



## 5.3 Viber Integration Guide

### Bright Pattern Documentation

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# About

The Bright Pattern Contact Center *Viber Integration Guide* provides instructions for setting up your Bright Pattern Contact Center to function in an integrated manner with your business's Viber Public Account.

When integrated with the Viber mobile messenger app, Bright Pattern Contact Center omnichannel cloud call center software enables agents of your contact center to connect with customers via interactive chat conversations with SMS-style text messages, photos, location sharing, and more.

## The Faster Way to Connect to Customers

Bright Pattern's omnichannel system routes Viber messages to agents logged in to the Agent Desktop application. This application connects customers with agents who can assist with problem resolution and customer service inquiries.

Agents can respond in context to any customer inquiry, be it an unsolicited inquiry or a notification reply. Users of this application can recognize customers, record and distribute the interactions to supervisors, capture customer satisfaction with post-transactional surveys, and assess performance through an extensive set of reports.

System administrators can tailor their Viber experience to accommodate their organization's business processes. Such customization is achieved using Bright Pattern's omnichannel Scenario Builder application.

## Reduce Agent Load with Automation

Integration with Bright Pattern provides access to Bright Pattern scenarios, which automate frequent requests into self-service using Interactive Voice Response (IVR) technology. With chat scenarios, customers are prompted to provide information such as name, email, and their question, and their information is directed to the appropriate agent or service queue. Administrators can use call scenarios to design custom forms, auto-generated messages, and surveys for any service.

Scenarios and IVR technology provide the following features:

- The capability to work with multiple Viber Public Accounts
- Skills-based omnichannel routing of chat with priority and media precedence; multiple interactions per agent; priority overrides
- Web application "screen pop" functionality on the agent side, driven by URL query string parameters
- Chatbot API and bot integrations
- Quality management tools
- Accurate tracking of metrics related to agent performance, interaction details, and so forth
- Chat transcripts
- The ability to save interaction records
- Agent performance reports

## Agent Desktop Integration

Seamless integration with the Viber mobile application means that contact centers can stay connected to their customers using their app of choice. Agents at your contact center work within Bright Pattern's efficient, integrated Agent Desktop user interface, utilizing the same contacts and tools with which they are familiar.

Agent Desktop integration offers the following features:

- Dynamic user interface
- Built-in softphone

- Numerous ways to take phone calls using external devices
- Click-to-dial functionality
- Chat/SMS text
- Social messengers
- Built-in Knowledge Base
- Email case management
- Multi-session chat on analyst
- Canned responses
- Directory access
- Call control (hold, transfer, conference)
- Multiple calls to analyst
- Send screen on transfer
- Disposition and notes
- Supervisor UI with real-time dashboards, multichannel monitoring, and grading

## Improve Customer Experience

Viber customer data is pushed to the integrated Agent Desktop, enabling customers to be identified automatically according to their Viber ID and the information they provided when initiating a conversation with your contact center. Moreover, customers keep their place in queue, ensuring that priority customers are identified as such and are served faster.

Built-in screen recording, monitoring, and grading quality management tools ensure maximum service quality. For example, a customer does not have to repeat information on transfer because the information follows the interaction through transfers and is saved to the activity history. To ensure the best service quality possible, agents and supervisors can routinely assess customer satisfaction by using built-in post-transactional surveys attached to both service and agent performance reports.

## Audience

The *Viber Integration Guide* is intended for the IT and/or technical personnel responsible for the data infrastructure of the contact centers that use Bright Pattern Contact Center solutions for customer interaction processing. Readers of this guide are expected to have experience in administration of these systems, as well as a solid understanding of contact center operations and resources that are involved in such operations.

## Prerequisites

Viber integration requires that you have admin-level access to both Bright Pattern Contact Center and a Viber Public Account (login into [partner portal](#) using your Viber app).

## Software Versions

For all types of integration described in this guide, the following is required:

- Bright Pattern Contact Center version 5.0 or later
- A Viber Public Account

## Integration Configuration

When Bright Pattern Contact Center is integrated with Viber, your Bright Pattern Agent Desktop environment is equipped to handle customer-initiated interactions from the Viber application on a customer's mobile phone, tablet, or computer. Incoming messages are routed to the integrated Agent Desktop environment, where agents have direct access to the phone, live chat, email, SMS text, various other mobile messenger apps, customer and agent records, interaction details, and more.

Viber integration configuration involves linking your Viber Public Account to your Bright Pattern Contact Center tenant. You can add a Viber integration account to Bright Pattern Contact Center by following these steps.

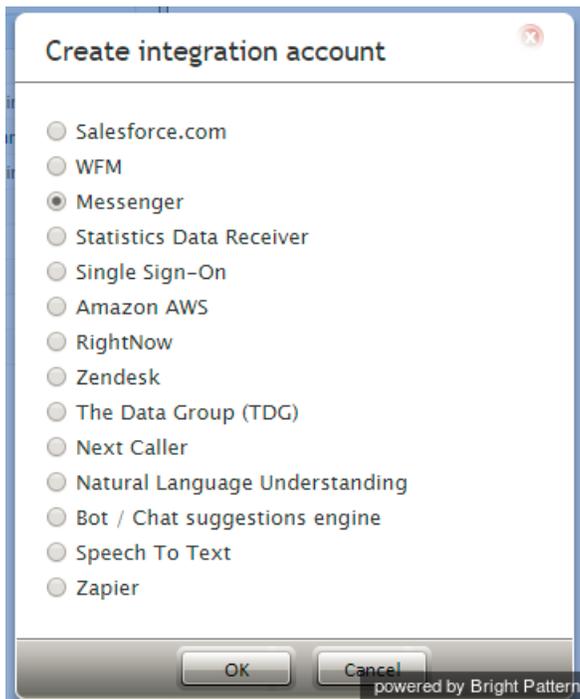
### Step 1: Get your Viber Public Account credentials.

If you have not done so already, apply for a Public Account at [viber.com](https://viber.com). A Public Account is a business account that enables your contact center to interact with Viber users.

Note that a Public Account is not the same as a personal (i.e., nonbusiness, regular-use) account. Viber integration is supported for Public Accounts only.

### Step 2: Create a new integration account.

1. Log in as Admin to the Contact Center Administrator application.
2. Navigate to *Configuration > Integration Accounts*.
3. Click the **Add** "+" button to add a new account.
4. In the *Create integration account* window that appears, select **Messenger** and click **OK**.

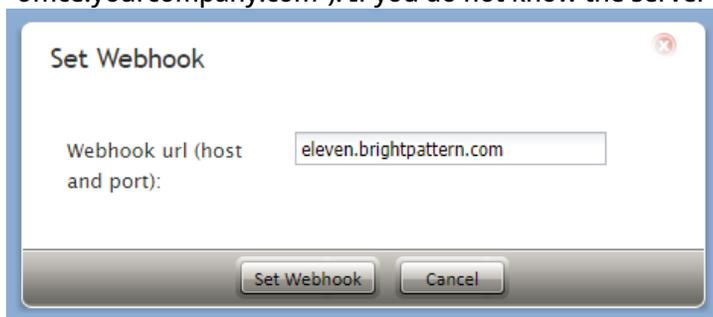


Create a new Messenger integration account

### Step 3: Specify Viber integration account properties.

Using the credentials that you saved when you first applied for a Viber Public Account, enter values for the following screen properties. (If you do not know your credentials, ask your system administrator.)

- **Bot Username** - The exact name of your Viber Public Account username
- **Type** - For this integration account, select **Viber** as the type of integration.
- **Token** - The password that is given to you after your Public Account application is approved
- **Set Webhook** - *Set Webhook* is necessary for Viber to send you a message from the customer. Clicking the **Set Webhook** button opens the Set Webhook window, where the Webhook URL is entered.
- **Webhook url** - The *Webhook URL* is the address of your server and port number (e.g., "office.yourcompany.com"). If you do not know the server URL, ask your system administrator.



Set webhook

- **Test Connection** - This button tests the credentials and confirms whether the connection is valid.

Click **Apply** to save your changes.

**Properties**

Bot Username:

Type:

Token:

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Viber integration account

## Step 4: Log in and/or complete Agent Desktop installation.

1. Sign in to Agent Desktop with your username and password, being sure to select your desired phone device.
2. By default, you log in with a [softphone](#). To choose another device, click the current *Phone device* setting and select the desired type of device from the menu that appears. For more information about the available device options, see the Bright Pattern Contact Center *Agent Guide*, section [Selecting a Phone Device](#).
3. Click the **Login** button.

Note that if this is your first login into Agent Desktop on the given computer, you will be prompted to install the [Agent Desktop Helper Application](#).

Setting the agent state to **Ready** will allow incoming Viber messages to be routed to you. If you accept such a message, the customer's message opens in Agent Desktop in the same manner as any other web chat or SMS text. All of Agent Desktop's features and controls are available to you in the integrated interface.

For more information about using Agent Desktop, see the Bright Pattern Contact Center [Agent Guide](#).

## Customizing Interactions Using Scenarios

You can determine how Bright Pattern Contact Center handles Viber messages and Viber customer data directly from Bright Pattern scenarios.

For every customer interaction that enters your contact center, Bright Pattern Contact Center has to process that specific interaction to determine what to do with it (e.g., what prompts or announcements to apply, what resources to queue for, what music to play, or when to overflow to alternate resources). The logic of such automated interaction processing is defined in scenarios. Execution of a scenario with respect to a specific interaction is triggered by a particular event, such as the initiation of a chat session from a specific web page or app.

Scenarios are designed and edited in the application called Scenario Builder. This application is launched from the Contact Center Administrator application when you add a new scenario or select an existing one for editing. For more information, see the *Contact Center Administrator Guide*, section [Scenarios Overview](#).

Note that your contact center (i.e., tenant) can have multiple Viber integration accounts if it has multiple scenario entries. Each scenario entry can have only one Viber Public Account (one maximum for each messenger type). Each service can have one Viber Public Account as an outbound chat account. And the same Viber Public Account can be assigned to one scenario entry/service only.

## Scenario Configuration

The following steps will walk you through the process of creating a scenario.

### Step 1: Create a web chat scenario.

1. In the Contact Center Administrator application, navigate to *Configuration > Scenarios > Chat*.
2. At the bottom of the screen, click the **Add "+"** button to add a new chat scenario. Alternatively, you may select and edit the web chat scenario template called "Mobile Chat."

### Step 2: Specify screen properties for the scenario.

Screen properties for the scenario are displayed on the right side of the screen. Specify all values as you would for any other chat scenario. For more information on such screen properties, see the *Contact Center Administrator Guide*, section [Chat](#).

Pay particular attention to the field called **Messenger Accounts**. In this field, select the username of your Viber Public Account or add a new one by clicking the **add/edit** link.

Configuration Reports Interaction Records

Chat >> Chat >> Messenger chat

Name	Scenario	Unique identifier
Chat	Support Chat	
messenger chat	messenger chat	2354635654757
SMS chat	SMS test	470b11782ce34d528...

3 entries

Name:

Unique identifier:

Scenario:  [add/edit](#)

Service:  [add/edit](#)

Requested skills: [add](#)

Parameter expected: [add](#)

SMS access numbers: [add](#)

Messenger Accounts:  [add](#)

Connect agent by phone automatically:

Connect after delay of:  seconds

Queueing priority:

Hours of Operation:  from service  select  specify  
Hours of operation will be taken from the service that is active at the moment.

Visible to agents:

Directory folder:

Chat nick for system messages:

Web HTML snippet:

Scenario parameters:

Chat session icon: [upload](#)

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Viber chat scenario

### Step 3: Customize your scenario in Scenario Builder.

1. Open your new scenario by double-clicking its name in the *Chat* list on the left. The scenario will open in the Scenario Builder application.
2. Before you do anything else, save your scenario by clicking the **Save As** button and giving this scenario a unique name, such as "Messenger Chat," to differentiate the new scenario from the scenario template.

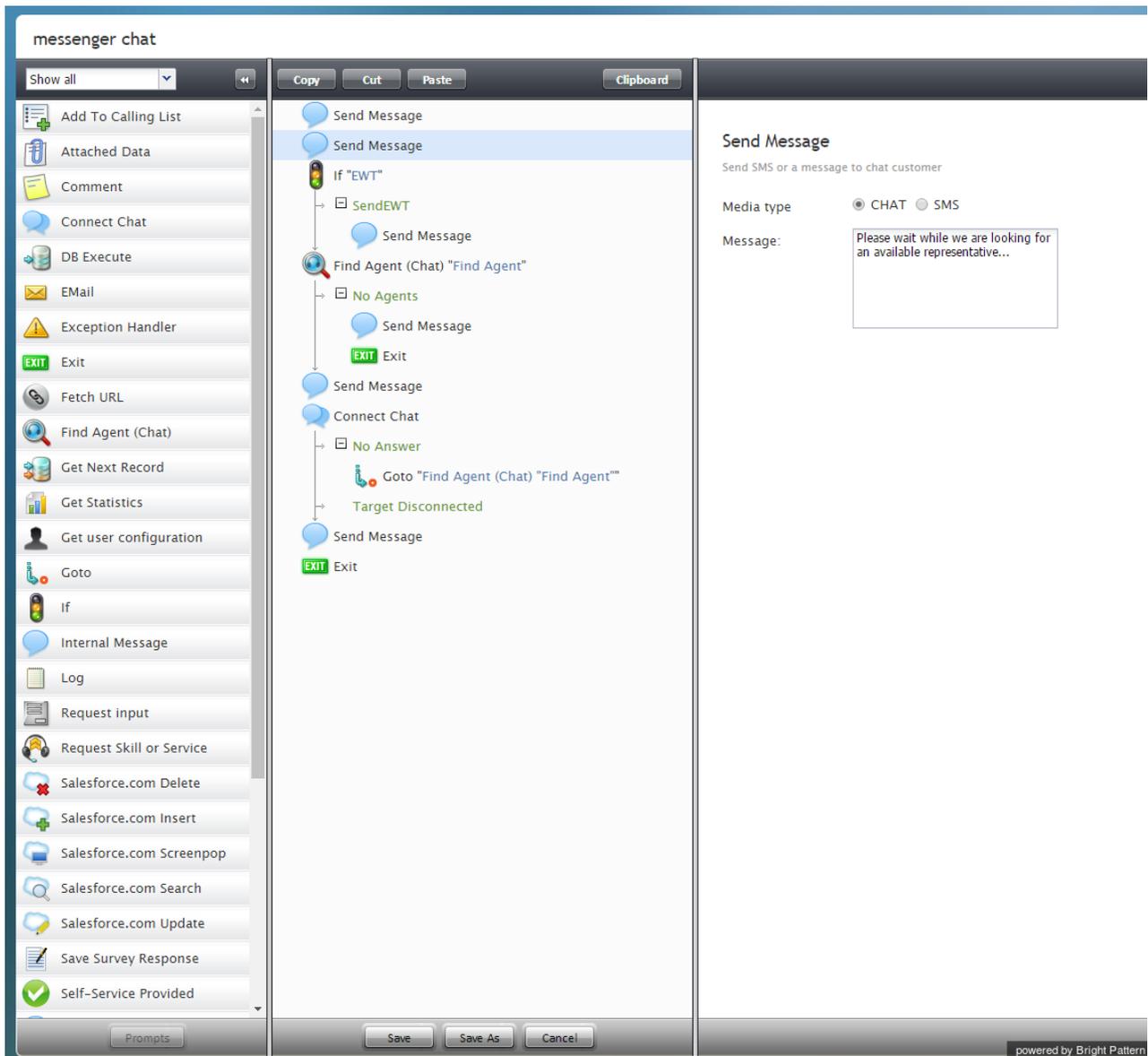
# Scenario Blocks

Actions or prompts called blocks are organized in each scenario, forming the order of operations for a specific service. For Viber integration, this service is a chat service, and the scenario tells the Bright Pattern system how to route messages from customer to agent, what information to collect from the customer, what automatic messages to present to the customer, and what conditional exits to take in a variety of situations.

In the example shown, the web chat scenario template called "Mobile Chat" has been opened for editing and renamed "messenger chat." You should use this scenario as a base for yours, customizing the screen properties of each block to suit your chat service. For more information on these blocks, refer to the Bright Pattern Contact Center [Scenario Builder Reference Guide](#).

To access Viber data from a scenario, the following scenario blocks should be present in your scenario, in this order. If they are not, drag them onto the center pane of Scenario Builder.

1. [Send Message](#)
2. Send Message
3. [If](#)
4. [Find Agent](#)
5. [Send Message](#)
6. [Connect Chat](#)
7. Send Message
8. [Exit](#)



Messenger chat scenario example

## Send Message

The Send Message block is used to send a text message to a chat/mobile/messenger customer via SMS. More information about Send Message settings is available in the *Scenario Builder Reference Guide*, section [Send Message](#).

## If

The If block allows branching of a scenario based on verification of some specified conditions. Multiple conditional exits (branches) can be configured in the same block.

For examples of how this block is used, see the *Scenario Builder Reference Guide*, section [If](#).

## Find Agent

The Find Agent scenario block finds an agent qualified to handle a given interaction. When the agent becomes available, the block creates a variable called  $$(destination)$  and sets it to the agent's phone number (for voice) or username (for chat).

For descriptions of this block's screen properties, see the *Scenario Builder Reference Guide*, section [Find Agent](#).

## Connect Chat

The Connect Chat scenario block connects a chat to the destination specified in the  $$(destination)$  variable (typically, the agent found by the preceding Find Agent block or to the specified chat scenario entry). If the agent is logged in, the system tracks the agent's state according to the state of the interaction. The block handles the call transfers and conferences internally and only ends when the remote party disconnects or the last agent disconnects.

For descriptions of this block's screen properties, see the *Scenario Builder Reference Guide*, section [Connect Chat](#).

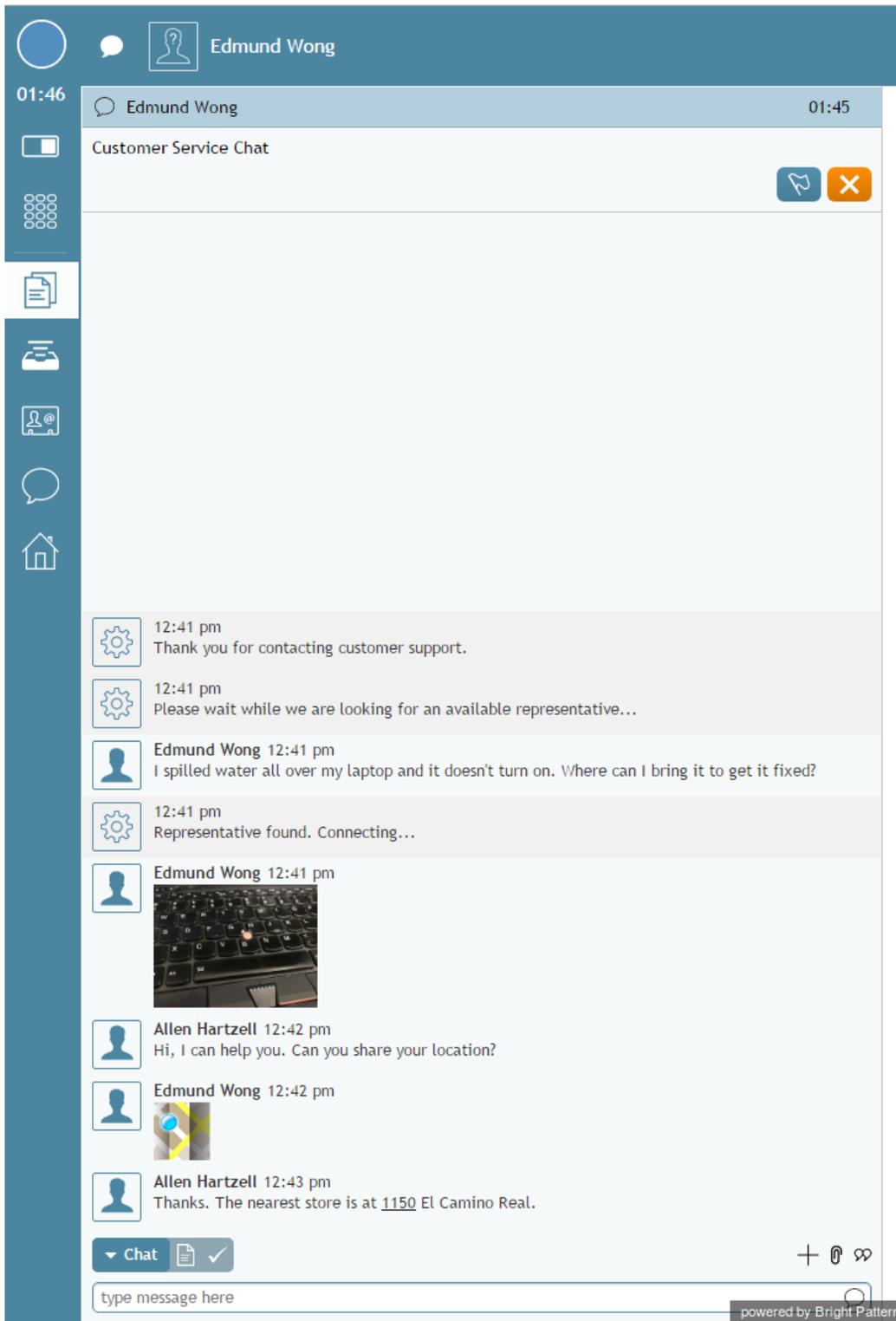
## Exit

The Exit scenario block disconnects the currently active interaction and exits the scenario.

For descriptions of this block's screen properties, see the *Scenario Builder Reference Guide*, section [Exit](#).

# Using Viber on Agent Desktop

Designed to increase agent productivity, the Bright Pattern Contact Center Agent Desktop application displays only the controls and information needed at each point of work. Incoming Viber messages are routed to agents using the "Messenger Chat" scenario that you created in the [Customizing Interactions Using Scenarios](#) section of this guide. Viber messages are delivered as "Customer Service Chats" and look the same as other web chats or mobile chats that are normally sent to agents.



Chatting on Viber from the Agent Desktop

## Login

1. Log in to Agent Desktop with your username and password, being sure to select your desired phone device.
2. By default, you log in with a [softphone](#). To choose another device, click the current **Phone device** setting and select the desired type of device from the menu that appears. For more information about the available device options, see the Bright Pattern Contact Center *Agent Guide*, section [Selecting a Phone Device](#).

3. Click the **Login** button.
4. Note that if this is your first time logging into Agent Desktop on the given computer, you will be prompted to install the [Agent Desktop Helper Application](#).

## Ready State

Setting the agent state to *Ready* will allow incoming chat interactions to be routed to you. Agents can [accept or reject](#) chat interactions while logged in and ready. If accepted, the customer's message is shown in the *Chat Panel* of Agent Desktop in the same manner as any other web chat or SMS text. All of Agent Desktop's features and controls are available in the integrated interface.

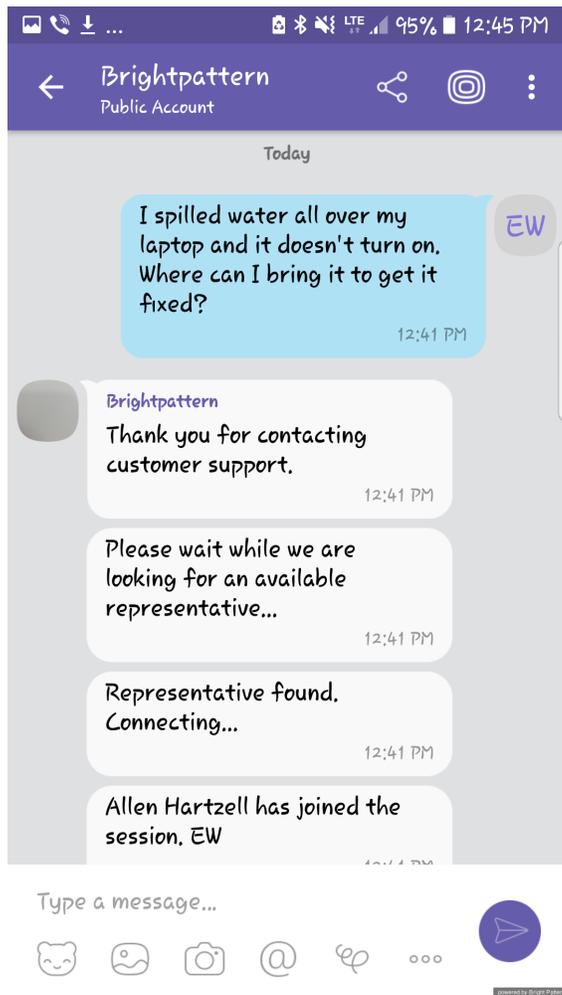
Agents can:

- Reply to customer [chats](#) using the *Text Input Field* and **Send Message** button
- [Send photos and files](#) using the **Add Attachment** button
- Create and send [canned chat responses](#) (i.e., automatic greetings)
- [Transfer and conference](#) with other agents or send conversations to a service queue
- Set [dispositions](#) for the interaction
- Receive a customer's location as a link to a mapping service (e.g., Google Maps)

Refer to the Bright Pattern Contact Center [Agent Guide](#) to learn more about the Agent Desktop user interface and its applications.

## Customer View

For the customer, the Viber chat looks the same as any other normal Viber interaction.



Viber conversation on mobile