

Sinch Contact Pro

(Previously 'Sinch Contact Center')

What's New in 21q3

Sinch Contact Pro
Product Management



Agenda

Web Chat Enhancements

Communication Panel Enhancements

Supervisor Dashboard Enhancements

Miscellaneous Enhancements: Sample Implementations

Web Chat Enhancements



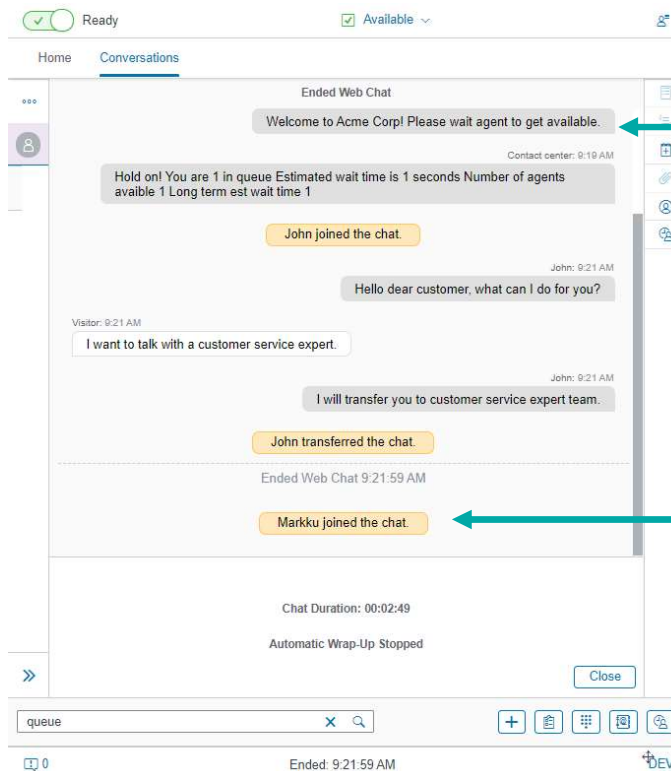


Web Chat Enhancements

Chat transcript improvements

Chat prompts and chat notifications are visible to agent in chat conversation and chat transcript

- Chat prompts (predefined greetings displayed to chat visitor at the start of chat conversation) are also displayed to agent in Communication Panel and saved in chat transcript
- Chat events (e.g., agent has joined chat, chat has been transferred, etc.) are also displayed to agent in Communication Panel and saved in chat transcript



Chat prompts (predefined greetings displayed to the chat visitor at the start of the chat conversation) are now also displayed to the agent and saved as part of the chat transcript

Notifications (e.g., agent has joined chat, chat has been transferred, etc.), are now also displayed to the agent and saved as part of the chat transcript



Web Chat Enhancements

Chat transcript improvements (continued)

Visitor actions (opening new web page, closing tab/browser, pressing 'end chat' button, etc.) are visible to agent in chat conversation

- Agent can see if visitor navigates to another webpage on the website containing active web chat widget
- Agent can see if visitor closes the web browser tab or window of active chat session
- Agent can see reason why chat session was ended ('End Chat' button, closed browser, inactivity timeout, etc.)

The screenshot displays a chat interface with a status bar at the top showing 'Ready' and 'Available'. The chat history includes:

- Agent: Sure, please navigate to <https://rent-a-van-ver2.webnode.com/>
- System: visitor opened a chat page.
- Visitor: Thanks!
- System: visitor closed one of the chat pages. The chat is still active.
- Agent: Do you have the necessary information to submit the order?
- Visitor: Yes. Thanks! Bye!
- System: visitor left the chat.
- System: Ended Web Chat 9:28:30 AM
- System: Chat ended.
- System: Chat Duration: 00:06:23
- System: Automatic Wrap-Up Stopped

At the bottom, there is a 'Check Availability' search bar, a 'Close' button, and a status bar showing 'Ended: 9:28:30 AM' and 'DEV'.

Visitor opened another web page or tab with web chat widget on it

Visitor has closed a tab or browser window containing an active web chat widget, but the web chat is still active on another page

Visitor has deliberately ended the chat by pressing 'end chat' button



Web Chat Enhancements

Ability to add own languages in visitor chat client

In addition to the standard languages supported for the visitor chat client; Organizations can also create (and host) their own text translations for non-supported languages (e.g., Latvian) they wish to offer

- Since customers / system integrators can create custom language translations (and store them on any web server) for use in the visitor chat client
- Custom language elements do not affect chat queue names or chat prompts, nor the agent-facing Communication Panel user interface

```
Feature Policy: Skipping unsupported feature name m101 .  
>> cvc.setLanguage('lv', 'https://merlinchat-dev.merlinsystems.fi/cvc-custom-translations/i18n.lv.properties');  
<- undefined  
>>
```

Custom language (Latvian) command as part of Web Chat widget script

Web Chat Widget translated into Latvian

Communication Panel Enhancements





Communication Panel Enhancements

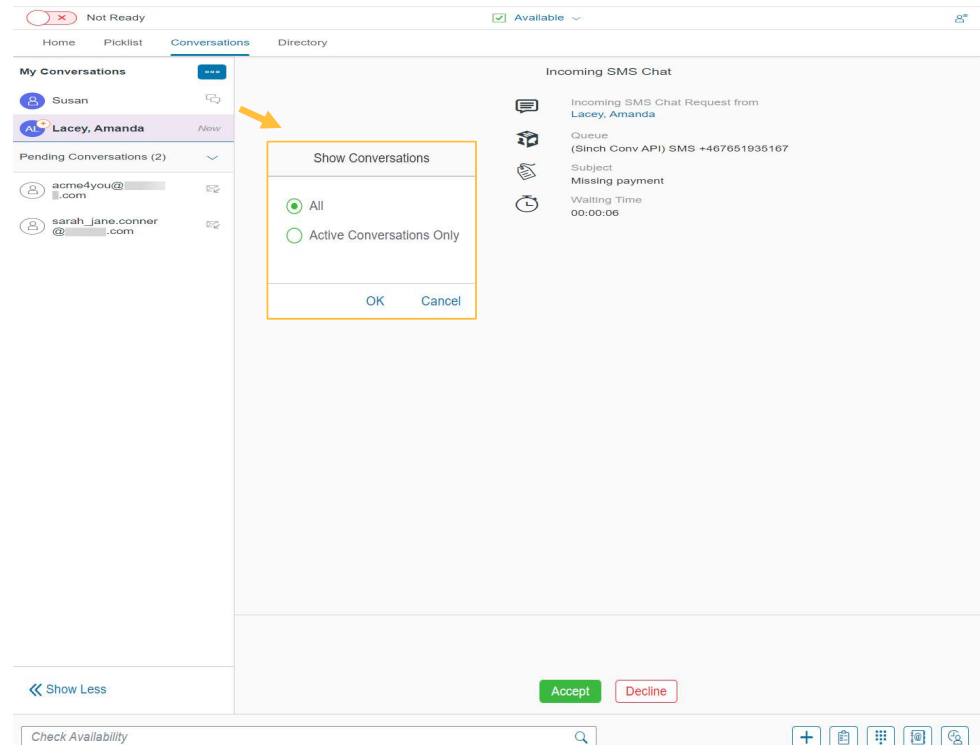
Pending items shown in 'My Conversations' list

Provides agents with improved visibility and awareness of conversations requiring attention

- 'My Conversations' list shows user's active and pending conversations
- 'My Conversations' list can be filtered to show all conversations (active and pending) or only active conversations
- The 'Pending Conversations' section of the 'My Conversations' list can be collapsed/expanded

Users can filter 'My Conversations' to show all conversations (active and pending) or active conversations only

'Pending Conversations' can be collapsed/expanded →





Communication Panel Enhancements

Picklist improvements

Picklist has been improved to provide greater clarity and transparency as to status and ownership of picklist items

- Agent name is shown for items allocated to a specific agent
- Pick button is disabled for items that cannot be picked (e.g., items with a required or preferred agent)
- Icon to indicate if an item has been transferred
- Icons to indicate whether an **email / task** has a preferred or required agent.* This features is only relevant for emails and tasks and is not applicable for other picklist items (such as chats)

* The Preferred / required agent feature itself is not new. It can be configured in the System Configurator. Only the icons are new in the 21q3 release.

Picklist (6)		Search by Source or Destination						
	sarah_jane.conner@.com	Example Email A	In Queue	Pick		dev.team2-3	9/1/2021, 1:09:50 PM	00:18:26
	sarah_jane.conner@.com	Example Email X	Pending	Pick	Ishmael, Paul	dev.team2-3	9/1/2021, 1:10:03 PM	00:18:14
	acme4you@.com	Example Email 2	Pending	Pick	Agent, Sales.Agent1	1 dev.team2-1	9/1/2021, 1:11:04 PM	00:17:12
	acme4you@.com	Example Email B	In Queue	Pick		2 dev.team2-3	9/1/2021, 1:11:22 PM	00:16:54
	sarah_jane.conner@.com	RE: Example Email D	In Queue	Pick	Ishmael, Paul	3 dev.team2-2	9/1/2021, 1:21:34 PM	00:06:42
	sarah_jane.conner@.com	RE: Example Email 1	In Queue	Pick	Ishmael, Paul	4 dev.team2-1	9/1/2021, 1:21:42 PM	00:06:35

Picklist showing items with different states: (1) in queue, transferred to a specific agent, (2) transferred into a queue, (3) in queue with required agent, and (4) in queue with preferred agent



Transferred



Preferred agent



Required agent



Communication Panel Enhancements

Email handling improvements

Communication Panel warns agents if outbound emails exceed configured max size limit, max number of recipients, or max attachment size

- Email servers often have limitations on maximum email size, attachment size, and number of recipients
- Defining these limitations in the System Configurator will warn agents when attempting to send an email that exceeds any of these defined limits
- Communication Panel warns agent if:
 - Email size (body text and attachments) exceeds max size
 - Any attachment exceeds size limit
 - Number of recipients (to, cc, bcc) exceeds max limit

Configuration of max email size, max number of recipients, and max attachment size in System Configurator

 Sending failed: The email is too large. The max. size is 10 MB, including body text and attachments. 

 Sending failed: There are too many recipients. 

 The attachment is too large.

The file A380 Manual.pdf cannot be uploaded because the maximum file size (5 MB) is exceeded.



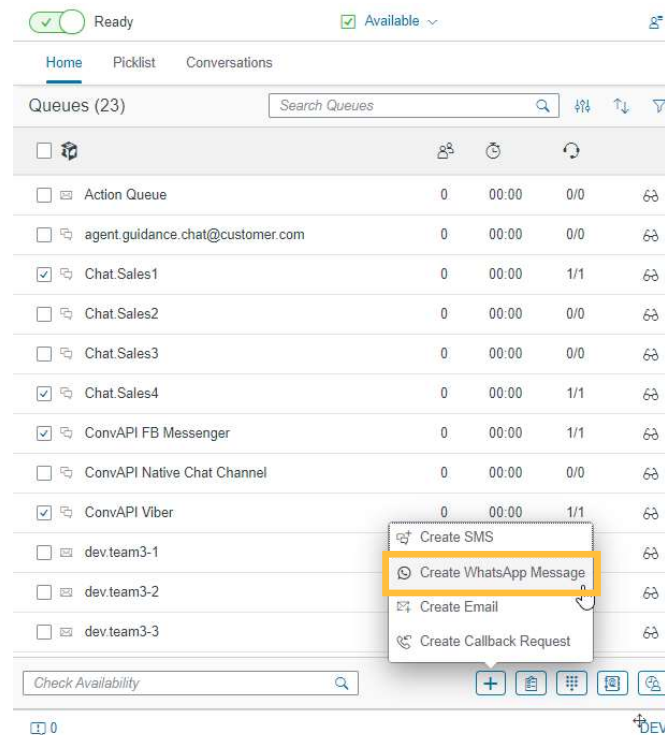


Communication Panel Enhancements

Creating new WhatsApp messages

Previously, agents could only create a WhatsApp message when replying to an existing WhatsApp conversation; agents can now create and send net new WhatsApp messages

- Net new WhatsApp messages must follow the WhatsApp opt-in rules:
 - You can start new discussion if customer has contacted you via WhatsApp in the past 24 hours
 - If last customer WhatsApp message is older than 24 hours, you must use an approved WhatsApp template, and you must have customer opt-in
 - If last message is outside 24 hours and you don't have customer WhatsApp opt-in, it's recommended to send SMS instead



Creating new WhatsApp message from Communication Panel

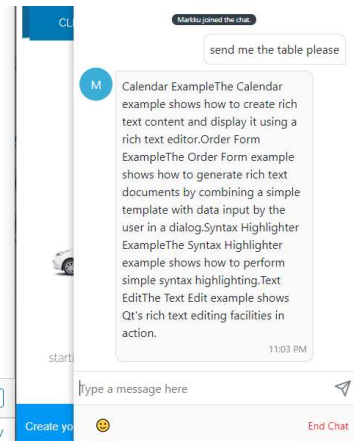
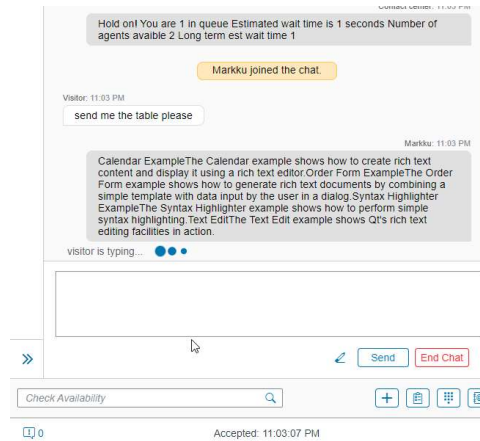


Communication Panel Enhancements

'Clean up input' button for chat editor

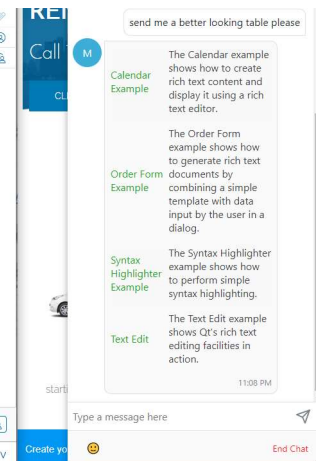
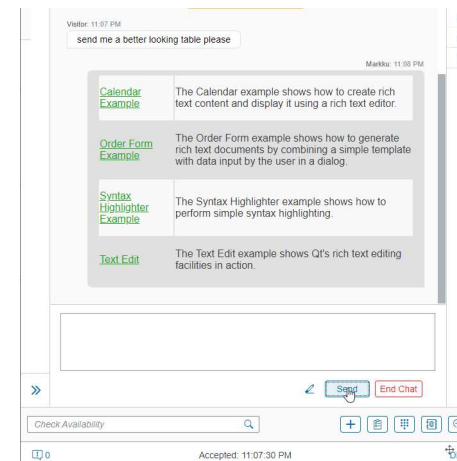
Agents can copy-paste formatted content into the chat input field and cleanse it with single mouse-click

- Content pasted into the chat input area is cleansed based on settings maintained in the System Configurator
- After pressing 'Clean up input' icon, pasted content is reformatted for optimal display in both the agent-facing Communication Panel and the customer-facing Visitor Chat Client



Example: Pasting a table into the Communication Panel results in suboptimal formatting for both the agent (Communication Panel) and the customer (Visitor Chat Client)

After pressing the 'Clean up input' icon, the pasted content is reformatted and displayed optimally for both the agent (Communication Panel) and the customer (Visitor Chat Client)



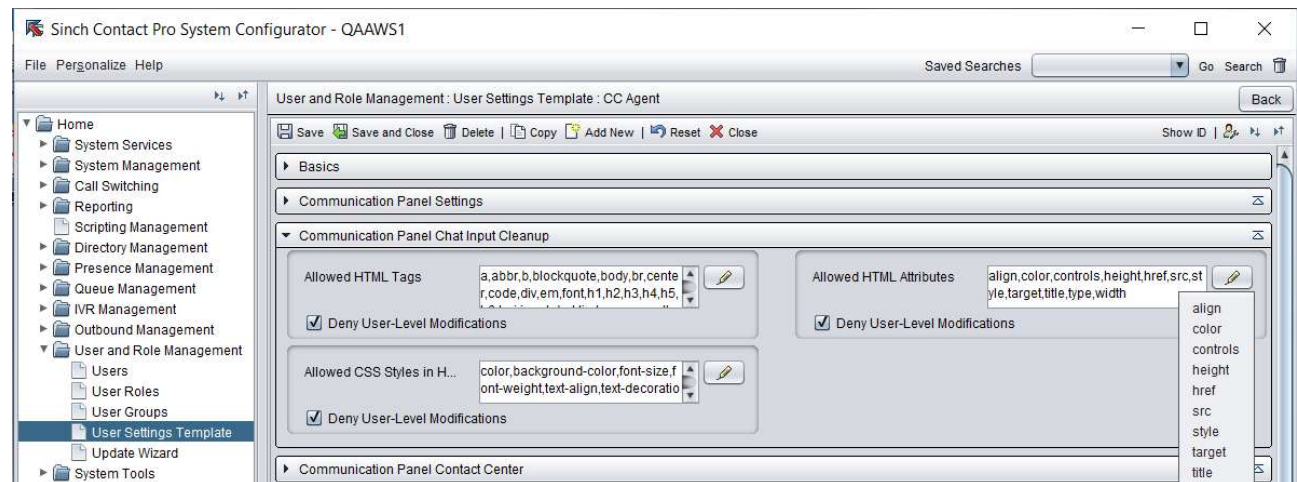


Communication Panel Enhancements

'Clean up input' button for chat editor – configuration

Cleansing rules are configurable in the System Configurator

- From the System Configurator:
 - Expand folder 'User and Role Management' folder
 - Double-click 'User Settings Templates'
 - Enter search criteria and select desired user settings template
 - Expand the folder, 'Communication Panel Chat Input Cleanup'
- You can configure which types of HTML tags, HTML attributes, and CSS styles are allowed



Configuring allowed HTML tags, attributes, and styles



Communication Panel Enhancements

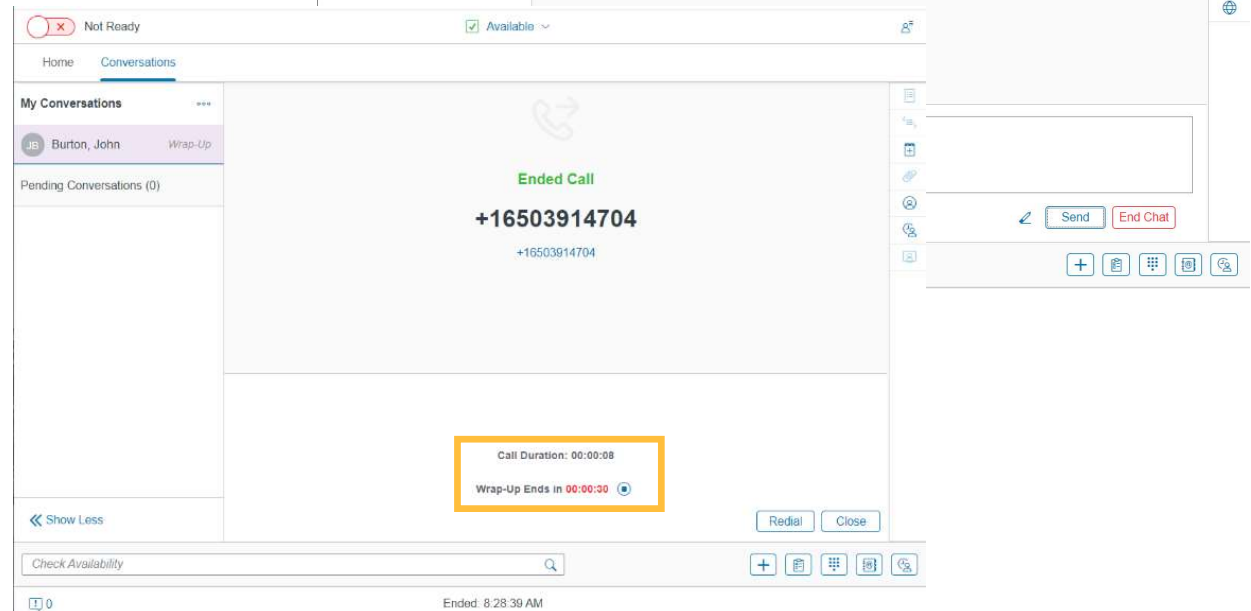
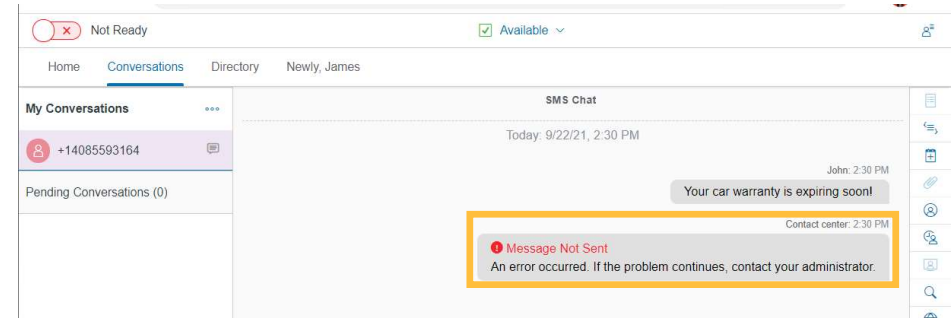
Miscellaneous Communication Panel improvements

1) Wrap-up mode for direct calls

2) Message failure notifications

- **Wrap-up mode** is now also available for **direct calls** (i.e., inbound calls placed directly to the agent's extension or outbound calls made by the agent via dial pad).
 - *Wrap-up mode was previously available for inbound queue calls*
 - *Wrap-up mode is not offered for conference calls or agent guidance calls with supervisor*
- Message failure notifications inform agent if a message (e.g., WhatsApp) could not be sent (e.g., due to missing configuration, inactive phone number, etc.). Agent can then elect to try a different channel (e.g., SMS)

Message failure notification



Wrap-up mode for direct call

Supervisor Dashboard Enhancements





Supervisor Dashboard Enhancements

Additional metrics available for conversations

The 'Conversations' view in the Supervisor Dashboard now shows the following additional metrics:

- Connection Time
- Disconnection Time
- Waiting Duration
- Wrap-Up Duration
- Total Duration

These new metrics are also available in the CMI (Communication Management Interface) API for consumption by third-party applications and analytics tools

The screenshot shows the Supervisor Dashboard interface. At the top, there's a search bar and filters for Conversation Type, Status, Queue, and Date Range. Below this is a table of conversations. The table has columns for Type, Source, Subject, Status, Agent, Arrival Time, Connection Time, Disconnection Time, Waiting Duration, Handling Duration, Wrap-Up Duration, Total Duration, Script, Recording, and View Details. The 'Connection Time', 'Disconnection Time', 'Waiting Duration', 'Handling Duration', 'Wrap-Up Duration', and 'Total Duration' columns are highlighted with an orange box.

Type	Source	Subject	Status	Agent	Arrival Time	Connection Time	Disconnection Time	Waiting Duration	Handling Duration	Wrap-Up Duration	Total Duration	Script	Recording	View Details
	OFYY33Q@J5QF.VIAB	tere	HANDLED	Kesküla, Rando	9/16/2021, 4:48:40 AM	9/16/2021, 4:49:17 AM	9/16/2021, 4:49:28 AM	00:37	00:11	00:04	00:52			66

Supervisor Dashboard 'Conversations' view additional metrics



Supervisor Dashboard Enhancements

Filtering agents by user group

When searching for agents in the Supervisor Dashboard, you can select all agents belonging to a user group

- The user group filter selection is available in both the 'Conversations' view and the 'Agents' view in the Supervisor Dashboard

The screenshot shows the Supervisor Dashboard interface. At the top, there's a navigation bar with the logo and the title 'Supervisor Dashboard'. Below that, there are filter controls for 'Agent:', 'Availability:', and 'Queue:'. The 'Agent:' dropdown is open, showing a list of user groups with checkboxes. The 'Show:' panel on the right has checkboxes for 'Agent Information', 'Today's Statistics', and 'Queues'. Below the filters is a table of agents with columns for Number, Mobile Number, Location, Chat Name, Chat Address, and Email Address.

Number	Mobile Number	Location	Chat Name	Chat Address	Email Address
4753			Chatlayer Bot	chatlayer.standarddemo.03@chatlayer.ai	chatlayer.standarddemo.03@cha
4709			Chatlayer Bot	chatlayer.standarddemo.dev02@chatlayer.ai	chatlayer.standarddemo.dev02@
4689			Chatlayer Dev	chatlayer.standarddemo.dev@sinch.corp	chatlayer.standarddemo.dev@sin

Supervisor Dashboard Agents view enables agent filtering based on User Groups

Miscellaneous Enhancements: Sample Implementations





Sample Implementations

Legal disclaimer

Upon customer request, Sinch will provide the example code used for these sample implementations. The code may be copied, modified, and freely used by Sinch customers.

The sample code is provided "as is," with no assurance or guarantee of completeness, accuracy or timeliness of the information, and without warranty of any kind, express or implied, including but not limited to warranties of performance, completeness, and fitness for a particular purpose.



Sample Implementations

Extension Area view for recording customer consent / opt-in

Sample extension area view that can be used to record customer call-recording consent and/or WhatsApp opt-in

- Agents can view and modify a customer's **call-recording consent** and/or **WhatsApp opt-in** permission
- This Extension Area view automatically searches for matching consent / opt-in information based on incoming conversation such as phone call, SMS or WhatsApp message
- In order to view consent / opt-in information, the agent must have the rights (maintained in the System Configurator) to view and/or edit customer consent / opt-in information

* *Customers can send a service request to Sinch to request the sample code*

The screenshot displays the Sinch agent interface. On the left, a WhatsApp chat window shows a conversation with a customer named Markku. The chat history includes: "Hi", "Hi Markku!", "Did I provide consent to call recording?", "Yes, you have Consent to call recording and also to WhatsApp templates.", and "Thanks. Both are OK.". On the right, a side panel titled "Recording and WhatsApp Templates Opt-in" is open. It shows the phone number "+358403510898" and two sections: "Recording Consent: Yes" and "WhatsApp Opt-In: Yes". Each section has "ADD" and "REMOVE" buttons. Below these, a JSON snippet is visible:

```
[{"address":"+358403510898","usage":"recording","consent":true}, {"address":"+358403510898","usage":"whatsapp","consent":true}]
```

Agent viewing customer's opt-in for call recording and WhatsApp templates.



Sample Implementations

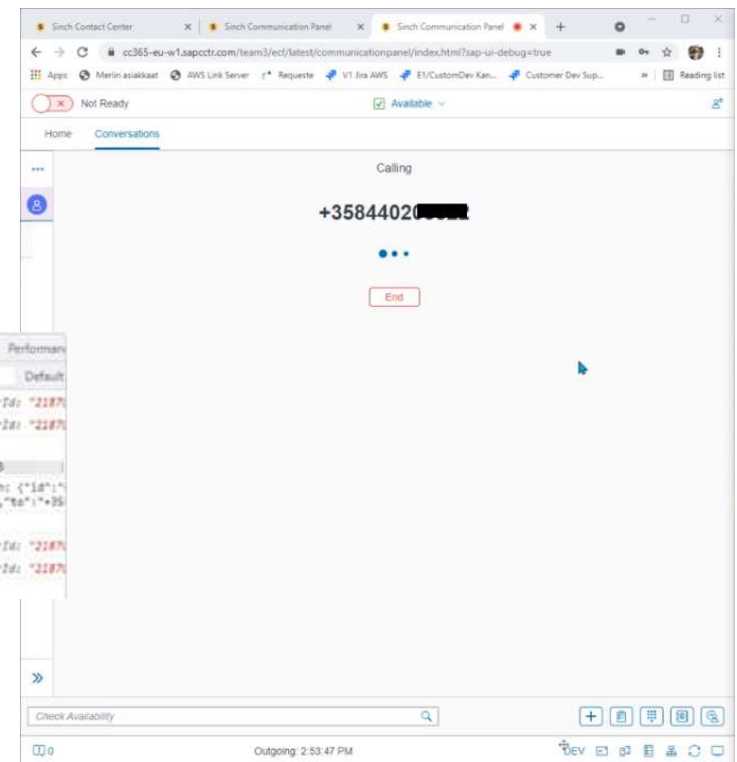
Communication Panel Events (CPE) for browser-based integration of e.g., homegrown CRM system

CPE enables browser-based integration of third-party apps. It can be used e.g., to enable click-to-call and other features for homegrown CRM systems

- CPE enables “forwarding” of Sinch Communication Panel events to an app running in another browser window.
- CPE also enables an app running in another browser window to issue commands to Sinch Communication Panel to e.g., make a phone call
- CPE is an extension, which Sinch provides as a sample. Potential customer use cases include:
 - Integration of third-party web apps that cannot be embedded inside the Sinch Communication Panel UI

** Customers can send a service request to Sinch to request the sample code*

Phone call triggered by CPE



CPE triggering a phone call



Sample Implementations

Additional data elements added to reporting database

The following data elements have been added to the Sinch reporting database and are available for customers to perform their own content analysis

- Chat transcripts
- Contact attached data (CAD) for web chat
- Contact attached data (CAD) for items forwarded via the Online Interactive Interface (OII) such as SAP CRM tasks/emails
- Script results
- Internal notes

* Data elements are stored in JSON format.

* *Data elements are not available in SAP BusinessObjects (BO) universes by default; but customers can request to have them added to their BO universes by submitting a service request to Sinch.*

Chat transcript stored in reporting database

```
{
  "Id": 1,
  "Time": "2020-12-18T13:01:00",
  "SenderId": "Agent.One@sinch.com",
  "Sender": "AgentOne",
  "SystemMsg": false,
  "Content": "Hello @ ! My name is AgentOne. How I can help you?",
  "Type": "text"
},
{
  "Id": 2,
  "Time": "2020-12-18T13:01:05",
  "SenderId": "blc3290ead014753a4a24cfbde307673",
  "Sender": "Felix",
  "SystemMsg": false,
  "Content": "I have lost my car keys on your premises.",
  "Type": "text"
},
{
  "Id": 3,
  "Time": "2020-12-18T13:01:17",
  "SenderId": "Agent.One@sinch.com",
  "Sender": "AgentOne",
  "SystemMsg": false,
  "Content": "We have found one and keys are on our service desk. Can you come to check them ?",
  "Type": "text"
},
{
  "Id": 4,
  "Time": "2020-12-18T13:01:00",
  "SenderId": "blc3290ead014753a4a24cfbde307673",
  "Sender": "Felix",
  "SystemMsg": false,
  "Content": "yes",
  "Type": "text"
},
{
  "Id": 5,
  "Time": "2020-12-18T13:01:33",
  "SenderId": "blc3290ead014753a4a24cfbde307673",
  "Sender": "Felix",
  "SystemMsg": false,
  "Content": "Thank you",
  "Type": "text"
},
{
  "Id": 6,
  "Time": "2020-12-18T13:01:00",
  "SenderId": "blc3290ead014753a4a24cfbde307673",
  "Sender": "Felix",
  "SystemMsg": false,
  "Content": "See you soon",
  "Type": "text"
},
{
  "Id": 7,
  "Time": "2020-12-18T13:02:00",
  "SenderId": "Agent.One@sinch.com",
  "Sender": "AgentOne",
  "SystemMsg": false,
  "Content": "You welcome, see you soon.",
  "Type": "text"
}
```

Thank you!

