

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

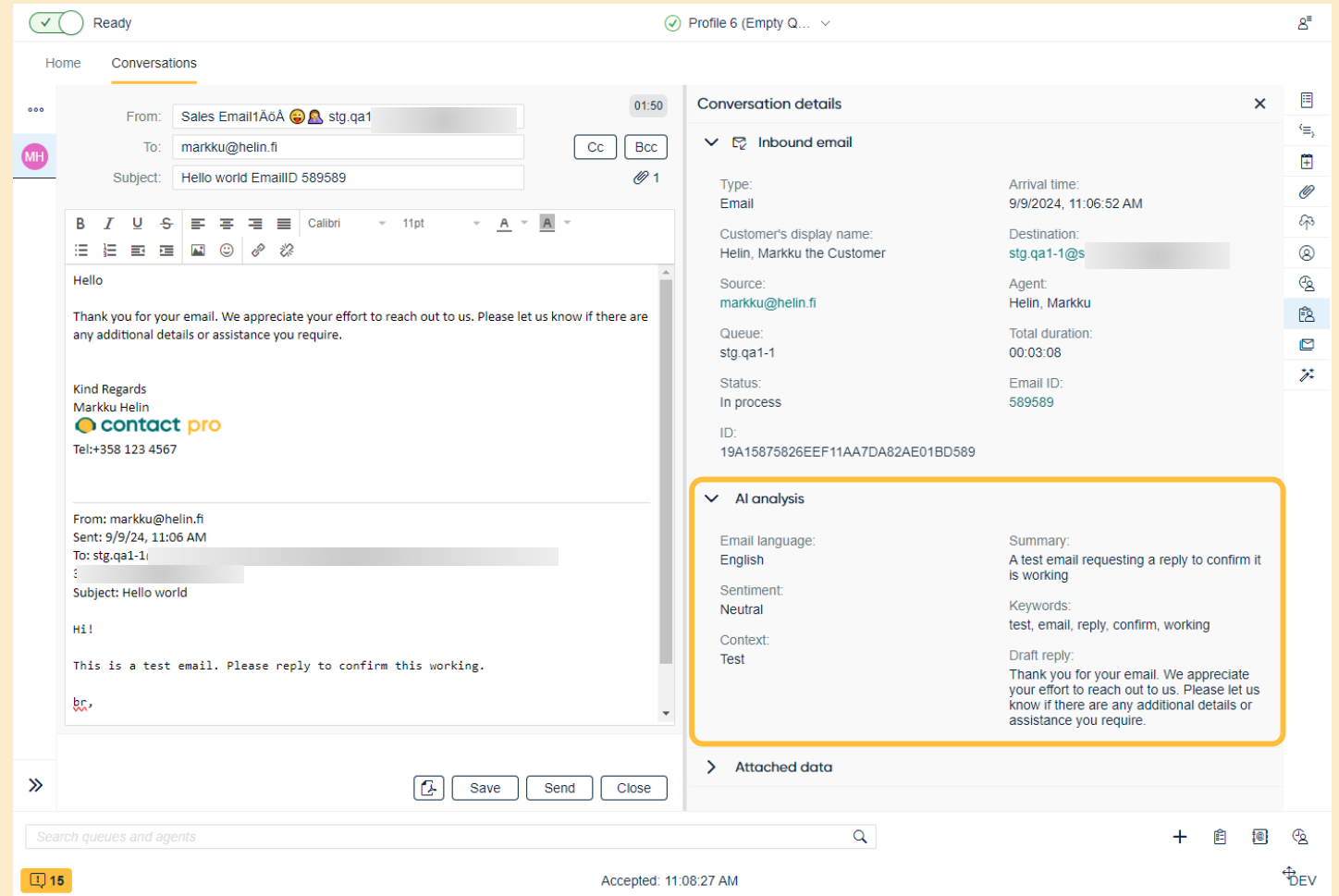
content and usability enhancements



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.

The screenshot displays the Sinch CRM interface. At the top, there are status indicators: 'Not Ready' (with a red 'x') and 'Available' (with a green checkmark). Below this is a navigation bar with 'Home', 'Picklist', 'Conversations', and 'Directory'. The main content area is split into two panes. The left pane shows an email conversation with the following details: From: [redacted], To: stg.qa1-1@s, Subject: Work from Home and Earn \$5000 Weekly!, and a body of text starting with 'Dear Job Seeker, Are you looking for a way to earn money from the comfort of your home? We have an amazing opportunity for you! Position: Data Entry Specialist Salary: \$5000 per week Hours: Flexible, work at your own pace No experience required! We provide all the training and tools you need to succeed. Just follow these simple steps: 1. Click the link to sign up: Sign Up Now 2. Complete a short registration form. 3. Start earning money immediately! Don't miss out on this life-changing opportunity. Spots are limited, so act fast! For more information, reply to this email or visit our website. Best regards, Easy Income Team'. The right pane is titled 'Conversation Details' and contains a table of metadata: Customer's Display Name: mittal, vikas; Destination: [redacted]; Source: [redacted]; Agent: [redacted]; Queue: stg.qa1-1; Total Duration: 00:07:13; Status: In Process; Email ID: 589623; ID: 0AF1BAE9756FEF11AA7DA82AE01BD589. Below this table is a section for 'AI analysis' which includes: Email language: English; Sentiment: Neutral to Positive; Context: Spam; Summary: An email offering a work-from-home data entry position with a promise of earning \$5000 weekly, requiring no experience and providing all necessary training and tools.; Draft reply: Thank you for reaching out with your interesting opportunity. We appreciate your offer and look forward to receiving more detailed information. Could you please provide additional specifics about the role, such as the nature of the tasks involved, and the authenticity of the organization? This will help us to better evaluate the opportunity. Thank you for your understanding.; Language: EN; Skills: [redacted]; Keywords: Work from Home, Data Entry, Earn \$5000 Weekly, Flexible Hours, No Experience Required; ToAddress: [redacted]. At the bottom of the interface, there is a search bar for 'Search Queues and Agents', a 'Pick' button, a 'Close' button, and a timestamp 'Accepted: 4:10:34 PM'.

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

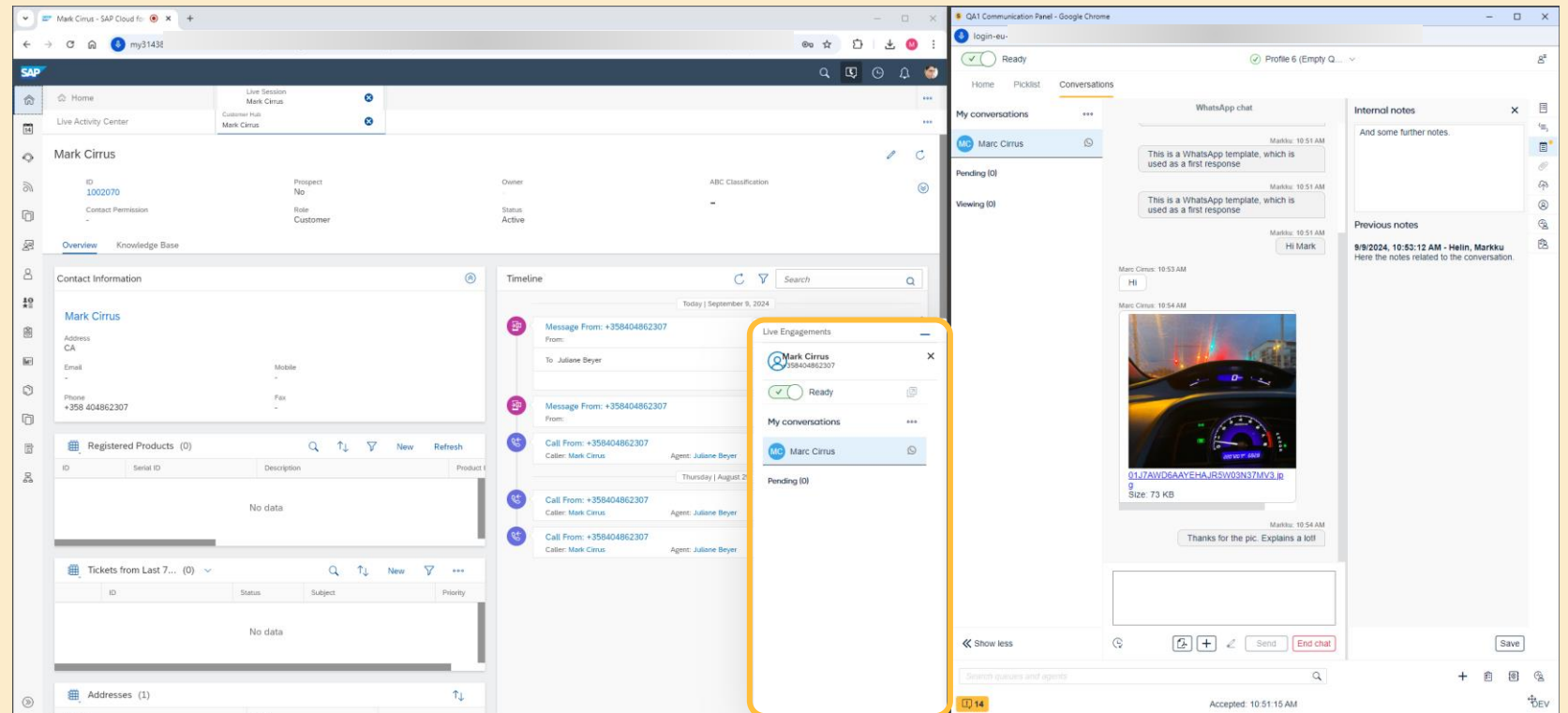
My Conversations session sync improvements

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

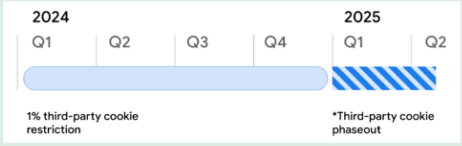
Major browsers like Google Chrome, Safari, and Firefox are phasing out third-party cookies to prevent user tracking across multiple websites.

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.

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.



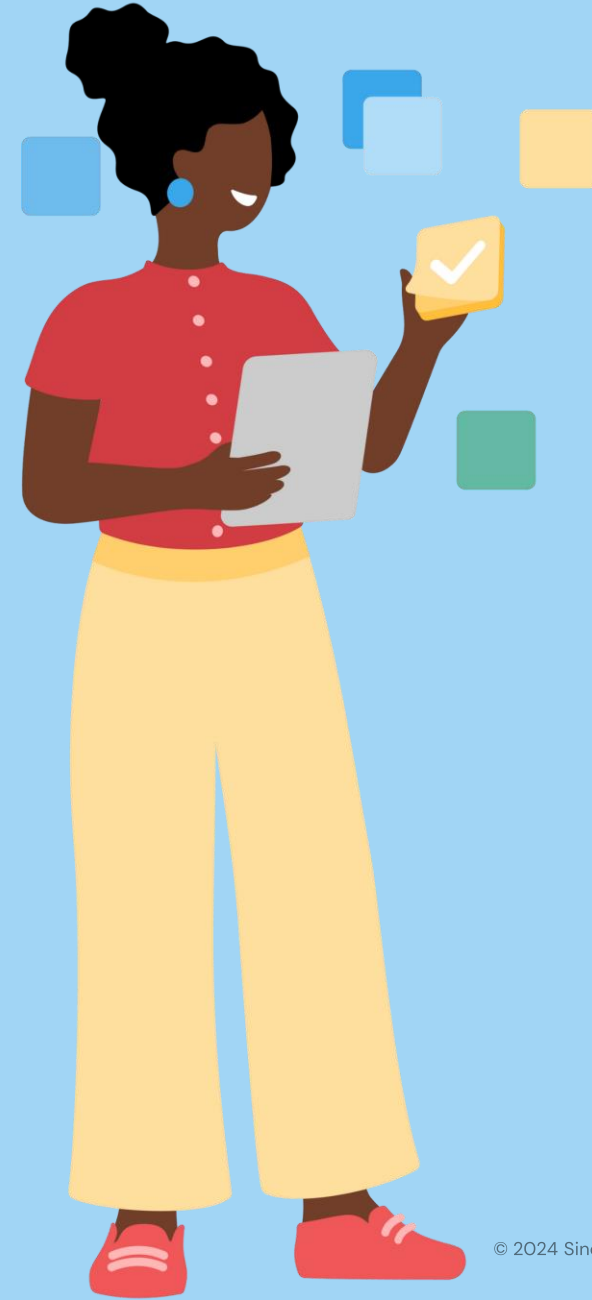
Planned third-party cookie restrictions on Chrome.
Source: <https://developers.google.com/privacy-sandbox/3pcd>

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Slide from 24q3 show & tell about planned browser restrictions for third-party cookies.

Chat, messaging and email

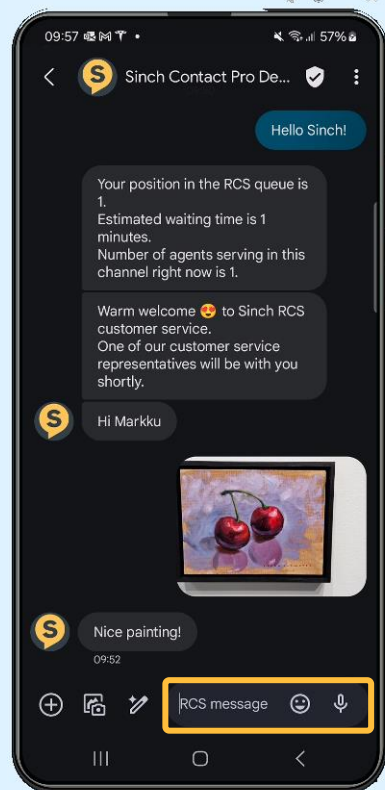
improvements



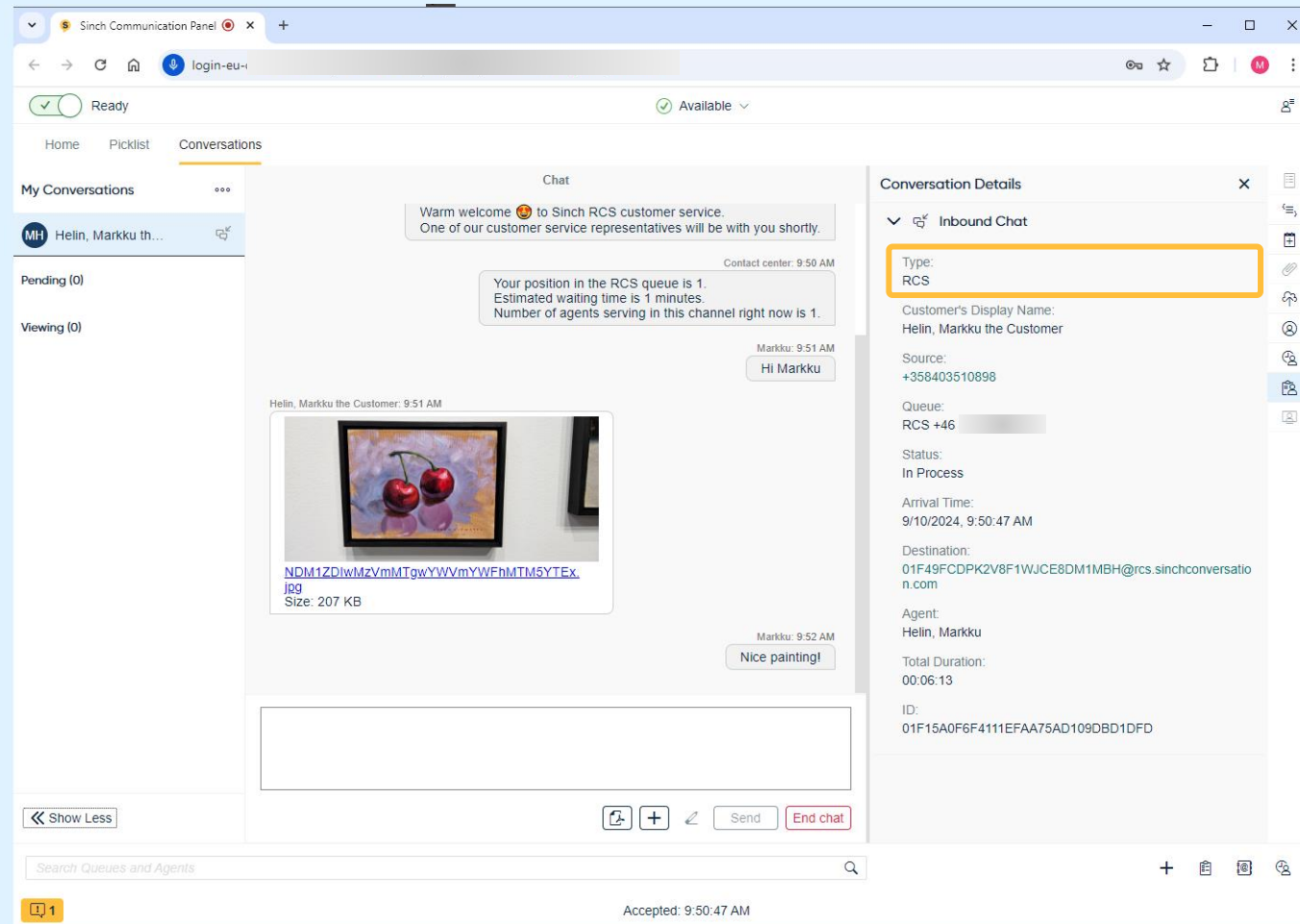
Reminder: Contact Pro supports RCS

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

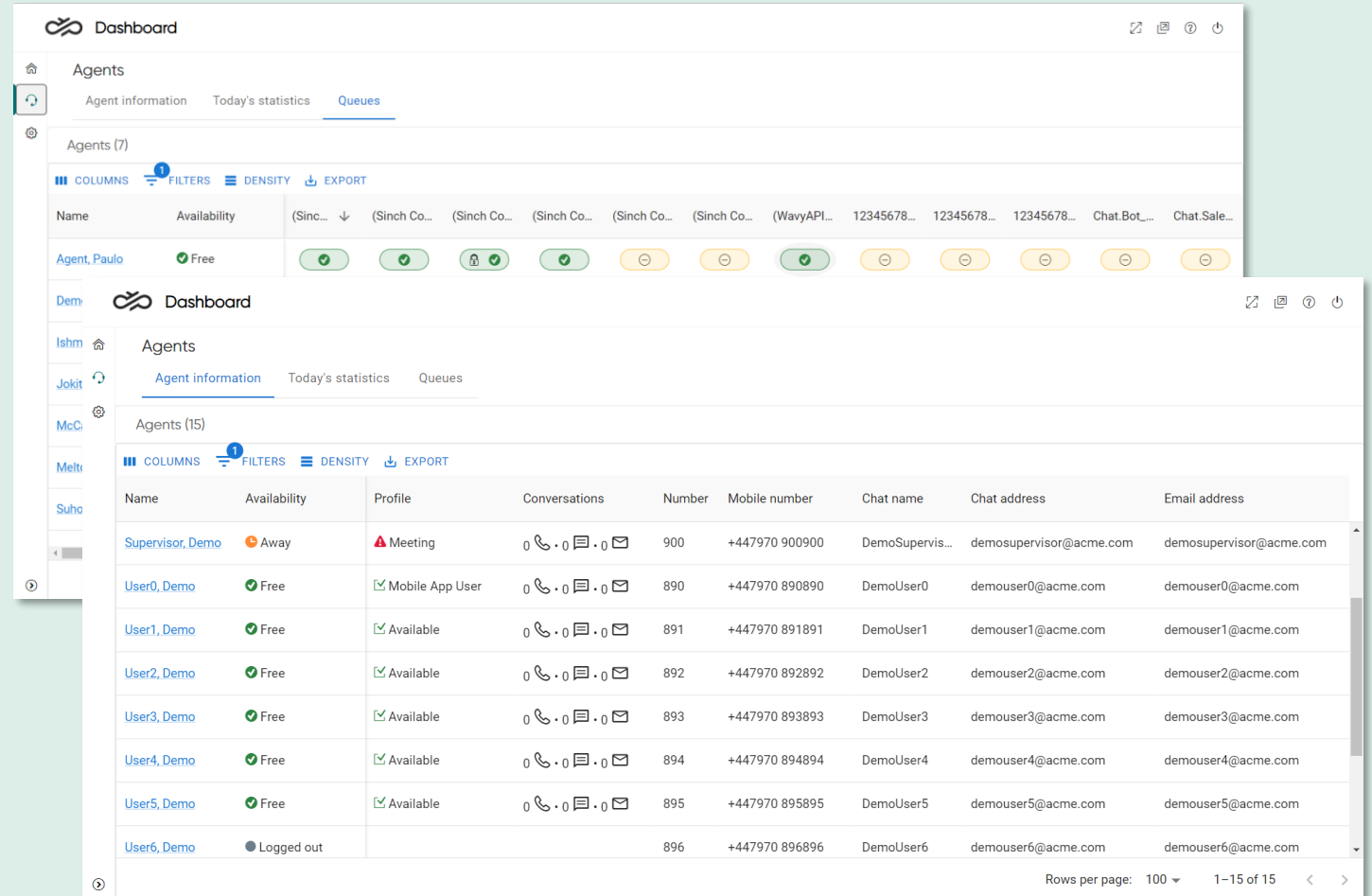
content and usability enhancements



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.



The screenshot displays the 'Agents' view in the new Sinch Dashboard. It is divided into two main sections: 'Agents (7)' and 'Agents (15)'. Both sections feature a table with columns for Name, Availability, and various status indicators. The 'Agents (15)' section uses a data grid with a more detailed structure, including columns for Profile, Conversations, Number, Mobile number, Chat name, Chat address, and Email address.

Name	Availability	Profile	Conversations	Number	Mobile number	Chat name	Chat address	Email address
Supervisor, Demo	Away	Meeting	0	900	+447970 900900	DemoSupervis...	demosupervisor@acme.com	demosupervisor@acme.com
User0, Demo	Free	Mobile App User	0	890	+447970 890890	DemoUser0	demouser0@acme.com	demouser0@acme.com
User1, Demo	Free	Available	0	891	+447970 891891	DemoUser1	demouser1@acme.com	demouser1@acme.com
User2, Demo	Free	Available	0	892	+447970 892892	DemoUser2	demouser2@acme.com	demouser2@acme.com
User3, Demo	Free	Available	0	893	+447970 893893	DemoUser3	demouser3@acme.com	demouser3@acme.com
User4, Demo	Free	Available	0	894	+447970 894894	DemoUser4	demouser4@acme.com	demouser4@acme.com
User5, Demo	Free	Available	0	895	+447970 895895	DemoUser5	demouser5@acme.com	demouser5@acme.com
User6, Demo	Logged out			896	+447970 896896	DemoUser6	demouser6@acme.com	demouser6@acme.com

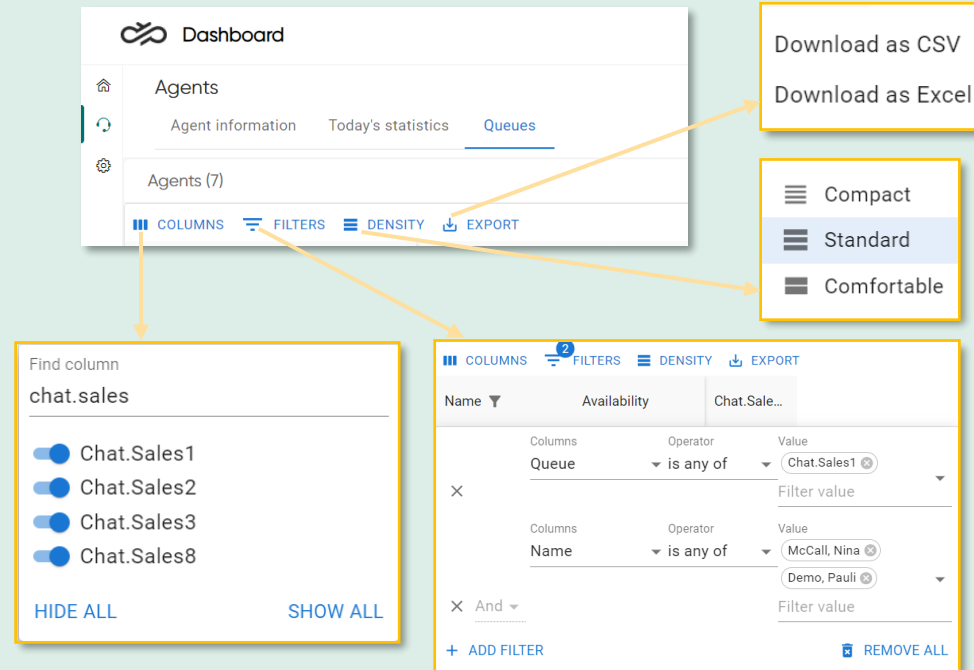
The prototype of the New Dashboard can be accessed from the 24Q4 release via your tenant <https://<your tenant>/dashboard/>

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

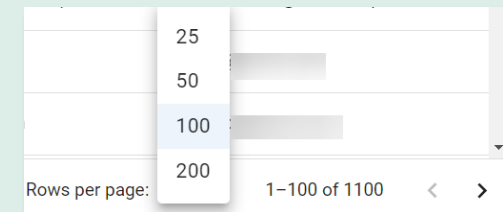
New Dashboard – Agents view

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 pagination

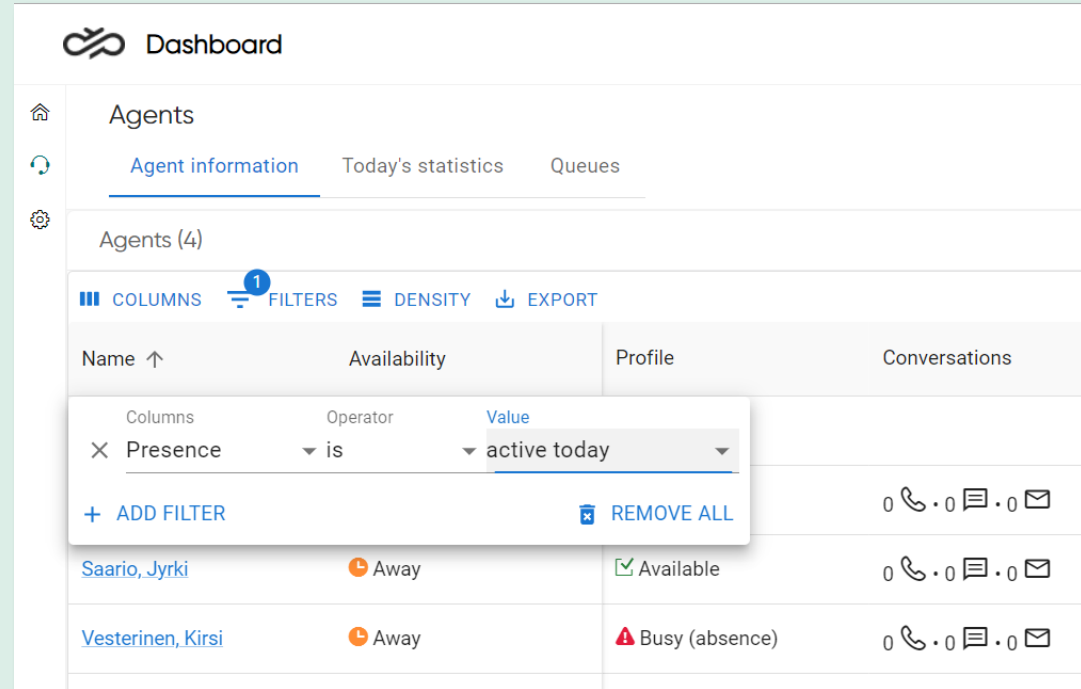
New Dashboard – Presence filtering

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 screenshot shows the Sinch Dashboard interface. At the top, there's a navigation bar with 'Agents', 'Agent information', 'Today's statistics', and 'Queues'. Below this, a table titled 'Agents (4)' is displayed. A filter dropdown menu is open, showing 'Presence' selected with the operator 'is' and the value 'active today'. The table lists two agents: Saario, Jyrki (Away) and Vesterinen, Kirsi (Away). The 'Conversations' column shows 0 for both. The filter dropdown also includes 'ADD FILTER' and 'REMOVE ALL' options.

Name ↑	Availability	Profile	Conversations
Saario, Jyrki	Away	Available	0 📞 • 0 💬 • 0 ✉️
Vesterinen, Kirsi	Away	Busy (absence)	0 📞 • 0 💬 • 0 ✉️

The New Dashboard with the default presence filter applied

Sinch Integrations

for Contact Pro customers

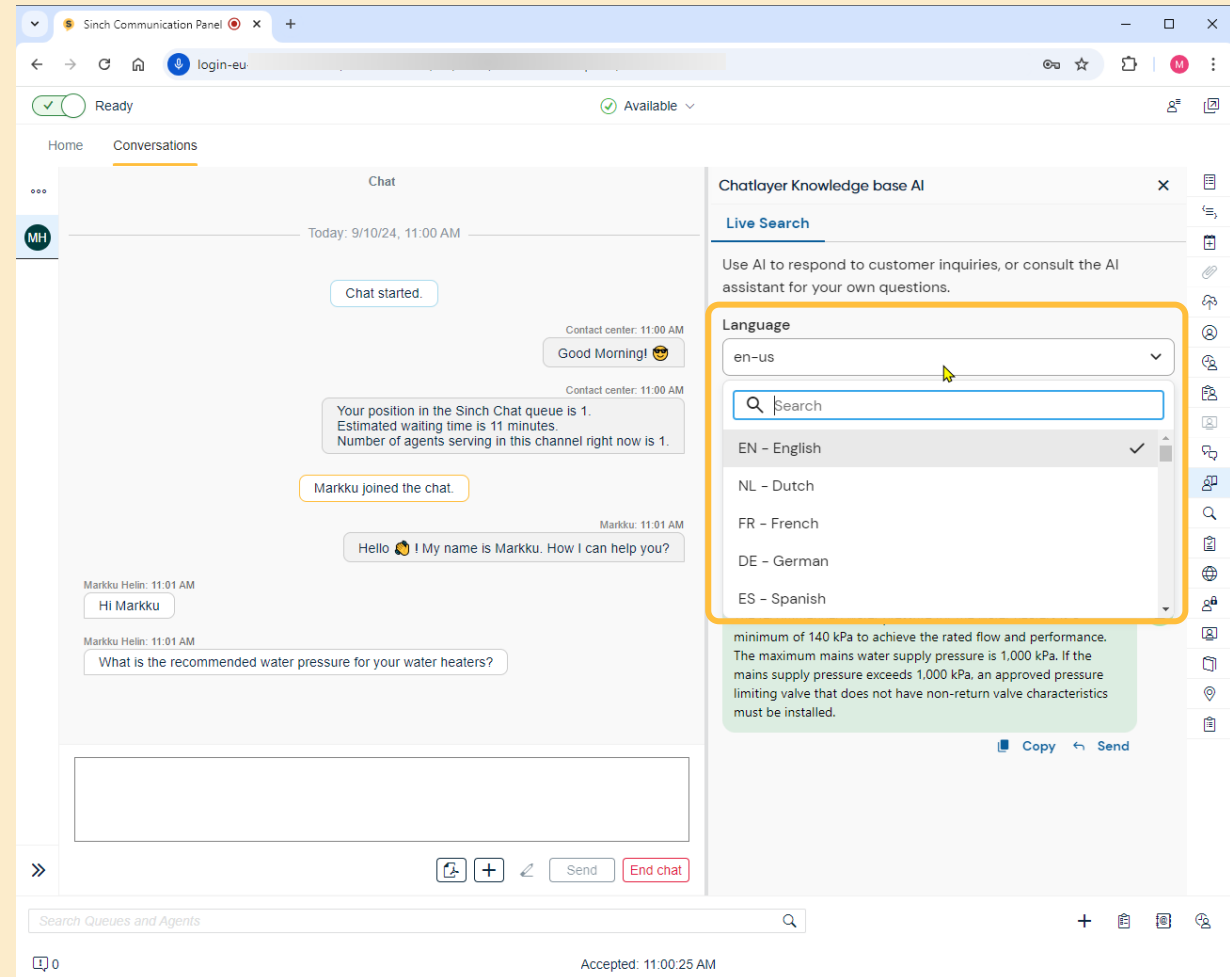


Chatlayer AI driven knowledgebase supporting multiple languages

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

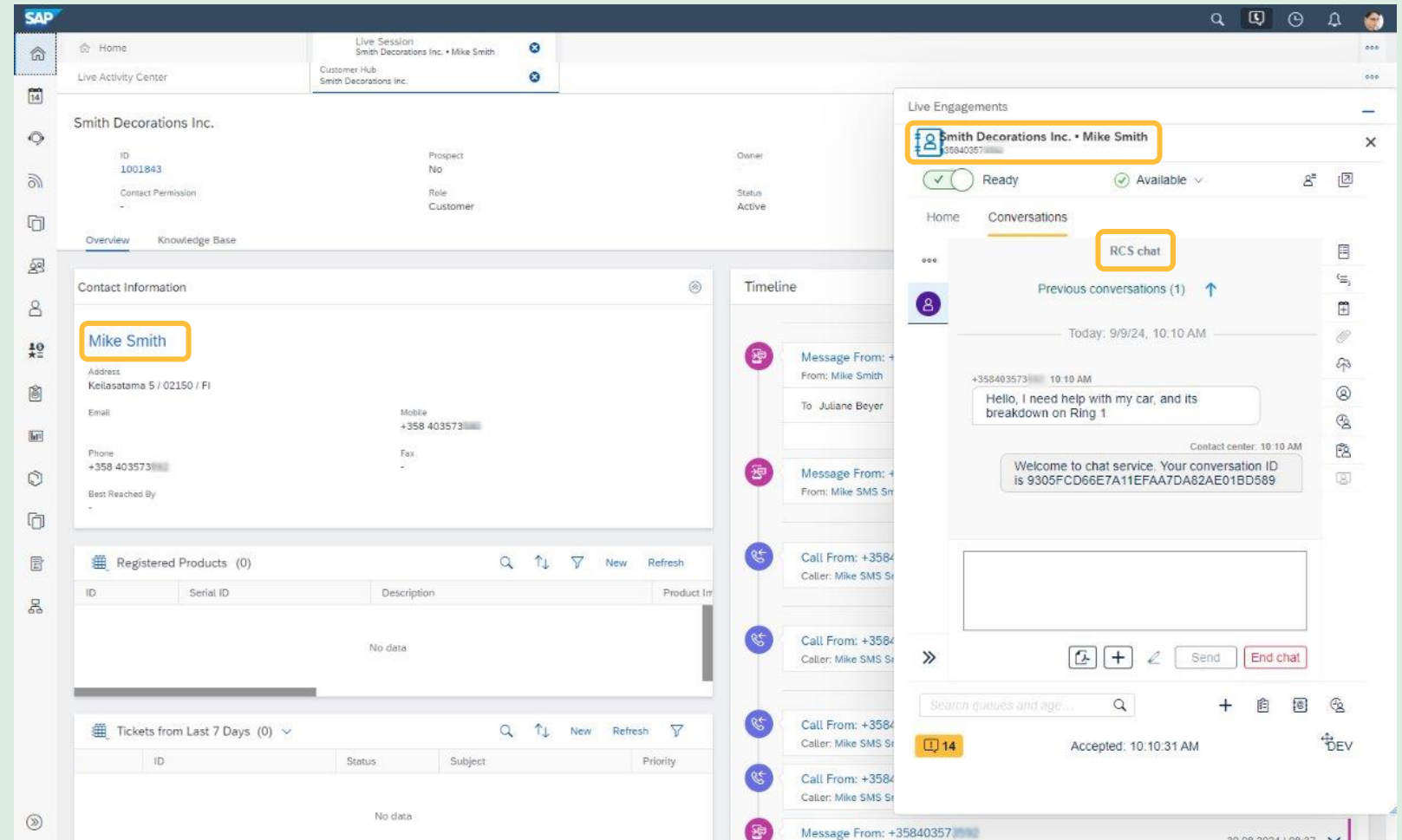
enablers and improvements



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.

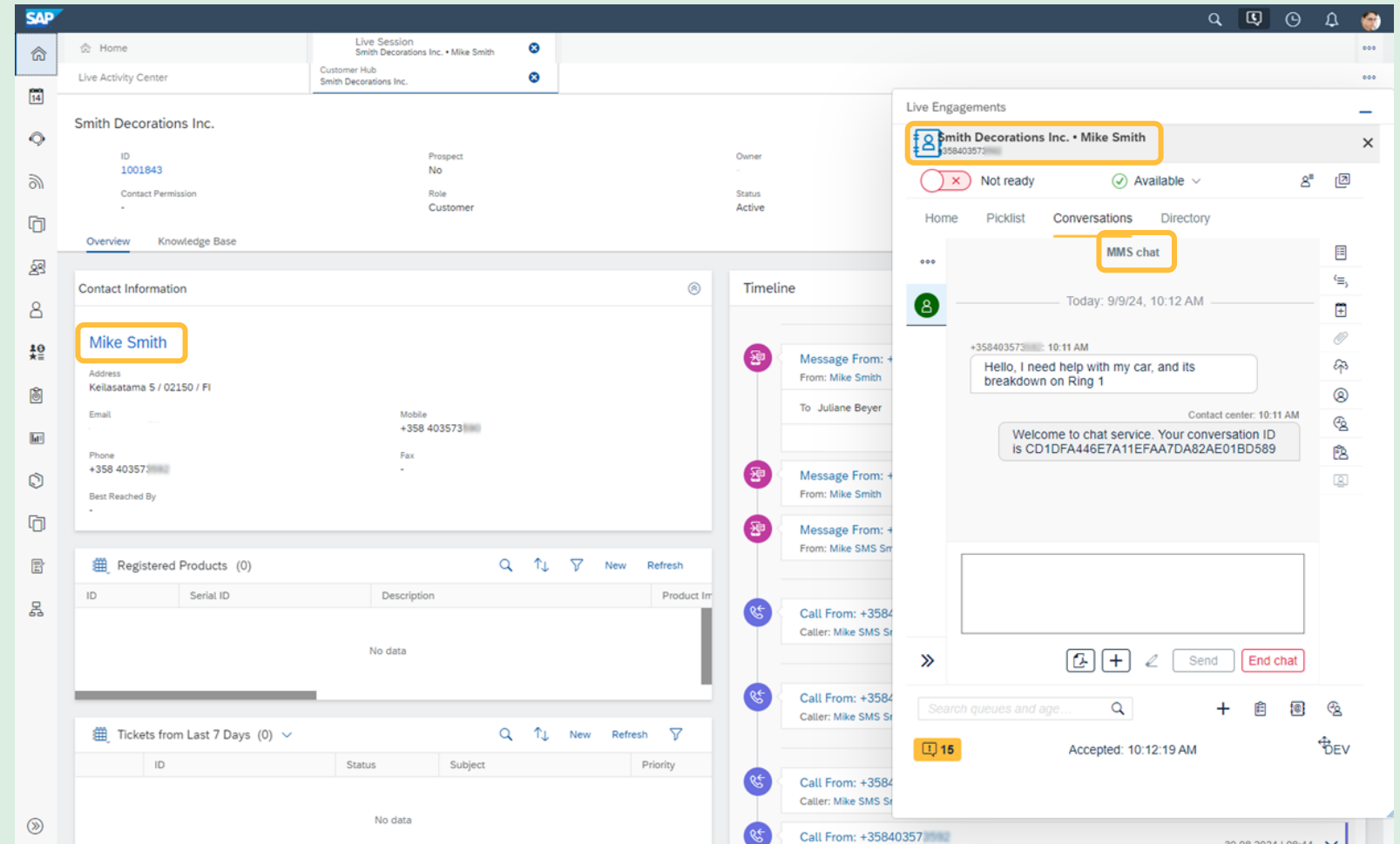


SAP Service Cloud, here version 2, with embedded Contact Pro Communication Panel, showing the customer identification with an RCS conversation.

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.

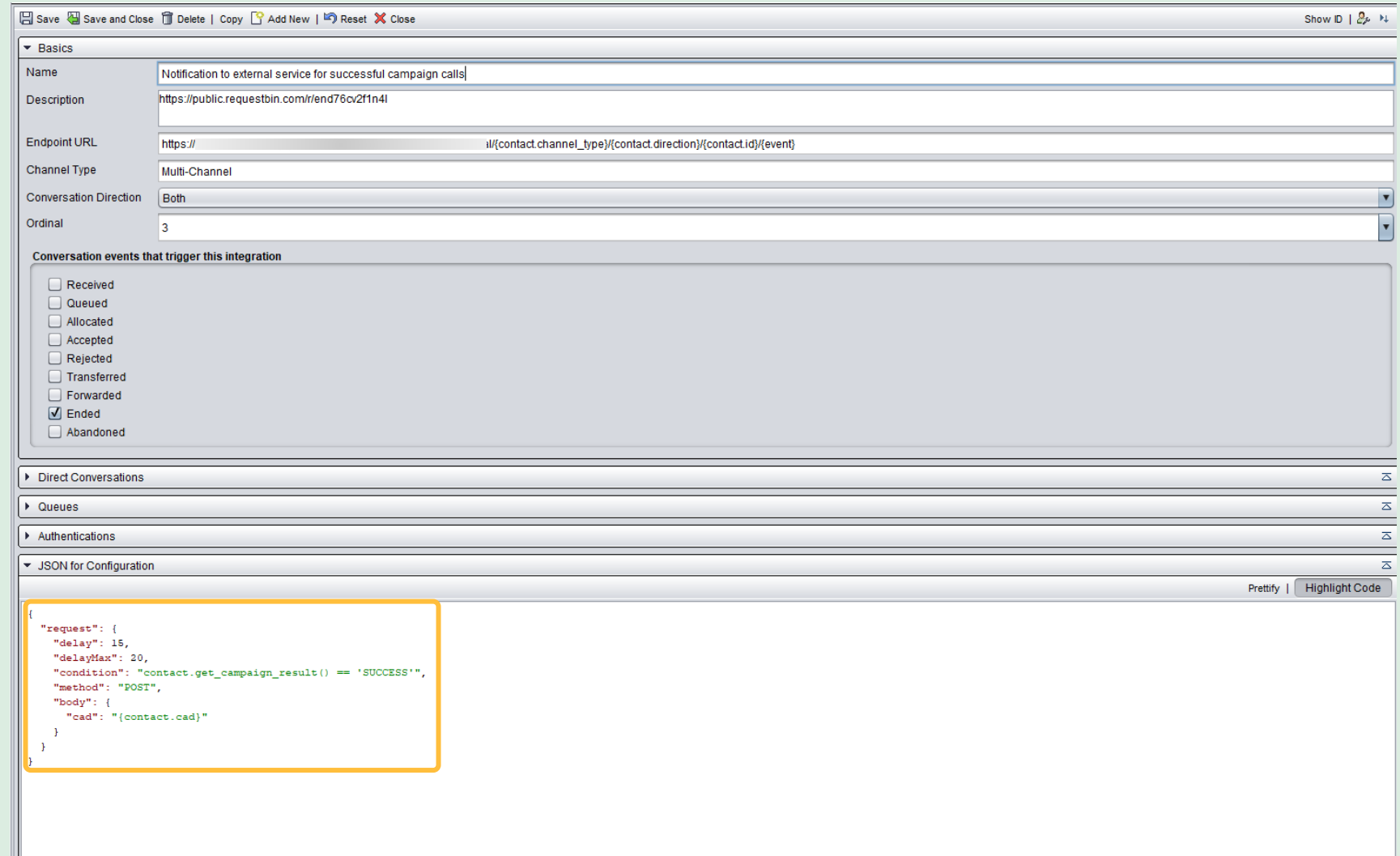
- EDI events can be triggered for outbound campaigns calls.

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.



The screenshot shows the Sinch EDI configuration interface. The configuration is for a notification to an external service for successful campaign calls. The configuration details are as follows:

- Name:** Notification to external service for successful campaign calls
- Description:** https://public.requestbin.com/r/end76cx2f1n4l
- Endpoint URL:** https://.../i/{contact_channel_type}/{contact_direction}/{contact.id}/{event}
- Channel Type:** Multi-Channel
- Conversation Direction:** Both
- Ordinal:** 3

The configuration also includes a section for "Conversation events that trigger this integration" with the following options:

- Received
- Queued
- Allocated
- Accepted
- Rejected
- Transferred
- Forwarded
- Ended
- Abandoned

The "JSON for Configuration" section shows the following JSON configuration:

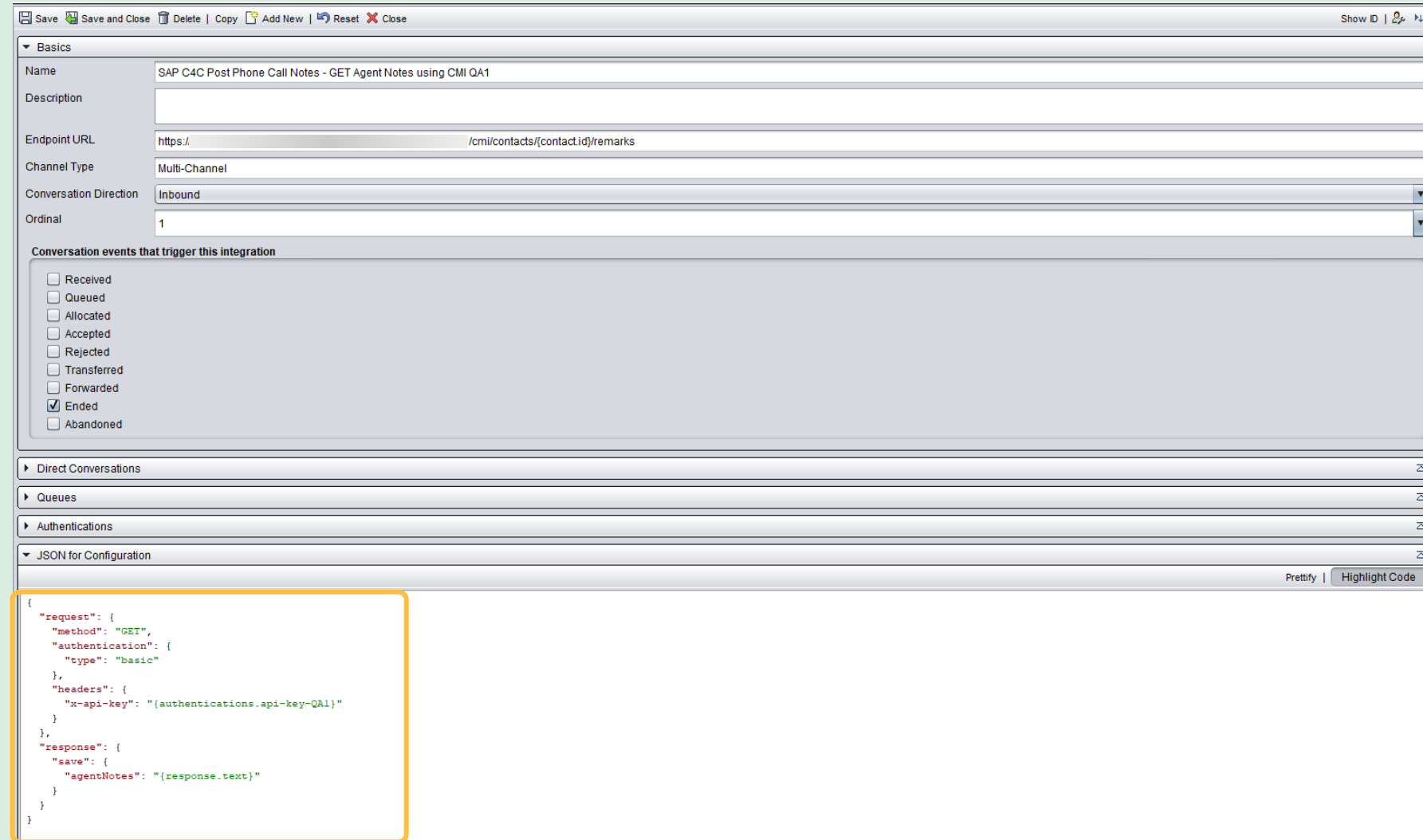
```
{
  "request": {
    "delay": 15,
    "delayfax": 20,
    "condition": "contact.get_campaign_result() == 'SUCCESS'",
    "method": "POST",
    "body": {
      "cad": "{contact.cad}"
    }
  }
}
```

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.



Save Save and Close Delete Copy Add New Reset Close Show ID

Basics

Name: SAP C4C Post Phone Call Notes - GET Agent Notes using CMI QA1

Description:

Endpoint URL: https://.../cmi/contacts/{contact.id}/remarks

Channel Type: Multi-Channel

Conversation Direction: Inbound

Ordinal: 1

Conversation events that trigger this integration

- Received
- Queued
- Allocated
- Accepted
- Rejected
- Transferred
- Forwarded
- Ended
- Abandoned

Direct Conversations

Queues

Authentications

JSON for Configuration

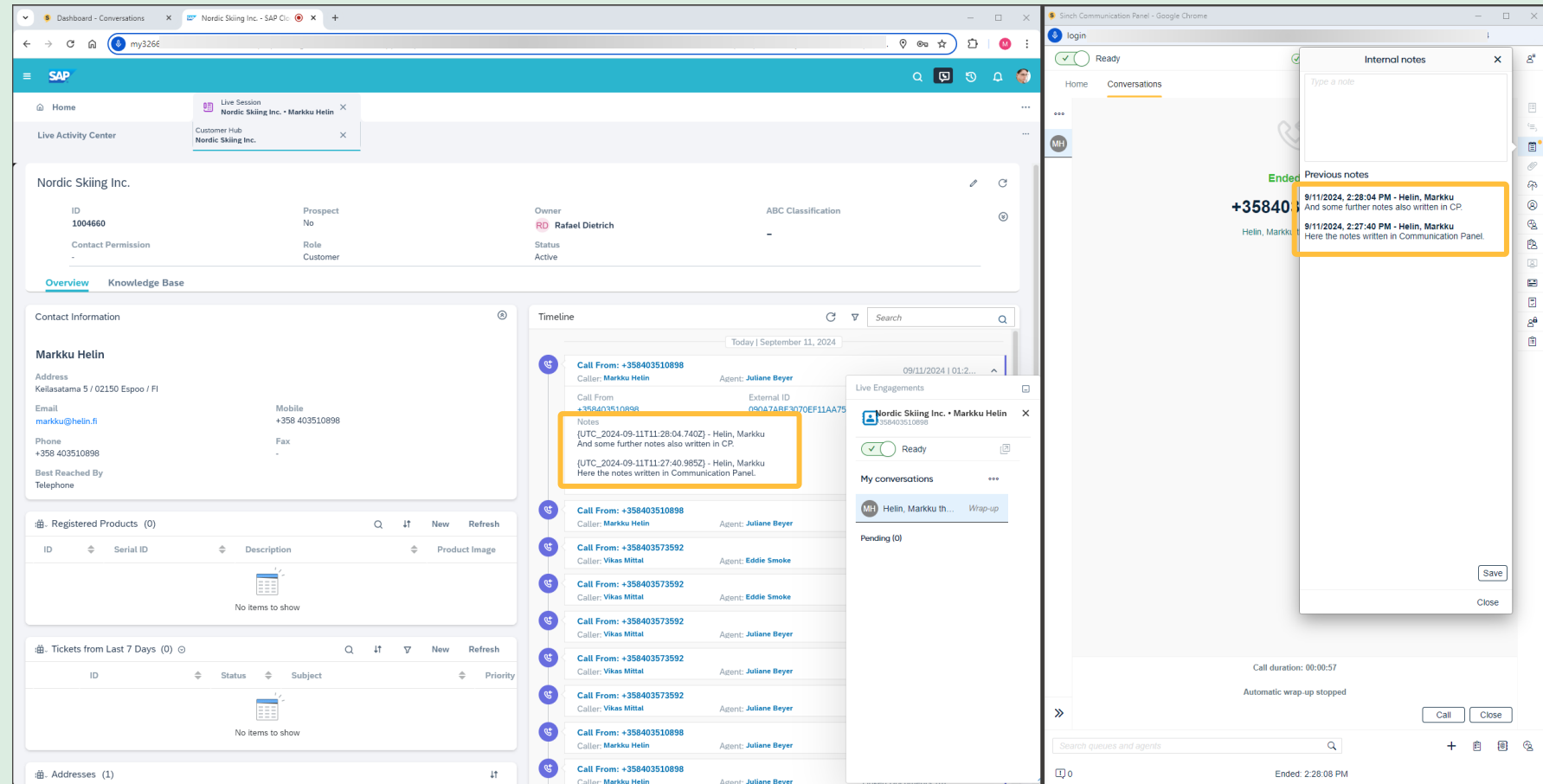
```
{
  "request": {
    "method": "GET",
    "authentication": {
      "type": "basic"
    },
    "headers": {
      "x-api-key": "{authentications.api-key-QA1}"
    }
  },
  "response": {
    "save": {
      "agentNotes": "{response.text}"
    }
  }
}
```

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.

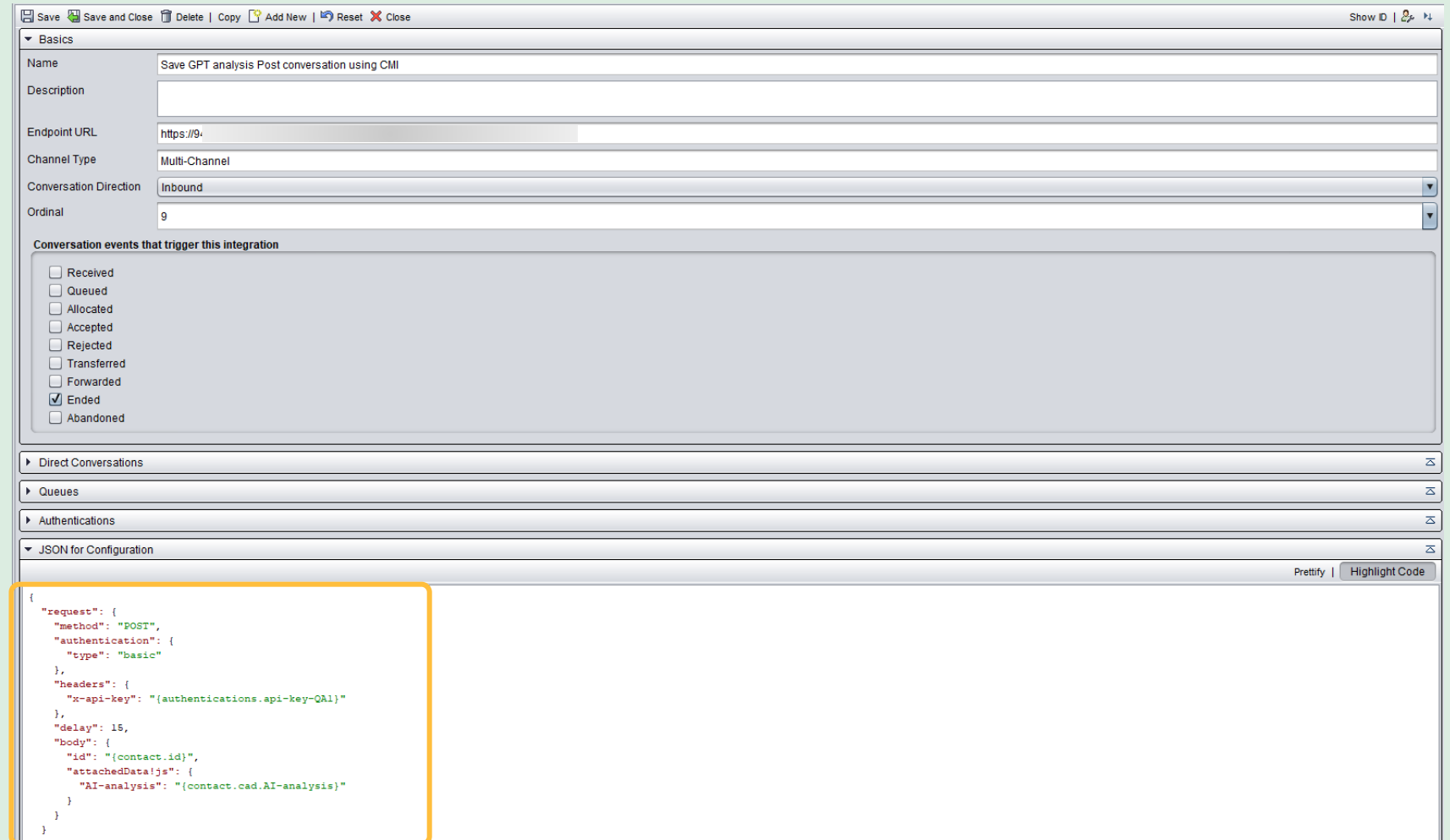
EDI support delay function

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.



The screenshot shows the Sinch EDI configuration interface. The configuration is for an integration named "Save GPT analysis Post conversation using CMI". The endpoint URL is "https://9.". The channel type is "Multi-Channel" and the conversation direction is "Inbound". The ordinal is "9". Under "Conversation events that trigger this integration", the "Ended" event is checked. The "JSON for Configuration" section is expanded, showing the following JSON:

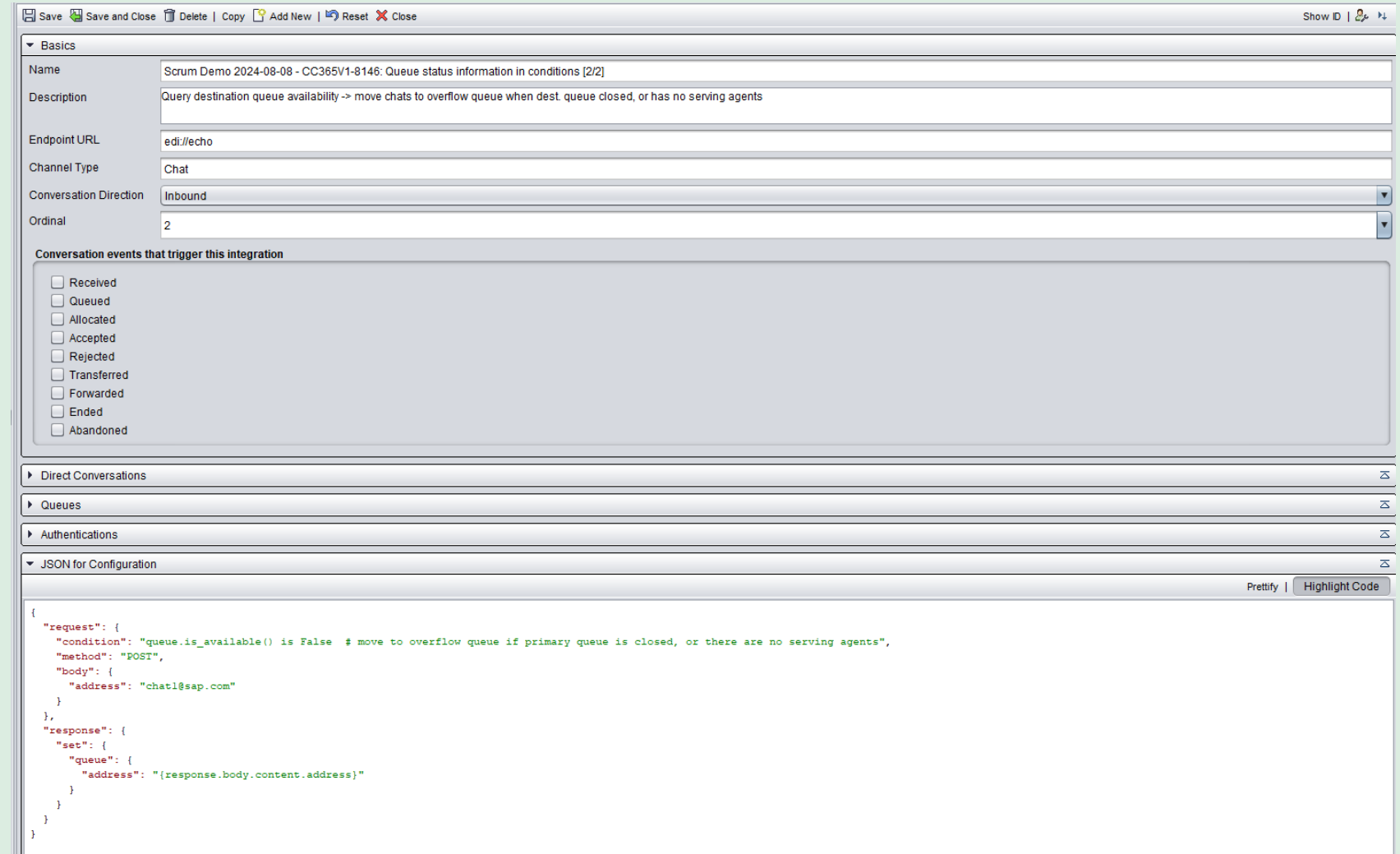
```
{
  "request": {
    "method": "POST",
    "authentication": {
      "type": "basic"
    },
    "headers": {
      "x-api-key": "{authentications.api-key-QA1}"
    },
    "delay": 15,
    "body": {
      "id": "{contact.id}",
      "attachedData[js]": {
        "AI-analysis": "{contact.cad.AI-analysis}"
      }
    }
  }
}
```

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



Save Save and Close Delete Copy Add New Reset Close Show ID

Basics

Name Scrum Demo 2024-08-08 - CC365V1-8146: Queue status information in conditions [2/2]

Description Query destination queue availability -> move chats to overflow queue when dest. queue closed, or has no serving agents

Endpoint URL edi://echo

Channel Type Chat

Conversation Direction Inbound

Ordinal 2

Conversation events that trigger this integration

- Received
- Queued
- Allocated
- Accepted
- Rejected
- Transferred
- Forwarded
- Ended
- Abandoned

Direct Conversations

Queues

Authentications

JSON for Configuration

Prettify Highlight Code

```
{
  "request": {
    "condition": "queue.is_available() is False # move to overflow queue if primary queue is closed, or there are no serving agents",
    "method": "POST",
    "body": {
      "address": "chat1@sap.com"
    }
  },
  "response": {
    "set": {
      "queue": {
        "address": "[response.body.content.address]"
      }
    }
  }
}
```

EDI able to use Queue status in conditional statements.

EDI use case: Post chat transcript analysis with OpenAI GPT4o

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

The screenshot displays a chat interface with a conversation transcript and an AI analysis panel. The transcript shows a customer named Vikas reporting a dishwasher issue, followed by an agent named vikas Agent providing assistance and scheduling a service visit. The AI analysis panel, titled "AI analysis", provides a summary of the chat, including the language (English), a detailed summary of the interaction, keywords (dishwasher, noise, warranty, service visit, Monday), customer sentiment (Neutral to Positive), and chat context (Customer Support).

Not ready Available

Home Picklist Conversations History

This is a WhatsApp template, which is used as a first response

Vikas: 1:51:14 PM
I need help with my dishwasher, its making wired noises now and then.

vikas Agent: 1:51:23 PM
How old is your machine?

Vikas: 1:51:32 PM
its 1.5 years

vikas Agent: 1:51:40 PM
Thanks, its in warranty, i could schedule a service visit to your home, is next week Monday at 13.00 ok?

Vikas: 1:51:48 PM
Thats ok

vikas Agent: 1:52:17 PM
Its done, anything else that i can help you with?

Vikas: 1:52:22 PM
That's all, Thanks Bye !

vikas Agent: 1:52:29 PM
Thanks Bye !

Contact center: 1:52:38 PM
Thank you for chatting with us! Your conversation ID is

Send message Close

Search queues and agents

37

Conversation details

Agent: mittal, vikas

Total duration: 00:01:44

ID: 635A5A346E9911EFAA7DA82AE01BD589

AI analysis

Chat language: English

Summary: The customer contacted the call center via WhatsApp to report an issue with their dishwasher making unusual noises. After confirming the dishwasher's age, which was 1.5 years, the agent offered to schedule a service visit under warranty for the following Monday at 13:00. The customer agreed and the conversation concluded with both parties expressing gratitude and saying goodbye.

Keywords: dishwasher, noise, warranty, service visit, Monday

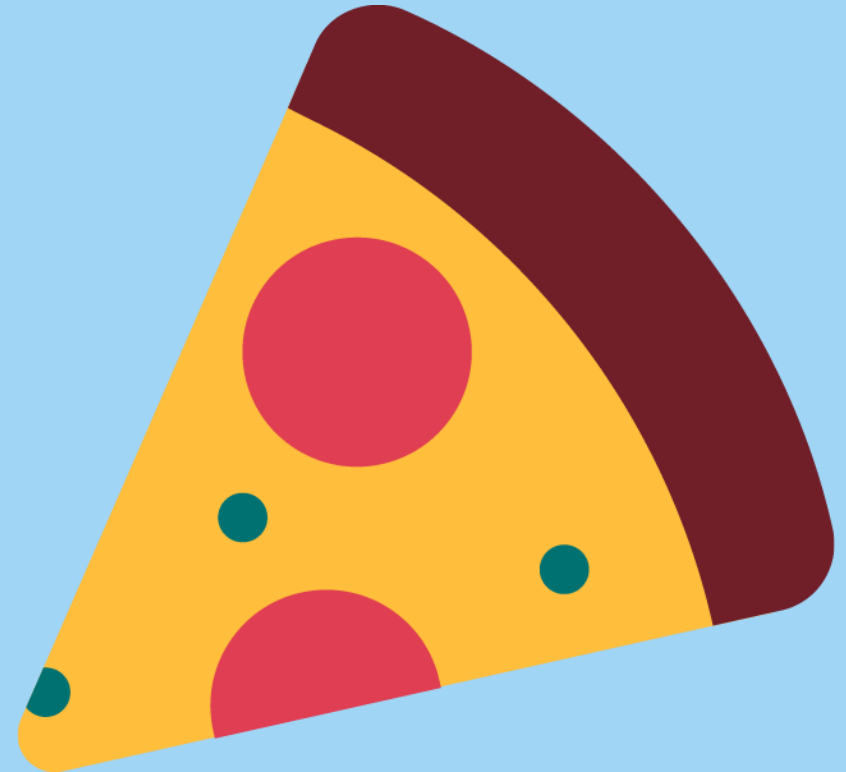
Customer Sentiment: Neutral to Positive

Chat Context: Customer Support

Post Chat transcript AI analysis available using Chat GPT

Miscellaneous

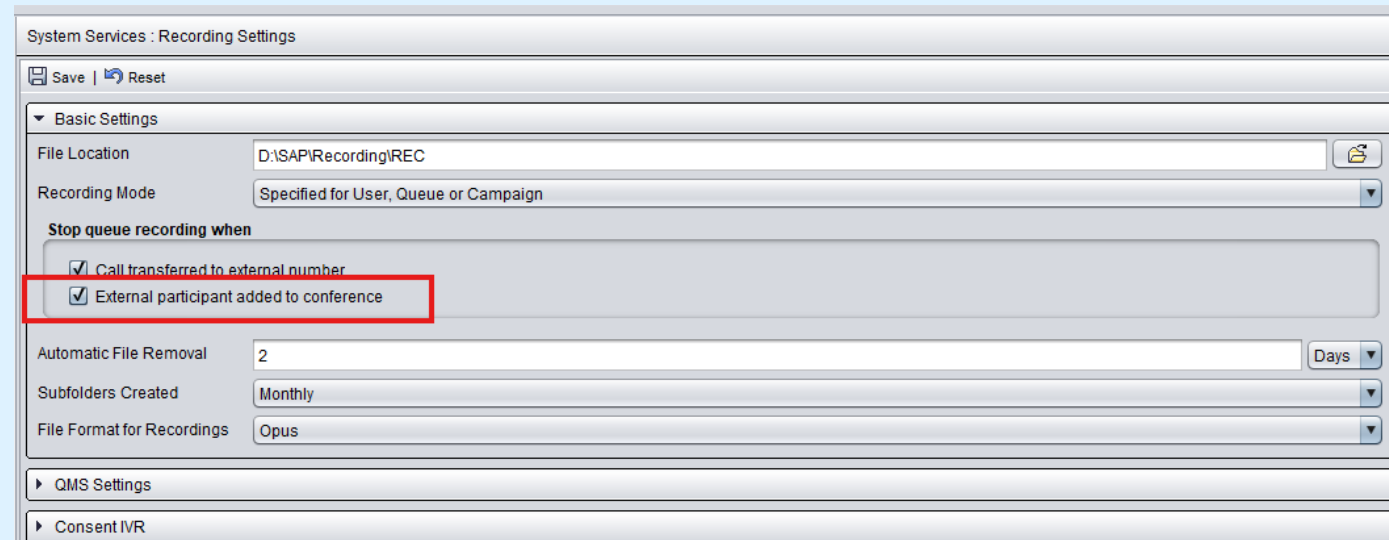
improvements



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 Services : Recording Settings

Save | Reset

Basic Settings

File Location: D:\SAPI\Recording\REC

Recording Mode: Specified for User, Queue or Campaign

Stop queue recording when

- Call transferred to external number
- External participant added to conference

Automatic File Removal: 2 Days

Subfolders Created: Monthly

File Format for Recordings: Opus

QMS Settings

Consent IVR

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

Sinch Dual Contact Center (DSCC)

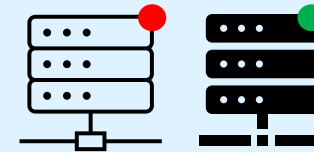
Contact Pro Public Cloud infrastructure is being developed towards a dual-instance model, where each Contact Pro tenant has two redundant AWS instances, one being active and other passive.

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

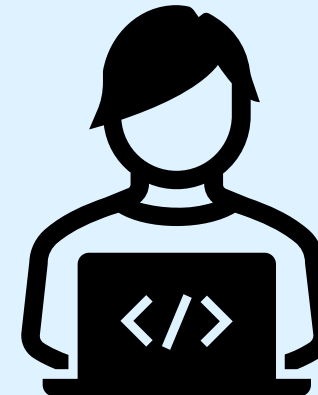
Dual channel recording – fixing the issue with changing channels of customer and agent when transferring the call.

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>





- 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_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