sinch

Contact Pro 24q4

Show and Tell – September 2024

The 24q4 release of Sinch Contact Pro brings several exciting enhancements aimed at improving user experience and efficiency.

Key improvements include AI-driven analysis for conversations, more comprehensive data display across all communication channels, and enhanced multi-session capabilities in the Communication Panel.

Additionally, the technology demo of a new Dashboard with better visualization and filtering options is set to show the way to modernize Contact Pro user interfaces.

Integration improvements, such as SAP Service Cloud support for RCS and MMS, and AI-enabled post-chat analysis, demonstrate our continued commitment to innovative and seamless integrations.

The 24q4 release underlines Sinch's dedication to providing cutting-edge tools that boost productivity and enhance customer service.

Markku Helin, Head of Product Management, Sinch Contact Pro

Agenda

This 24q4 Show and Tell presentation is available on
Contact Pro Community Pages
And as always, list of all changes including corrections will be available in
What's new

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

Agent can view the conversation AI analysis in own block

Conversation details has now a reserved area for AI analysis results.

- Shows the dynamic content of the AI analysis.

- AI analysis block is available on all channels; however, it is shown only if the conversation attached data contains the AI analysis extra data.
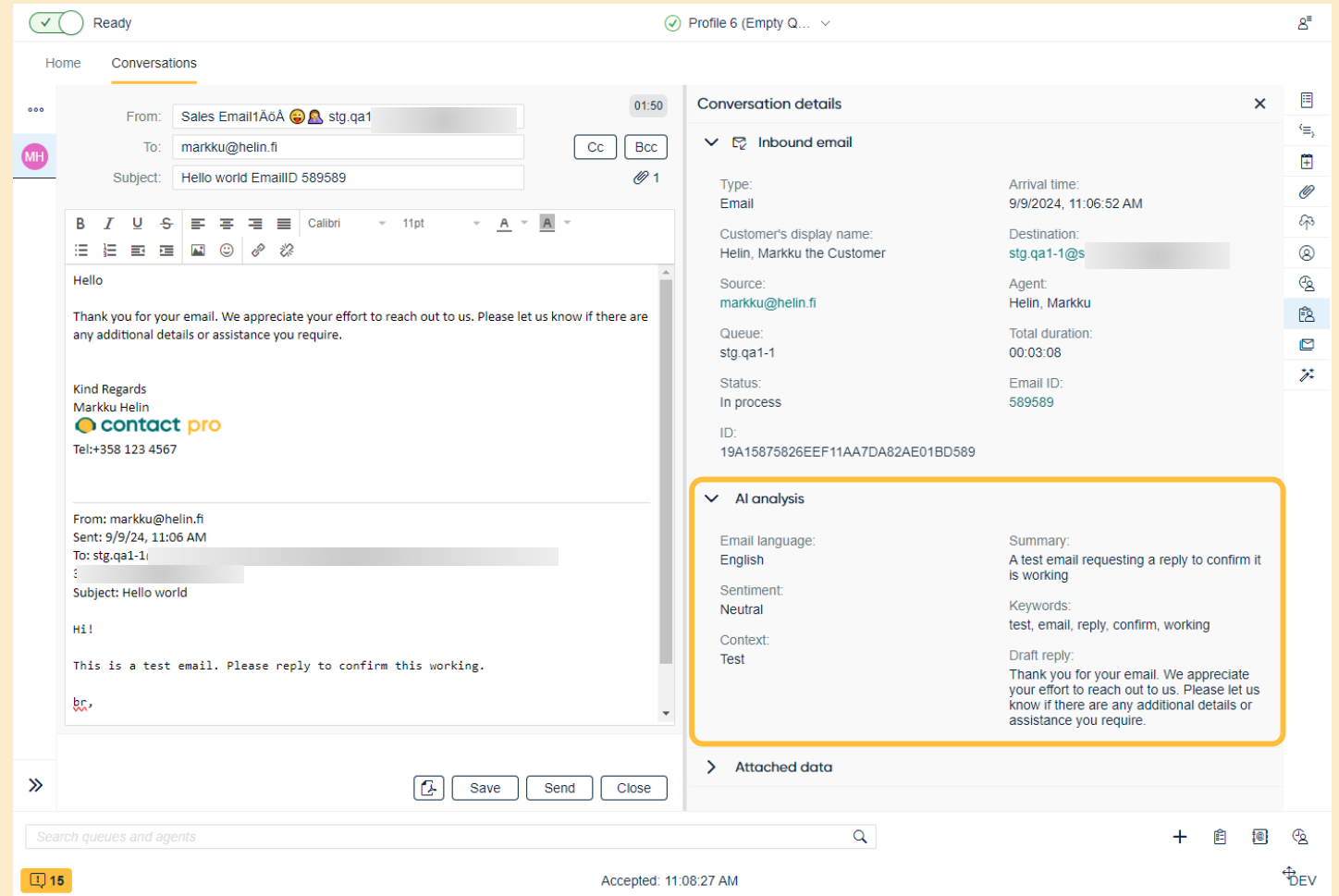
Conversation Details showing AI analysis of a received email.
Here agent is replying to customer's email and taking advantage of the suggested draft reply.

Improved display of attached data through the lifecycle of the conversation

The attached data is displayed for all conversation types Voice calls, Chats, and Emails, throughout every phase of the conversation.

- For Queuing conversations in the Picklist view, agents can examine the attached data in the extension area by clicking on them.

- For Ended conversations, agents can examine the attached data through the extension area by locating them in the History view.

- For conversations in the Pending or Viewing tab, the attached data is also visible in the extension area.

*Attached data – here AI analysis – shown as part of Conversation details.*

My Conversations session sync improvements

Communication Panel in the embedded mode allows user to launch a 2nd Communication Panel in a new browser window.

Depending on the configuration, the embedded window, when made smaller in width/height, can change to a minimalistic My Conversations view, taking less space within the host application.

The synchronization of conversations and status between the two CP windows has been "broken" due to recent browser changes.

This has been fixed and enables users again to take advantage of the multi-modality of two Communication Panel sessions.
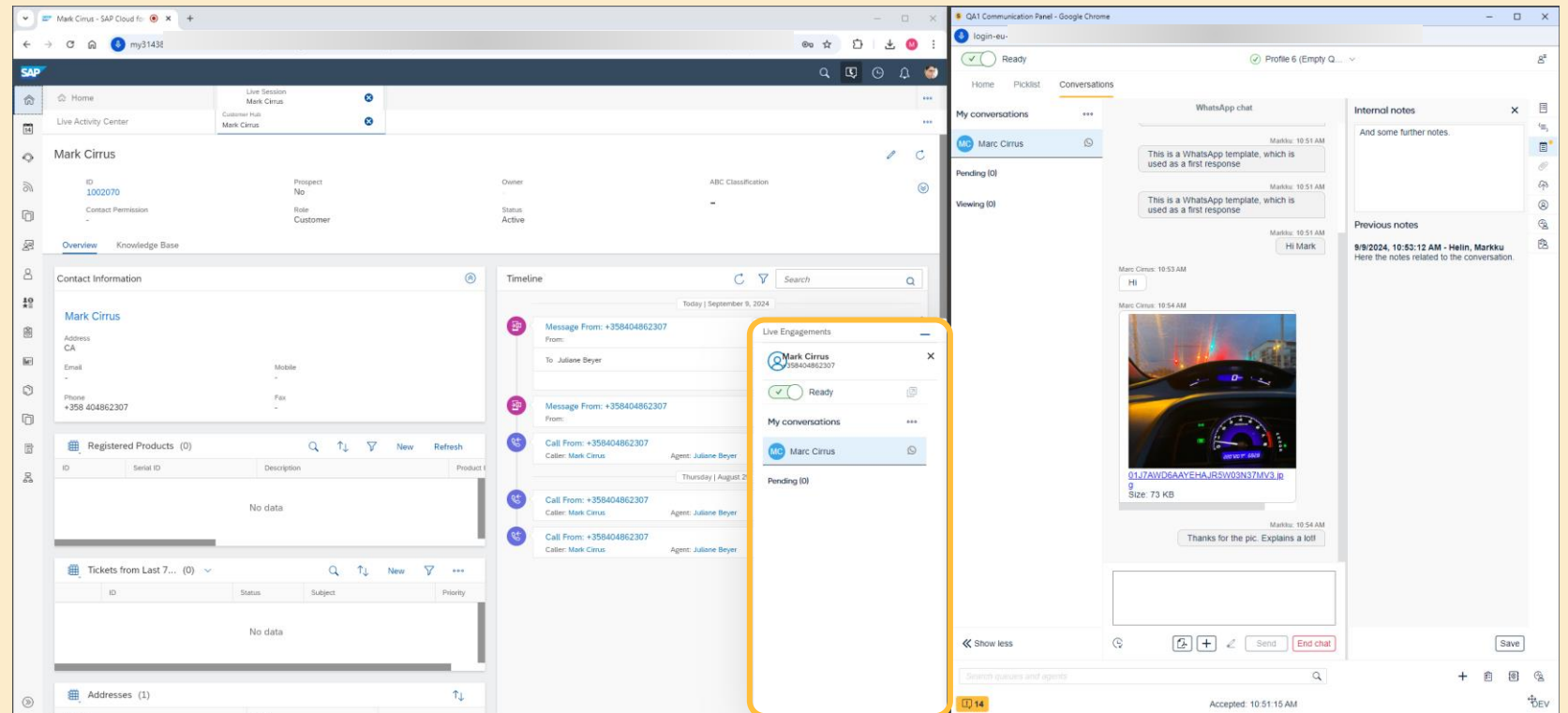
Communication Panel embedded in My Conversations view and another CP in own window. Here user is handling a WhatsApp chat.

Google has rolled back the 3ʳᵈ party cookie phase-out

We are (were) prepared for a solution for 3ʳᵈ party cookie phase-out, but Google decided to roll back the phase-out.

Customers who use Communication Panel in embedded mode don't need to do anything.

If Google at later stage decides to re-initiate the 3ʳᵈ party cookie phase-out project, we are ready with a solution.

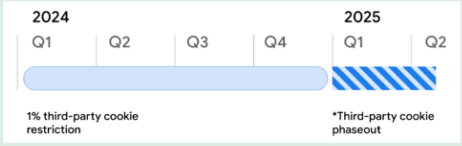## Preparations for third-party cookie restrictions

sinch

Major browsers like Google Chrome, Safari, and Firefox are phasing out third-party cookies to prevent user tracking across multiple websites.

For more information, see for example https://developers.google.com/privacy-sandbox/3pcd

This has an impact especially on customers who use Communication Panel embedded within a host app, like SAP Service Cloud and Salesforce. This usage is considered as third-party cookie dependency for non-advertising use case.

2024				2025	
Q1	Q2	Q3	Q4	Q1	Q2

1% third-party cookie restriction

*Third-party cookie phaseout

Planned third-party cookie restrictions on Chrome.
Source: https://developers.google.com/privacy-sandbox/3pcd

As short-term measure, Sinch Contact Pro is participating to Google's third-party deprecation trial.

The 24q4 release is including the technical capability that migrates Contact Pro away from third-party cookie dependencies for non-advertising use case.
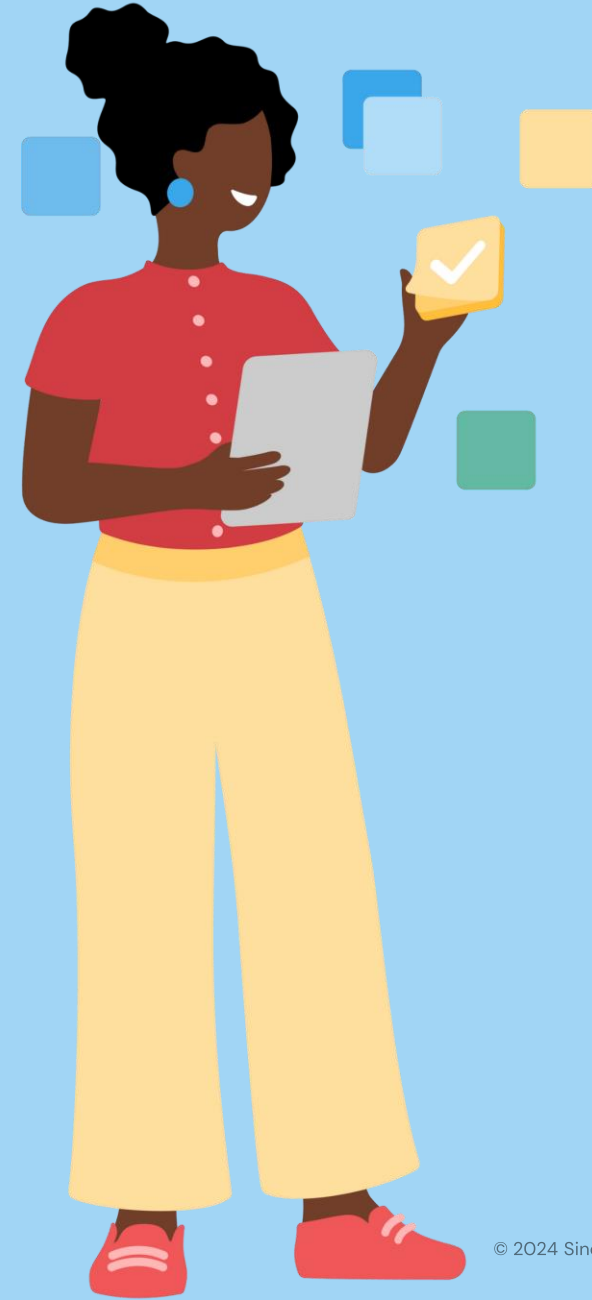
Slide from 24q3 show & tell about planned browser restrictions for third-party cookies.

Chat, messaging and email

improvements

Reminder: Contact Pro supports RCS

RCS messaging can be used with Contact Pro (since 2021 already).

- Connection to Contact Pro is done via Conversation API

- Rich content and documents can be sent and received

- Links (also Contact Pro cloud attachment links) work nicely.

- Location message and location extension area in CP is supported.
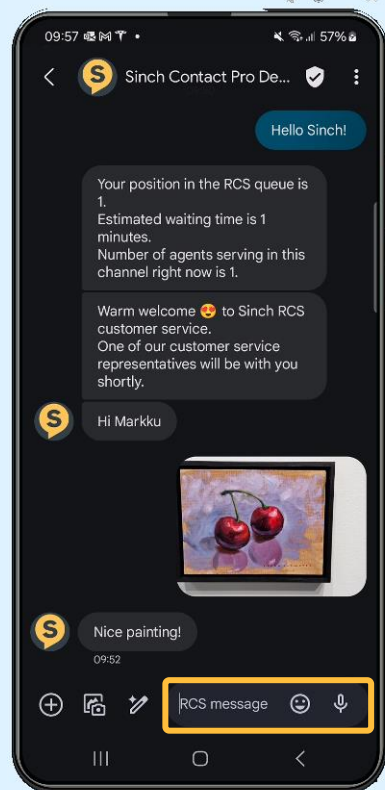
Android phone RCS messaging.
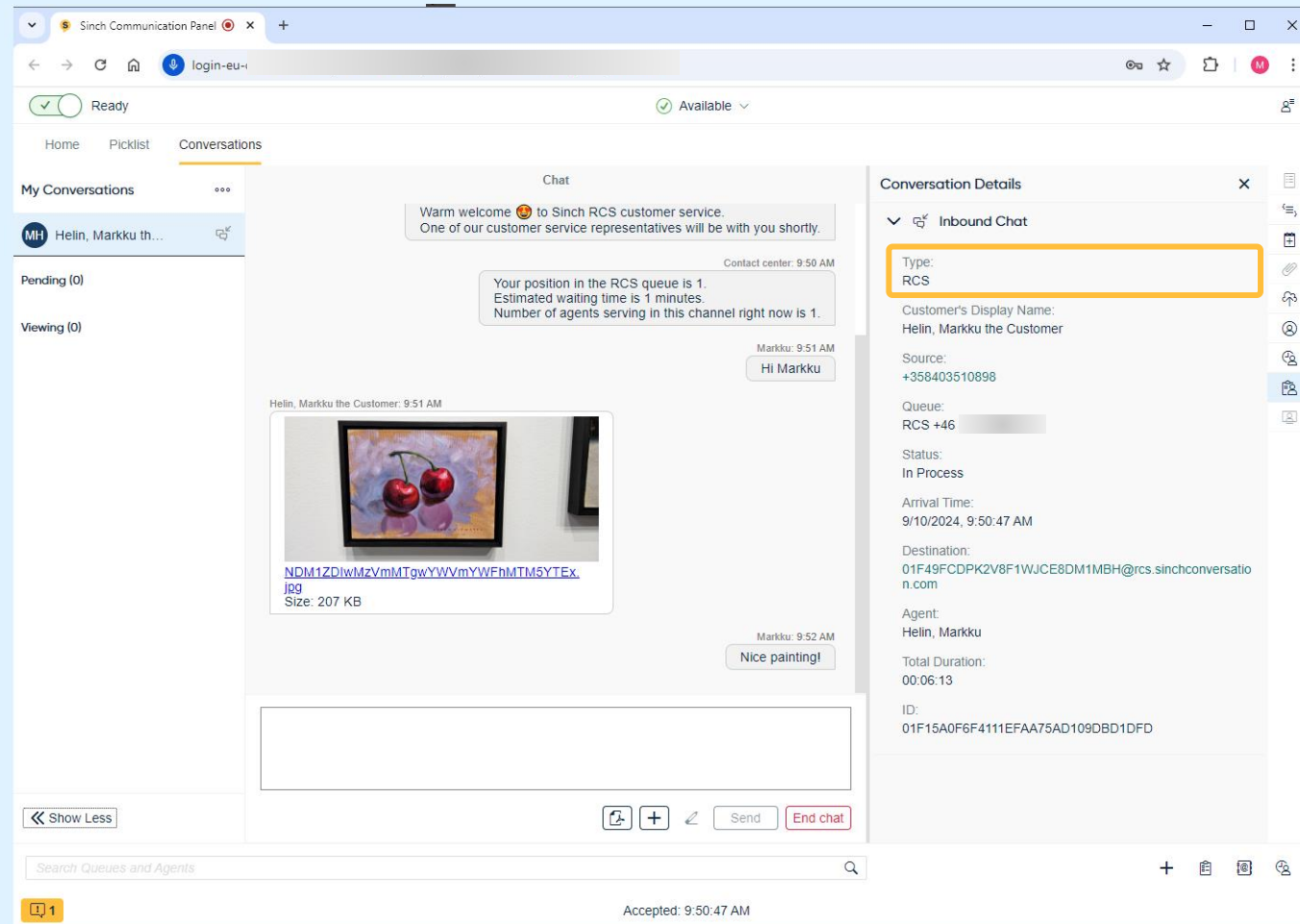
Sinch Contact Pro Communication Panel with an active RCS conversation.

Dashboard
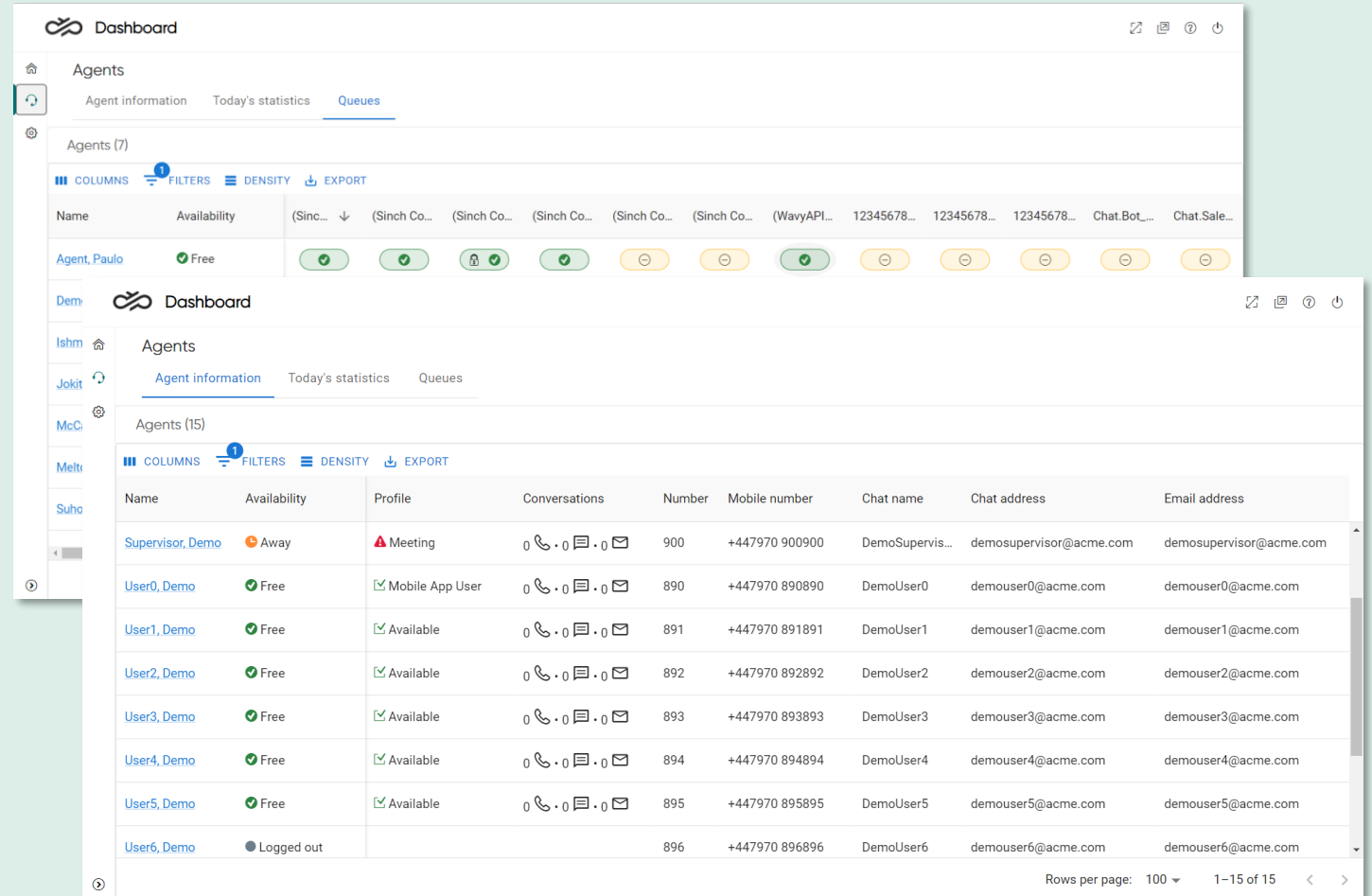
content and usability enhancements

New Dashboard

Dashboard is having a makeover!

- New Dashboard will have the same views as the current Dashboard i.e. Home, Agents, Conversations, Campaigns etc.

- Initial rollout of the New Dashboard will start from 24q4 as a POC and starting with the 'Agents' view only.

- Proceeding quarterly releases will see the additional views added.

- Moving to the Material UI (MUI) component library
  Material UI is an open-source React component library that implements Google's Material Design.

- Views will use MUI's Data Grid, offering better visualisations and a more structured format for the displayed information

- Data Grid provides many inbuilt features such as filters, column sorting, pagination, export to and various page layout options.

Note: The existing Dashboard will be maintained until the New Dashboard is ready to replace it.

*The prototype of the New Dashboard can be accessed from the 24Q4 release via your tenant https://<your tenant>/**dashboard/***

New Dashboard – Agents view

Key changes to Agents view

- View moves to a tabbed approach

- View built around the MUI Data Grid

- Selectable columns and reordering by dragging possible

- More filtering possibilities against column information

- Rows has three density options as well as four options for displaying number of rows before pagination

- Export all loaded data as CSV or Excel

- Column grouping, sorting and pinning possible

- Pagination allows for a paging experience of loaded data
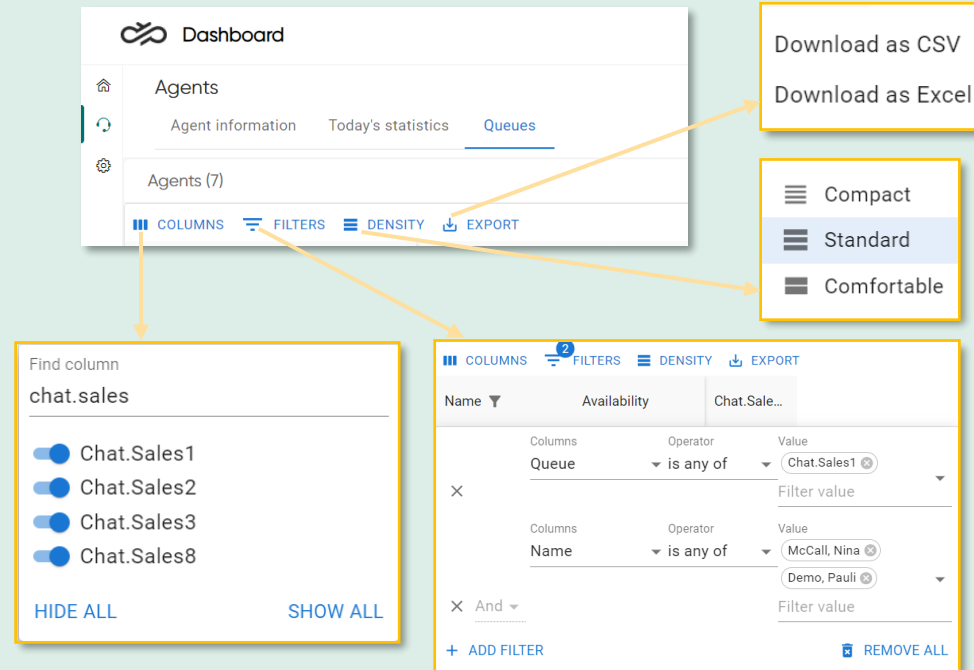
The Material UI Data Grid with inbuilt features Columns, Filters, Density & Export
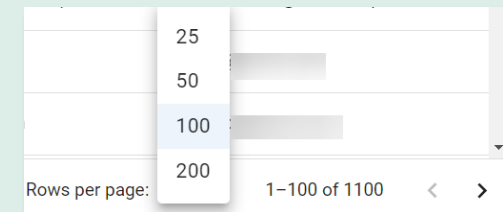
Define the number of rows before paging
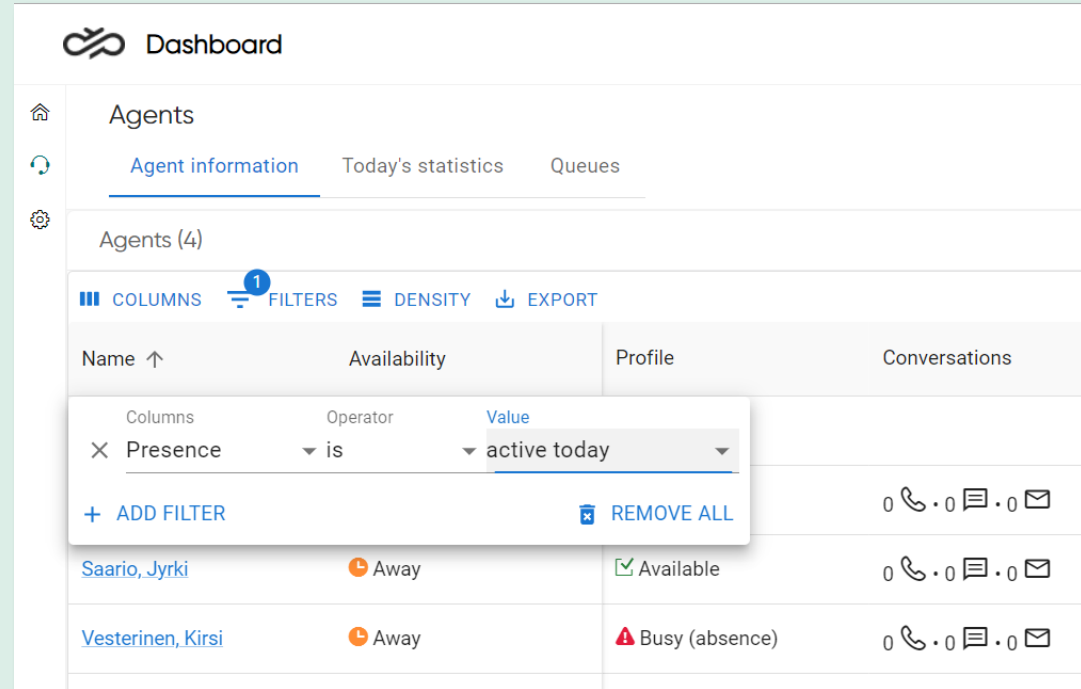
New Dashboard – Presence filtering

Presence as a filter

Presence is a new filter to the upcoming Dashboard. Use of this filter allows for searching against users who have the following conditions for the current day.

- Currently logged in

- Currently logged out

- Serving in a campaign

- Ready

- Not ready

- Logged in but away

- Active today

The presence filter 'Active today' becomes the default filter used to load the Agents view. Only agents who have had any activity during the current day are listed (logged in, logged out or has handled a conversation).

The New Dashboard with the default presence filter applied

Sinch Integrations

for Contact Pro customers

Chatlayer AI driven knowledgebase supporting multiple languages

Chatlayer Knowledge base AI extension area has been enhanced with Language selection.

Chatlayer Knowledge base AI can be used in dialog automation (chatbot) as well as in supporting customer service agents.

Chatlayer KB AI is using the default bot language for the KB search. With the language drop-down the agent can choose another language for the KB search.
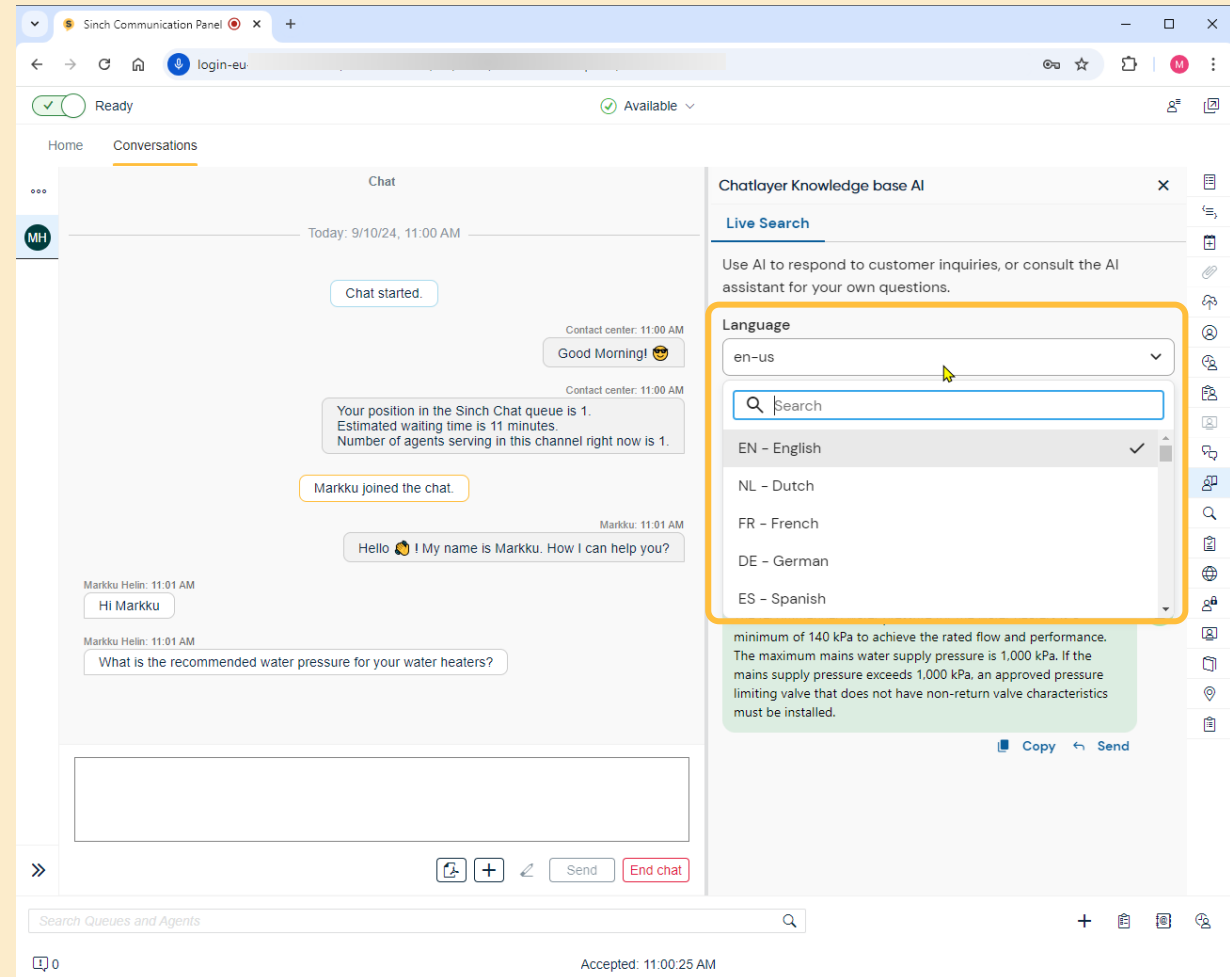
Communication Panel with Chatlayer knowledge base AI language selection.

Integrations

enablers and improvements

sinch

SAP Service Cloud integration supports RCS

SAP Service Cloud out-of-the-box integration now supports RCS customer identification based on MSISDN, that is, consumer's phone number.

In SAP Service Cloud version 2 also the visible channel can be configured as RCS.
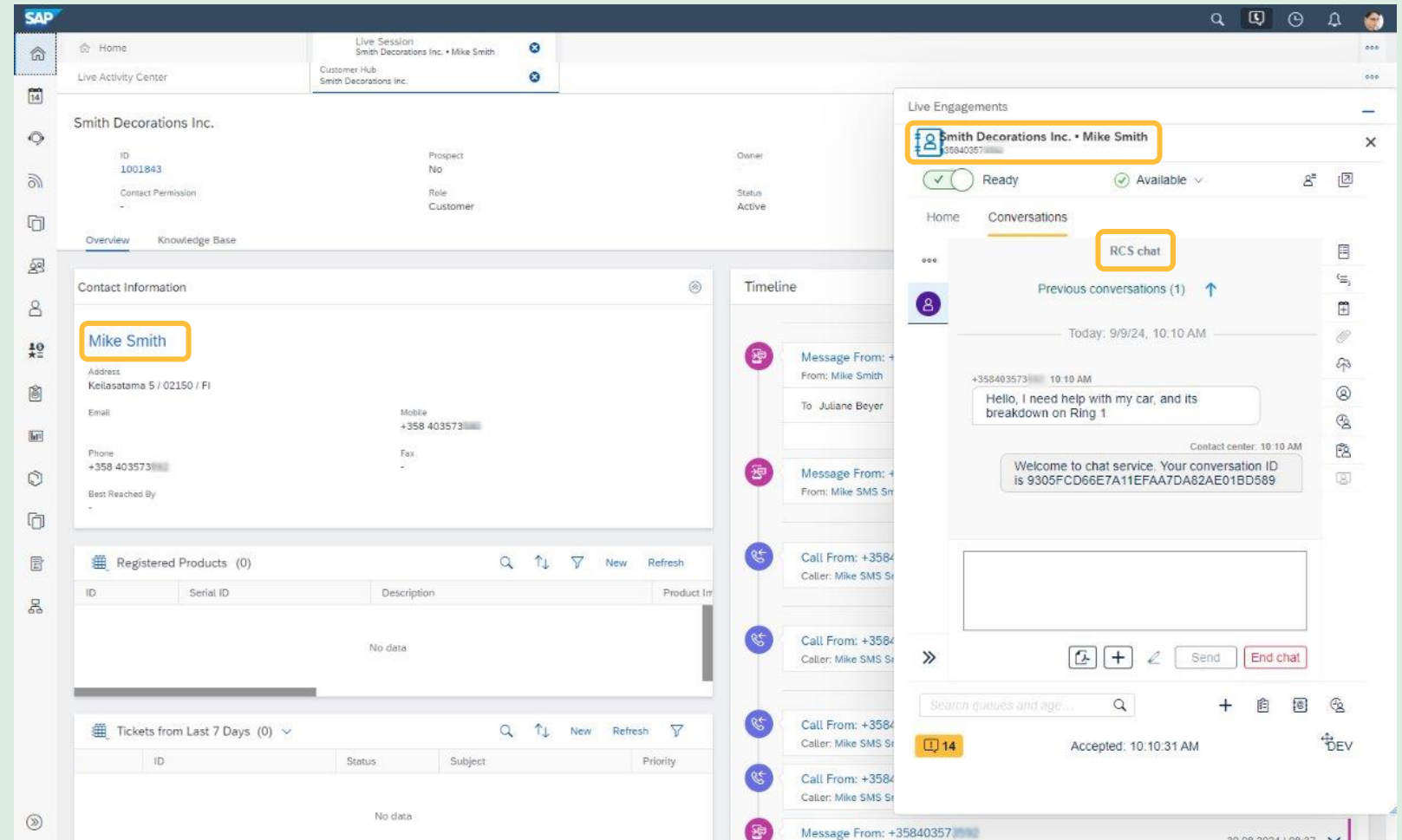
SAP Service Cloud, here version 2, with embedded Contact Pro Communication Panel, showing the customer identification with an RCS conversation.

SAP Service Cloud integration supports MMS

SAP Service Cloud out-of-the-box integration now supports MMS customer identification based on MSISDN, that is, consumer's phone number.

In SAP Service Cloud version 2 also the visible channel can be configured as MMS.
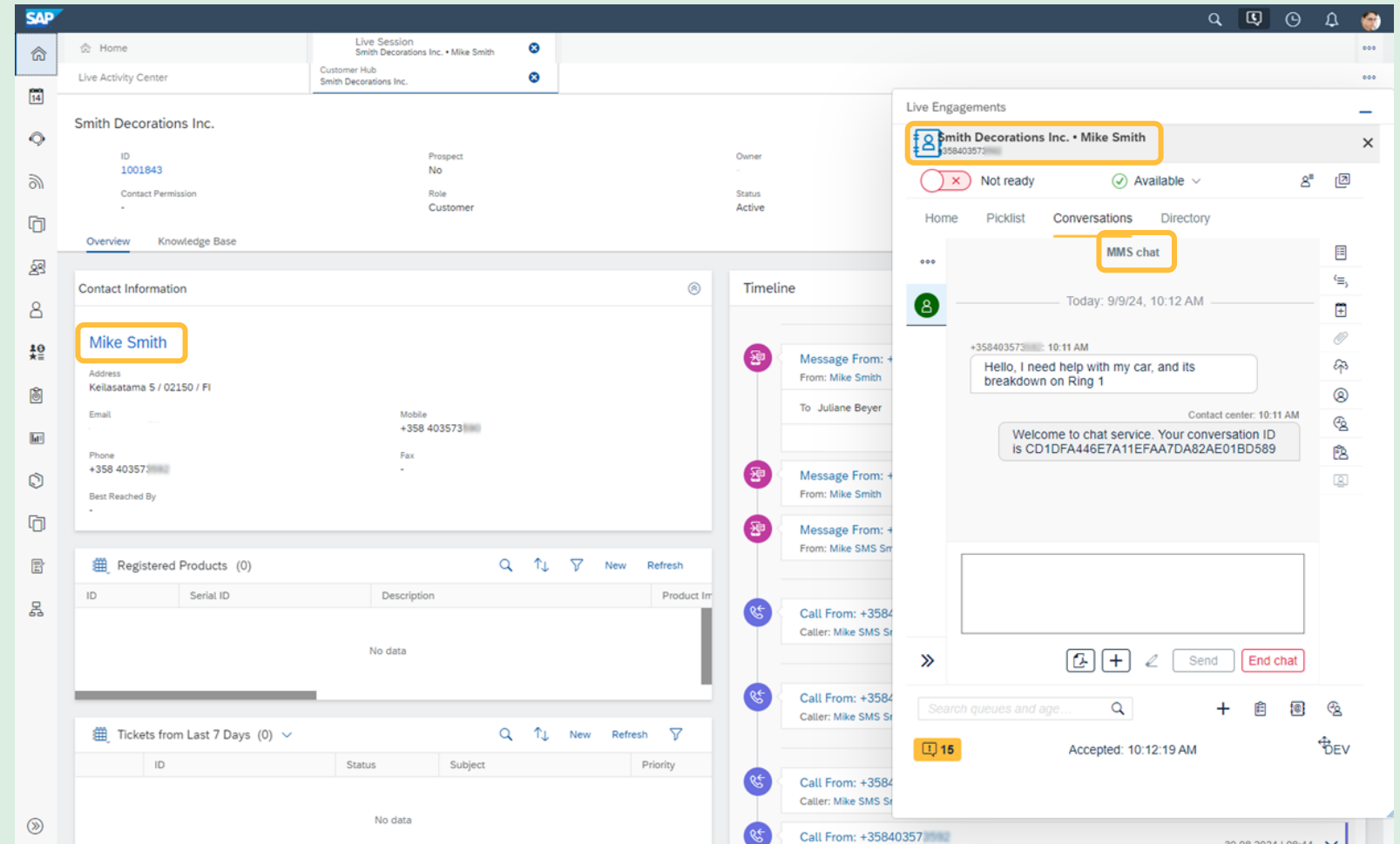
SAP Service Cloud, here version 2, with embedded Contact Pro Communication Panel, showing the customer identification with an MMS conversation.

EDI for outbound campaigns

EDI support outbound campaigns calls.
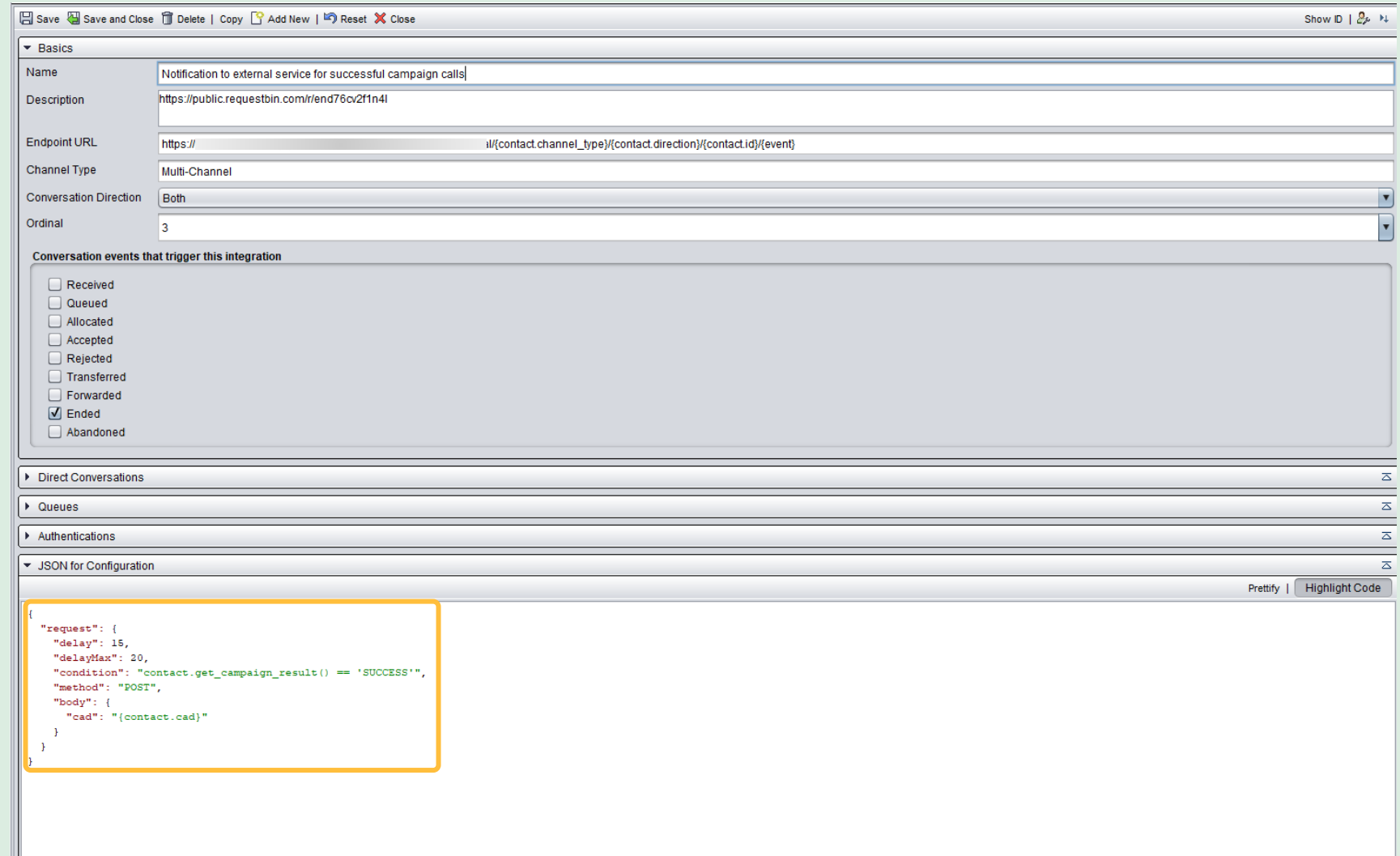
- EDI events can be triggered for outbound campaigns calls.

  Note: EDI support is limited to the "Ended" event for outbound campaigns, as this is the most common use case.

- Campaign call results, like SUCCESS, REFUSAL, can serve as conditional statements within EDI configurations.

Use case examples:

- Invitation to CSAT survey could be sent to a customer after a successful outbound campaign call.

- Events about success (and refusals) can be sent to external order handling or marketing system – to trigger the actual order and invoice.

EDI configurations can utilize campaign results as conditions and the contact to a webhook

EDI support for text formatted output

Previously EDI was supporting only JSON formatted output

- One of the use case: Notes (remarks) are stored as text.

- Now EDI also supported Text responses.

EDI support for text response.

EDI support for text formatted output – Use case Example

Use case examples:

- Uploading of agent's notes from Contact Pro to CRM.
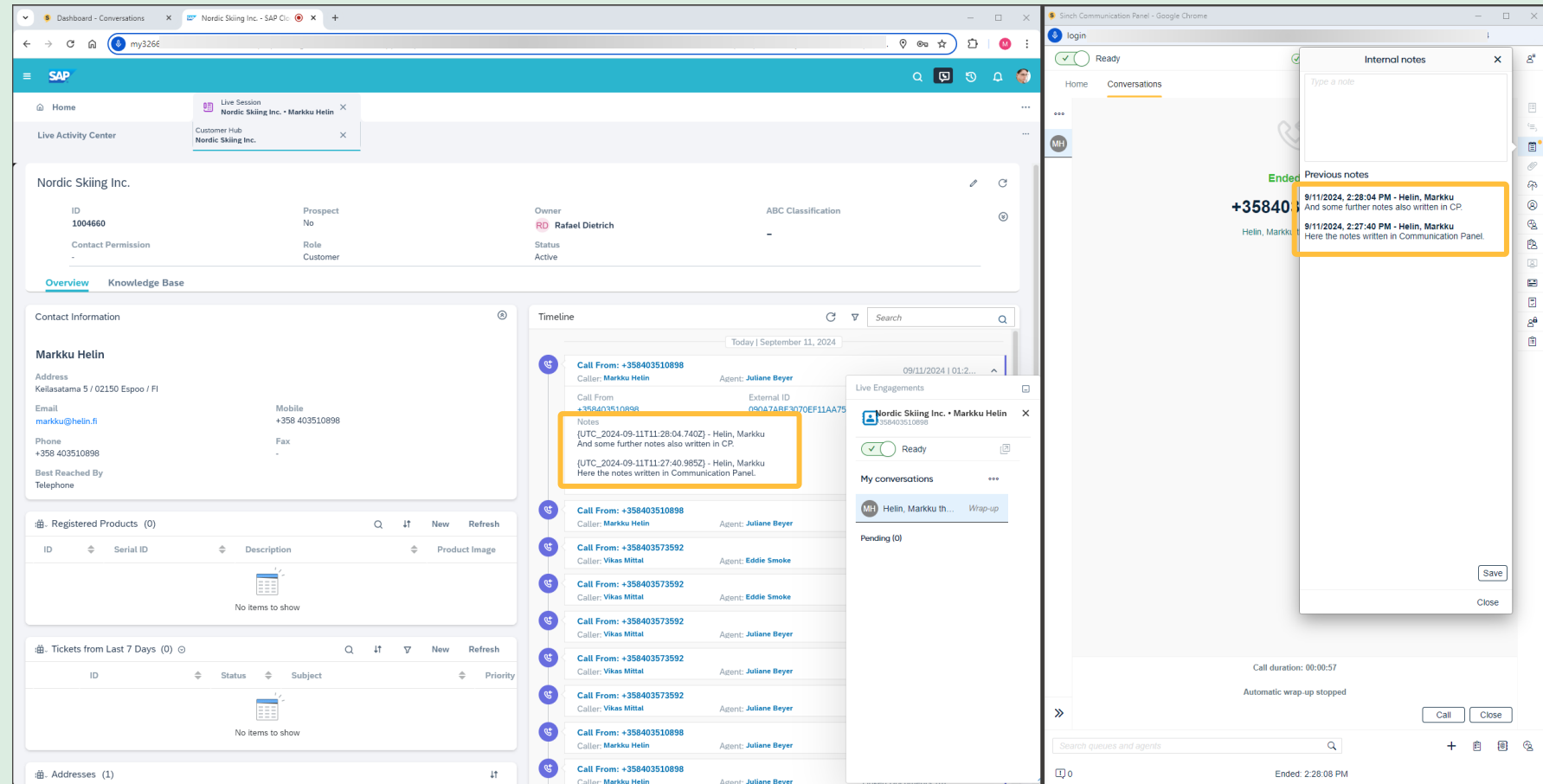
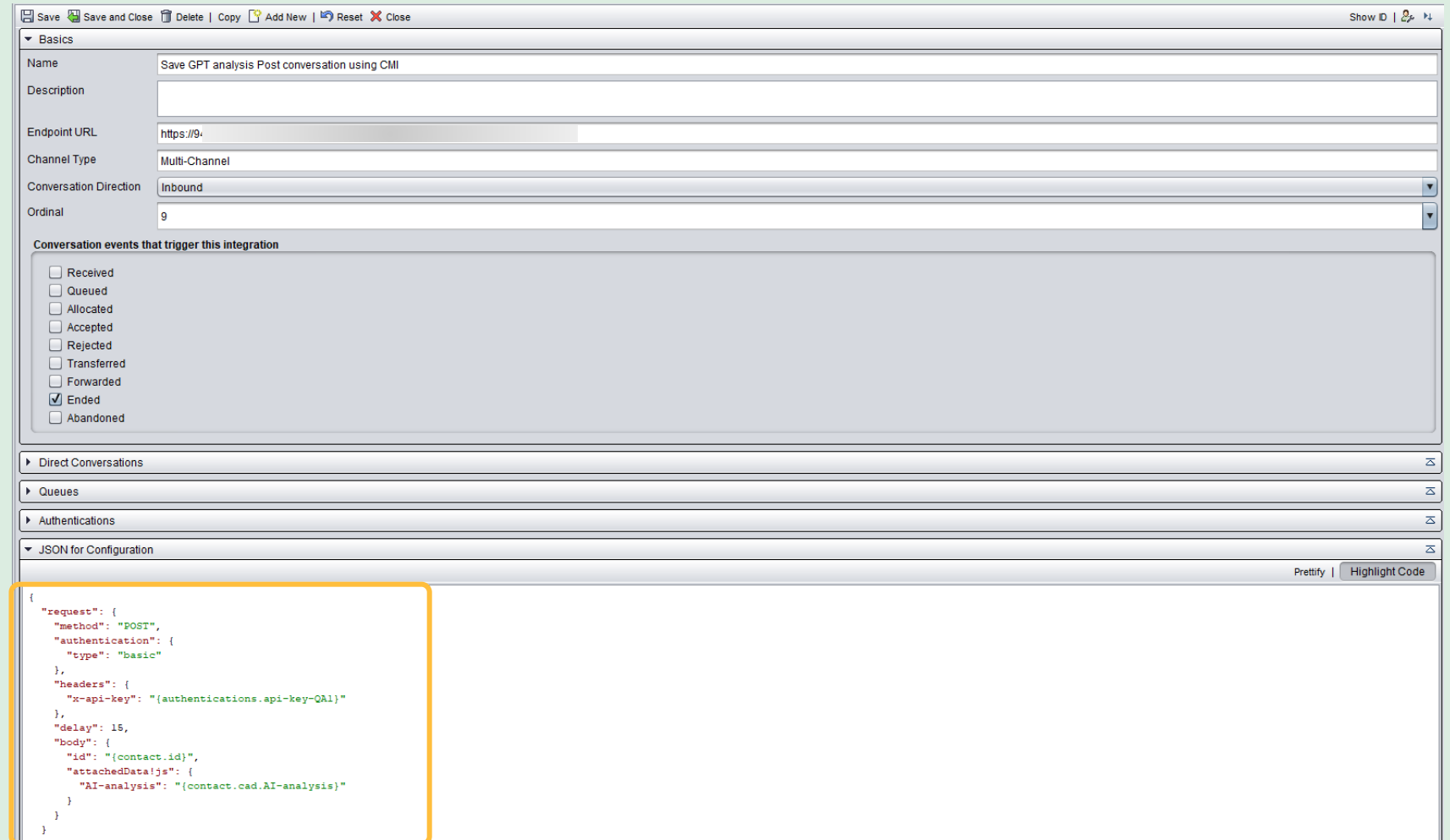*SAP Service Cloud showing the call notes written in Communication Panel.*

EDI support delay function

sinch

EDI supports a delay parameter that allows postponing the execution of an EDI configuration by the specified value.

- The delay can be set in seconds, with a maximum allowable value of 3600 seconds.

Use case examples:

- Delay sending a CSAT survey for a few minutes, rather than immediately after the conversation ends.

- Delay uploading of agent's notes from Contact Pro to CRM, allowing agent to finalize them during the wrap-up phase.

Sending a Chat Transcript to Chat GPT for analysis with a delay of 15 seconds

EDI support for queue status in conditional statements

EDI conditional statements can utilize Contact Pro queue statements

- Condition to check if the queue is available, open for service and has serving agents.

- Condition to check if the queue is open according to its service times.

- Ability to get count of contacts queuing, accepted by agent and use it in the conditions

- Ability to get count of agents serving in a queue and use it in the conditions

EDI able to use Queue status in conditional statements.

EDI use case: Post chat transcript analysis with OpenAI GPT4o

sinch

Possibility to use any AI service for post-chat transcript analysis.

Example use case: Post-chat transcript analysis with OpenAI GPT4o.

- Sending the chat transcript to ChatGPT with appropriate prompting requesting analysis of the chat as follows:

  - Chat language detection

  - Chat summary

  - Chat sentiment analysis

  - Chat context

Post Chat transcript AI analysis available using Chat GPT

Miscellaneous
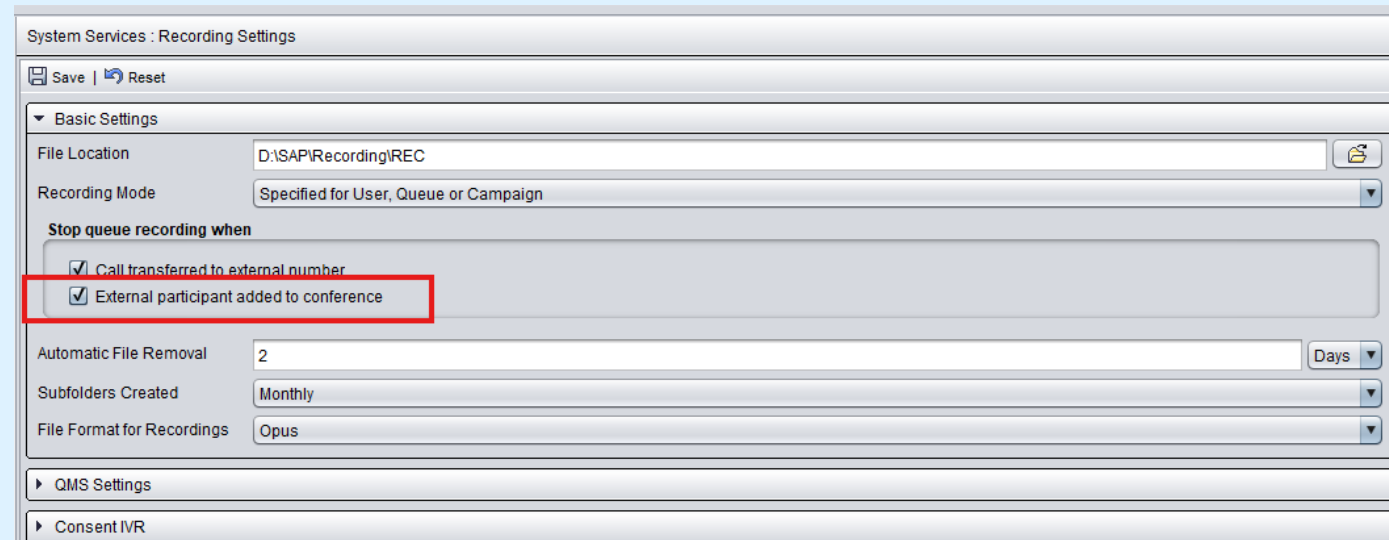
improvements
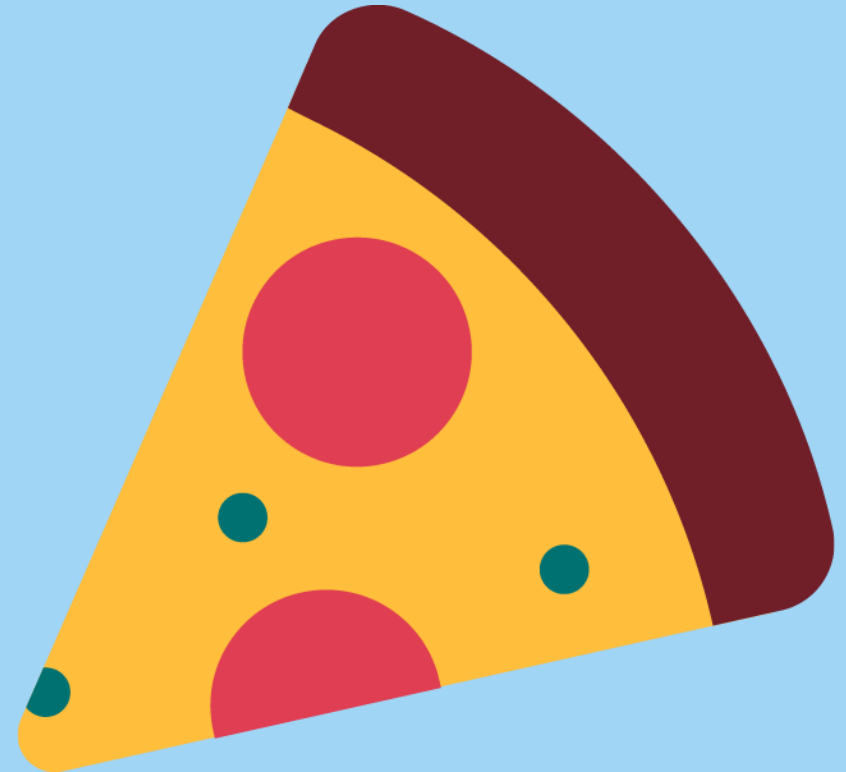
Disable call recording when adding an external party in conference call

With 24q4 it is now possible to disable queue call recording in cases where agent is adding an external party to a phone conference.

The configuration is done under call recording settings.

System Configurator / System Services / Recording Settings – Configuration for Stopping queue recording

Sinch Dual Contact Center (DSCC)

Contact Pro Public Cloud infrastructure is being developed towards a dual-instance model, where each Contact Pro tenant has two redundant AWS instances, one being active and other passive.

This will enable operations team to perform the quarterly updates and other eventual patches on the passive instance without impacting the active instance.

This is shown to Contact Pro customers as much shorter downtime during the quarterly updates.

This will also further enhance the resiliency of Contact Pro infrastructure.

The plan is to start enrolling customers to DSCC in 1st half of 2025.
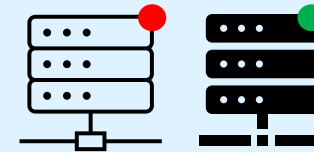
Misc improvements

Dual channel recording – fixing the issue with changing channels of customer and agent when transferring the call.

Conference call recordings has improved recording (sound) quality.

Agent, after transferring an outbound campaign call, was not getting any new items in auto-allocation mode. Fixed.

ODATA postman collection available in GitHub.

All fixes and improvements are listed in
https://docs.cc.sinch.com/cloud/whats-new/en/index.html
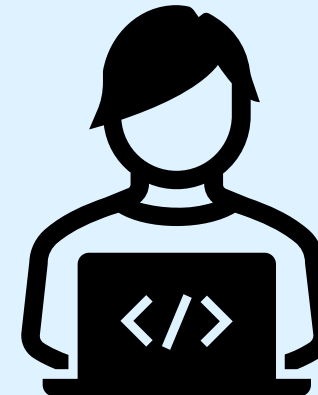
sinch

- Planned release dates for 24q4
  Release to Customers' test tenants Tue 17.09.2024
  Release to Customers' production tenants Sat 12.10.2024

- Follow us on YouTube – Sinch Contact Pro
  https://www.youtube.com/channel/UC_OE0XSWzDnApxK1kSLMPiQ
- 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