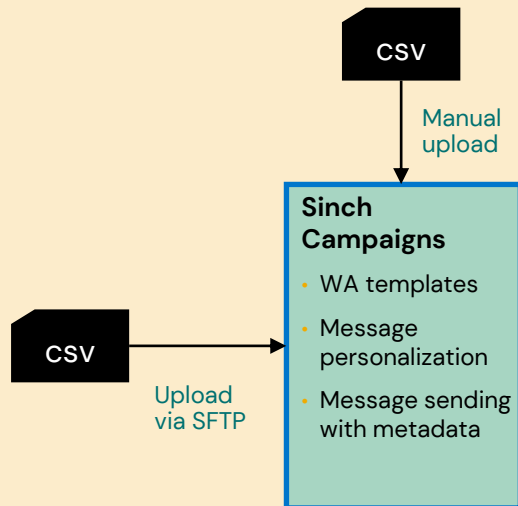
1 Mobile_user_id,Mobile SMS Opt-In,Product,Price,Valid Until,Media_url,First Name,Last Name,Email,City
2 358403510898,370791537,TRUE,E.ON ÖkoStrom Flex,44.23 ct/kWh,31.12.2024,https://www.eonplus.de/media/BildAngebot.png,Markku,Helin,markku@helin.fi,Kauniainen
3 358404862307,546094906,TRUE,E.ON Strom Öko,28.57 ct/kWh,31.03.2024,https://www.eonplus.de/media/BildAngebot.png,Mark,Cirrus,mark2.cirrus@gmail.com,Espoo
    
```



Email me a quotation



Communication Panel with Email showing customer's details. Agent can write an email to customer using campaign specific reply template and/or free text.



Sinch Campaigns

- WA templates
- Message personalization
- Message sending with metadata

Sinch Conversation API

- WA Business Accounts
- Conversation (Campaign) metadata

Sinch Chatlayer (chatbot)

- Dialog automation
- APIs for fetching and pushing content

Sinch Contact Pro (contact center)

- Human agent interface
- Phone dialer and call handling
- Live chat and conversation handling
- Email handling
- Queuing and routing
- Out-of-the-box integrations and embedding with SAP Service Cloud and SAP S/4HANA

Integrations

enablers and improvements

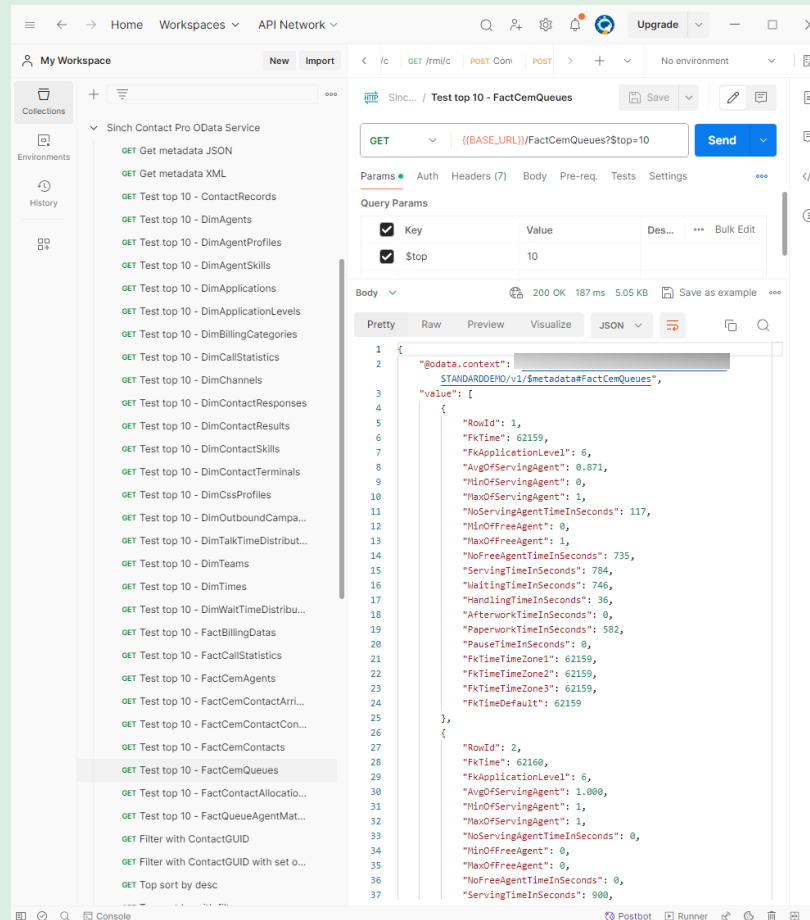


Open Data Protocol a.k.a. OData

OData enables you to consume Contact Pro reporting data in any OData compatible solutions and link with other business data.

We invite our customers to start using Contact Pro OData service. To enable the feature, please create a support ticket.

- We are working to extend capabilities and finetuning the service. Service interruptions possible without notice.
- Supported OData versions are 3.0 & 4.0
- User with required right has access to all reporting data
- Content data excluded by default, can be enabled per request
 - Chat content
 - CAD content
 - Internal remarks content
 - Script results content

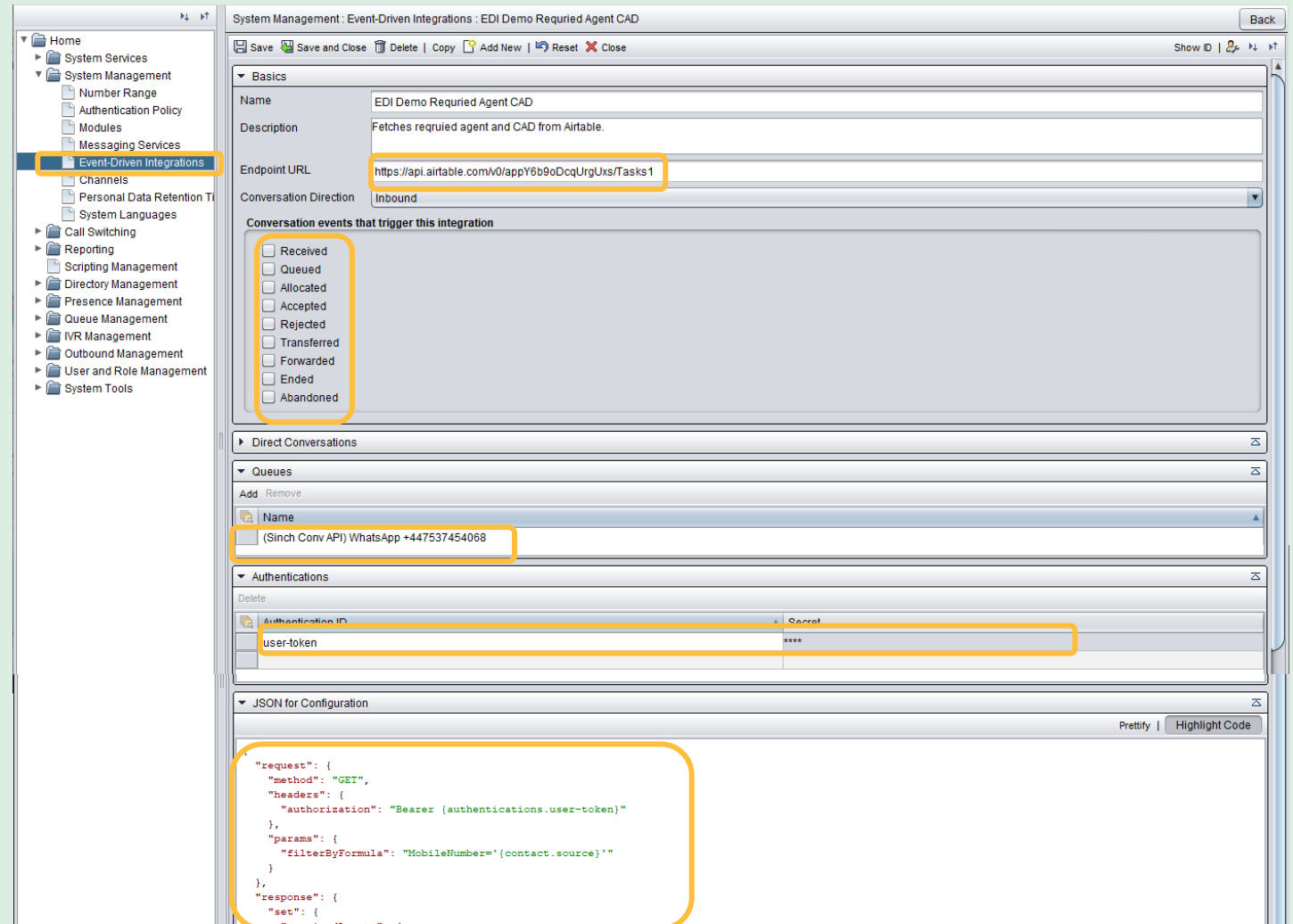


OData Collection in Postman, here top 10 from FactCEM Queues



Event Driven Integration Framework (EDI)

- Low code integration framework, with No or Low programming skills required to configure the Event-Driven Integrations.
- EDI Integrations are configured in System Configurator, providing multiple options for connecting with external services on all conversation life cycle events.
- Configure external end point details, credentials, Queues for the integration and a JSON specifications to drive the integration.
- Support for GET, POST, and PUT methods along with query params, http headers and Basic authentication.
- Phone and Chat channel including social channels supported in 24Q2 release.



EDI use cases (1)

	A MobileNumber	A RequiredAgent	A PreferredAgent	A VIPQueueAddress	# BonusPoints	A City	A Address	A LastHandledAgent	LastContacted	A ConversationID
1	+35840357	Agent@sinch.com		01GG5BNSV762SP1TYEJ @whatsapp.sinchconversation.com	100,000.0	Espoo	Linnoitustie 4, 02600	Agent@sinch.com	2024-03-05 14:23	364C5A75DAEB11EEAA778D:

AirTable used for Demo

EDI can be used for agent selection (required/preferred agent) and for importing Contact Attached Data (CAD):

- **Agent Selection:** Ability to fetch the Required or Preferred agent from an external source and use that data for agent selection.
- **Import CAD:** Ability to fetch Conversation Attached Data (CAD) from external sources like CRM, Marketing cloud, or CDP, and present it to an agent to facilitate efficient customer engagement.
- **Easy to debug:** Ability to present the external source request details and response results in the CAD to agent for easy troubleshooting of the integrations.

```

Save Save and Close Delete | Copy Add New | Reset Close Show ID
JSON for Configuration
Prettify Highlight Code
{
  "request": {
    "method": "GET",
    "headers": {
      "authorization": "Bearer {authentications.user-token}"
    },
    "params": {
      "filterByFormula": "MobileNumber='{contact.source}'"
    }
  },
  "response": {
    "set": {
      "requiredAgents": {
        "agents": [
          "{response.body.records[0].fields.RequiredAgent}"
        ],
        "timeout": 90
      }
    },
    "save": {
      "Record": "{response.body.records[-1]}",
      "debug": {
        "method": "{method}",
        "url": "{url}",
        "params": "{query_params}",
        "status": "{response.status}"
      }
    }
  }
}

```

JSON configurations for Agent Selection, add Debug info to CAD

EDI use cases (2)

	A MobileNumber	A RequiredAgent	A PreferredAgent	A VIPQueueAddress	# BonusPoints	A City	A Address	A LastHandledAgent	LastContacted	A ConversationID
1	+35840357	Agent@sinch.com		01GG5BNSV762SP1TYEJ@whatsapp.sinchconversation.com	100,000.0	Espoo	Linnoitustie 4, 02600	Agent@sinch.com	2024-03-05 14:23	364C5A75DAEB11EEAA778D

AirTable used for Demo

EDI can be used for pre-routing and queue selection:

- **Queue Selection:** Ability to influence which queue a conversation is routed to by querying an external source and utilizing that data during queue selection.
- **Conditional statements:** Ability to embed complex logic into integrations by applying conditional statement that can utilize conversation data and data from external sources.

```

Save Save and Close Delete | Copy Add New | Reset Close Show ID | Prettify | Highlight Code
{
  "request": {
    "method": "GET",
    "condition": "contact.get_attached_data()['Record']['fields']['BonusPoints'] > 100001",
    "headers": {
      "authorization": "Bearer {authentications.user-token}"
    },
    "params": {
      "filterByFormula": "MobileNumber='{contact.source}'"
    }
  },
  "response": {
    "set": {
      "queue": {
        "address": "{response.body.records[0].fields.VIPQueueAddress}"
      }
    }
  }
}

```

JSON Specifications for Queue selection and usage of Conditional statements.

EDI use cases (3)

	A MobileNumber	A RequiredAgent	A PreferredAgent	A VIPQueueAddress	# BonusPoints	A City	A Address	A LastHandledAgent	LastContacted	A ConversationID
1	+35840357	Agent@sinch.com		01GG5BNSV762SP1TYEJ @whatsapp.sinchconversation.com	100,000.0	Espoo	Linnoitustie 4, 02600	Agent@sinch.com	2024-03-05 14:23	364C5A75DAEB11EEAA778D

AirTable used for Demo

EDI can be used for post-conversation data / content updates and for dispatching surveys:

- **Webhook:** Post Conversation updates to a webhook or external services on various conversation events, utilize the conversation data in your custom applications according to the business requirements.
- **Dispatch Surveys:** Ability to dispatch surveys on the conversation life cycle events. Contact Pro CMI API and Sinch Conversation API both can be utilized in JSON specification to send survey messages.

```

JSON for Configuration
{
  "request": {
    "authentication": {
      "type": "basic"
    },
    "method": "POST",
    "headers": {
      "x-api-key": "{authentications.api-key}"
    },
    "body": {
      "destinations": {
        "destination": [
          {
            "address": "{contact.source}"
          }
        ]
      }
    }
  },
  "message": "Appologies for the long queuing times, See you again very soon!",
  "source": "01GMQVP05KE3X2GXH0JHWWF4S4.46765146780@sms.sinchconversation.com",
  "subType": "sms"
}

```

```

JSON for Configuration
{
  "request": {
    "method": "PATCH",
    "headers": {
      "authorization": "Bearer {authentications.user-token}"
    },
    "body": {
      "performUpsert": {
        "fieldsToMergeOn": [
          "MobileNumber"
        ]
      },
      "records": [
        {
          "fields": {
            "MobileNumber": "{contact.source}",
            "ConversationID": "{contact.id}",
            "LastHandledAgent": "{contact.agent.chat_address}",
            "LastContacted": "{contact.created}"
          }
        }
      ]
    }
  }
}

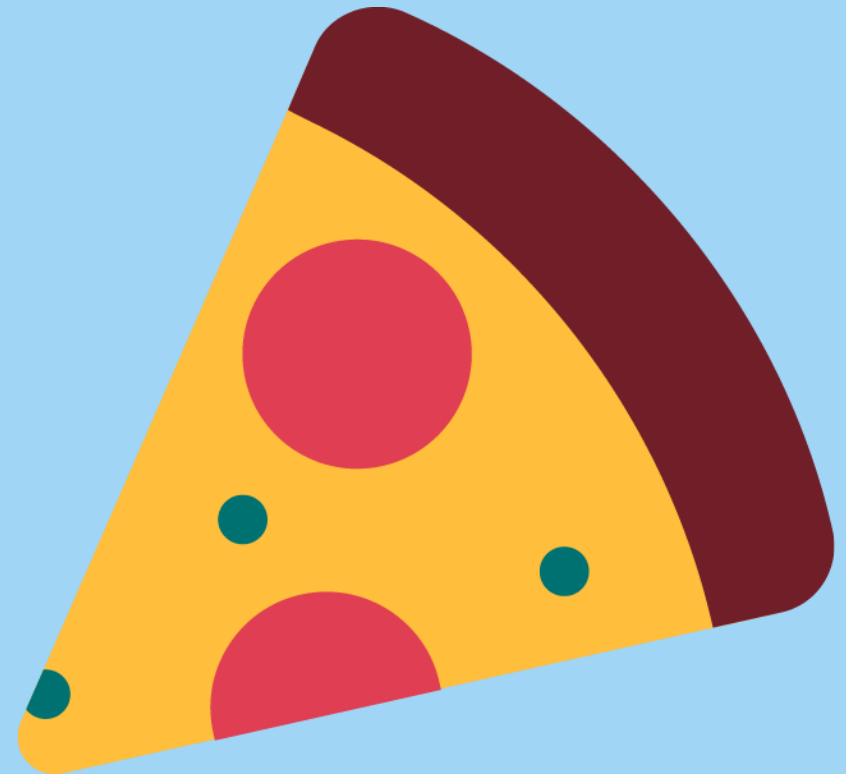
```

JSON Specifications for send a CSAT survey SMS on Abandoning a call.

JSON Specifications for updating the AirTable with Conversation Details

Miscellaneous

improvements



Email sender error handling for specific cases

In some cases, Contact Pro Email Sender were too eager to retrying sending of failed email, especially with multiple recipients, where most of the recipient addresses were correct and even the 1st email was correctly delivered.

Now we have enhancement for Email Sender not to retry message sending in following cases:

- 5.4.1 Recipient address rejected
This may happen for example, due to a typo in one of the destination email address.
- 5.1.1 Recipient not found on this system
This may happen if one of the destination email address is not valid.

Additionally, Contact Pro operations can control list of error cases where Email Sender should not retry sending email.

CTR – Contact Trace Record

CTR file is metadata file for a call recording and is consumed by QMS solutions, such as Calabrio.

In 24q2 release we have enhancement for the file and now we have added following info:

- Queue ID
- Queue name
- Queue language

The data could be used for example to specify desired language for speech to text engine.

Technical update to Contact Pro service

Python in Contact Pro is now updated to release v.3.12.

- We don't expect the upgrade to cause problems, but we do recommend customer using customizers (IVR or Contact Center) to verify the functionality in test environments before 24q2 RTT upgrade.

Release dates of 24q2

Release to customers' test tenants : 26th of March 2024

Release to customers' production tenants : 20th of April 2024



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https://www.youtube.com/channel/UC_OEOXSWzDnApxK1kSLMPiQ
- Sinch Contact Pro community page
https://community.sinch.com/t5/Contact-Pro/bd-p/Contact_Center
- Help pages
<https://docs.cc.sinch.com/>

End

of Show and Tell presentation