



Apple Messages for Business Integration with Webex Connect User Guide

First Published: April 2025

THE SPECIFICATIONS AND INFORMATION REGARDING THE PRODUCTS IN THIS MANUAL ARE SUBJECT TO CHANGE WITHOUT NOTICE. ALL STATEMENTS, INFORMATION, AND RECOMMENDATIONS IN THIS MANUAL ARE BELIEVED TO BE ACCURATE BUT ARE PRESENTED WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED. USERS MUST TAKE FULL RESPONSIBILITY FOR THEIR APPLICATION OF ANY PRODUCTS.

THE SOFTWARE LICENSE AND LIMITED WARRANTY FOR THE ACCOMPANYING PRODUCT ARE SET FORTH IN THE INFORMATION PACKET THAT SHIPPED WITH THE PRODUCT AND ARE INCORPORATED HEREIN BY THIS REFERENCE. IF YOU ARE UNABLE TO LOCATE THE SOFTWARE LICENSE OR LIMITED WARRANTY, CONTACT YOUR CISCO REPRESENTATIVE FOR A COPY.

The Cisco implementation of TCP header compression is an adaptation of a program developed by the University of California, Berkeley (UCB) as part of UCB's public domain version of the UNIX operating system. All rights reserved. Copyright © 1981, Regents of the University of California.

NOTWITHSTANDING ANY OTHER WARRANTY HEREIN, ALL DOCUMENT FILES AND SOFTWARE OF THESE SUPPLIERS ARE PROVIDED "AS IS" WITH ALL FAULTS. CISCO AND THE ABOVE-NAMED SUPPLIERS DISCLAIM ALL WARRANTIES, EXPRESSED OR IMPLIED, INCLUDING, WITHOUT LIMITATION, THOSE OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT OR ARISING FROM A COURSE OF DEALING, USAGE, OR TRADE PRACTICE.

IN NO EVENT SHALL CISCO OR ITS SUPPLIERS BE LIABLE FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING, WITHOUT LIMITATION, LOST PROFITS OR LOSS OR DAMAGE TO DATA ARISING OUT OF THE USE OR INABILITY TO USE THIS MANUAL, EVEN IF CISCO OR ITS SUPPLIERS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Any Internet Protocol (IP) addresses and phone numbers used in this document are not intended to be actual addresses and phone numbers. Any examples, command display output, network topology diagrams, and other figures included in the document are shown for illustrative purposes only. Any use of actual IP addresses or phone numbers in illustrative content is unintentional and coincidental.

All printed copies and duplicate soft copies are considered un-Controlled copies and the original on-line version should be referred to for latest version.

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: <http://www.cisco.com/go/trademarks> Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1721R)

© 2010–2025 Cisco Systems, Inc. All rights reserved.



Contents

Overview	3
Creating Apple Messages for Business Asset in Webex Connect	3
Prerequisites for Creating Apple Flows	12
Apple Specific Features Overview and Flows	13

Overview

This guide is intended to help you set up an Apple Messages for Business account/asset and integrate it with Webex Connect to interact with Contact Center agents using the iMessages application from Apple devices.

The Apple Messaging is a popular way to communicate and get customer support. With this feature, you can add Apple Messages for Business as a new channel in CCE for:

- Self-service
- Agent interaction

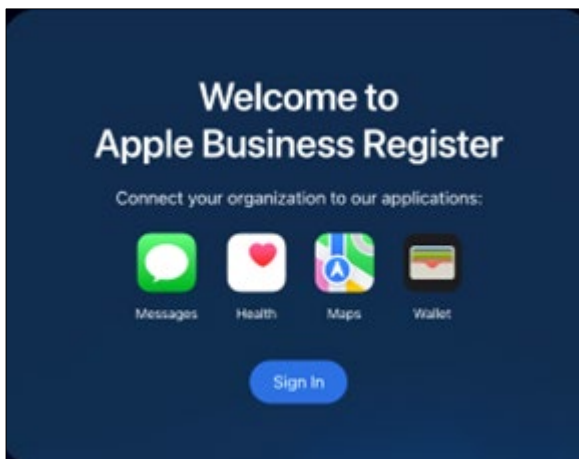
You can message the business through the Apple iMessages app on iOS or Mac devices. The Apple channel allows attachments up to 100MB size. Below are detailed, step-by-step instructions for adding an Apple Messages for Business asset.

Creating Apple Messages for Business Asset in Webex Connect

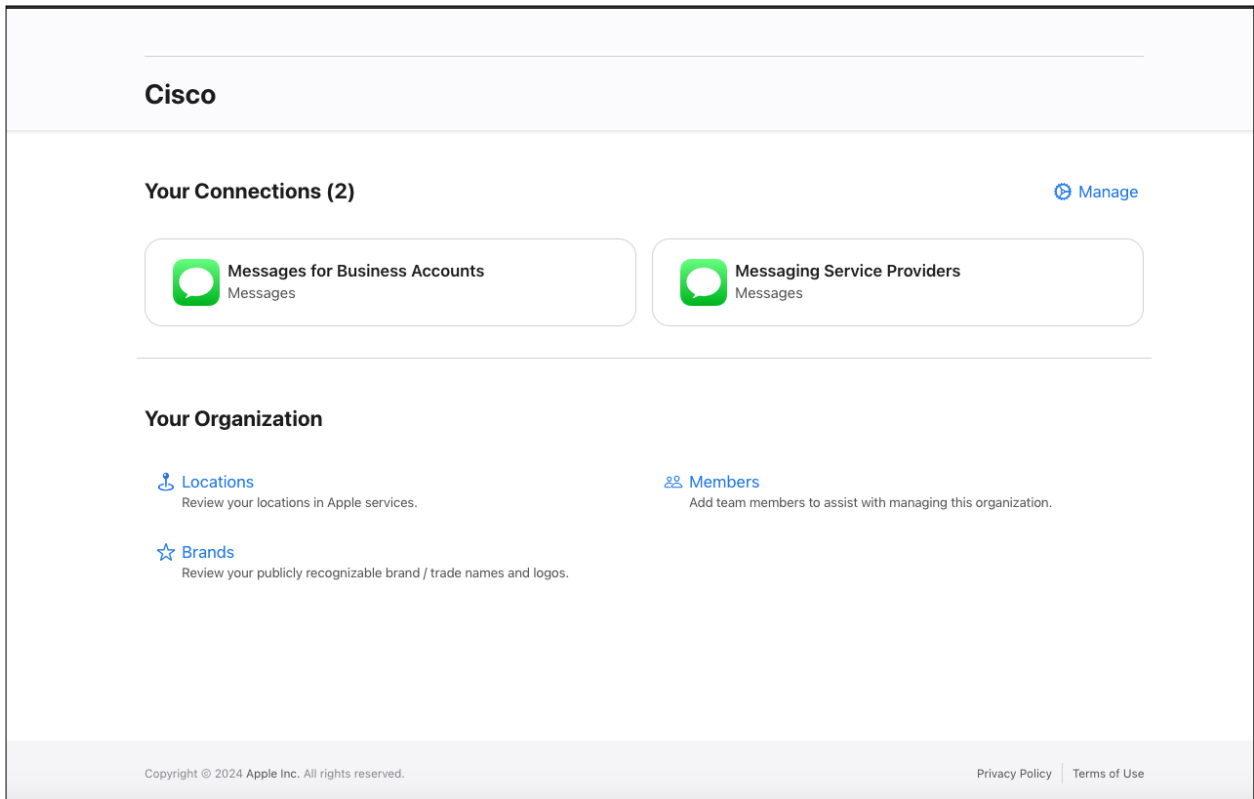
Before the business can offer Apple Messages for Business, you must register with Apple and get the approval. Unlike other channels where the asset creation is done through the Webex Connect administration portal, for the Apple Messages for Business channel, the registration must be done through Apple website and then choose Webex Connect as the Messaging Service Provider (MSP).

To create an Apple Messages for Business account and registration with Webex Connect as the MSP, follow the steps below.

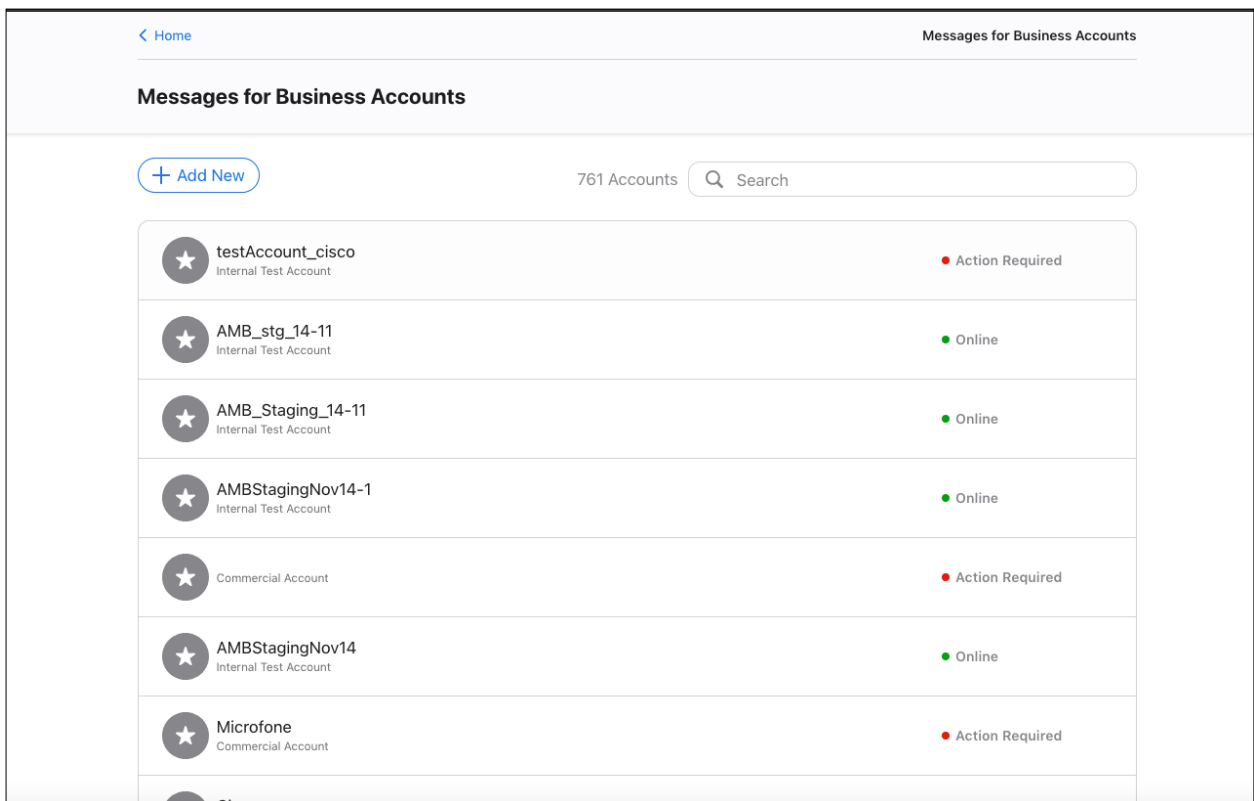
1. Open <https://register.apple.com/login?returnTo=/business/ui> and sign in with your Apple ID.



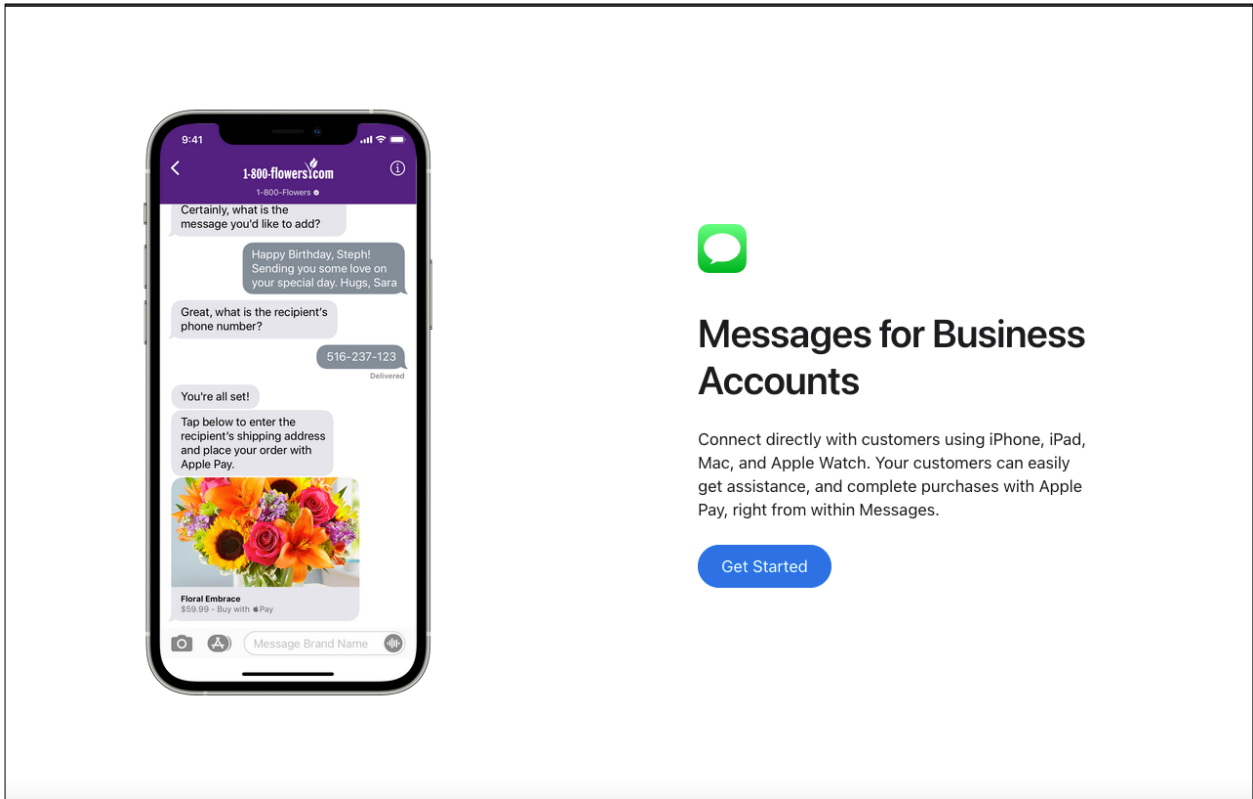
2. Create an organization and get approval from Apple. (For example, create an organization by name Cisco.) For adding Messages for Business Account to this organization, any Apple ID user must be part of this organization. The organization administrator can add the user as a member by clicking **Messages for Business Accounts**.



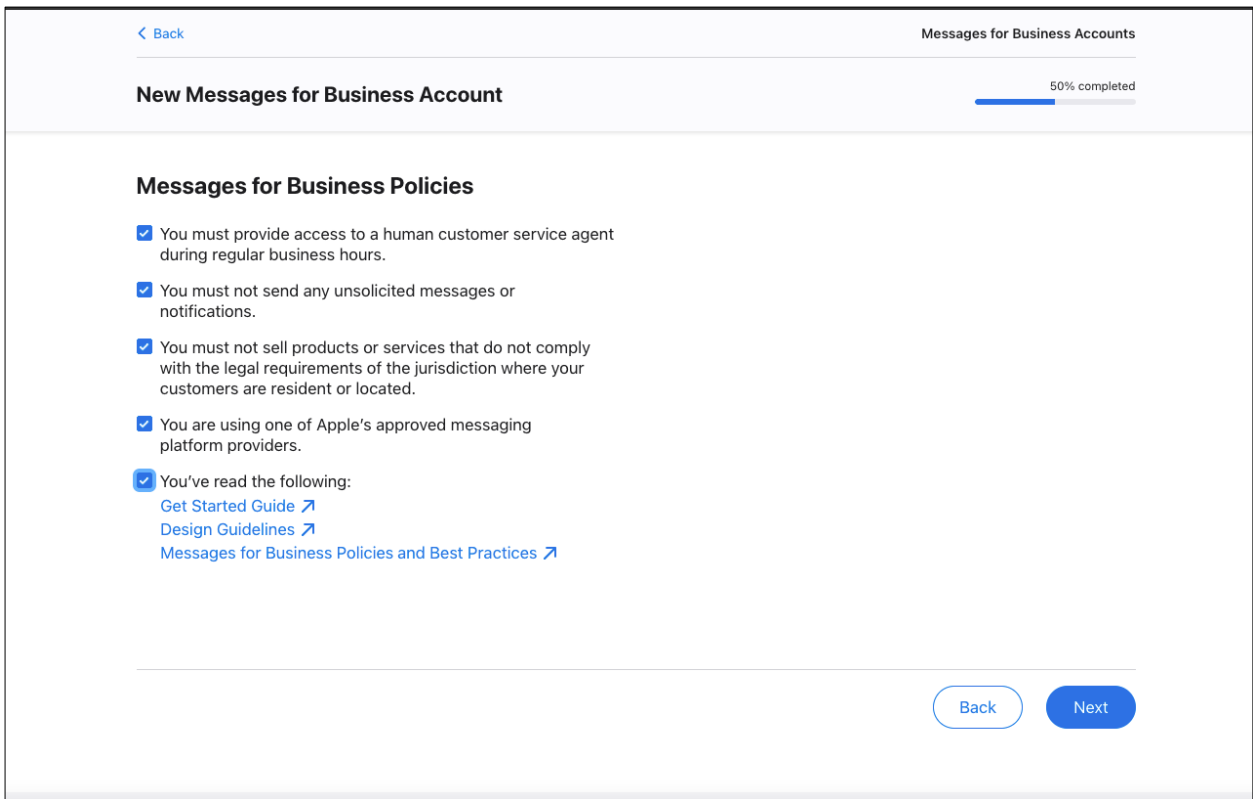
3. Click + Add New. The **Messages for Business Accounts** get started screen appears.



4. Click **Get Started**. The **New Messages for Business Account** screen appears with the business policies.



5. You must choose the Apple policies and click **Next**. An Overview screen appears.



6. Click **Next**. The Account Applicant screen appears. These details are prefilled as the Apple user is part of the organization.

< Back Messages for Business Accounts

New Messages for Business Account

50% completed

Website
https://cisco.com ✓

D-U-N-S Number (Optional)

Entering D-U-N-S Number will help us review your account faster

Address
170 West Tasman Drive

Apt, Suite, Building (Optional)

City
San Jose

Zip Code
95134-1706

State
California

Country
United States

[Clear address](#)

Back Next

7. Click **Next**.

8. Choose the **Commercial account** or **Internal test account** for the **Messages for Business Account Type**.

< Back Messages for Business Accounts

New Messages for Business Account

50% completed

Messages for Business Account Type

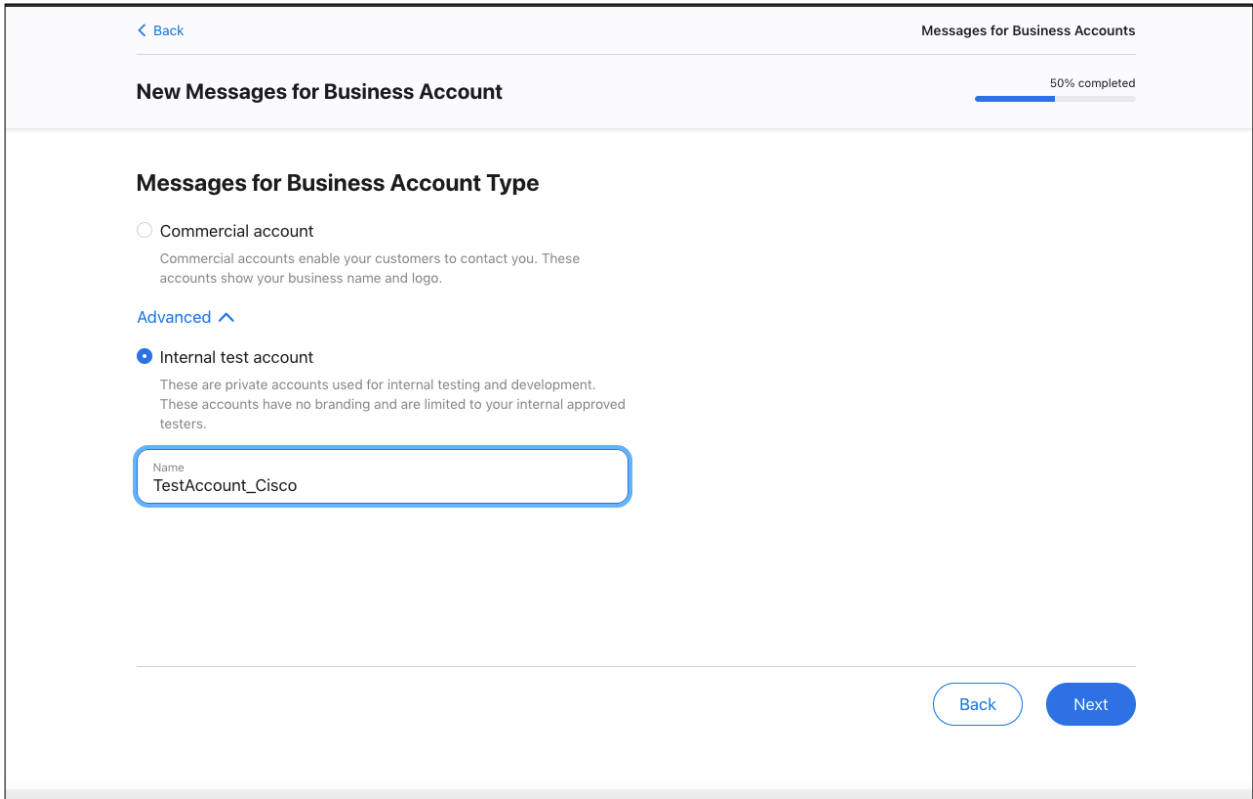
Commercial account
Commercial accounts enable your customers to contact you. These accounts show your business name and logo.

[Advanced ^](#)

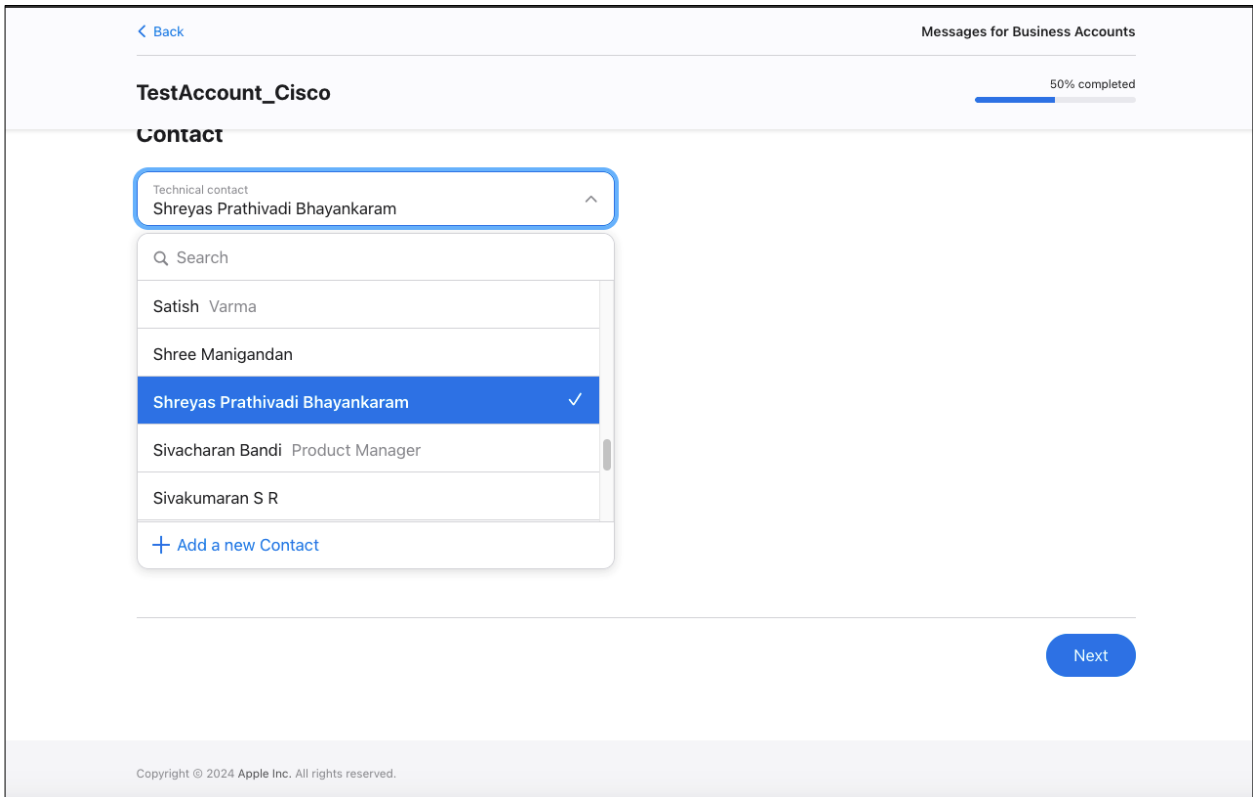
Internal test account
These are private accounts used for internal testing and development. These accounts have no branding and are limited to your internal approved testers.

Back Next

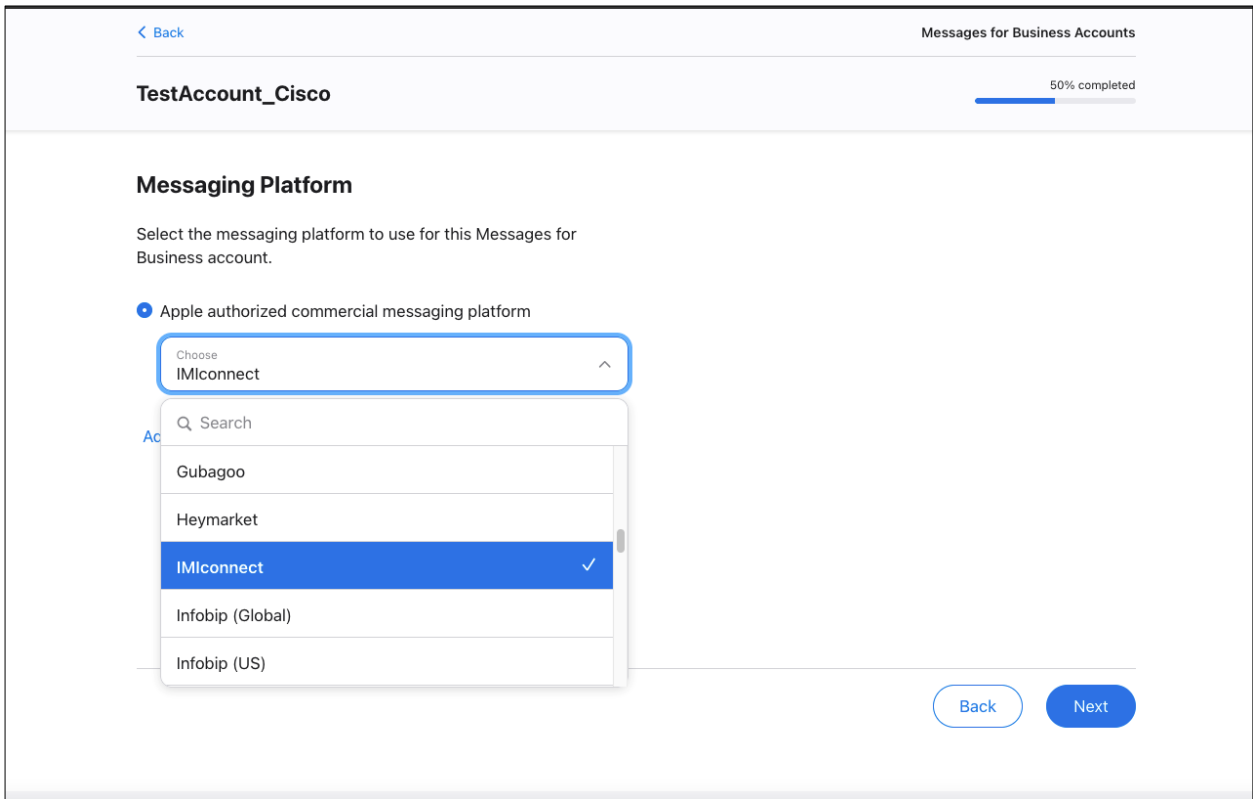
9. Choose **Internal test account** and give a name to evaluate. Click Next.



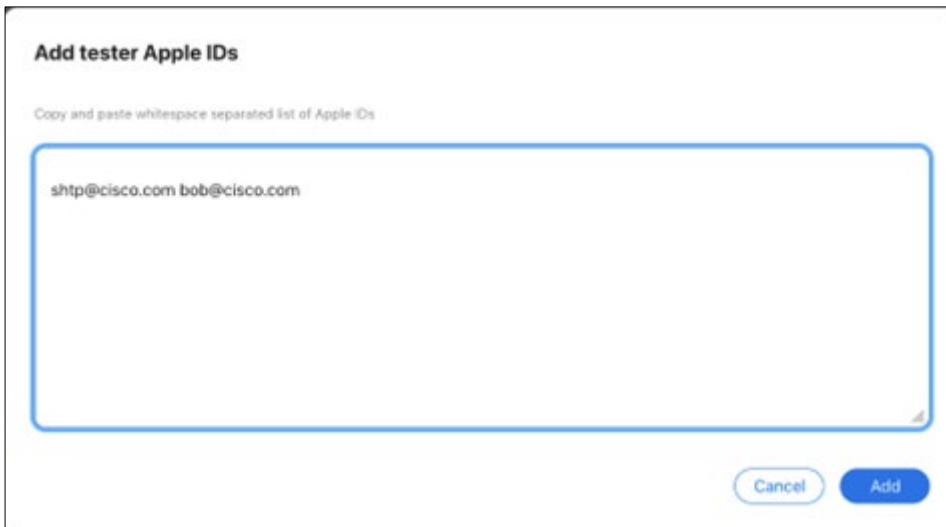
10. Choose your name in the **Technical contact** drop-down list for **Contact** and click **Next**.



11. Choose **IMconnect** from the **Apple authorized commercial messaging platform** drop-down list for the **Messaging Platform** and click **Next**.



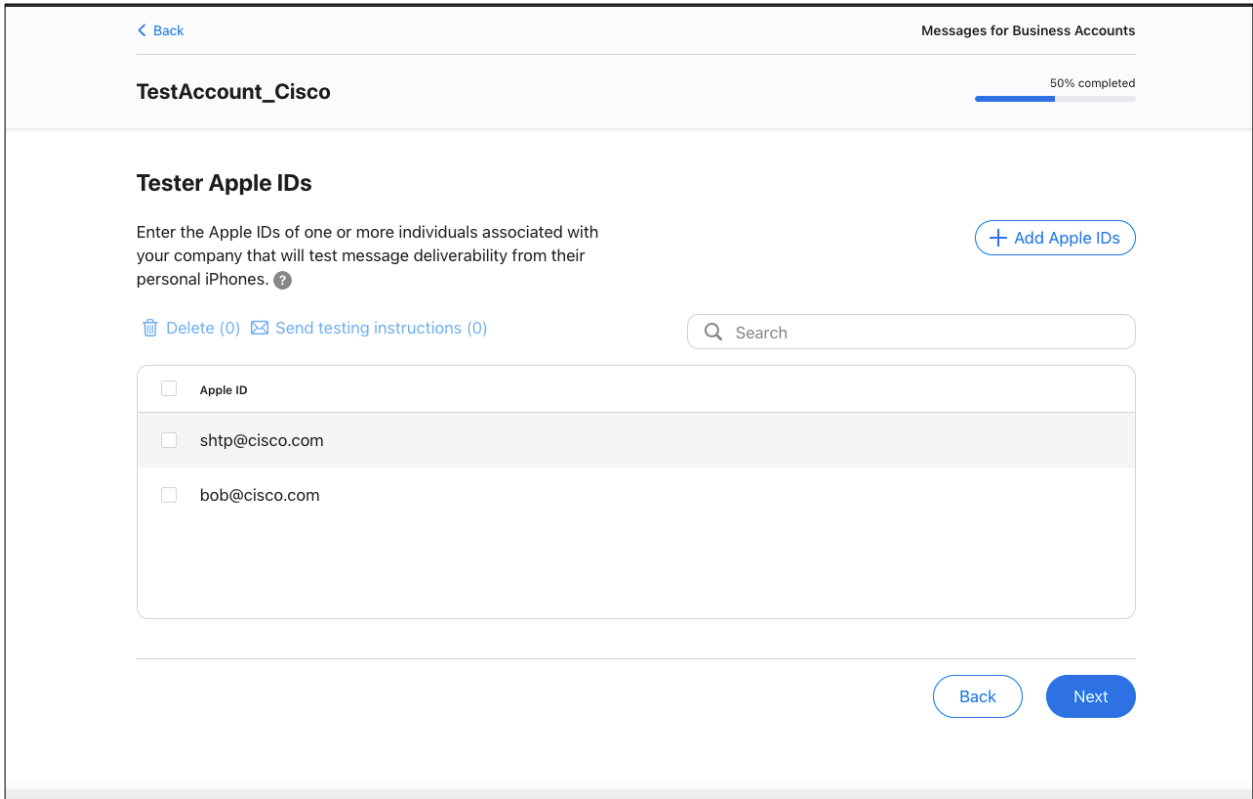
12. On **Tester Apple IDs** screen, click **+ Add Apple IDs** to add the Apple IDs.
13. On the **Add tester Apple IDs** screen, add email IDs, and click **Add**.



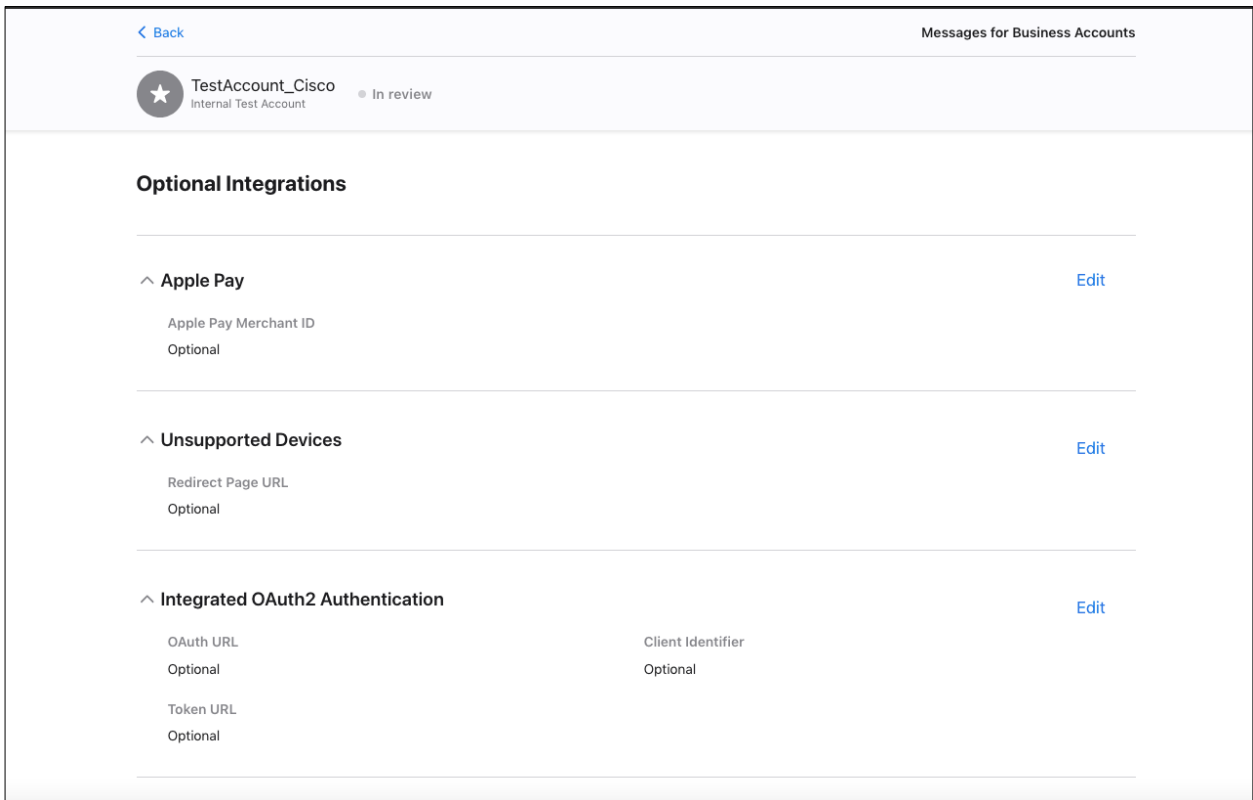
14. Click **Send testing instructions** to receive email. Click **Next**.

These are the Apple IDs of users who want to send messages to the business account through iMessages on any Apple device. This includes the Apple ID of the account creator and test users. The business account can also be connected to a website to access its services.

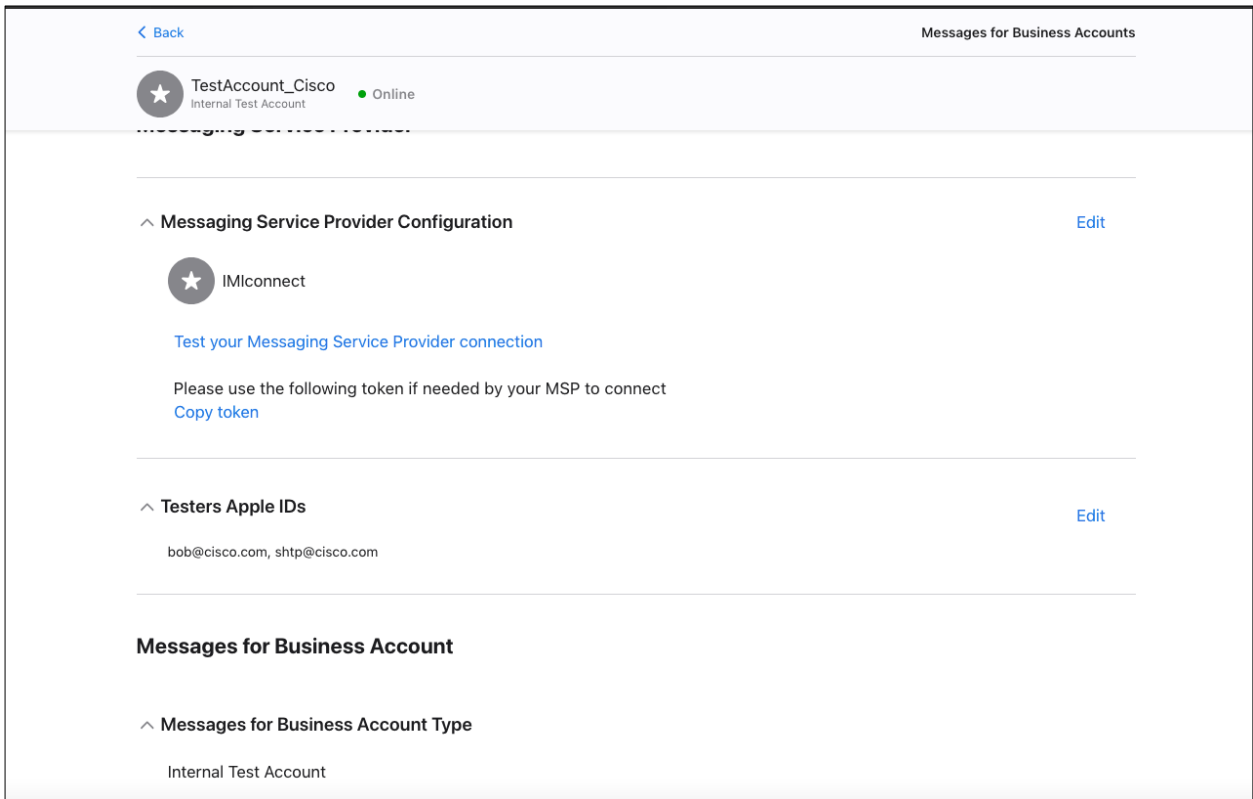
Note: The business URL will be sent in email to all the users.



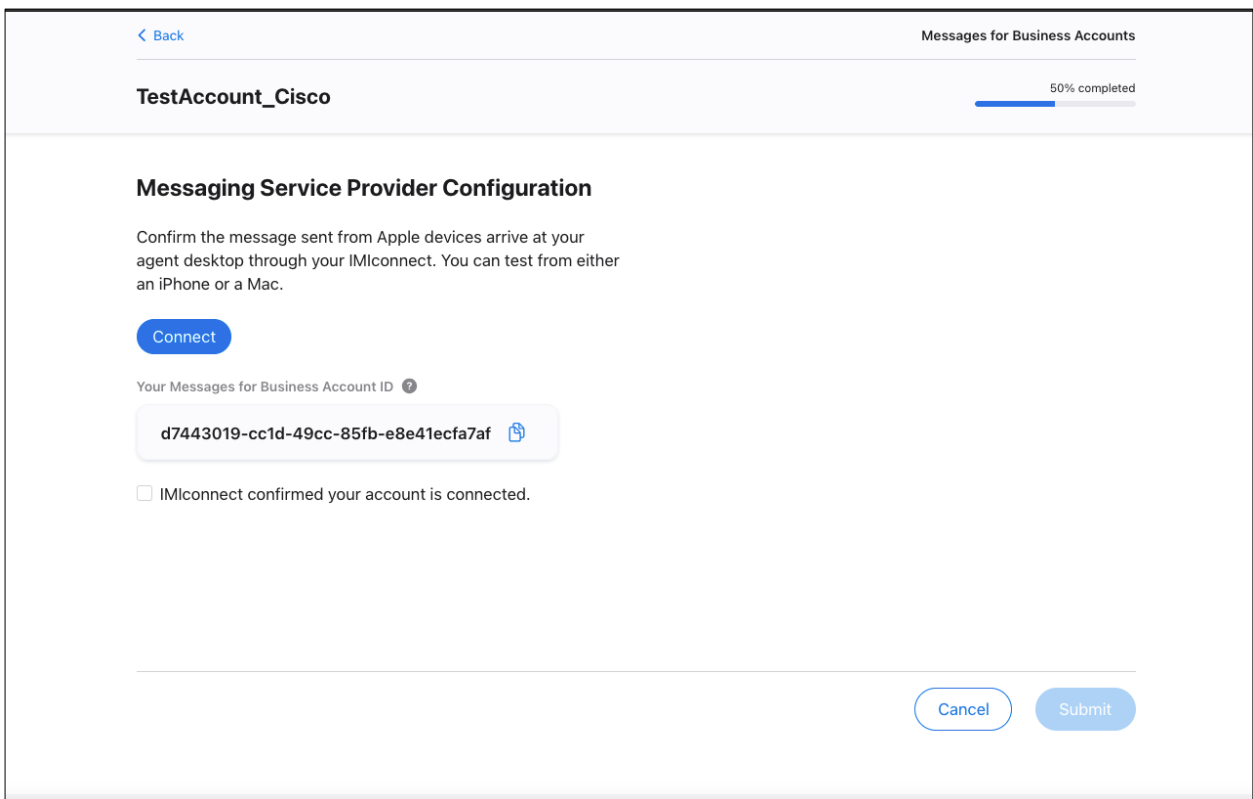
15. The **Optional Integrations** screen appears. The status of the account shows **In review**. Once Apple reviews, the status changes to **Online**.



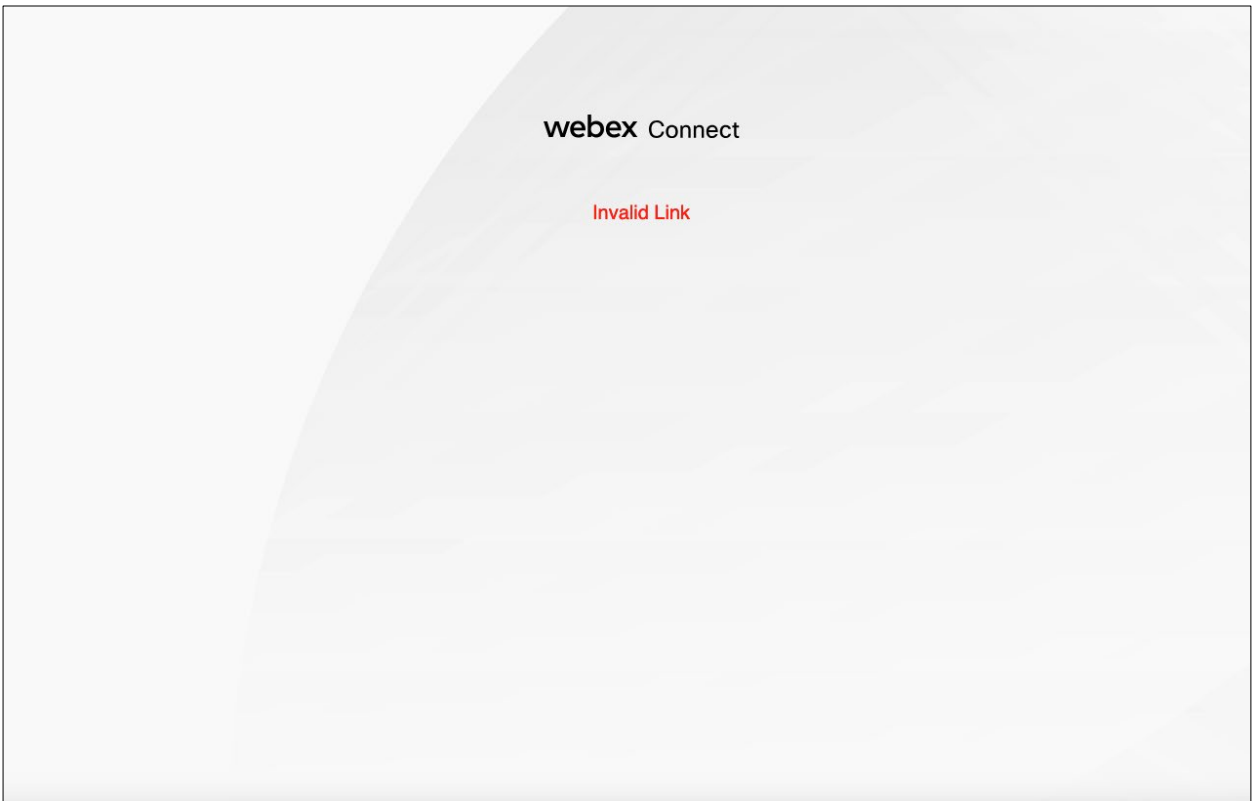
16. After the account is **Online**, expand the **Messaging Service Provider Configuration** and click **Test your Messaging Service Provider connection**.



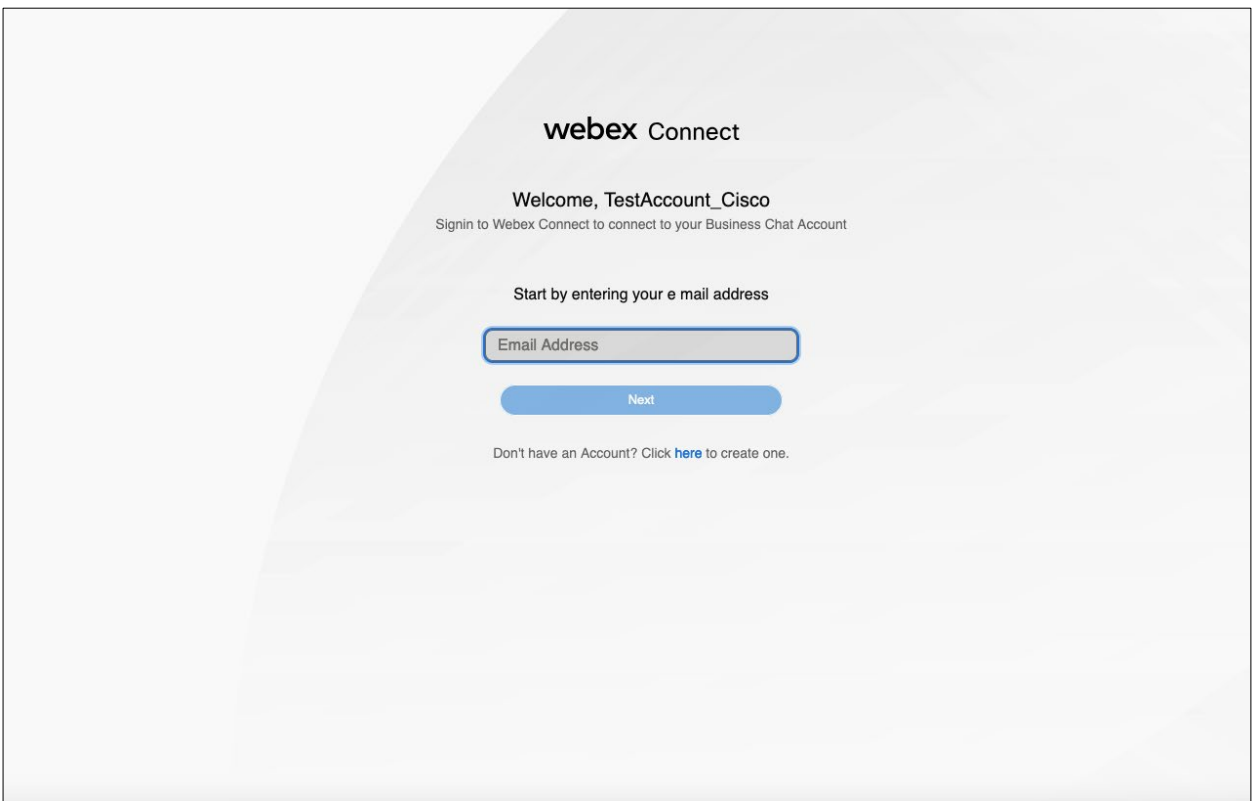
17. On the **Messaging Service Provider Configuration** screen, click **Connect**.



18. A new URL opens in the webpage. It shows as Invalid Link.



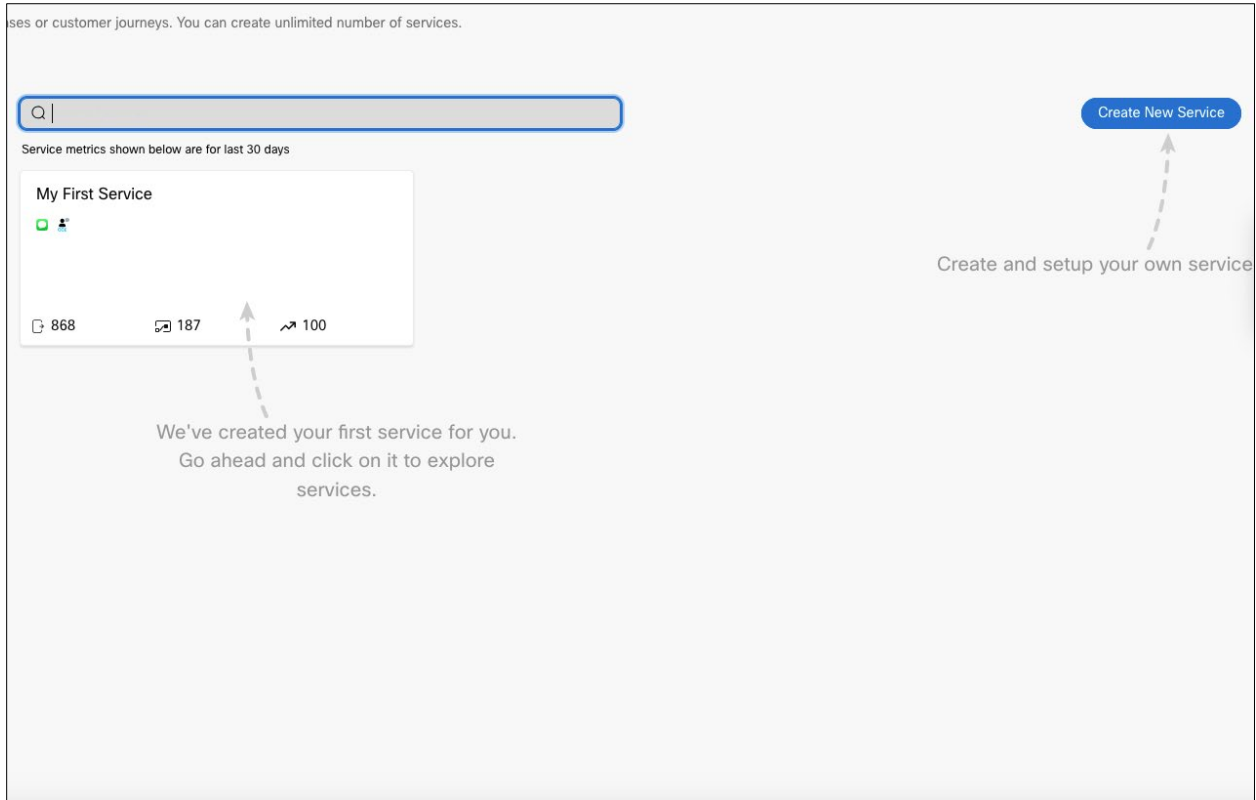
19. Append the URL with your account name **&name=TestAccount_Cisco** and click **Enter**. Here **&name** is keyword and **TestAccount_Cisco** is the value of the account name. The final URL looks like https://business-chat.imiconnect.io/applebusinesschat/login?id=205a1489-7217-4664-9895-9d50452d4d51&name=TestAccount_Cisco



20. The registration of the account as an asset in Webex Connect is complete. Login to Connect and follow the below procedure for configuration of the flows.

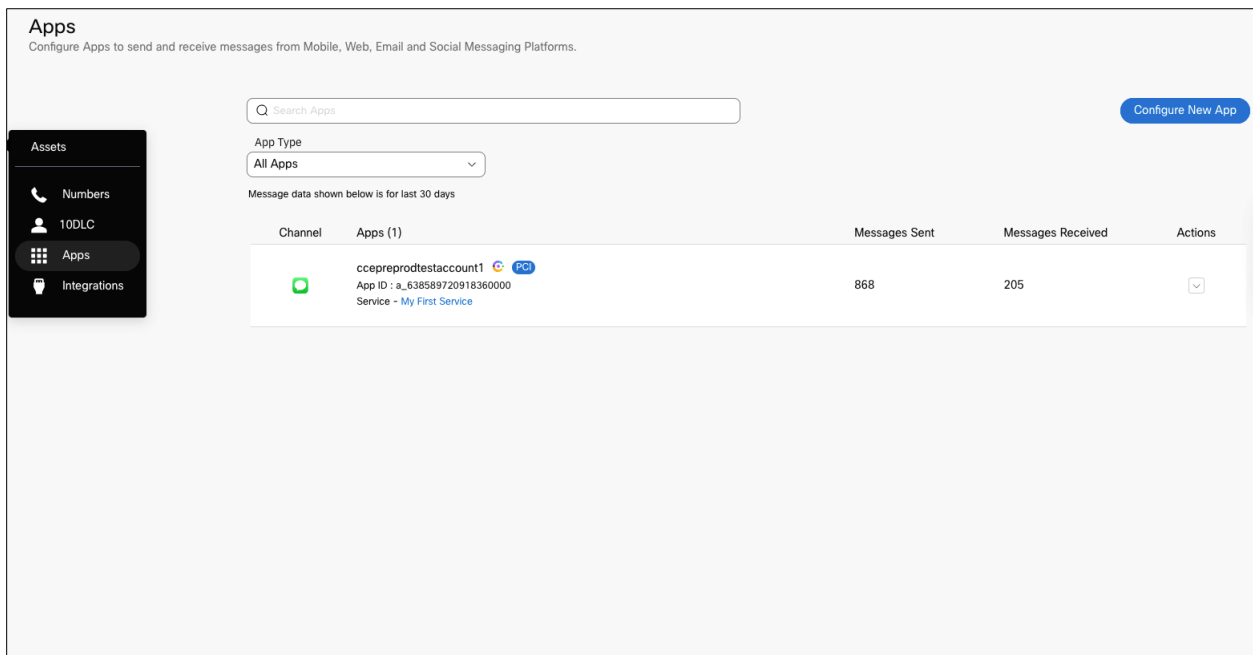
Prerequisites for Creating Apple Flows

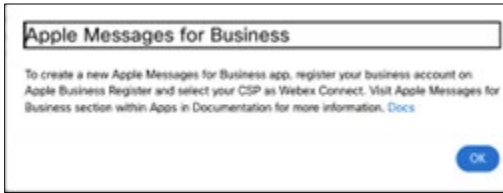
1. Login to your Webex Connect account and create a new service or use any existing service for using the Apple channel flows.



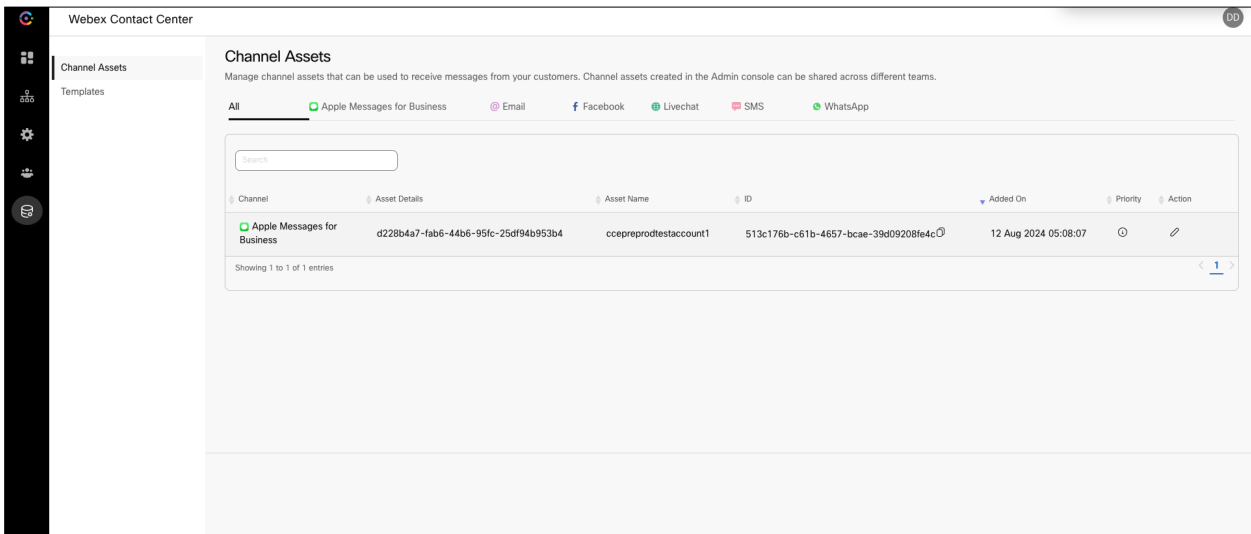
2. Navigate to the **Assets** section of the Webex Connect portal and choose the new Apple asset. This option appears only if the connection between Apple Business Register account and Webex Connect is established.

Note: You cannot create an asset for AMB directly from Webex Connect. This is specific to AMB. If you try to create an asset from Webex Connect, a message appears redirecting you to the Apple website to register the account.





3. Click **Register to Webex engage** to link the asset to Webex Engage.
4. When prompted, choose **Service Name**.
5. Enable the Data Stream toggle, this is mandatory for certain Apple features like customer opt out, event handling, and typing indicators.
6. Login to Engage portal to check and validate if asset is created.



7. Your setup is ready to create Webex Connect workflows. The CCE Template workflows for Apple Messages for Business channel is available on www.cisco.com.
8. Once the flows are Live, use the business URL specified for the Apple business register account to interact with the business. Sample URL: <https://bcrw.apple.com/urn:biz:ca7c8be7-1dec-4580-9668-a92ab0054485>.

Apple Specific Features Overview and Flows

The following Apple features can be configured to use in both Webex Connect flows and in the Engage templates. Apple features list: <https://register.apple.com/resources/messages/msp-rest-api/#required-features>.

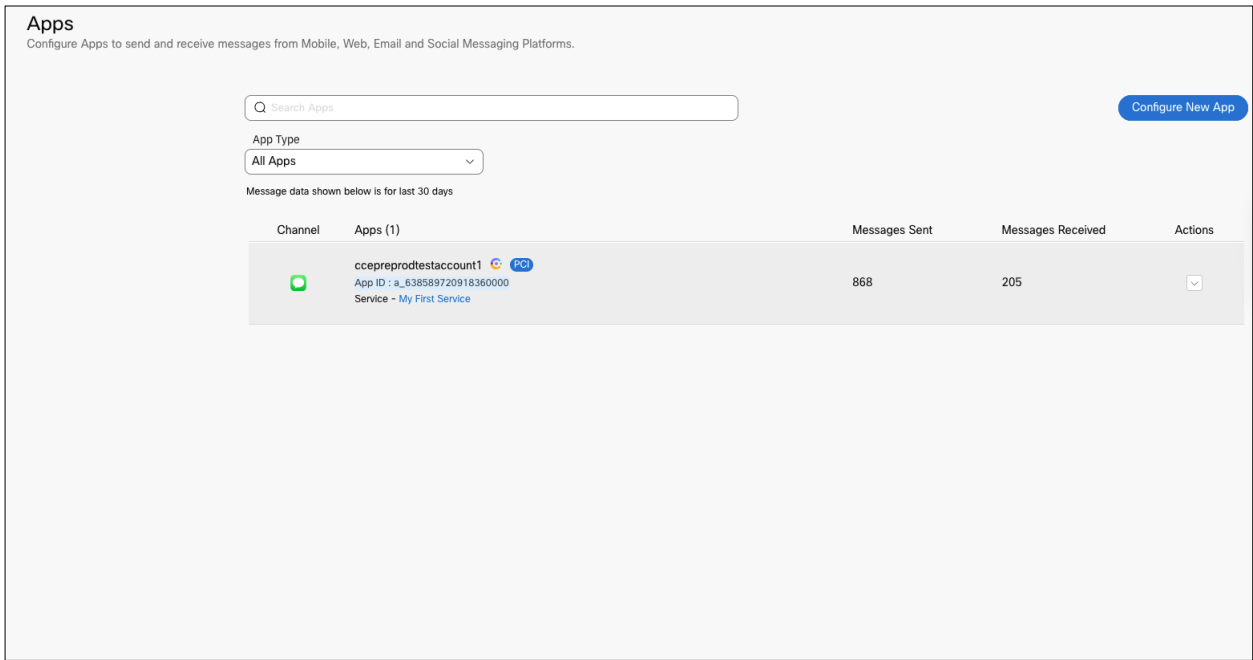
Flows: Linking AMB Asset with AMB Inbound Flow

The CCE Representative Flows bundle comprises of an AMB channel specific flow, namely AppleMessages_inbound_flow workflow. The intent of this flow is to manage conversations and messages that you can send to an Apple Business account.

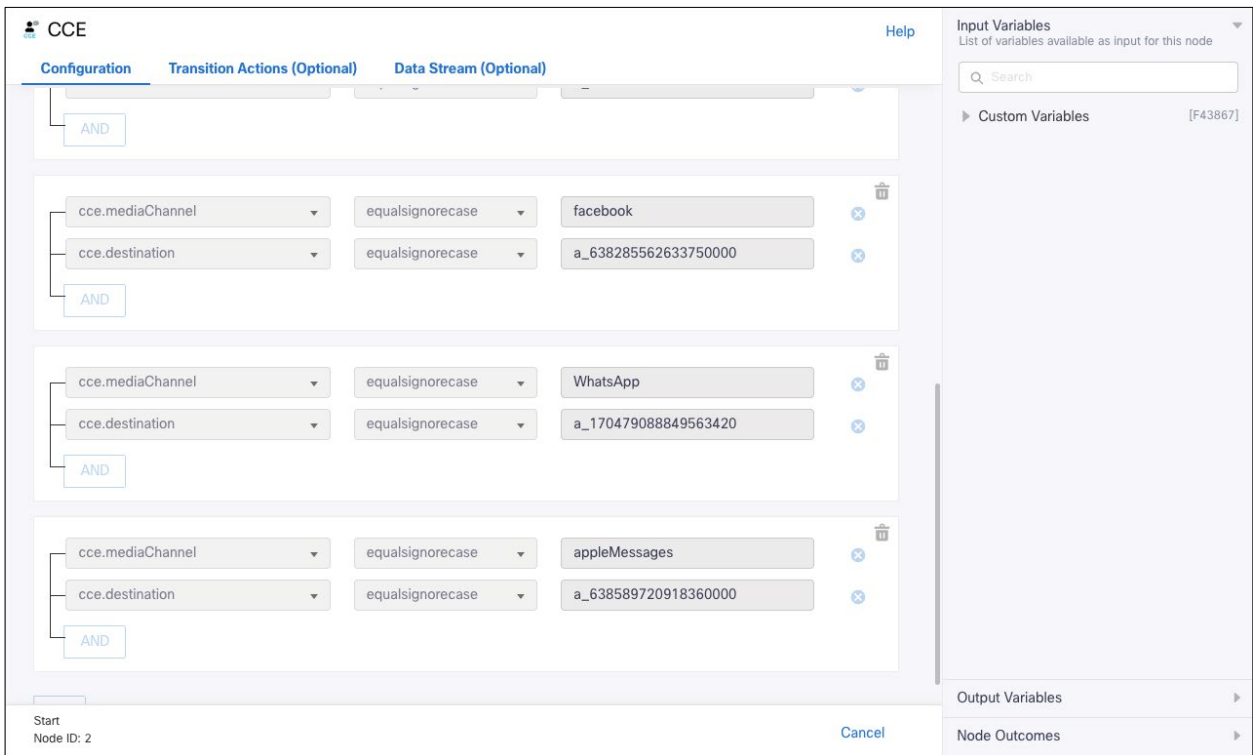
Once imported to Webex Connect, the App ID of the Apple Messages for Business (AMB) asset needs to be specified in the initial condition of the webhook event flows like CREATED, QUEUED, ROUTED, CLOSED, and TRANSFERRED to trigger the flow specific to this asset. This integrates multiple AMB assets in the same Webex Connect tenant.

1. Note down or copy the Asset ID of the Messenger asset. It is found under the Apps tab in Webex Connect.

Creating an Apple Messages for Business Asset in Webex Connect



2. Update the **CCE Create Task** and **CCE End Task** nodes to include the FQDN (Fully Qualified Domain Name) of the Reverse Proxy or Load Balancer front-ending the Cloud Connect nodes in the **Domain** field. Remove the **https** and any forward or backward slashes while specifying the FQDN.
3. Save the flow and make it Live. Choose the earlier created AMB asset as a reference to the AMB node in the flow.
4. Import the webhook event triggered flows for the events triggered by CCE / Cloud Connect and update the App_ID value of the AMB app in the initial condition of the first CCE node.



5. Repeat this for all the CCE webhook event triggered flows CREATED, QUEUED, ROUTED, CLOSED, and TRANSFERRED.
6. Save the flow and make it Live. Choose the earlier created AMB asset as a reference to the AMB node in the flow.

When a flow is made live, it gets bound to a specific AMB asset for all the nodes referenced in the flow. That is the reason the conditional execution of the webhook flow corresponding to the specific page / asset is important. Repeat the steps of importing the webhook event flows for another asset you want to configure in the system.

Creating an Apple Messages for Business Asset in Webex Connect

7. Alternatively, you can remove the conditional execution of the flow and use a common flow that branches based on the value in the `cce.destination` variable from the `webhook` event. This common flow doesn't include any channel-specific nodes for sending outbound messages. Instead, the new flow contains the AMB-specific nodes for sending messages. Each flow with AMB nodes must be linked to the corresponding AMB app, ensuring a 1:1 relationship between the flow and the asset.
8. Choose the **AMB Account ID*** from the drop-down list. This is a mandatory parameter present in search and create conversation.

Search Conversation

Configuration **Transition Actions (Optional)**

Method Name

Node Authentication

Asset Details

Channel*

AMB Account ID*

Customer Details

AMB User ID*

Input Variables
 List of variables available as input for this node

- ▶ Custom Variables [F43852]
- ▶ Start Node ID: 2
- ▶ Evaluate Node ID: 13

Output Variables ▶

Node Outcomes ▶

Search Conversation v1.4 Test Cancel Save

Node ID: 179

Create Conversation

Configuration
Transition Actions (Optional)

Method Name

Node Authentication

Conversation Details

Channel*

Alias ID*

AMB Account ID*

Customer Profile

AMB User ID*

Customer Name

Message(s) (Optional)

Initiate the conversation with an optional message object. If no messages are passed, a blank conversation will be presented to the agent along with the customer's details

Create Conversation

Node ID: 180

Test
Cancel
Save

Input Variables
List of variables available as input for this node

- ▶ Custom Variables [F43852]
- ▶ Start Node ID: 2
- ▶ Evaluate Node ID: 13
- ▶ Search Conversation Node ID: 179
- ▶ Apple Messages For Busin... Node ID: 188
- ▶ Apple Messages For Busin... Node ID: 211
- ▶ Apple Business Chat Node ID: 2004
- ▶ Delay Node ID: 2008
- ▶ Receive Node ID: 2009
- ▶ Evaluate Node ID: 2071

Output Variables ▶

Node Outcomes ▶