



Facebook Messenger Integration with Webex Connect User Guide

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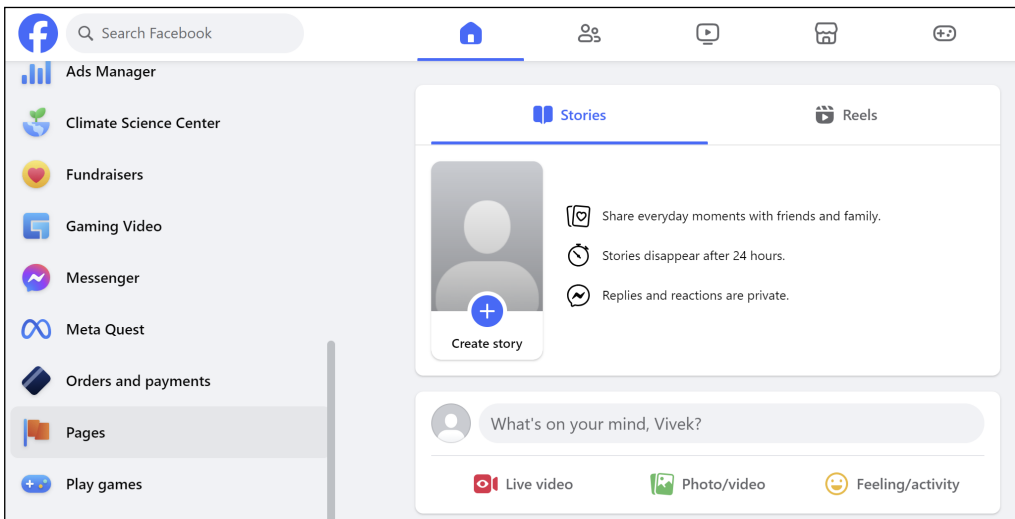
Overview

This guide is intended to help you set up a Facebook page and integrate it with Webex Connect to interact with the Contact Center agents using the Messenger application (both mobile or Desktop app and web page). After creating the page in your Facebook account, the page is added as an asset in Webex Connect and Webex Engage. Then, the Contact Center Enterprise (CCE) Representative Flows can be exercised to see the end-to-end interaction on the channel. Detailed step-by-step instructions on adding a Facebook Messenger asset are given below.

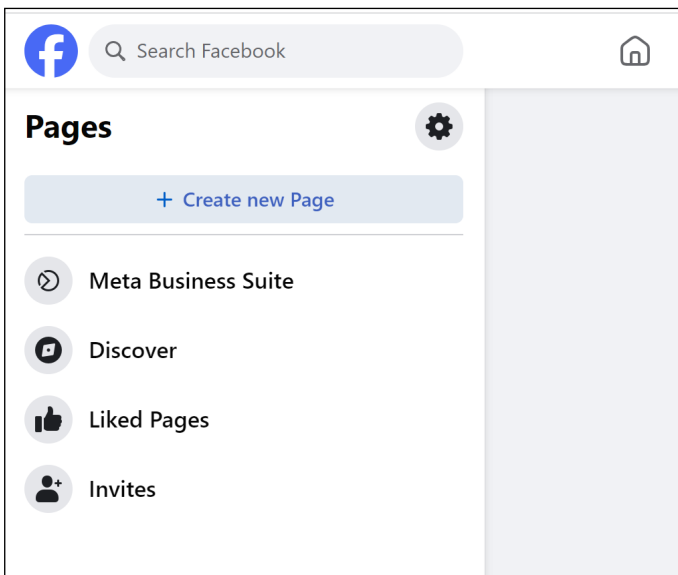
Creating a Facebook Page to Initiate Customer Interactions

To create a Facebook page for initiating customer interactions, follow the steps below.

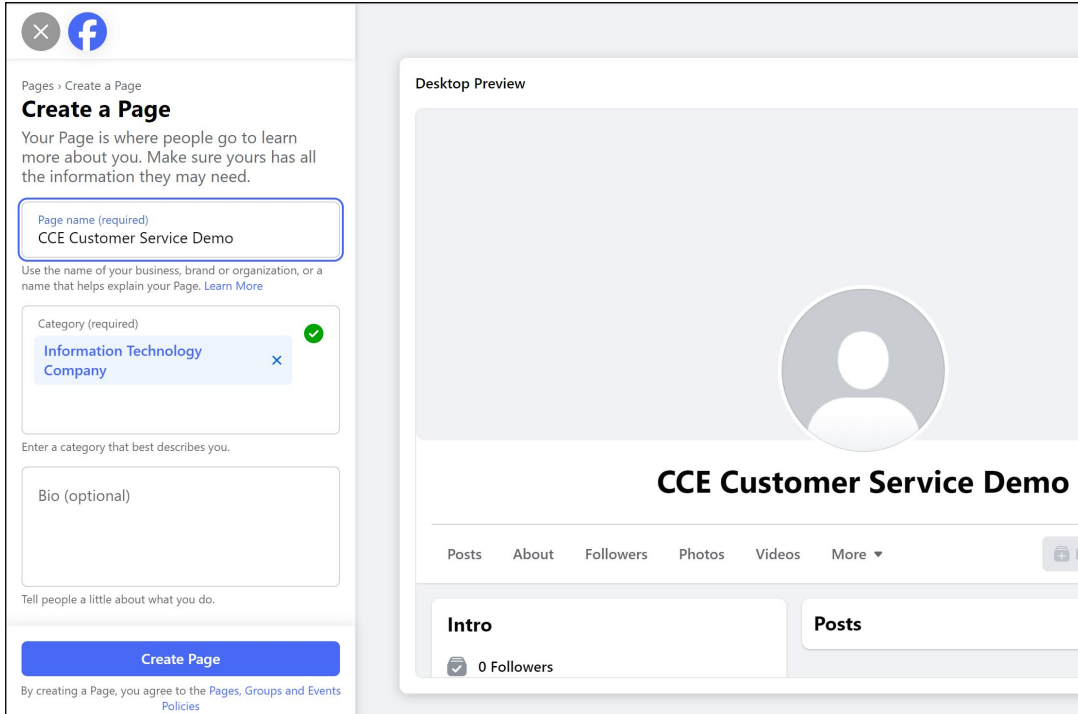
1. Login into a **Facebook** account.
2. Click **Pages** in the left menu.



3. Click **Create New Page** to add the page.



4. Enter the **Page name** and **Category**.
5. Optionally, add your logo or profile picture to the category.

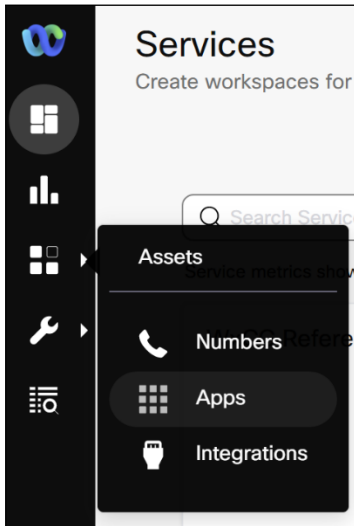


Note: If you have multiple Facebook accounts, use the browser’s Incognito, InPrivate, or Private mode to ensure the right account is logged in. Facebook uses many cookies and cached data, which can result in unintentionally logging into the wrong account on the computer without being prompted for the intended account.

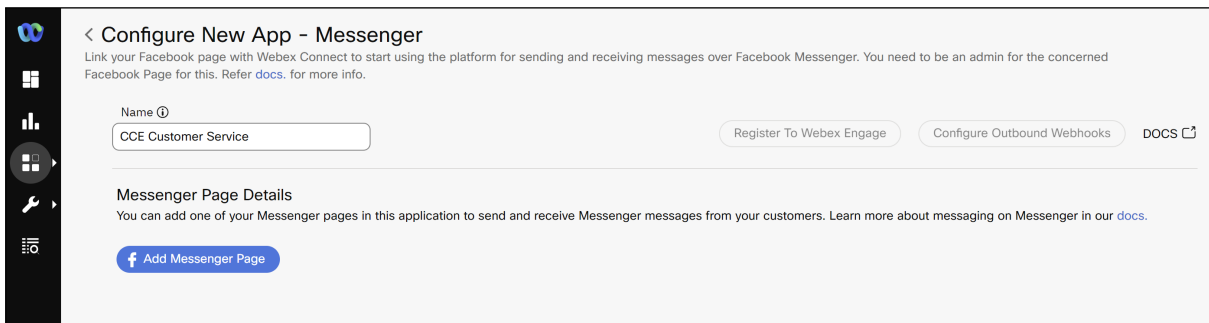
Creating a Messenger Asset in Webex Connect

To create a Messenger asset in Webex Connect and register the asset with Webex Engage, follow the steps below.

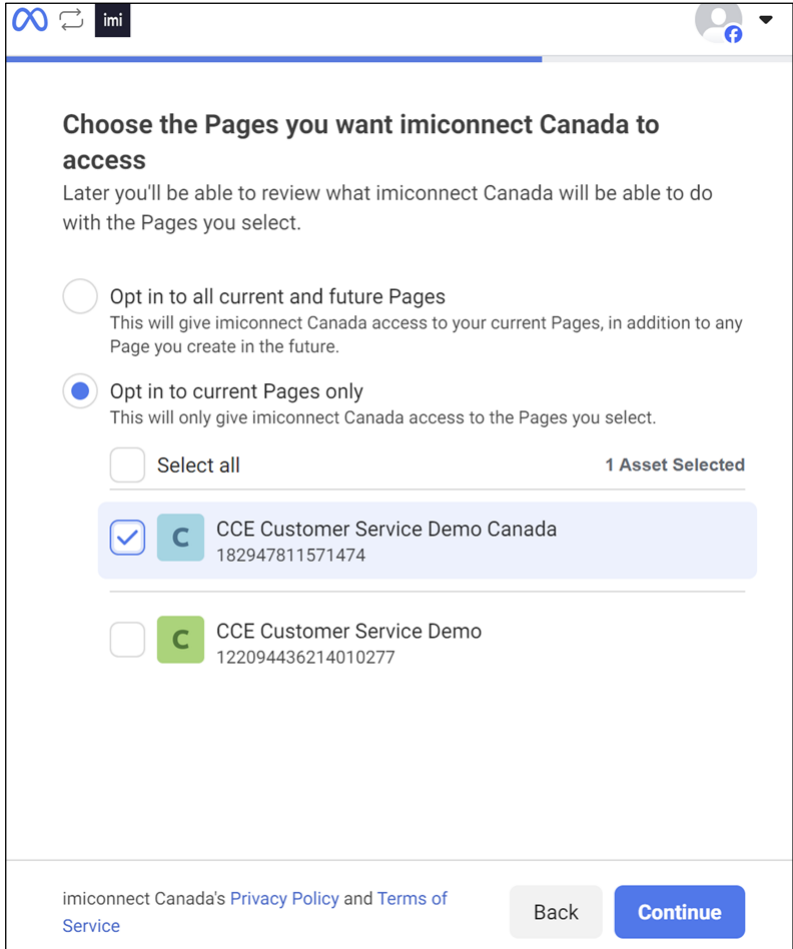
1. Login into the Webex Connect tenant.
2. Navigate to **Assets > Apps**.



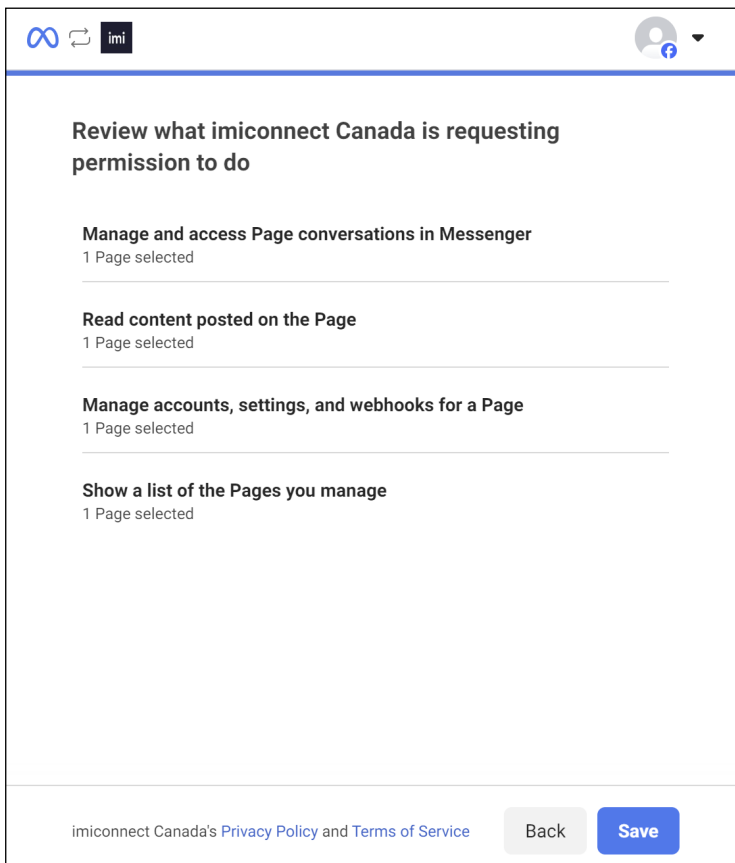
3. Click **Configure New App**.
4. Select **Messenger** as the type.
5. Enter the **Name** of the asset.
6. Click **Add Messenger Page**. You will be directed to the Facebook login page where you will need to log in. If you are already logged in, the same browser will ask you to select the page you want to integrate with Webex Connect (if you have created multiple pages under your business account).



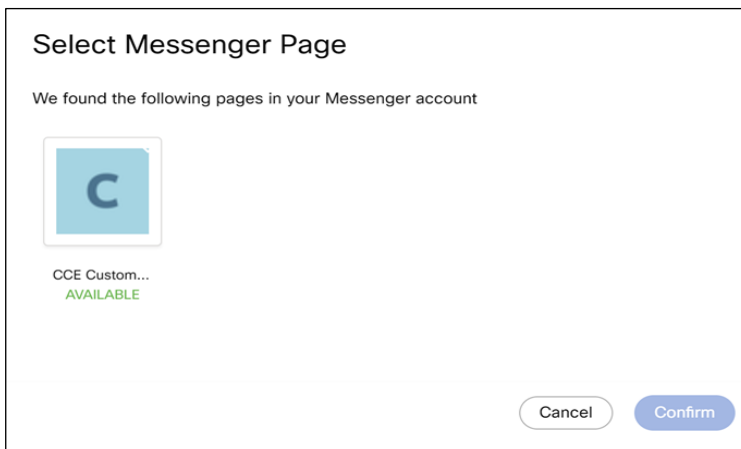
7. Select the **Asset ID** and click **Continue**.



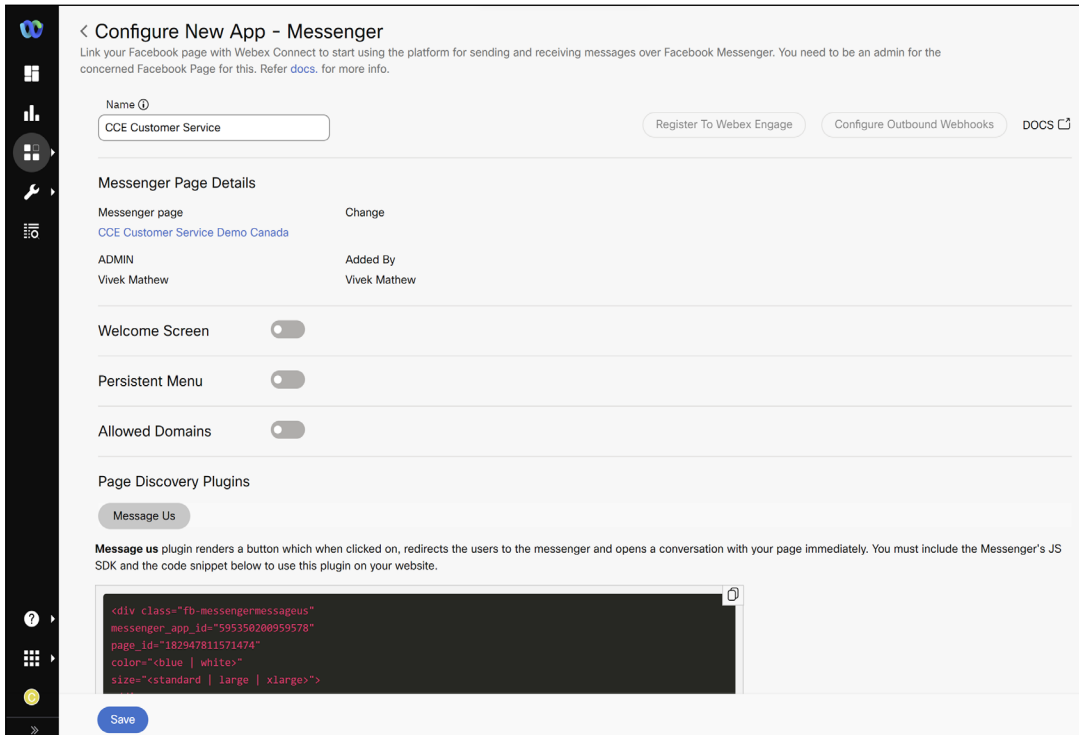
8. Click **Save** after reviewing the permissions that you'll be extending to the application corresponding to Webex Connect (IMI) in your region. You will be redirected to the Webex Connect portal.



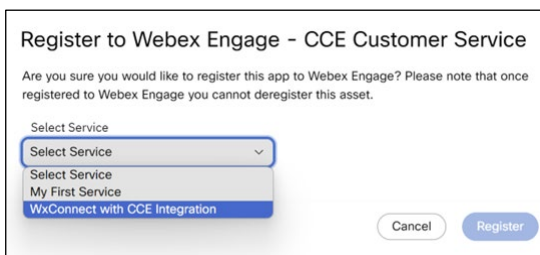
9. Confirm the page you want to integrate into the Messenger asset you are creating.



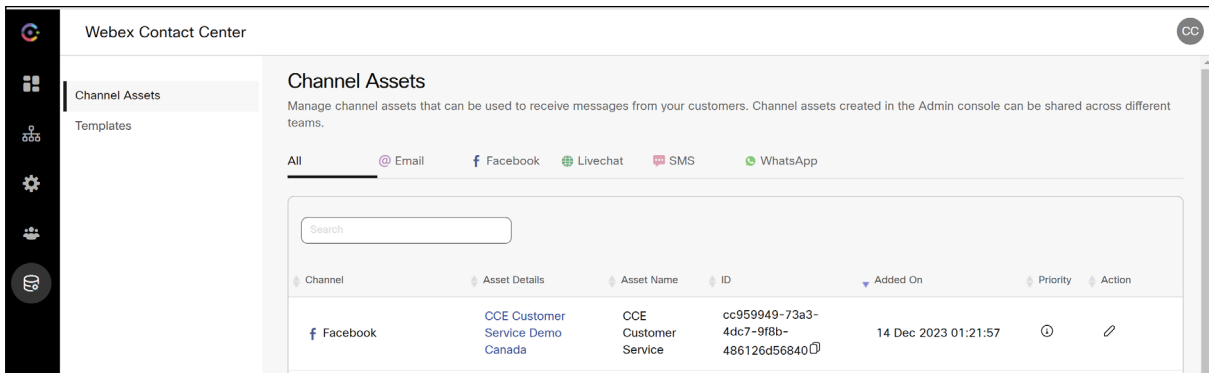
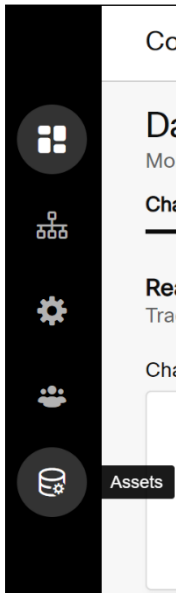
10. Click **Save** to create the asset. The **Register To Webex Engage** is enabled.



11. Click **Register To Webex Engage** to register the asset in Webex Engage then link the Facebook page to the Webex Connect/Webex Engage platform and invoke the Webex Connect Flows.
12. Select **Service** from the drop-down list.
Note: When registering the asset, ensure to select the correct service that contains the intended Webex Connect flows. The Service Key of the Webex Connect service is mapped and stored in Webex Engage, and this cannot be changed later. The binding is crucial for sending outbound messages from the Webex Connect flow, whether through the flow logic, a Chat Bot, or when an agent responds to the end customer. Ensure the service is not deleted, to prevent the asset from being orphaned in Webex Engage.



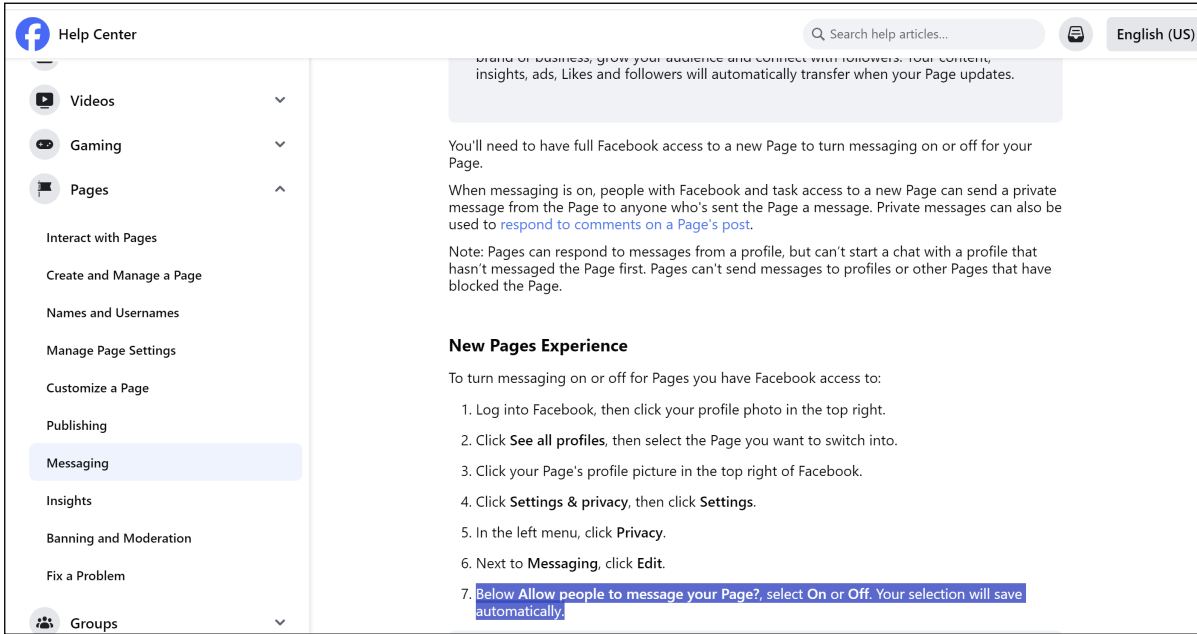
13. Once registered, you can verify if the asset has been successfully registered in Webex Engage by launching the Webex Engage administration console through Control Hub. If successful, you'll see the asset appear in the tab as given below.



Note: You can send messages to the Facebook page through the Messenger application. Ensure the **Allow people to message your page** option is turned on. This option is enabled by default for newly created pages.

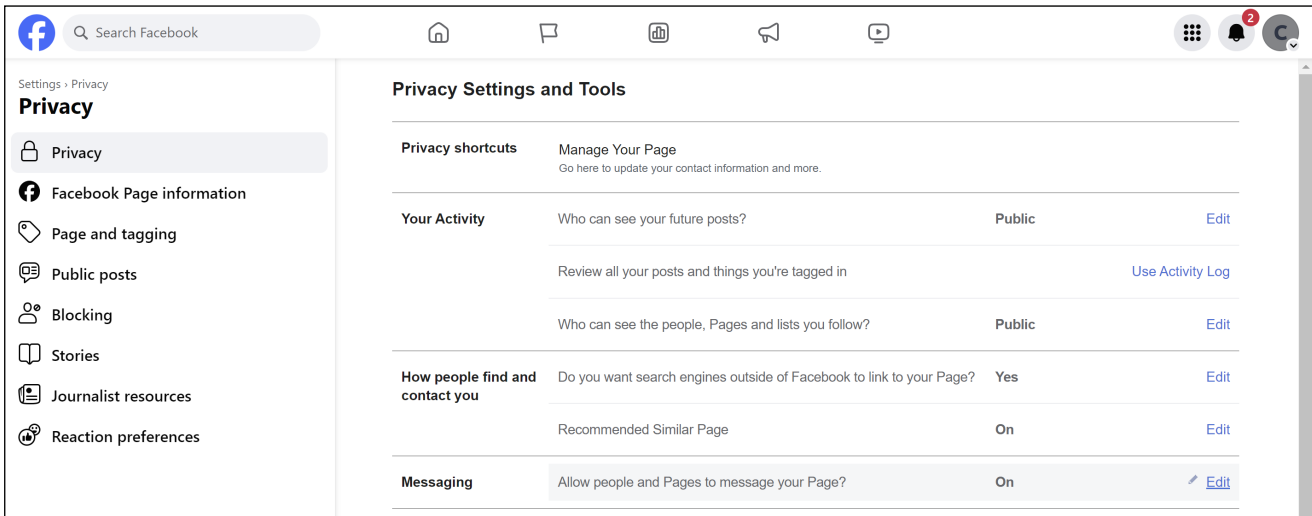
The following Facebook link shows the **Allow people to message your page** option.

https://www.facebook.com/help/994476827272050/?helpref=hc_fnav



14. Check the **Privacy Settings** for the page.

A sample screenshot shows a Facebook page integrated with Webex Connect.



Note: To start a conversation from another Facebook user account that would emulate an end-user interacting with a business page, one should search for this page through the Facebook app on your device or the Facebook website.

You cannot use the Messenger application to search for a business page and start a conversation. However, after an end-user has interacted with the business page, the Messenger app can be used directly for multiple interactions or conversations with the page. If you send a message to the business page on Webex Connect, you won't receive a response until the Facebook Inbound flow has been set up in Webex Connect and associated with the newly created Messenger asset.

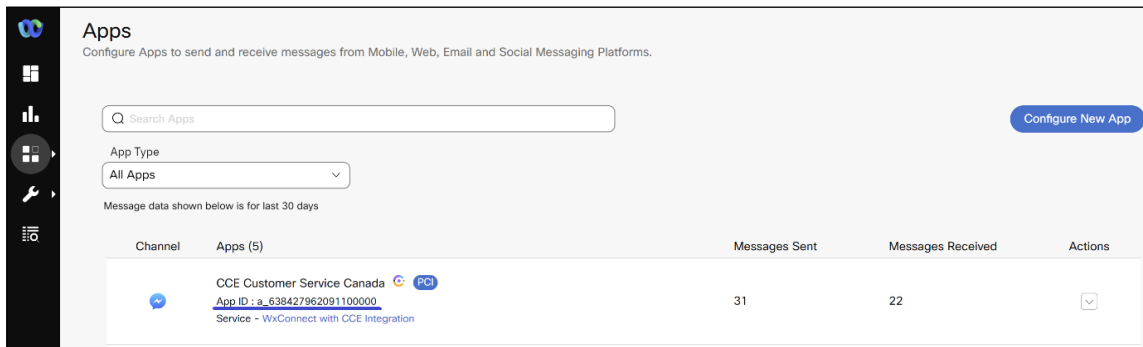
Linking the Messenger Asset with Facebook Inbound Flow

The CCE Representative Flow bundle contains a Messenger channel-specific Flow called as *Facebook_Inbound_Flow.workflow*. This flow intends to handle conversations and messages that an end user may send using the Messenger app on your Facebook page.

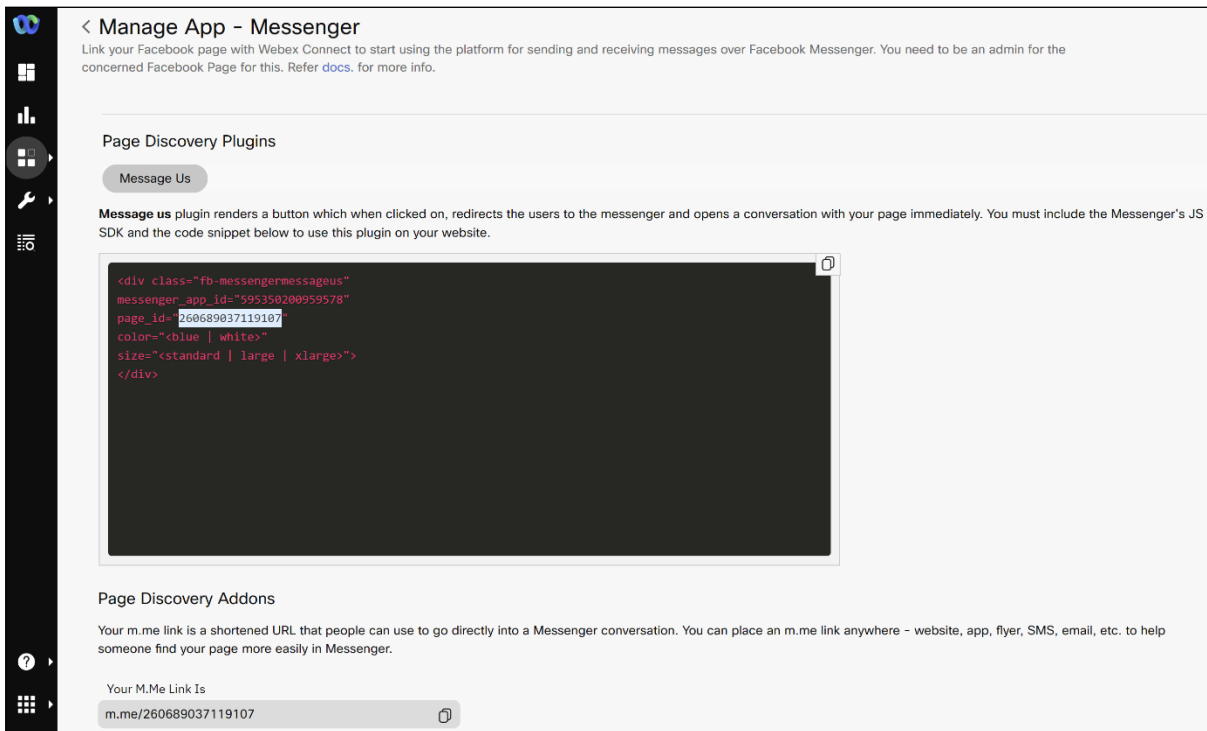
When importing into Webex Connect, you need to enter the Facebook **PageID** as a custom variable in the Flow settings page for the Inbound flow. Additionally, you must specify the App ID of the Messenger App in the initial condition of the webhook event flows such as CREATED, QUEUED, ROUTED, CLOSED, and TRANSFERRED to trigger the flow specific to this asset.

The following step is essential for integrating multiple Facebook assets/pages within the same Webex Connect tenant.

1. In **Webex Connect > Apps** tab, copy the **Asset ID** of the Messenger asset.



2. Go to **Page Discovery Plugin > Asset configuration** or under **Page Discovery Addons > M.Me** link, and copy the **Facebook Page ID** of your Facebook page.



3. Click the **Settings** icon in the upper right corner and select **Flow Settings > Custom Variables** for the Facebook Inbound Flow.
4. Enter the **Page ID** to the **Variable Name (FBpageid)**.

Flow Settings

General **Custom Logs** **Flow Outcomes** **Custom Variables**

Define values for custom variables you have created in the flow.

Variable Name ⓘ	Default Value (Optional) ⓘ
<input type="text" value="FBpageid"/>	<input type="text" value="260689037119107"/>

5. Update the CCE Create Task and CCE End Task nodes to include the Fully Qualified Domain Name (FQDN) of the Reverse Proxy or Load Balancer front-ending the Cloud Connect nodes in the Domain field.
Note: Remove the **https** keyword and any forward or backward slashes while specifying the FQDN.
6. Edit the **Search Conversation** node and select the **Messenger Asset** from the drop-down list.
Note: Ensure the correct conversation is found corresponding to the message received. This determines whether the message should be added to an existing conversation or if a new one should be created.

Search Conversation

Configuration **Transition Actions (Optional)**

Method Name

Node Authentication

Asset Details

Channel*

Facebook Page*

Customer Details

Facebook Page Scoped ID (PS ID)*

Search Conversation v1.4
Node ID: 7151

Test Cancel **Save**

Input Variables
List of variables available as input for this node

Q Search

- ▶ Custom Variables [F2569]
- ▶ Start Node ID: 2
- ▶ Evaluate Node ID: 3074

Output Variables ▶

Node Outcomes ▶

If your asset is not listed in the drop-down list, verify whether the asset is registered with Webex Engage. Unless the asset is seen as registered in the Webex Engage administration console (verified in previous steps), it won't appear for the selection.

7. Save the flow and make it live.

Note: When making the flow live, remember to select the Messenger asset created in an earlier step because of the reference to the Messenger node in the flow.

8. Import the webhook event-triggered flows for events triggered by CCE/Cloud Connect and update the **App_ID** value of the Messenger app in the initial condition of the first CCE node.

The screenshot shows the CCE Configuration interface with the following structure:

- Configuration** tab selected.
- Transition Actions (Optional)** section.
- Flow 1:**
 - Condition: `cce.destination` equals `LI09130826`.
 - Logic: AND.
- Flow 2:**
 - Condition: `cce.mediaChannel` equals `email` AND `cce.destination` equals `a_637993595190890000`.
 - Logic: AND.
- Flow 3:**
 - Condition: `cce.mediaChannel` equals `facebook` AND `cce.destination` equals `a_638427962091100000`.
 - Logic: AND.
- Overall Logic:** OR.
- Start Node ID:** 2.
- Buttons:** Cancel.

9. Repeat for all the CCE webhook event-triggered flows for CREATED, QUEUED, ROUTED, CLOSED, and TRANSFERRED.

10. Save the flow and make it live.

Note: When making the flow live, remember to select the Messenger asset created in an earlier step because of the reference to the Messenger node in the flow.

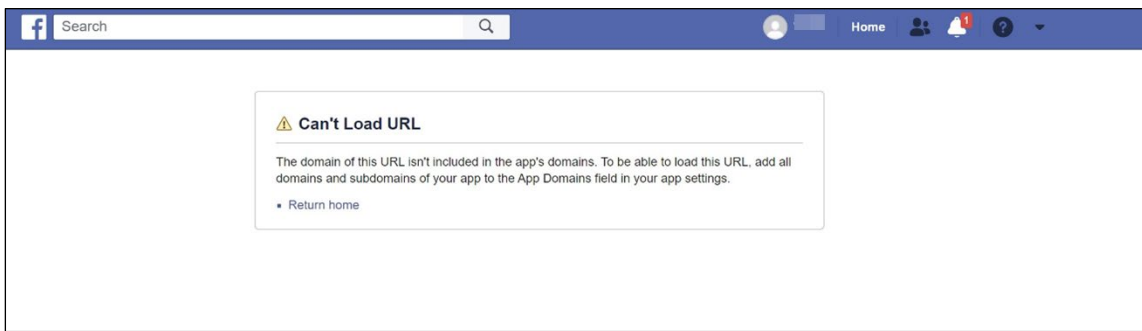
When a flow goes live, it becomes connected to a specific Messenger asset for all the nodes mentioned in the flow. This is why it's important to execute the webhook flow conditionally based on the specific page/asset. You can repeat the step of importing the webhook event flows for another asset/page that you want to configure in the system.

11. You have the option to either remove the conditional execution of the flow and maintain a common one, and then branch out within the flow based on the value in the `cce.destination` variable sent as part of the webhook event. After that, you can trigger another flow using the Call Flow node.

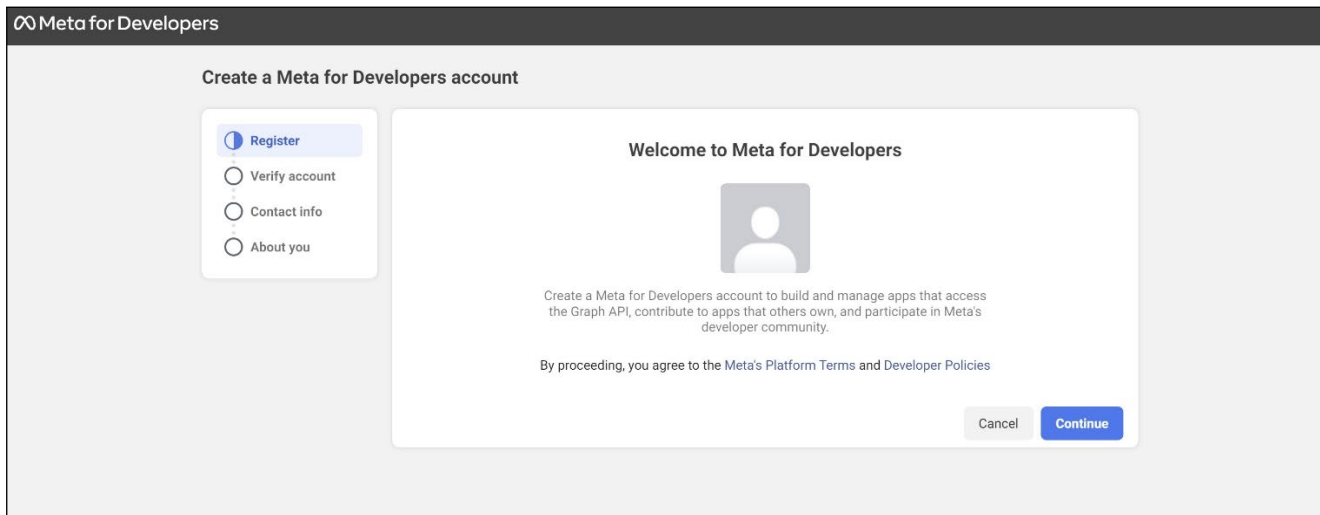
- This common webhook flow would lack any channel-specific node to send outbound notifications/messages to the customer. The new flow would contain the Messenger channel-specific nodes to send messages. In turn, each flow containing the Messenger nodes must be linked to the corresponding Messenger app due to the 1:1 relationship between a flow containing a channel-specific node and an asset.

Additional Configuration for Facebook Account

Most users should be able to send and receive messages using the Messenger app by following the instructions provided above. However, the internal Engineering team working on non-Production Webex Connect tenants, such as those in Staging, may need a few additional permissions or steps. A specific **Allowed List** filtering occurs with the IMI/WxConnect Developer app configured for the Staging environment without which the Facebook asset cannot be added in the Webex Connect. Make sure to complete these steps to avoid encountering the **App not active** error.



Once you've created the Facebook account or page, register at <https://developer.facebook.com/> by signing into your Facebook account.

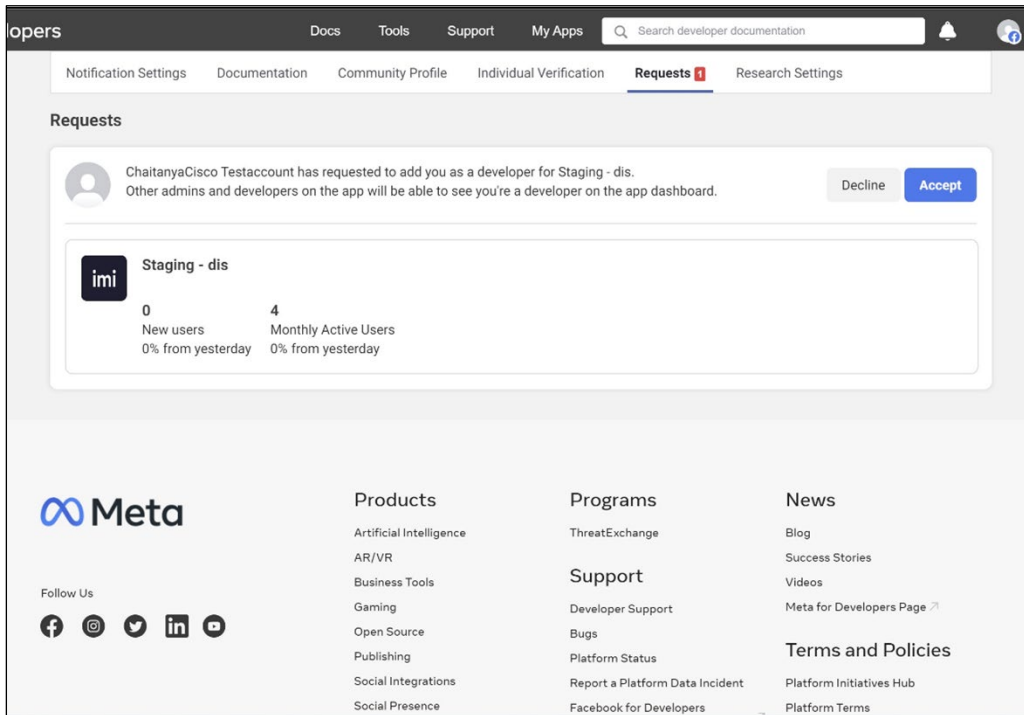


Note the **Profile ID** of the developer account and share it with the IMIConnect team to be added to the **Allowed List** of the developer app corresponding to the Webex Connect team in the Staging environment. This option is available on the page that appears when you click on the link to your profile - <https://www.facebook.com/cisco>

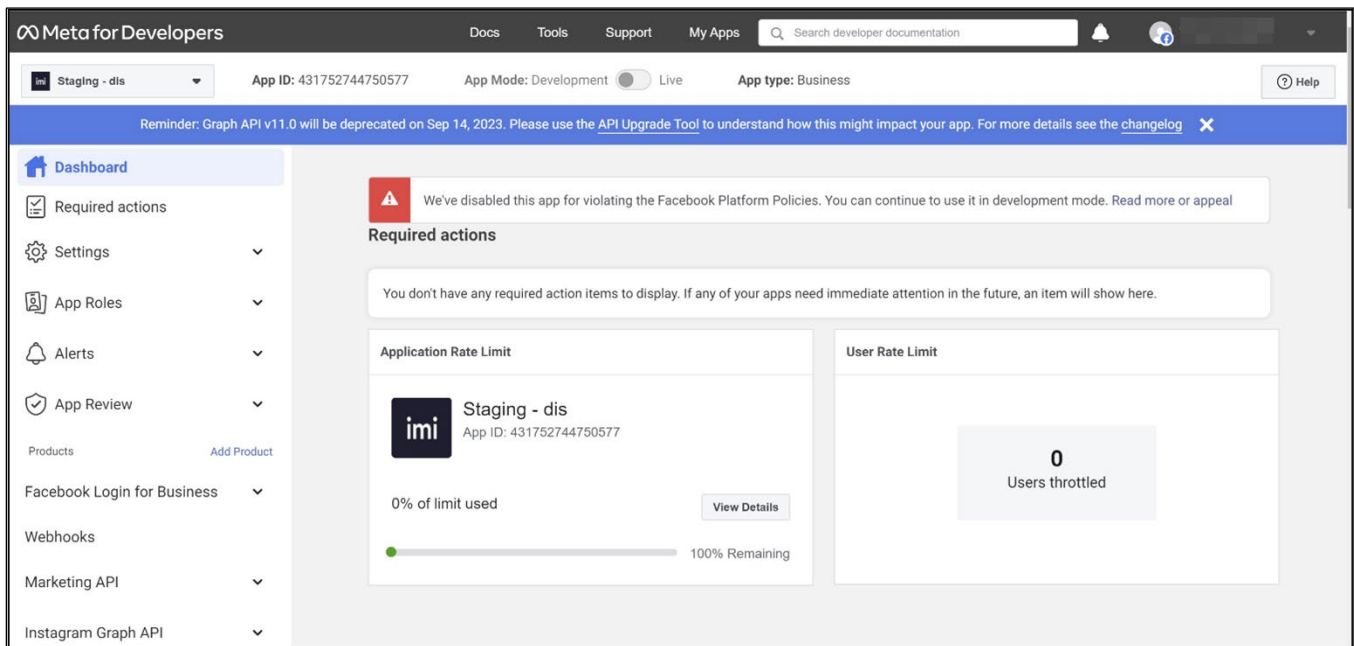
Once you receive the invitation from the IMI team, you must accept it before you can link your account/page with the Webex Connect team's Facebook Developer app. This is part of the process for creating Messenger assets in Webex Connect. The

Facebook Developer app in the Staging environment, provided by IMI, is currently called **Staging - dis**. An option to accept the invitation is enabled once the invite is triggered by the IMI Dev team.

1. Click **Accept**.



2. Proceed with the steps mentioned in the previous sections to create the **Messenger** asset.



Note: You will see that, the app associated with your account/page will be that of the Staging environment.


The screenshot shows a mobile interface for granting permissions to an app named 'Staging - dis'. At the top, there is a navigation bar with a refresh icon, a 'imi' label, and a user profile icon. The main heading is 'Choose the Pages you want Staging - dis to access', followed by a sub-heading: 'Later you'll be able to review what Staging - dis will be able to do with the Pages you select.' There are two radio button options: 'Opt in to all current and future Pages' (unselected) and 'Opt in to current Pages only' (selected). Below the second option is a 'Select all' checkbox (checked) and a list of pages. One page, 'CCE Customer Service Demo', is selected with a checked checkbox and a green 'C' icon. At the bottom, there is a link for 'Staging - dis's Privacy Policy', a 'Back' button, and a blue 'Continue' button.

Choose the Pages you want Staging - dis to access
Later you'll be able to review what Staging - dis will be able to do with the Pages you select.

Opt in to all current and future Pages
This will give Staging - dis access to your current Pages, in addition to any Page you create in the future.

Opt in to current Pages only
This will only give Staging - dis access to the Pages you select.

Select all

 CCE Customer Service Demo

[Staging - dis's Privacy Policy](#) Back Continue