

5.2 Language Skills

Bright Pattern Documentation

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Auxiliary Skills

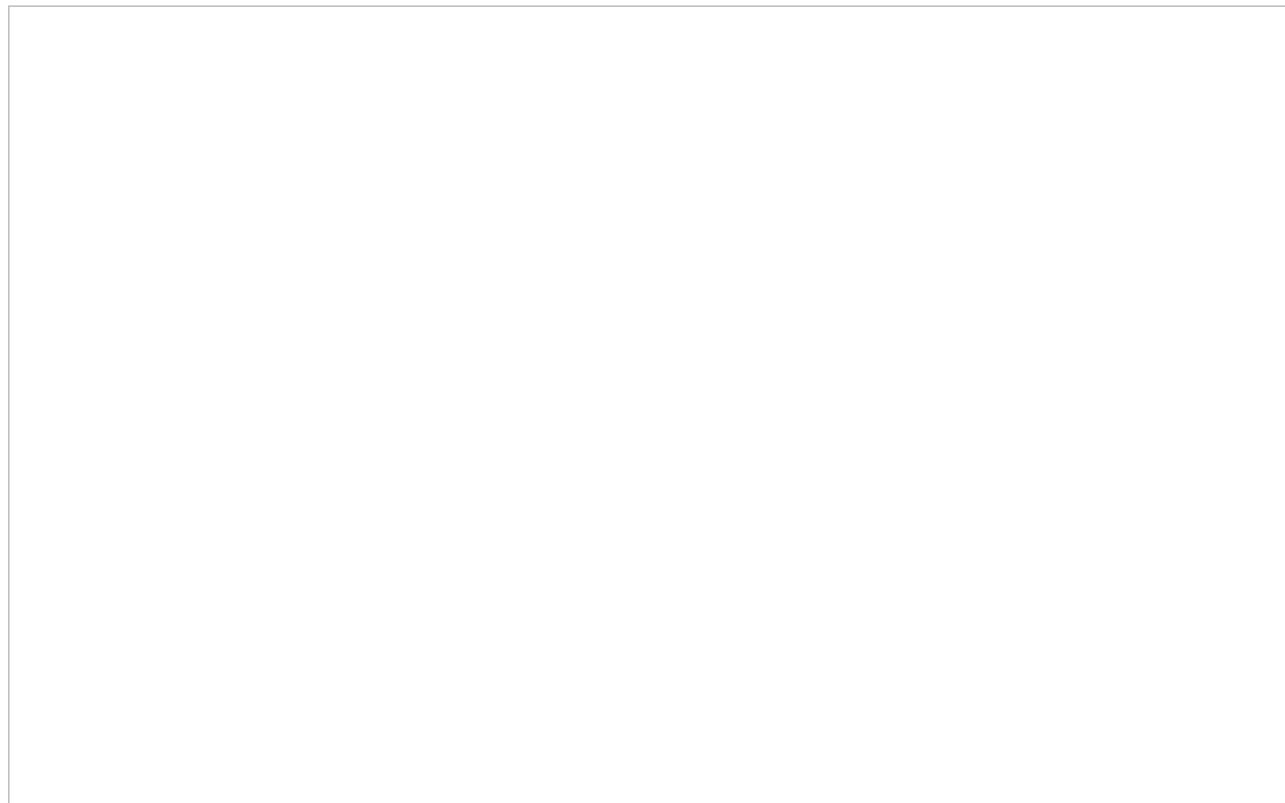
In Bright Pattern Contact Center, distribution of service interactions to agents is based on matching the skills requested by the incoming interaction with the skills possessed by agents. Skills are typically associated with services that the customers are trying to get. Thus, when you configure a service, a default skill representing this service is automatically created by the system. When you [assign a team to this service](#), the default service skill is automatically assigned to all agents of this team.

However, in many cases, a single skill may not sufficiently describe customer's expectation for the requested service. For example, a general support service may have agents specializing in particular products. In this case, in addition to the default service skill for Support, you may need to define skills for Product Type and assign them to the agents who can provide them for the given type of product. Such additional skills that are defined and assigned manually are referred to as auxiliary skills.

Auxiliary skills also can be used for group-based routing. Consider personal routing, where the system attempts to distribute an interaction to the agent who has handled the previous interaction of the same customer. If this agent is not available, the interaction can be then routed to a group of agents who share a particular property with that specific agent (e.g., work in the same office). Such common properties can also be described as auxiliary skills. For more information, see the description of the [Find Agent](#) block in the *Scenario Builder Reference Guide*.

Note that, starting from version 5.1, the language skills are defined separately via section [Language Skills](#). In previous versions of Bright Pattern Contact Center, languages could be configured in Auxiliary Skills. If you configured languages previously, they will be displayed in Auxiliary Skills as "Language - Old."

Note: Auxiliary skills are supported for voice and chat media channels only.



How to Create Auxiliary Skills

To create auxiliary skills, select **Auxiliary Skills** from the *Call Center Configuration* menu. In Bright Pattern Contact Center, related skills are organized in groups. To set up a new group of related skills, click **add skill group** and enter the group name (e.g., *Accounting*). To define a skill within this new group, click **add skill** and enter the skill name (e.g., *AP*). Repeat the last step for every accounting skill used in your contact center. Note that skill names must be unique within the entire contact center configuration and not just within the group. Note also that auxiliary skill names may not coincide with names of any services since the latter are used for default service skills.

To edit or delete previously defined skills and skill groups, hover the cursor over their names and click either **edit** or **delete** . **Please note:** When you delete a group, all skills within this group will be deleted as well. Unlike the default service skills, auxiliary skills must be assigned to agents explicitly. See section [Skills Levels](#) for more information.

Email

The logic of processing of an inbound email interaction is initially determined by the email address that was used by the email sender. In the simplest case, such email addresses can correspond to your email services (e.g., your *sales@company-name.com* and *support@company-name.com* may be associated with your *Sales* and *Support* services, respectively). In a more complex configuration, you may want to apply some keyword-based analysis of email texts to associated emails with appropriate services (e.g., an email coming to *support@company-name.com* can be further categorized into *Smartphone Support* and *Tablet Support* services based on the presence of the words *phone* and *tablet* in the text of email messages).

The logical entity that describes association between email addresses and keywords on the one hand and email services on the other hand is called *email scenario entry*. Unlike the other types of scenario entries, the email entries do not currently refer to any actual scenarios. All information required for association of incoming emails with services in the current release is contained in the configuration settings of the email entries themselves.

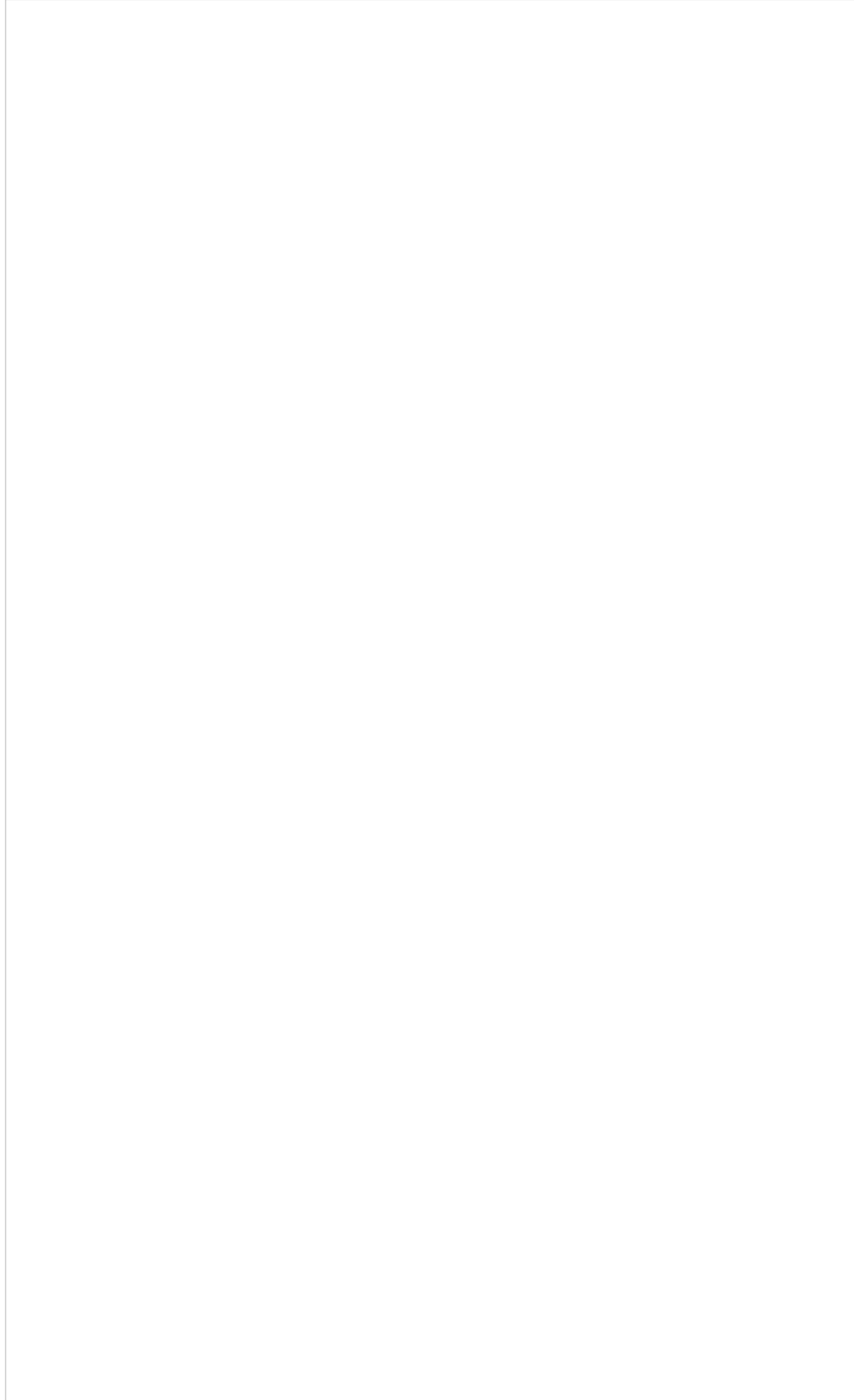
Note that before you configure an email scenario entry, you should set up a corresponding [email service](#). If you plan any keyword-based categorization, it may also be easier to define upfront all of the known services to which the emails arriving via this entry may be attributed. Once the email entry is set up according to your initial needs, you can add more services and update the categorization rules at any time.

Note: Bright Pattern Contact Center stores all processed emails for activity history, reporting, and quality management purposes. These storage practices may not coincide with the general email retention policies of your organization. For compliance with such general retention policies, we recommend that you always store copies of all emails received to and sent from the email addresses used for email scenario entries.

Email scenario entries are managed in the Contact Center Administrator application. To set up and manage email scenario entries, navigate to *Configuration > Scenario Entries > Email*.

Note: This option is visible and available to you only if the email management capability is enabled for your contact center at the service provider level.

If you have no email scenario entries set up, create them by clicking the "+" button. Once you have added an email scenario entry, screen properties will be visible on the right-hand pane of the screen.



Scenario Entries > Email

Screen Properties

The screen properties for email scenario entries are organized into three tabs: *Account*, *Services*, and *Case Fields*. The settings for each tab are described as follows.

Account tab

Email address

Email address is the address that customers will use to send emails to a specific service or a range of services. This address will also appear in the *From:* field of corresponding email replies as well as any outbound emails related to services associated with this scenario entry. This parameter is mandatory.

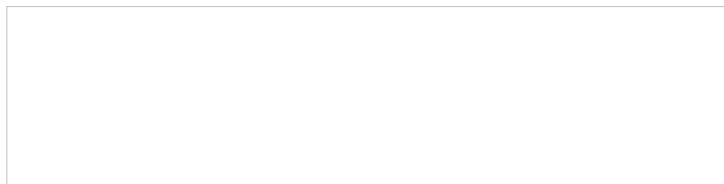
Display name

Display name is the name that will be shown for the email address that customers will use to send emails to a specific service or a range of services (e.g., "Bright Pattern Support" is a display name for "support@brightpattern.com"). This parameter is mandatory.

Server type

Server type defines what protocols are used to send and retrieve email messages. The POP3/SMTP protocol is supported, as is the Microsoft Exchange Web Services protocol.

The pull-down menu provides two options: POP3/SMTP and Microsoft exchange. The email settings that follow are dependent on the server type that you select.



POP3 and Microsoft Exchange server types are supported

Microsoft Exchange email retrieval and email sending is supported as of Bright Pattern Contact Center version 3.15. The protocol works for users who have on-premise Microsoft Exchange 2013 accounts with only the Exchange Web Services protocol available (i.e., for users who without POP3), as well as for users who plan to move to an Outlook365 managed service. The protocol works with Exchange 2013, Outlook.com, and Hotmail.com managed services.

POP3 Properties

Selecting server type POP3/SMTP will bring up the following properties for Incoming Mail and Outgoing Mail.

Incoming Mail



Email Incoming Mail properties

Server type

Server type is the type of server used for the transmission of email messages to the email address. It is read-only. The POP3 protocol is supported.

Host

Host is the name of the host where the server is run. This parameter is mandatory.

Connection security

Connection security provides indication of whether a cryptographic protocol (TLS or SSL) will be used to secure this connection.

- For a nonsecure connection, select **none**.
- To negotiate encryption in a plain connection, select **negotiate encryption in a plain connection (STARTTLS)**.
- For an immediate secure connection, select **use an encrypted connection (TLS/SSL v3)**.

Port

Port is the port assigned to the server on the host. This parameter is mandatory.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

Password is the password for email client authentication. This parameter is mandatory.

Retrieval interval

Retrieval interval is the mail retrieval period. By default, the account is checked for the presence of new mail every 15 seconds. Some POP3 mail servers may be configured to lock out accounts that access mailboxes at this rate due to excessive activity. If this is the case, use this *Incoming Mail, Retrieval interval* parameter to increase the retrieval period to any value between 15 and 86400 seconds.

Enabled

Enabled indicates whether the account is currently enabled. Accounts can be disabled manually or automatically, as described. Accounts can only be enabled manually.

After incoming emails have been retrieved for processing, Bright Pattern Contact Center normally deletes those emails from the mailbox. However, if the POP3 server is configured for read-only access, the emails will stay in the mailbox and will be retrieved repeatedly until the system runs out of disk space. To prevent this from happening, the system will automatically disable the email account if an attempt to delete incoming mail returns an error from the POP3 server.

If an account is disabled, you should check the *Last error* message. If the message indicates that the account has been disabled for the aforementioned reason, reconfigure your POP3 server for full access, and enable the account manually.

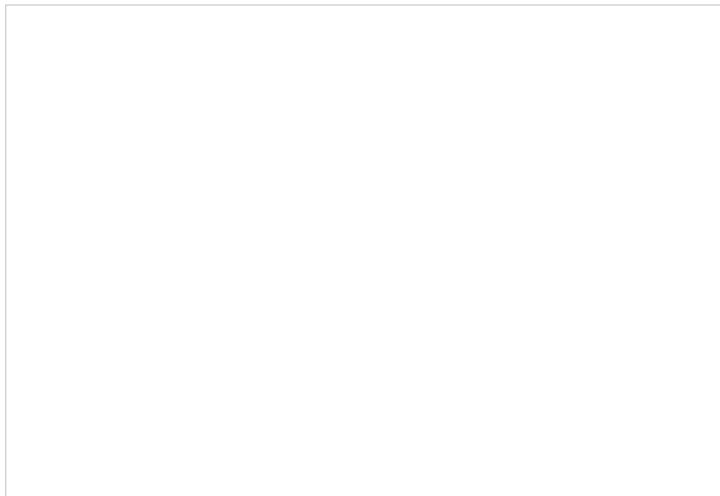
Last error

In case the account has been disabled automatically (see above), the *Last error* parameter displays the error message that caused the system to disable the account. This parameter is read-only.

Test

The *Test* button is used to verify the correctness of your connection settings.

Outgoing Mail



Email Outgoing Mail settings

Server type

Server type defines what protocols are used to send and retrieve email messages. It is read-only. The SMTP protocol is supported.

Host

Host is the name of the host where the server is run. This parameter is mandatory.

Connection security

Connection security provides indication of whether a cryptographic protocol (TLS or SSL) will be used to secure this connection.

- For a nonsecure connection, select **none**.
- To negotiate encryption in a plain connection, select **negotiate encryption in a plain connection (STARTTLS)**.
- For an immediate secure connection, select **use an encrypted connection (TLS/SSL v3)**.

Port

Port is the port assigned to the server on the host. This parameter is mandatory.

Server requires authentication

Selecting the *Server requires authentication* checkbox forces the user to enter a username and password for email client authentication. If you do not select the checkbox, a username and password will not be necessary.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

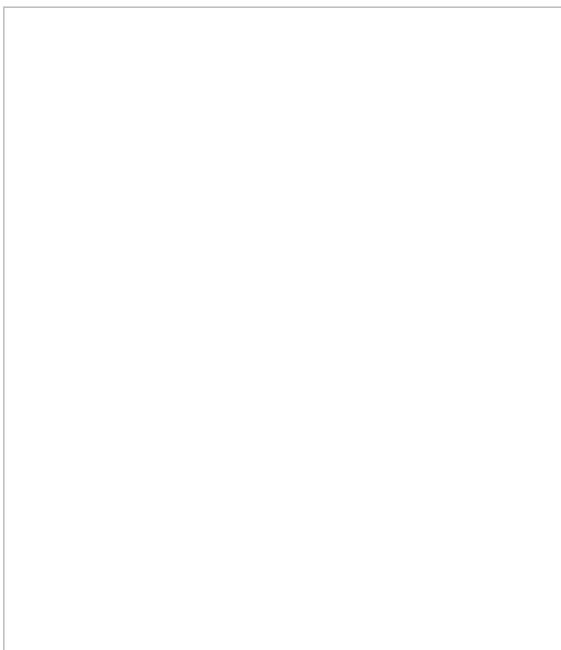
Password is the password for email client authentication. This parameter is mandatory.

Test

The *Test* button is used to verify the correctness of your connection settings.

Microsoft Web Exchange Service Properties

Selecting server type **Microsoft exchange** will bring up the following properties for Incoming Mail and Outgoing Mail.



Microsoft Exchange Web Service settings

EWS URL

EWS URL is the Exchange Web Service URL from which the email will be retrieved.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

Password is the password for email client authentication. This parameter is mandatory.

Retrieval interval

Retrieval interval is the mail retrieval period. By default, the account is checked for the presence of new mail every 15 seconds. Some mail servers may be configured to lock out accounts that access mailboxes at this rate due to excessive activity. If this is the case, use this Incoming Mail, Retrieval interval parameter to increase the retrieval period to any value between 15 and 86400 seconds.

Enabled

Enabled indicates whether the account is currently enabled. Accounts can be disabled manually or automatically, as described. Accounts can only be enabled manually.

After incoming emails have been retrieved for processing, Bright Pattern Contact Center normally deletes those emails from the mailbox. However, if the Microsoft Web Exchange Service server is configured for read-only access, the emails will stay in the mailbox and will be retrieved repeatedly until the system runs out of disk space. To prevent this from happening, the system will automatically disable the email account if an attempt to delete incoming mail returns an error from the Microsoft Web Exchange Service server.

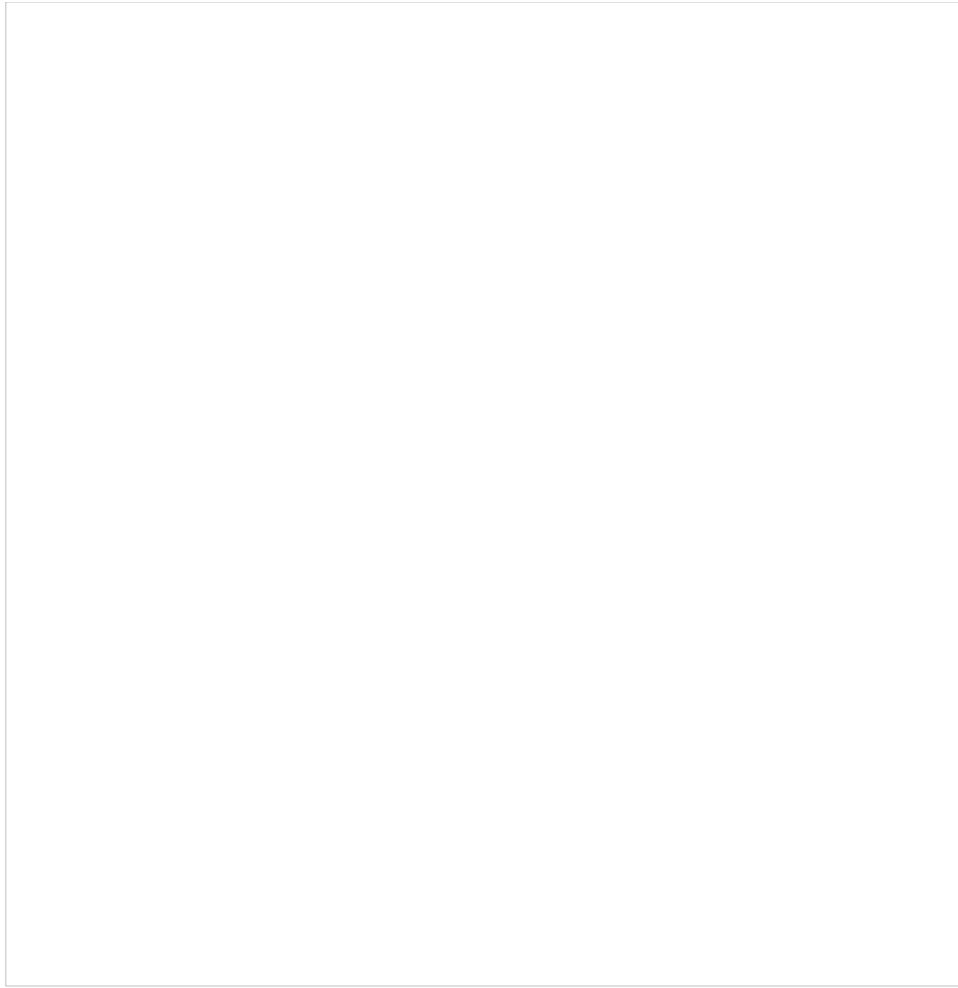
If an account is disabled, you should check the Last error message. If the message indicates that the account has been disabled for the aforementioned reason, reconfigure your Microsoft Web Exchange Service server for full access, and enable the account manually.

Last error

In case the account has been disabled automatically (see above), the *Last error* parameter displays the error message that caused the system to disable the account. This parameter is read-only.

Services tab

The Services tab presents settings related to email services.



Email > Services properties

Default service

Default service is the email service that will be associated with emails arriving via this entry if categorization rules are not set or do not provide any keyword matches. This parameter is mandatory.

Default priority

Default priority is the queueing priority that will be given to emails attributed to the *default service*. Priority determines the position of the email interaction requesting the default service in the queue, relative to email interactions associated with other services that are competing for the same agents.

The value range is from 1 (the lowest and the default value) to 100. Unlike other media types, the priority of email is absolute (i.e., an email with a higher priority always will be distributed to a qualified resource before emails with lower priority regardless of the time any of those emails spent in the queue).

Customer reply priority

Customer reply priority is the queueing priority of customer emails related to existing email threads.

The system automatically checks whether an incoming email may be part of an existing email thread (e.g., after receiving a reply to an original email request, the customer may have additional questions). Such emails bypass the keyword-based analysis. Instead, they are automatically attributed to the same service as the original request. This parameter allows you to distribute such emails with a higher priority than any new email requests.

For more information about email priority, see the description of the *Default priority* setting.

Ignore Reply-To Header

The *Ignore Reply-To Header* checkbox, when selected, allows the system to ignore the header in the reply-to field of an email. When this setting is checked, the behavior is as follows:

- The *From* field is used for identification.
- The *From* field is used for agent replies.
- The *Return-Path* header is used for auto-replies.

If this setting is unchecked, the behavior is as follows:

- If a reply-to header is present, it is used for identification, agent replies, and auto-replies.
- If a reply-to header is missing, the behavior is the same as if the **Ignore Reply-To Header** box is checked.

Set Language Skill Based on Detected Language

The *Set Language Skill Based on Detected Language* checkbox, when selected, allows the following:

- Emails with undetected languages will be sent to the default email service regardless of keyword matches.
- If the detected language of an email is not in the call center's list of configured languages, the email will be sent to the default email service, regardless of keyword matches.

Optional Filters

Optional Filters is where you add the list of filters that will be used to assign emails arriving at the given email scenario entry to different services using keyword-based analysis of the email subjects and body text.

To add a filter, click **add**.

Filters are checked for possible keyword matches in the order in which they appear on the list. As soon as a match is found, the corresponding service and priority are assigned to the email interaction. Note that this order may be affected by the language setting of the filter. See the description of the [Language](#) setting for more details.

Newly created filters will appear at the end of the list. To change the position of a filter in the list, drag it to the desired location.

To edit or remove an existing filter, hover over it and select the desired function.

Language

The *Language* setting is where you select the language in which the keywords of the given filter will be written. This setting only matters if the filter's keywords may have different meanings in different languages. Otherwise, leave this parameter set to the default value **<Any>**. The list of languages here is limited to the configured [Language Skills](#) that are auto-detectable.

Initially, the system will try to detect the language of the email text automatically. If the language is not identified, only the filters set to *Any* will be checked for keyword matches. If the language is identified, the system will first check the filters set to *Any* and then check the filters set to the detected language.

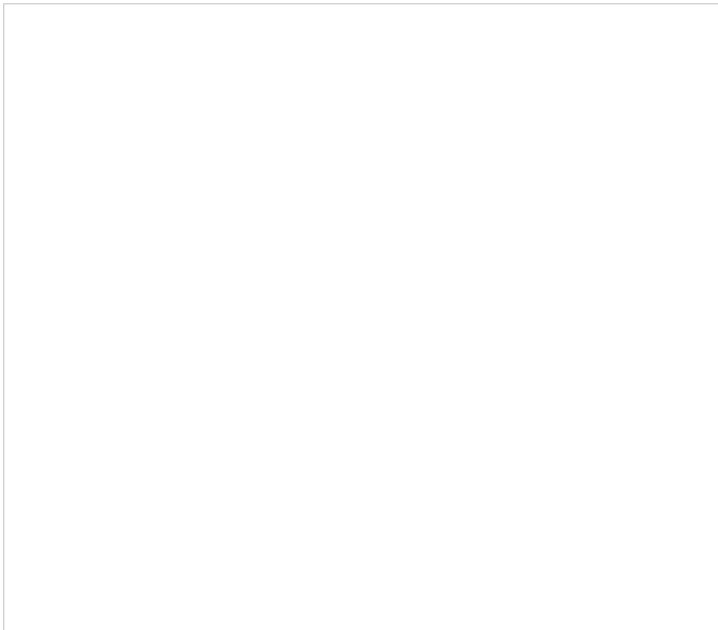
Keywords

Keywords are the keyword expressions that you specify. Each keyword/phrase in the expression must be set in quotation marks. Logical expressions can include logical operators AND, OR, XOR, NOT, and parentheses (e.g., "connection loss" AND ("router" OR "modem")).

Service and Priority

The *Service* is the email service that will be associated with email interactions matching this filter.

The *Priority* is the priority that will be assigned to email interactions matching the filter. For more information about email priority, see the description of the *Default priority* setting.



Language, keywords, service, and priority can be configured all at once

Natural Language Understanding

Our contact center solution integrates with IBM Watson to provide Natural Language Understanding (NLU) functionality and sentiment analysis capabilities to your tenant on a per-service basis. To enable NLU for email scenario entries, select the applicable integration account from the *Natural Language Understanding* drop-down menu.

Integration account

The default integration account is < < *None* > >. If no integration accounts are listed, that means no integration accounts of the type "Natural Language Understanding" have been configured for your tenant. To add an integration account, see section [Integration Accounts](#) of the *Contact Center Administrator Guide*.

Salesforce.com synchronization

The Agent Desktop application can be integrated with Salesforce.com (SFDC) for email routing and reporting.

Agent Desktop is used for handling emails, and Salesforce.com (SFDC) is used for handling [screen pop](#). Note that SFDC licenses are required. Bright Pattern and SFDC are integrated on both a server and a client side.

Bright Pattern Contact Center can be integrated with SFDC for email handling in the following manner:

- Bright Pattern Contact Center receives incoming emails and routes them to agents.
- Email replies are drafted in Agent Desktop and sent directly.
- The cases and emails are synchronized to SFDC as cases and emails in Activity history, and they are linked to an agent (user) and a contact.
- The first email routed in such a way results in a screen pop of the customer/contact record in SFDC.
- Agent Desktop will also display the contact and activity history (if contact feature is used).
- Each subsequent email results in a screen pop of the SFDC case.
- Bright Pattern Contact Center would retain all of the routing control and reporting data. Switching between two screens (Agent Desktop and SFDC) is required.

Note that Bright Pattern and SFDC need to be integrated on both the server and client side. For more information on SFDC integration, see the [Salesforce.com Integration Guide](#).

Integration account

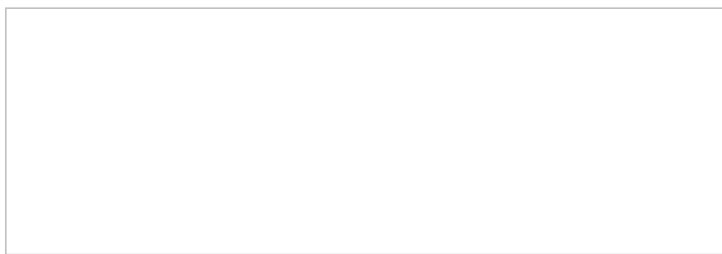
The default integration account is < < None > >. If no integration accounts are listed, that means no integration accounts of the type "Salesforce.com" have been configured for your tenant. To add an integration account, see section [Integration Accounts](#) of the *Contact Center Administrator Guide*.

Case Fields Tab

You may utilize [custom case fields](#) when configuring email to pull data from email subject line and body; these custom case fields then can be used in custom reporting fields.

Parse email Subject into case fields

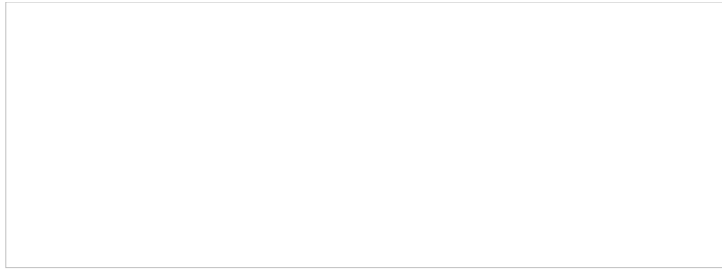
To create case fields from the text in an email subject line, you will need to first configure a [regex expression](#). Once this has been configured, name the configured expression in the **case field** field.



Regex expressions are used to create case fields from an email's subject line

Parse email Body into case fields

To create case fields from the text in an email body, enter in words or phrases your customers use at the beginning of sentences in the **Line starting with** field. Once configured, name the field in **case field**.



Words or phrases from the beginning of sentences may be used to create case fields

Email

The logic of processing of an inbound email interaction is initially determined by the email address that was used by the email sender. In the simplest case, such email addresses can correspond to your email services (e.g., your *sales@company-name.com* and *support@company-name.com* may be associated with your *Sales* and *Support* services, respectively). In a more complex configuration, you may want to apply some keyword-based analysis of email texts to associated emails with appropriate services (e.g., an email coming to *support@company-name.com* can be further categorized into *Smartphone Support* and *Tablet Support* services based on the presence of the words *phone* and *tablet* in the text of email messages).

The logical entity that describes association between email addresses and keywords on the one hand and email services on the other hand is called *email scenario entry*. Unlike the other types of scenario entries, the email entries do not currently refer to any actual scenarios. All information required for association of incoming emails with services in the current release is contained in the configuration settings of the email entries themselves.

Note that before you configure an email scenario entry, you should set up a corresponding [email service](#). If you plan any keyword-based categorization, it may also be easier to define upfront all of the known services to which the emails arriving via this entry may be attributed. Once the email entry is set up according to your initial needs, you can add more services and update the categorization rules at any time.

Note: Bright Pattern Contact Center stores all processed emails for activity history, reporting, and quality management purposes. These storage practices may not coincide with the general email retention policies of your organization. For compliance with such general retention policies, we recommend that you always store copies of all emails received to and sent from the email addresses used for email scenario entries.

Email scenario entries are managed in the Contact Center Administrator application. To set up and manage email scenario entries, navigate to *Configuration > Scenario Entries > Email*.

Note: This option is visible and available to you only if the email management capability is enabled for your contact center at the service provider level.

If you have no email scenario entries set up, create them by clicking the "+" button. Once you have added an email scenario entry, screen properties will be visible on the right-hand pane of the screen.



Scenario Entries > Email

Screen Properties

The screen properties for email scenario entries are organized into three tabs: *Account*, *Services*, and *Case Fields*. The settings for each tab are described as follows.

Account tab

Email address

Email address is the address that customers will use to send emails to a specific service or a range of services. This address will also appear in the *From:* field of corresponding email replies as well as any outbound emails related to services associated with this scenario entry. This parameter is mandatory.

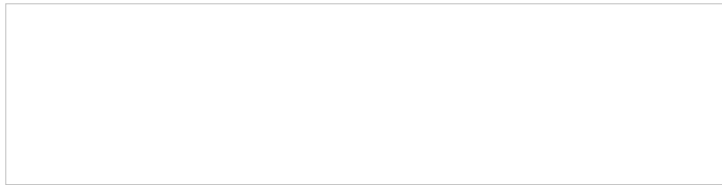
Display name

Display name is the name that will be shown for the email address that customers will use to send emails to a specific service or a range of services (e.g., "Bright Pattern Support" is a display name for "support@brightpattern.com"). This parameter is mandatory.

Server type

Server type defines what protocols are used to send and retrieve email messages. The POP3/SMTP protocol is supported, as is the Microsoft Exchange Web Services protocol.

The pull-down menu provides two options: POP3/SMTP and Microsoft exchange. The email settings that follow are dependent on the server type that you select.



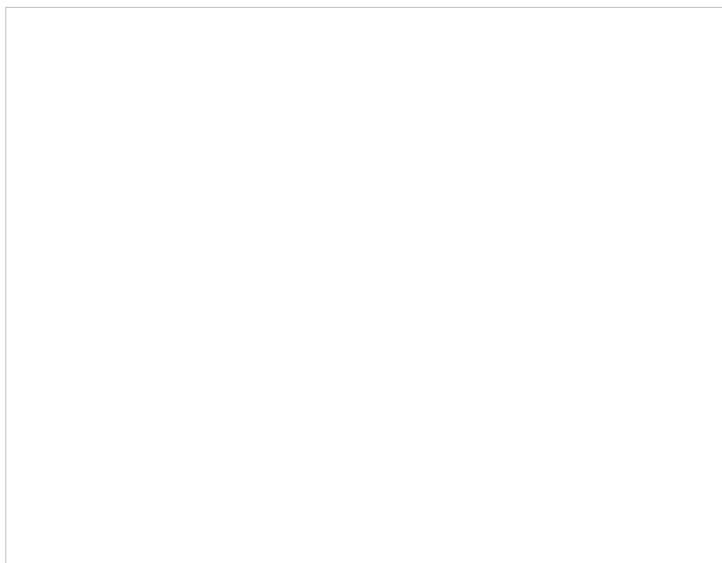
POP3 and Microsoft Exchange server types are supported

Microsoft Exchange email retrieval and email sending is supported as of Bright Pattern Contact Center version 3.15. The protocol works for users who have on-premise Microsoft Exchange 2013 accounts with only the Exchange Web Services protocol available (i.e., for users who without POP3), as well as for users who plan to move to an Outlook365 managed service. The protocol works with Exchange 2013, Outlook.com, and Hotmail.com managed services.

POP3 Properties

Selecting server type POP3/SMTP will bring up the following properties for Incoming Mail and Outgoing Mail.

Incoming Mail



Email Incoming Mail properties

Server type

Server type is the type of server used for the transmission of email messages to the email address. It is read-only. The POP3 protocol is supported.

Host

Host is the name of the host where the server is run. This parameter is mandatory.

Connection security

Connection security provides indication of whether a cryptographic protocol (TLS or SSL) will be used to secure this connection.

- For a nonsecure connection, select **none**.
- To negotiate encryption in a plain connection, select **negotiate encryption in a plain connection (STARTTLS)**.
- For an immediate secure connection, select **use an encrypted connection (TLS/SSL v3)**.

Port

Port is the port assigned to the server on the host. This parameter is mandatory.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

Password is the password for email client authentication. This parameter is mandatory.

Retrieval interval

Retrieval interval is the mail retrieval period. By default, the account is checked for the presence of new mail every 15 seconds. Some POP3 mail servers may be configured to lock out accounts that access mailboxes at this rate due to excessive activity. If this is the case, use this *Incoming Mail, Retrieval interval* parameter to increase the retrieval period to any value between 15 and 86400 seconds.

Enabled

Enabled indicates whether the account is currently enabled. Accounts can be disabled manually or automatically, as described. Accounts can only be enabled manually.

After incoming emails have been retrieved for processing, Bright Pattern Contact Center normally deletes those emails from the mailbox. However, if the POP3 server is configured for read-only access, the emails will stay in the mailbox and will be retrieved repeatedly until the system runs out of disk space. To prevent this from happening, the system will automatically disable the email account if an attempt to delete incoming mail returns an error from the POP3 server.

If an account is disabled, you should check the *Last error* message. If the message indicates that the account has been disabled for the aforementioned reason, reconfigure your POP3 server for full access, and enable the account manually.

Last error

In case the account has been disabled automatically (see above), the *Last error* parameter displays the error message that caused the system to disable the account. This parameter is read-only.

Test

The *Test* button is used to verify the correctness of your connection settings.

Outgoing Mail



Email Outgoing Mail settings

Server type

Server type defines what protocols are used to send and retrieve email messages. It is read-only. The SMTP protocol is supported.

Host

Host is the name of the host where the server is run. This parameter is mandatory.

Connection security

Connection security provides indication of whether a cryptographic protocol (TLS or SSL) will be used to secure this connection.

- For a nonsecure connection, select **none**.
- To negotiate encryption in a plain connection, select **negotiate encryption in a plain connection (STARTTLS)**.
- For an immediate secure connection, select **use an encrypted connection (TLS/SSL v3)**.

Port

Port is the port assigned to the server on the host. This parameter is mandatory.

Server requires authentication

Selecting the *Server requires authentication* checkbox forces the user to enter a username and password for email client authentication. If you do not select the checkbox, a username and password will not be necessary.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

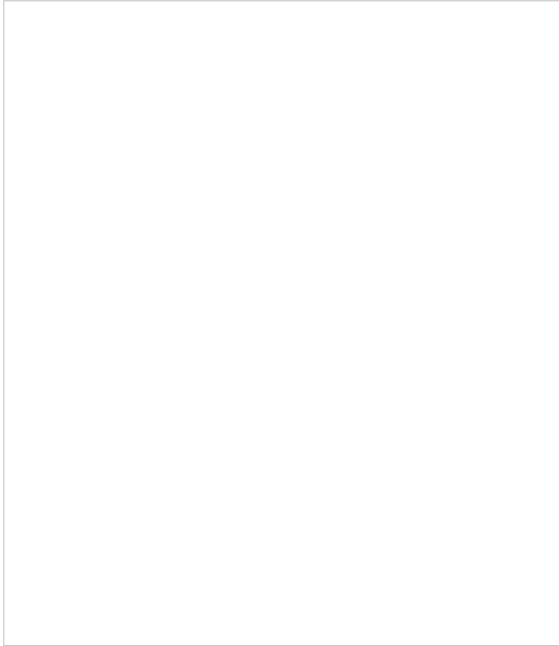
Password is the password for email client authentication. This parameter is mandatory.

Test

The *Test* button is used to verify the correctness of your connection settings.

Microsoft Web Exchange Service Properties

Selecting server type **Microsoft exchange** will bring up the following properties for Incoming Mail and Outgoing Mail.



Microsoft Exchange Web Service settings

EWS URL

EWS URL is the Exchange Web Service URL from which the email will be retrieved.

Username

Username is the username for email client authentication. This parameter is mandatory.

Password

Password is the password for email client authentication. This parameter is mandatory.

Retrieval interval

Retrieval interval is the mail retrieval period. By default, the account is checked for the presence of new mail every 15 seconds. Some mail servers may be configured to lock out accounts that access mailboxes at this rate due to excessive activity. If this is the case, use this Incoming Mail, Retrieval interval parameter to increase the retrieval period to any value between 15 and 86400 seconds.

Enabled

Enabled indicates whether the account is currently enabled. Accounts can be disabled manually or automatically, as described. Accounts can only be enabled manually.

After incoming emails have been retrieved for processing, Bright Pattern Contact Center normally deletes those emails from the mailbox. However, if the Microsoft Web Exchange Service server is configured for read-only access, the emails will stay in the mailbox and will be retrieved repeatedly until the system runs out of disk space. To prevent this from happening, the system will automatically disable the email account if an attempt to delete incoming mail returns an error from the Microsoft Web Exchange Service server.

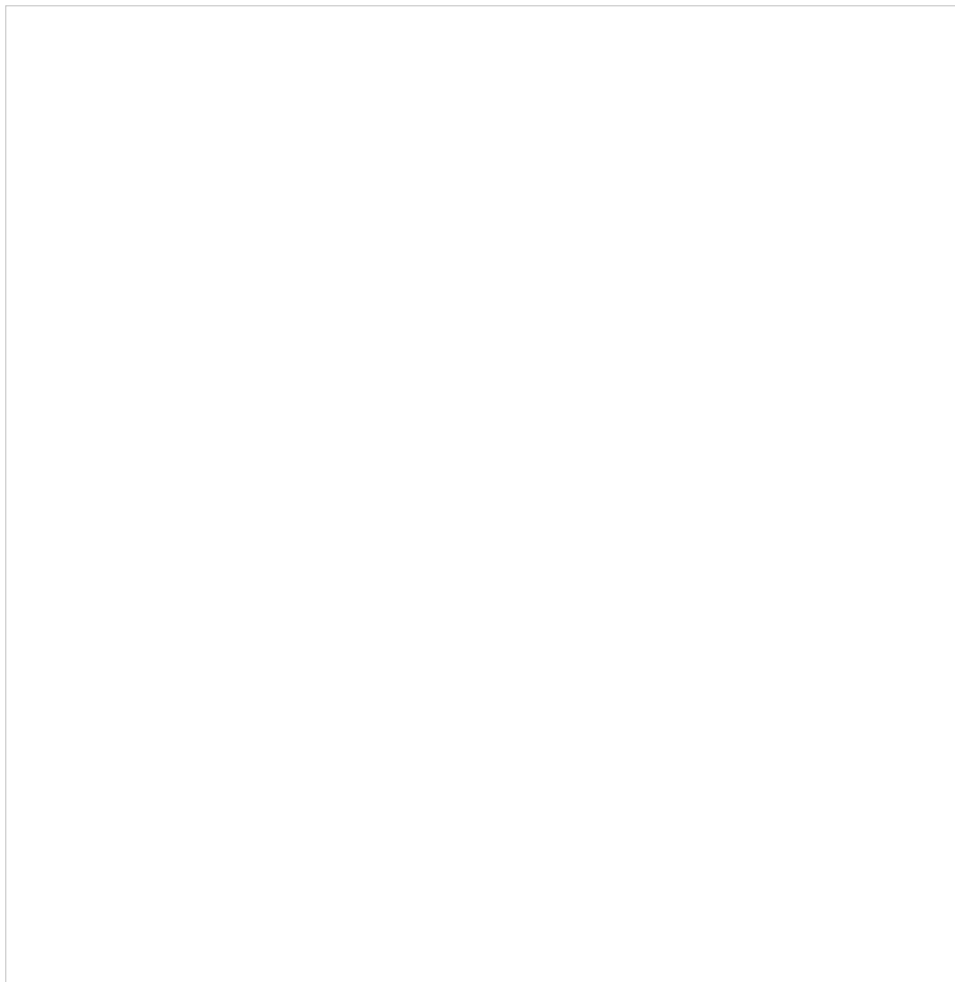
If an account is disabled, you should check the Last error message. If the message indicates that the account has been disabled for the aforementioned reason, reconfigure your Microsoft Web Exchange Service server for full access, and enable the account manually.

Last error

In case the account has been disabled automatically (see above), the *Last error* parameter displays the error message that caused the system to disable the account. This parameter is read-only.

Services tab

The Services tab presents settings related to email services.



Default service

Default service is the email service that will be associated with emails arriving via this entry if categorization rules are not set or do not provide any keyword matches. This parameter is mandatory.

Default priority

Default priority is the queueing priority that will be given to emails attributed to the *default service*. Priority determines the position of the email interaction requesting the default service in the queue, relative to email interactions associated with other services that are competing for the same agents.

The value range is from 1 (the lowest and the default value) to 100. Unlike other media types, the priority of email is absolute (i.e., an email with a higher priority always will be distributed to a qualified resource before emails with lower priority regardless of the time any of those emails spent in the queue).

Customer reply priority

Customer reply priority is the queueing priority of customer emails related to existing email threads.

The system automatically checks whether an incoming email may be part of an existing email thread (e.g., after receiving a reply to an original email request, the customer may have additional questions). Such emails bypass the keyword-based analysis. Instead, they are automatically attributed to the same service as the original request. This parameter allows you to distribute such emails with a higher priority than any new email requests.

For more information about email priority, see the description of the *Default priority* setting.

Ignore Reply-To Header

The *Ignore Reply-To Header* checkbox, when selected, allows the system to ignore the header in the reply-to field of an email. When this setting is checked, the behavior is as follows:

- The *From* field is used for identification.
- The *From* field is used for agent replies.
- The *Return-Path* header is used for auto-replies.

If this setting is unchecked, the behavior is as follows:

- If a reply-to header is present, it is used for identification, agent replies, and auto-replies.
- If a reply-to header is missing, the behavior is the same as if the **Ignore Reply-To Header** box is checked.

Set Language Skill Based on Detected Language

The *Set Language Skill Based on Detected Language* checkbox, when selected, allows the following:

- Emails with undetected languages will be sent to the default email service regardless of keyword matches.
- If the detected language of an email is not in the call center's list of configured languages, the email will be sent to the default email service, regardless of keyword matches.

Optional Filters

Optional Filters is where you add the list of filters that will be used to assign emails arriving at the given email scenario entry to different services using keyword-based analysis of the email subjects and body text.

To add a filter, click **add**.

Filters are checked for possible keyword matches in the order in which they appear on the list. As soon as a match is found, the corresponding service and priority are assigned to the email interaction. Note that this order may be affected by the language setting of the filter. See the description of the [Language](#) setting for more details.

Newly created filters will appear at the end of the list. To change the position of a filter in the list, drag it to the desired location.

To edit or remove an existing filter, hover over it and select the desired function.

Language

The *Language* setting is where you select the language in which the keywords of the given filter will be written. This setting only matters if the filter's keywords may have different meanings in different languages. Otherwise, leave this parameter set to the default value **<Any>**. The list of languages here is limited to the configured [Language Skills](#) that are auto-detectable.

Initially, the system will try to detect the language of the email text automatically. If the language is not identified, only the filters set to *Any* will be checked for keyword matches. If the language is identified, the system will first check the filters set to *Any* and then check the filters set to the detected language.

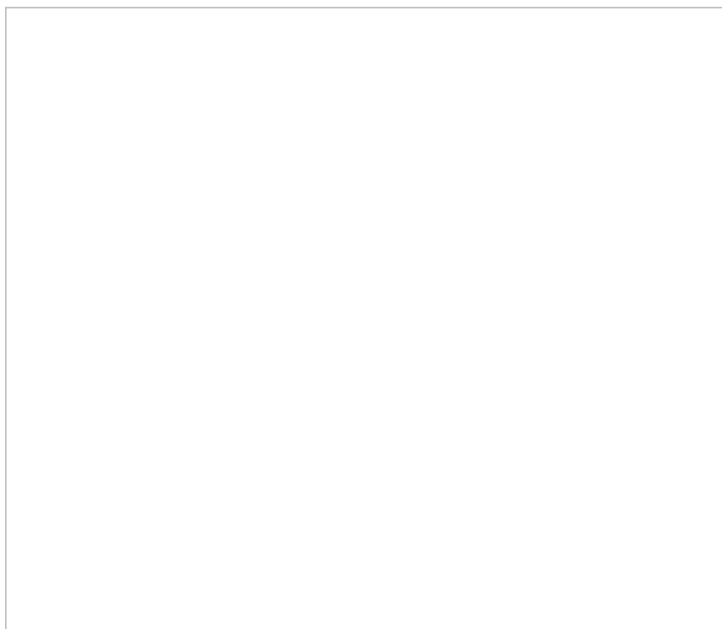
Keywords

Keywords are the keyword expressions that you specify. Each keyword/phrase in the expression must be set in quotation marks. Logical expressions can include logical operators AND, OR, XOR, NOT, and parentheses (e.g., "*connection loss*" AND ("*router*" OR "*modem*")).

Service and Priority

The *Service* is the email service that will be associated with email interactions matching this filter.

The *Priority* is the priority that will be assigned to email interactions matching the filter. For more information about email priority, see the description of the *Default priority* setting.



Language, keywords, service, and priority can be configured all at once

Natural Language Understanding

Our contact center solution integrates with IBM Watson to provide Natural Language Understanding (NLU) functionality and sentiment analysis capabilities to your tenant on a per-service basis. To enable NLU for email scenario entries, select the applicable integration account from the *Natural Language Understanding* drop-down menu.

Integration account

The default integration account is < < *None* > >. If no integration accounts are listed, that means no integration accounts of the type "Natural Language Understanding" have been configured for your tenant. To add an integration account, see section [Integration Accounts](#) of the *Contact Center Administrator Guide*.

Salesforce.com synchronization

The Agent Desktop application can be integrated with Salesforce.com (SFDC) for email routing and reporting.

Agent Desktop is used for handling emails, and Salesforce.com (SFDC) is used for handling [screen pop](#). Note that SFDC licenses are required. Bright Pattern and SFDC are integrated on both a server and a client side.

Bright Pattern Contact Center can be integrated with SFDC for email handling in the following manner:

- Bright Pattern Contact Center receives incoming emails and routes them to agents.
- Email replies are drafted in Agent Desktop and sent directly.
- The cases and emails are synchronized to SFDC as cases and emails in Activity history, and they are linked to an agent (user) and a contact.
- The first email routed in such a way results in a screen pop of the customer/contact record in SFDC.
- Agent Desktop will also display the contact and activity history (if contact feature is used).
- Each subsequent email results in a screen pop of the SFDC case.
- Bright Pattern Contact Center would retain all of the routing control and reporting data. Switching between two screens (Agent Desktop and SFDC) is required.

Note that Bright Pattern and SFDC need to be integrated on both the server and client side. For more information on SFDC integration, see the [Salesforce.com Integration Guide](#).

Integration account

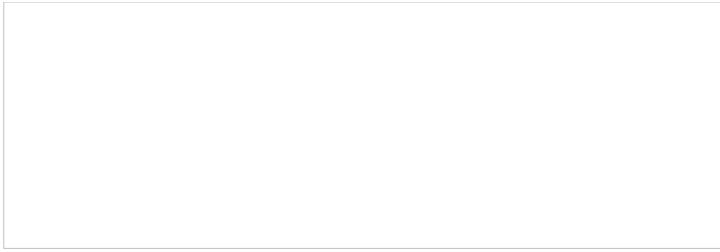
The default integration account is < < *None* > >. If no integration accounts are listed, that means no integration accounts of the type "Salesforce.com" have been configured for your tenant. To add an integration account, see section [Integration Accounts](#) of the *Contact Center Administrator Guide*.

Case Fields Tab

You may utilize [custom case fields](#) when configuring email to pull data from email subject line and body; these custom case fields then can be used in custom reporting fields.

Parse email Subject into case fields

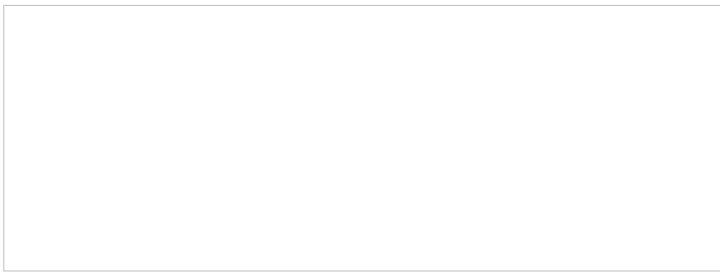
To create case fields from the text in an email subject line, you will need to first configure a [regex expression](#). Once this has been configured, name the configured expression in the **case field** field.



Regex expressions are used to create case fields from an email's subject line

Parse email Body into case fields

To create case fields from the text in an email body, enter in words or phrases your customers use at the beginning of sentences in the **Line starting with** field. Once configured, name the field in **case field**.



Words or phrases from the beginning of sentences may be used to create case fields