DevConnect Program

Application Notes for Imperium Inaipi Smart Social Media Connector with Avaya Aura® Contact Center 7.1 using Enterprise Web Chat - Issue 1.0

Abstract

These Application Notes describe the configuration steps required to integrate Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center using Enterprise Web Chat to allow messages to get passed from the customer using WhatsApp and Facebook Messenger front end web chat to Avaya Aura® Agent Desktop and from Web Chat Agents to customer.

Readers should pay attention to **Section 2**, in particular the scope of testing as outlined in **Section 2.1** as well as the observations noted in **Section 2.2**, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program.

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1. Introduction

These Application Notes describe the configuration steps required to integrate Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center using Enterprise Web Chat (EWC) to allow messages to get passed from the customer using WhatsApp and Facebook Messenger front end web chat to Avaya Aura® Agent Desktop (AAAD) and from Web Chat Agents to customer.

The solution works along with Avaya Aura® Contact Center (AACC) on-premise infrastructure. The main component of this solution is the Inaipi Smart Social Media connector, where all the digital channels are integrated. Specific integrations with Facebook Messanger and WhatsApp chat through the AACC EWC API is the focus of this solution.

2. General Test Approach and Test Results

The general test approach was to verify the integration of Imperium Inaipi Smart Social Media connector and Avaya Aura® Contact Center via EWC API. The feature test cases focused on verifying the ability of WhatsApp and Facebook Messenger to process messages going between the agent and the customer via Inaipi Smart Social Media connector. Agents running AAAD can send/receive messages from their desktop.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly-defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

Avaya recommends our customers implement Avaya solutions using appropriate security and encryption capabilities enabled by our products. The testing referenced in these DevConnect Application Notes included the enablement of supported encryption capabilities in the Avaya products. Readers should consult the appropriate Avaya product documentation for further information regarding security and encryption capabilities supported by those Avaya products.

Support for these security and encryption capabilities in any non-Avaya solution component is the responsibility of each individual vendor. Readers should consult the appropriate vendor- supplied product documentation for more information regarding those products.

For the testing associated with these Application Notes, the interface between Avaya systems and the Imperium Inaipi Smart Social Media connector utilized enabled capabilities of WebSocket Secure (WSS) protocol over SSL/TLS.

This test was conducted in a lab environment simulating a basic customer enterprise network environment. The testing focused on the standards-based interface between the Avaya solution and the third-party solution. The results of testing are therefore considered to be applicable to either a premise-based deployment or to a hosted or cloud deployment where some elements of the third-party solution may reside beyond the boundaries of the enterprise network, or at a different physical location from the Avaya components.

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Readers should be aware that network behaviors (e.g., jitter, packet loss, delay, speed, etc.) can vary significantly from one location to another and may affect the reliability or performance of the overall solution. Different network elements (e.g. session border controllers, soft switches, firewalls, NAT appliances, etc.) can also affect how the solution performs.

If a customer is considering implementation of this solution in a cloud environment, the customer should evaluate and discuss the network characteristics with their cloud service provider and network organizations and evaluate if the solution is viable to be deployed in the cloud.

The network characteristics required to support this solution are outside the scope of these Application Notes. Readers should consult the appropriate Avaya and third-party documentation for the product network requirements. Avaya makes no guarantee that this solution will work in all potential deployment configurations.

2.1. Interoperability Compliance Testing

The interoperability compliance test included both feature functionality and serviceability testing. The tests included:

- Inaipi Smart Social Media connector and Avaya Aura® Contact Center connection using EWC API via WSS.
- Customer interacting with WhatsApp and Facebook Messenger front end web chat and escalate to a live chat agent.
- Incoming text message triggers a web chat event, opening web chat tab for agent.
- Messages to/from web chat agent are routed through Inaipi Smart Social Media connector.
- Agents running AAAD reply to text messages in the web chat window, messages from the customer also appear in the same window.
- Multiple sessions can be handled with multiple available agents.
- AACC Web Chat feature: Transfer, Conference.
- Serviceability - Verify the ability of Inaipi Smart Social Media connector to recover from disconnection and reconnection to the Avaya solution.

2.2. Test Results

The testing was successful. All test cases passed.

2.3. Support

Technical support can be obtained for the Imperium Inaipi Smart Social Media connector solution as follows:

Tel: +9714 2443417
Email: support@imperiumapp.com
Web: https://imperiumapp.com/contact

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3. Reference Configuration

Figure 1 illustrates a configuration with Inaipi Smart Social Media connector and Avaya Aura® Contact Center.

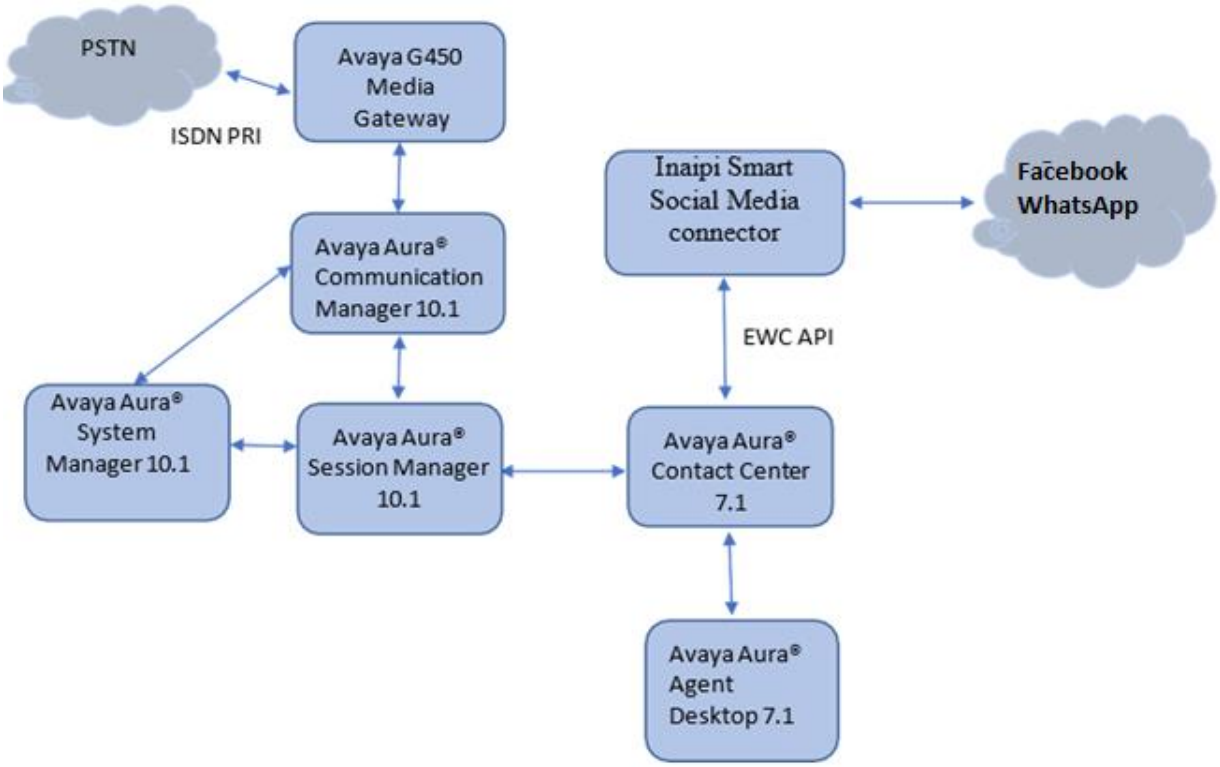

Figure 1: Inaipi Smart Social Media Connector with Avaya Aura® Contact Center

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4. Equipment and Software Validated

The following equipment and software were used for the sample configuration provided:

Equipment/Software	Release/Version
Avaya Aura® System Manager	10.1.3
Avaya Aura® Session Manager	10.1.3
Avaya Aura® Communication Manager	10.1.3
Avaya Aura® Contact Center	7.1.2
Avaya Aura® Agent Desktop running on a Windows 10 PCs	7.1.2
Inaipi Smart Social Media Connector	1.0.12

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5. Configuration of Avaya Aura® Contact Center

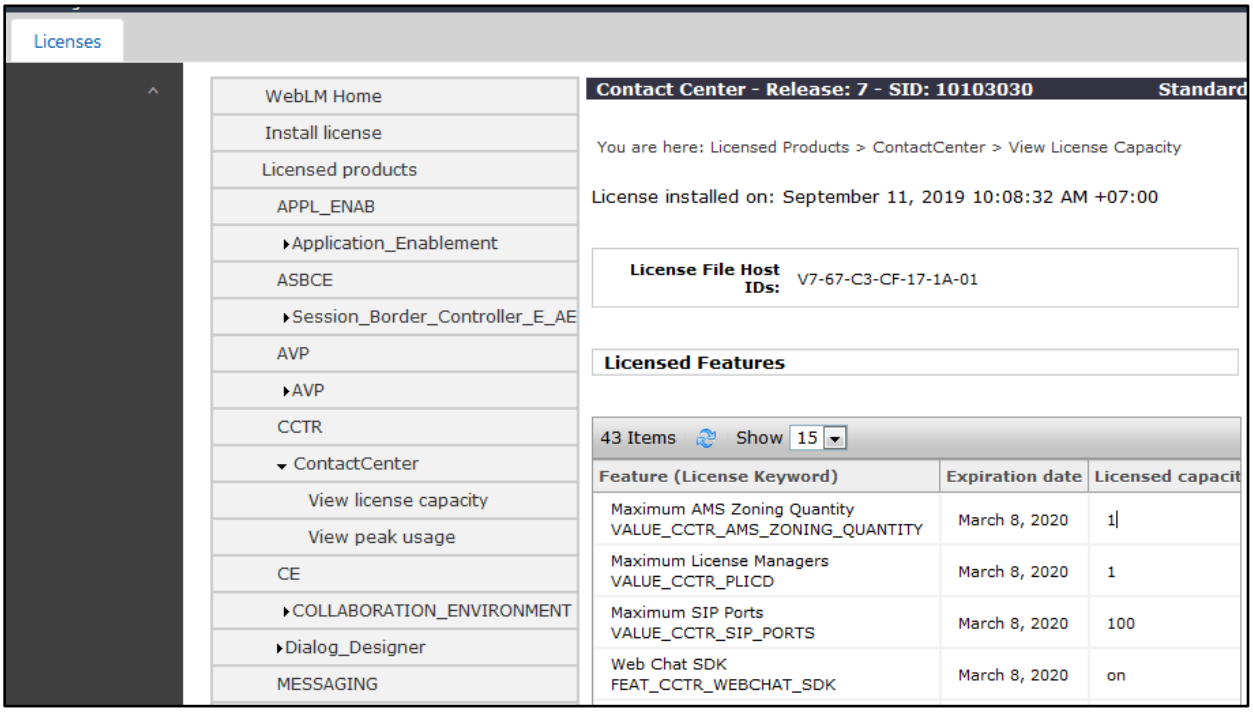
This section provides the procedures for configuring AACC. The procedures include the following areas:

- Verify license.
- Configure Enterprise Web Chat.

5.1. Verify License

Launch WebLM web interface and login with the relevant credentials and navigate to display installed licenses (not shown).

Select **Licensed products → CCTR → Contact Center** in the left pane, to display the Licensed Features screen in the right pane. Verify that Web Chat SDK license is on as shown below.



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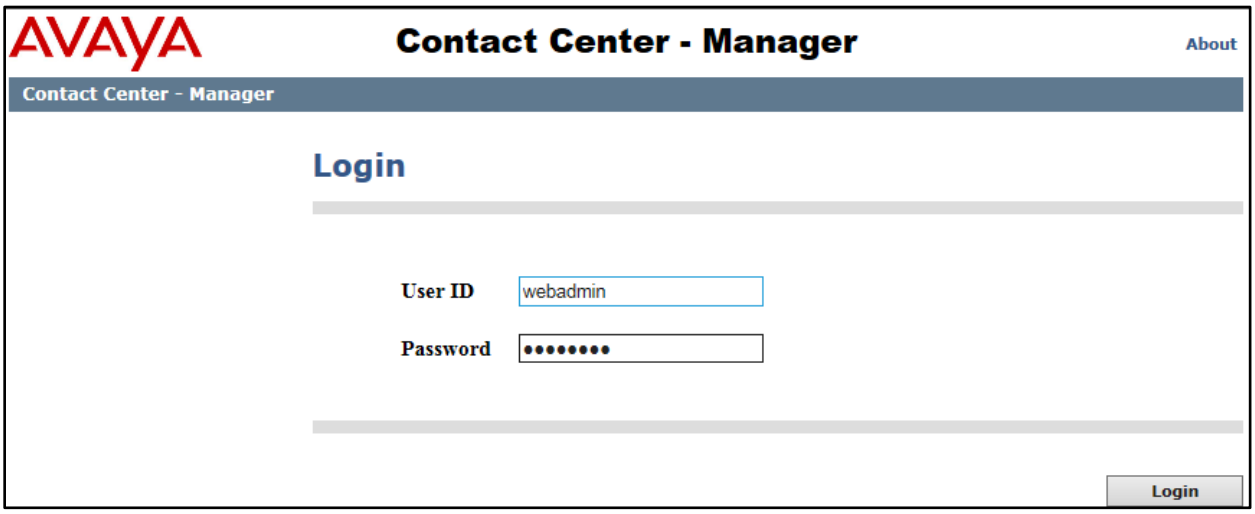
5.2. Configure Enterprise Web Chat

It is assumed that a fully working AACC is already in place with web chat routing and skillsets configured.

This section provides the procedures for configuring Enterprise Web Chat settings to enable Agent Desktop to handle EWC contacts.

Note: EWC works only if Contact Center is deployed on Communication Manager with a Voice and Multimedia Contact Server with or without AAMS, or a standalone Multimedia Contact Server.

Open a web session to the Contact Center server and log in with the proper credentials as shown below.



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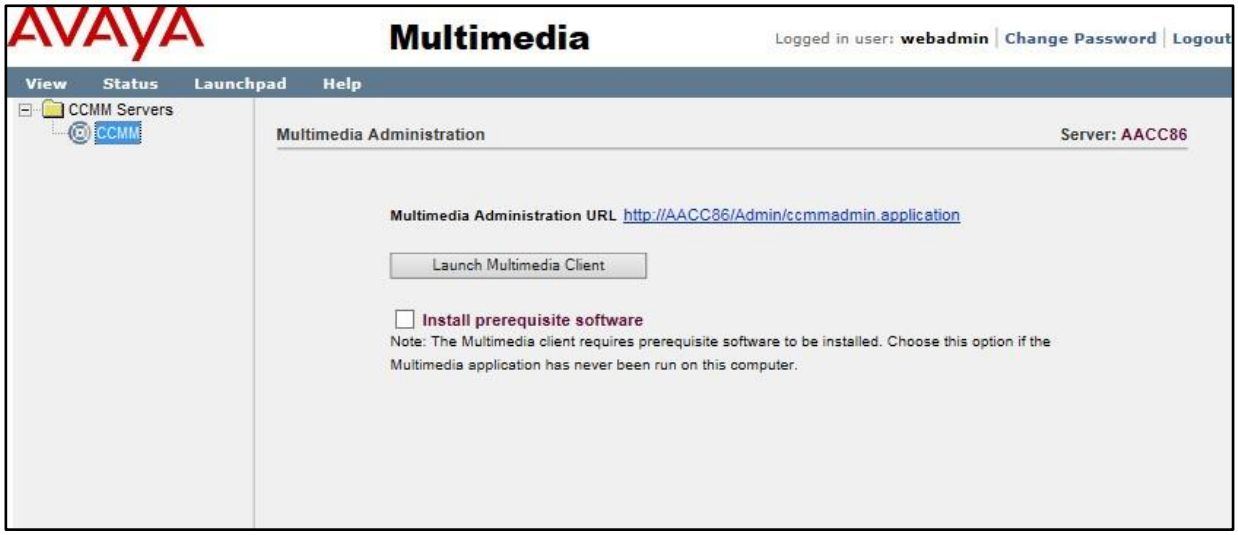
Click on **Multimedia**.

Select the Multimedia Server from the left pane and click on **Launch Multimedia Client** from the main window.



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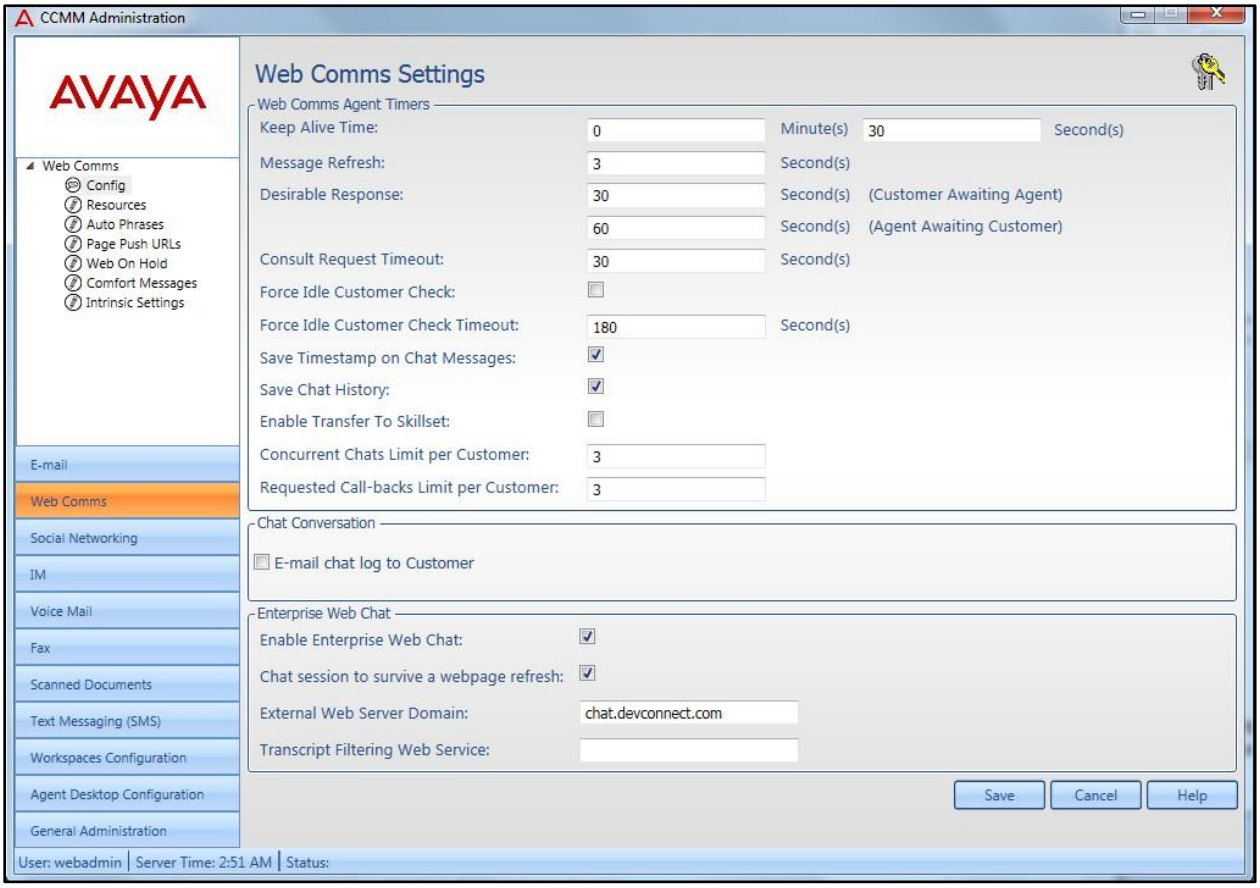
Select **Web Comms** in the left pane and then click **Config**. Click the **Enable Enterprise Web Chat** option.



Click **Save**.

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6. Deploy and Configure Inaipi Smart Social Media Connector

Inaipi Smart Social Media connector was deployed and configured by Inaipi engineer. Thus, not covered in these Application Notes.

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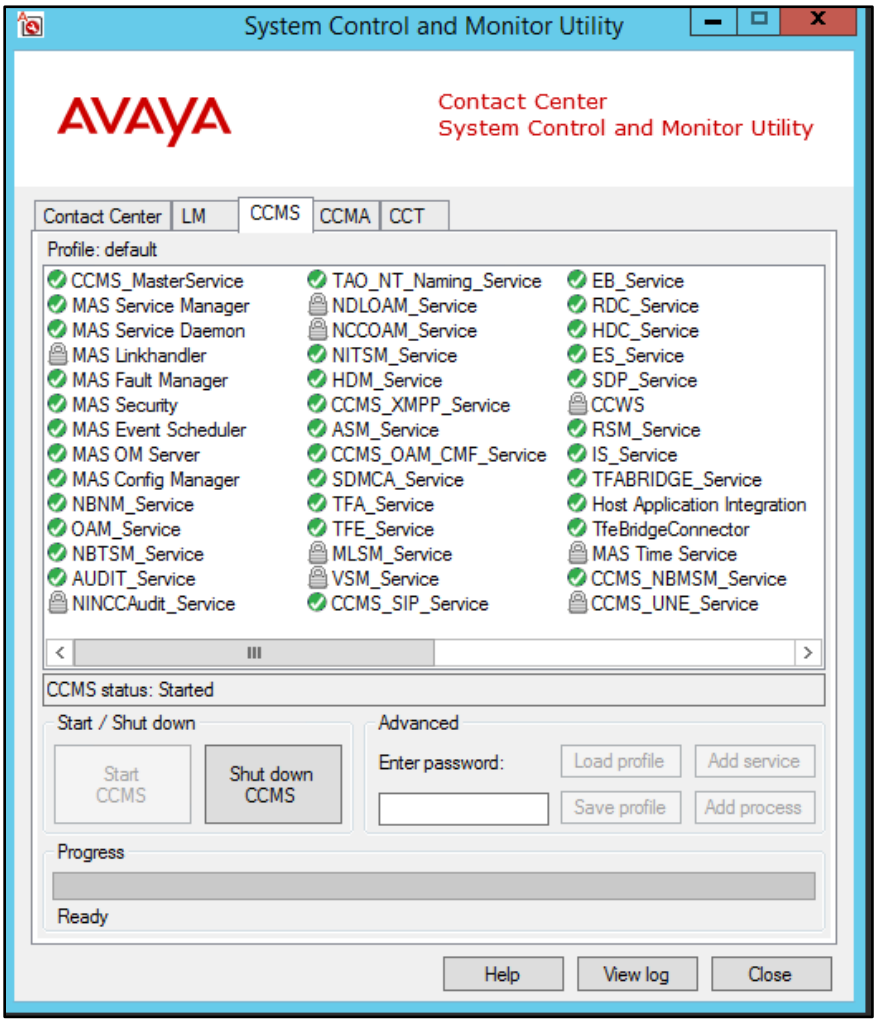
7. Verification Steps

This section provides the tests that can be performed to verify correct configuration of Imperium Inaipi Smart Social Media connector with Avaya Aura® Contact Center.

7.1. Verify Avaya Aura® Contact Center Services

From the Contact Center Voice Server, open **System Control and Monitor Utility**. Navigate across each of the tabs, paying special attention to any service that may not be running. The **CCMS** services are all showing green below, which indicates that the Contact Center Manager Server is fully operational.



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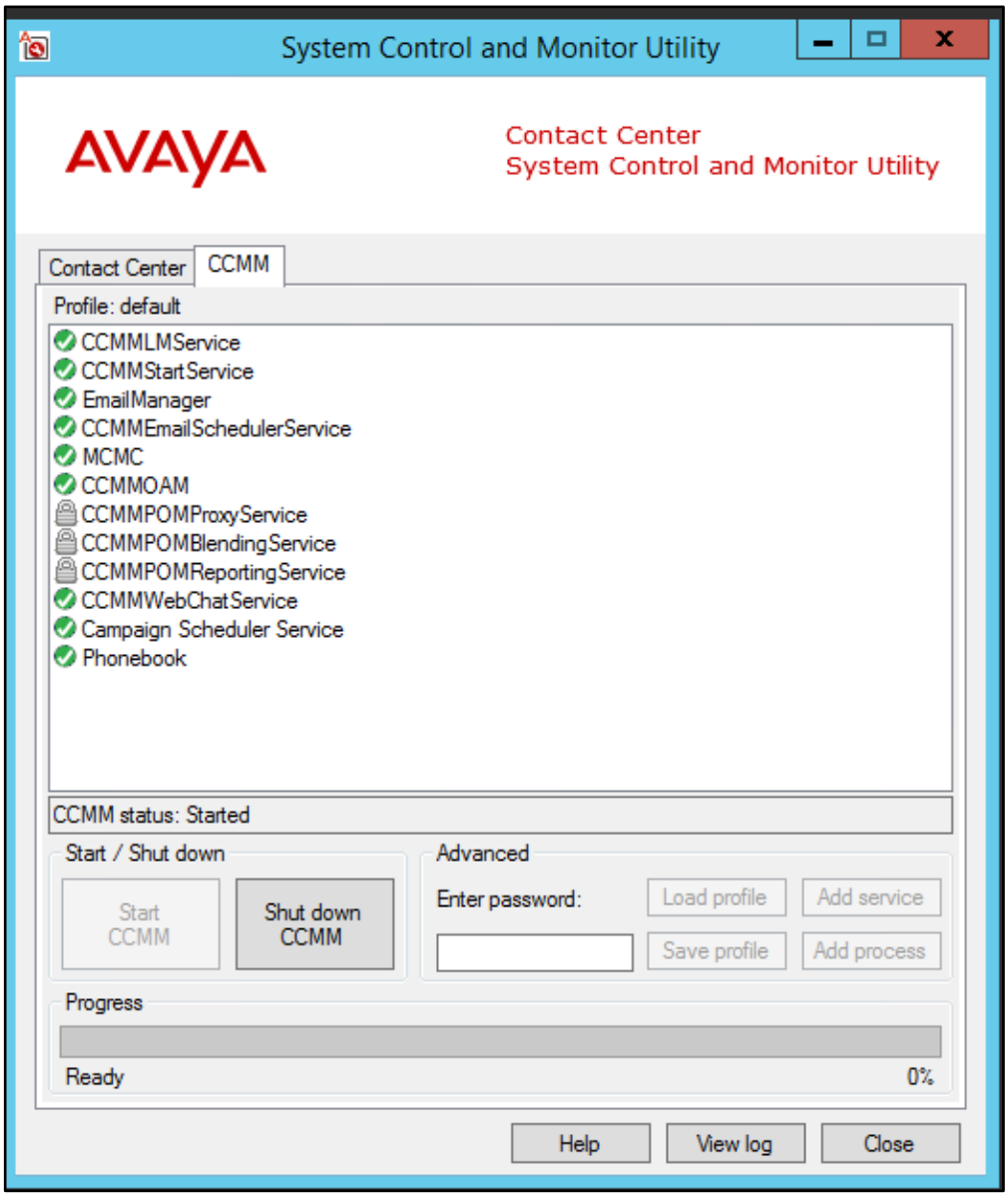
From the Contact Center Voice Server and Multimedia Server, open **System Control and Monitor Utility**, check all **CCMM** services are all showing green as below.



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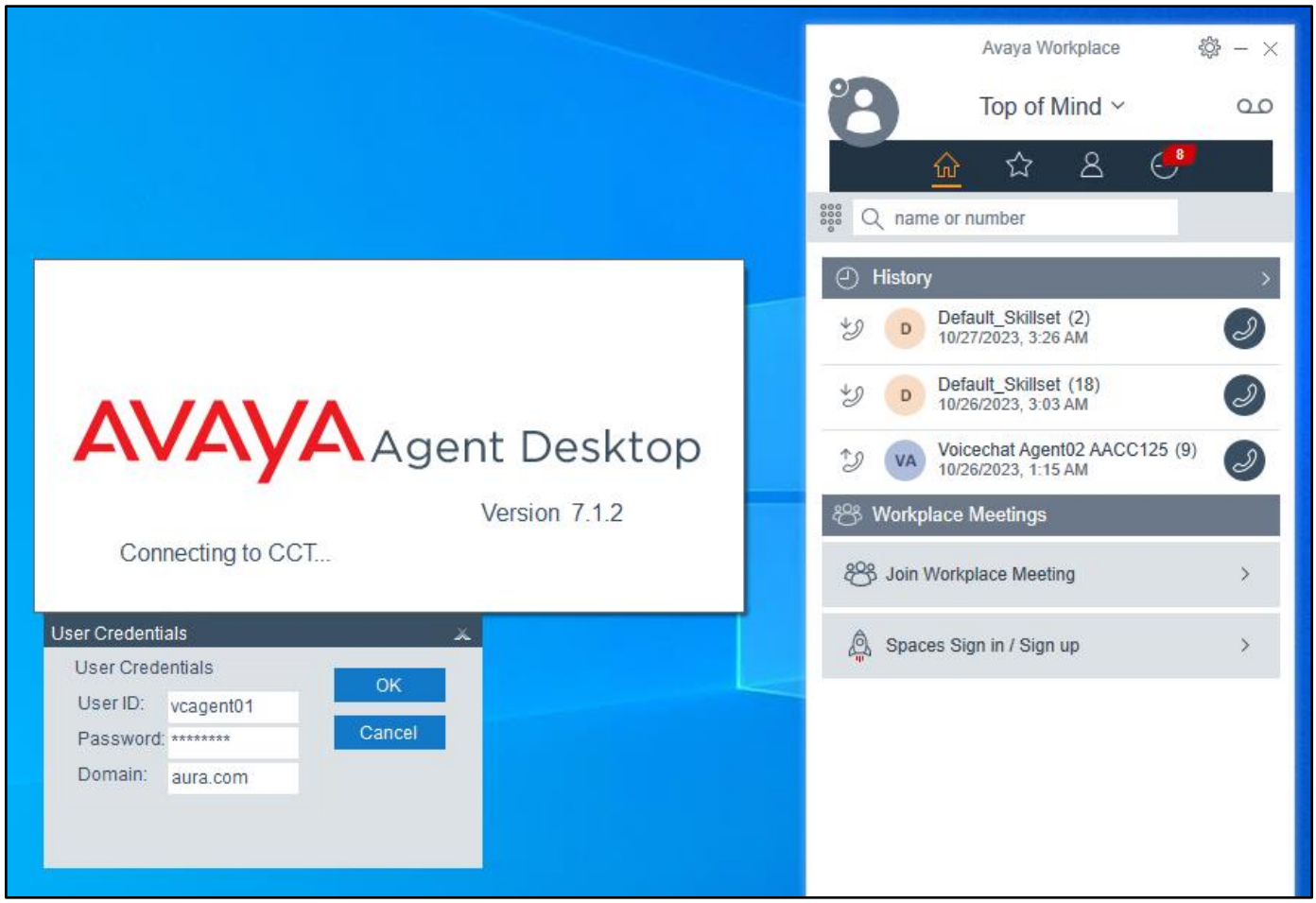
7.2. Verify Imperium Inaipi Smart Social Media Connector Service

From the Inaipi Smart Social Media connector, verify that Imperium Inaipi Smart Social Media connector webhook service is up and running.

7.3. Log into Avaya Aura® Agent Desktop

From a client PC where AAAD is installed, open **Avaya Agent Desktop**. Enter the appropriate credentials and click on **OK**.



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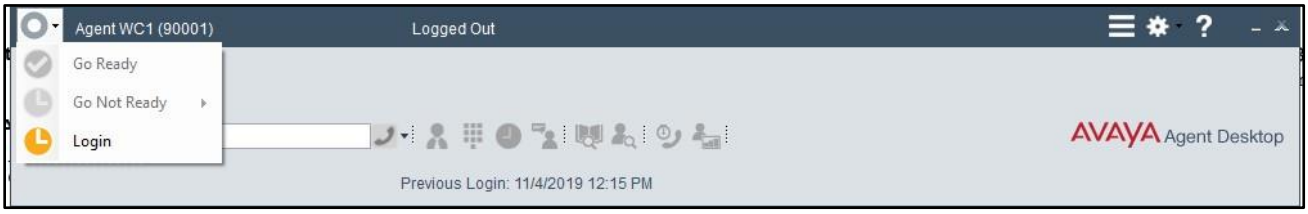
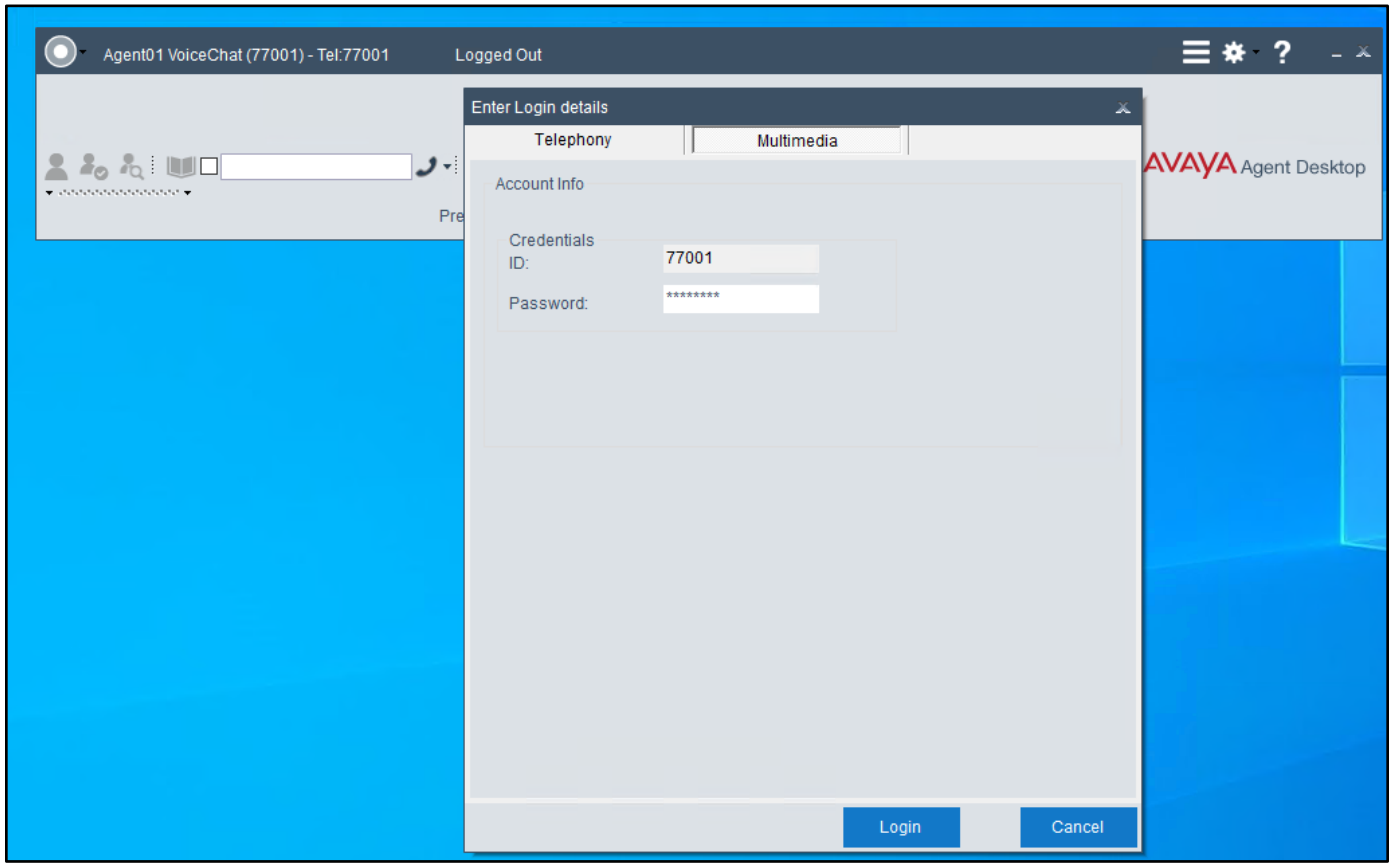
Once the application opens click on **Login** as shown below.



Log into Contact Center Multimedia, under the **Multimedia** tab, and click on **Login**.



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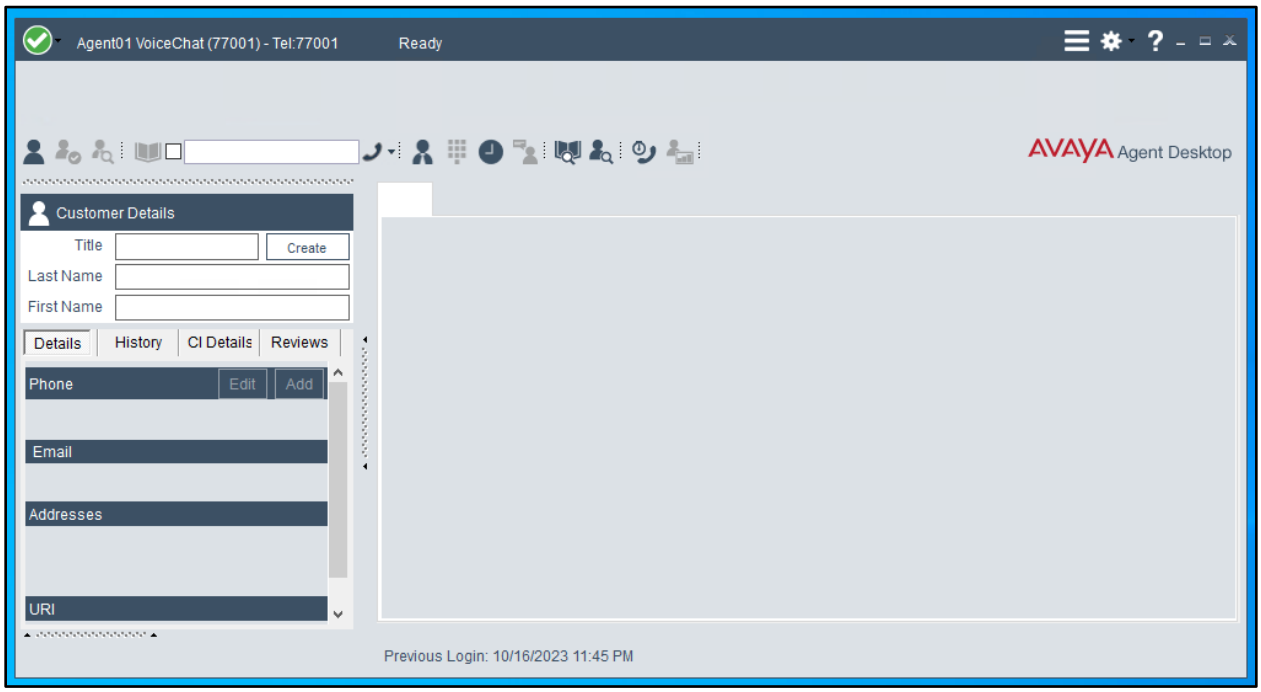
The following screen appears showing the agent logged in and **Ready**.



7.4. Verify AACC Agents can Receive Messages from Facebook

From Facebook, send a message to Inaipi application.

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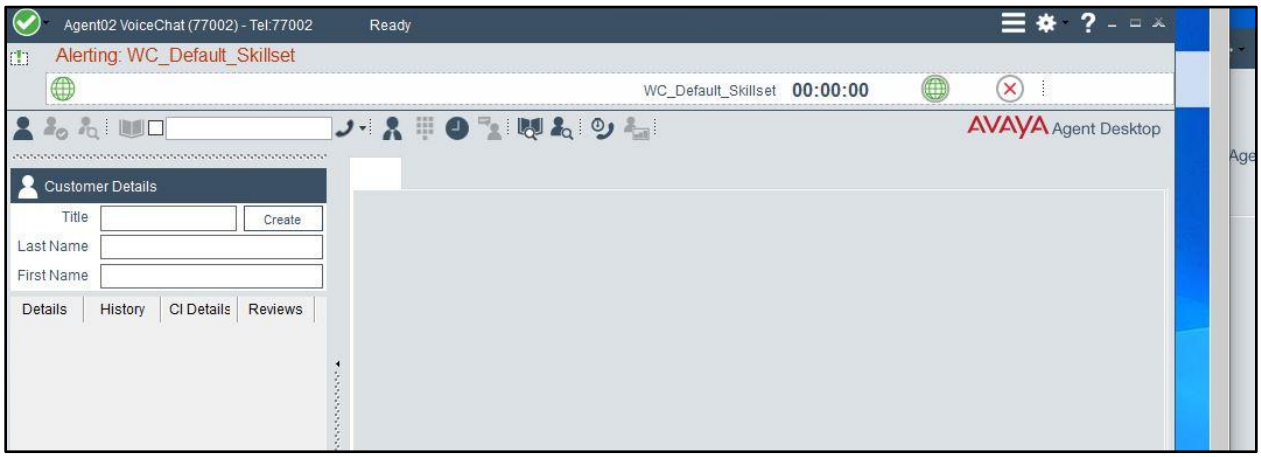
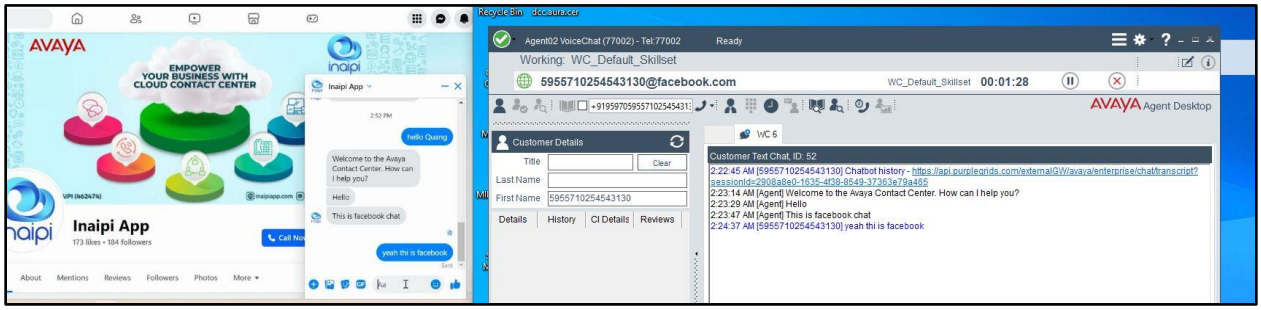
Verify that AACC agent can receive new incoming request.

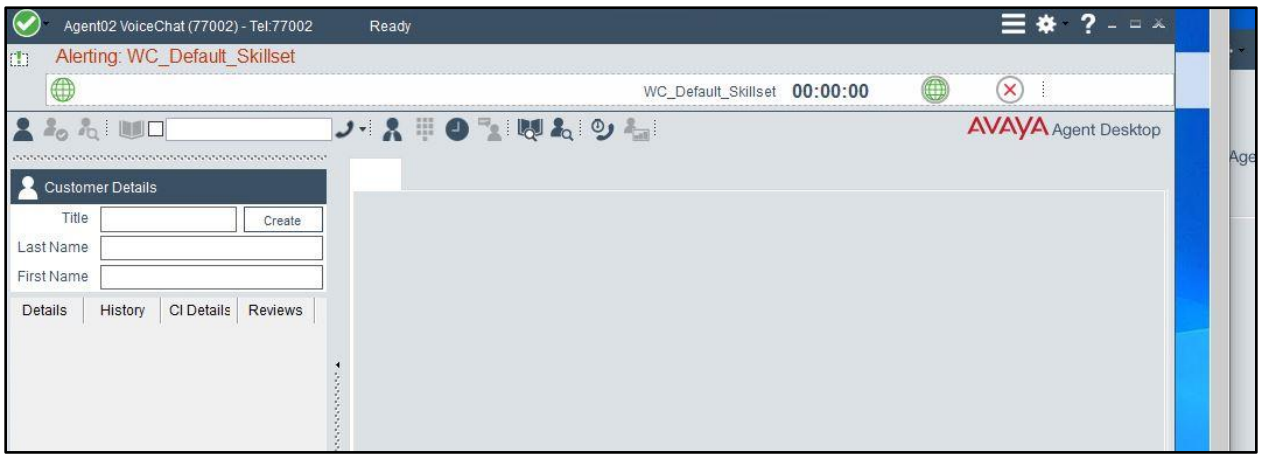


AACC Agents accept and start webchat with Facebook Customer.



7.5. Verify AACC Agents Can Receive Messages from WhatsApp

From WhatsApp, send a message to Inaipi application. Verify that AACC agent can receive new incoming request.



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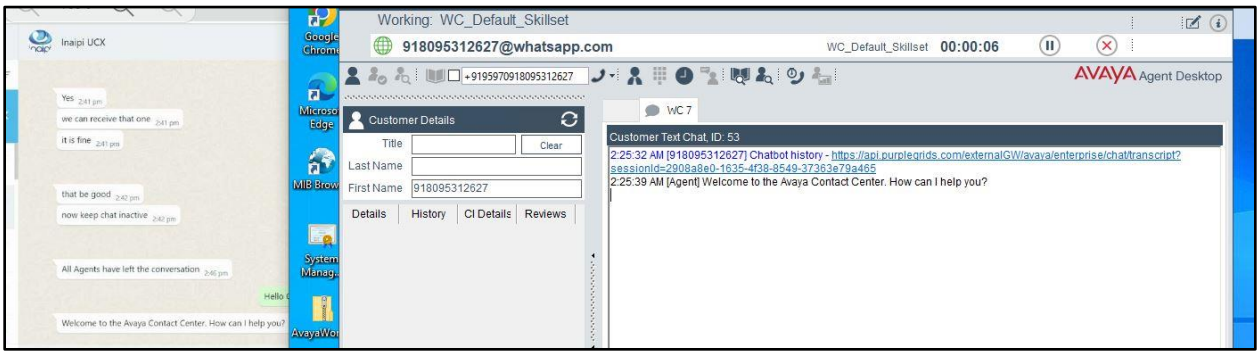
AACC Agents accept and start webchat with customer using WhatsApp.



8. Conclusion

These Application Notes describe the configuration steps required for Imperium Inaipi Smart Social Media connector to interoperate with Avaya Aura® Contact Center. All feature functionality and serviceability test cases were completed successfully.

9. Additional References

This section references the Avaya and Imperium product documentation that are relevant to these Application Notes.

Product documentation for Avaya products may be found at *http://support.avaya.com*.

1. *Administering Avaya Aura® Communication Manager*, Release 10.1.x, Issue 6, June 2023
2. *Administering Avaya Aura® Session Manager*, Release 10.1.x, Issue 6, June 2023
3. *Administering Avaya Aura® System Manager*, Release 10.1.x, Issue 6, June 2023
4. *Administering Avaya Aura® Application Enablement Services*, Release 10.1.x, Issue 9, June 2023

Information regarding product documentation for Imperium Inaipi Smart Social Media Connector may be found at *https://imperiumapp.com/products/socialmedia*.

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