



Script Designer

Script Designer is a scripting tool that helps you configure call guides. Based on your script configuration, the tool automatically writes an executable script.

A call guide is a script for agents that displays predefined questions to be posed to a contact when a call is connected. Based on the answers, the agent can either proceed to the next question or ask a supplementary question taking off from the previous question. You can configure a set of questions, answers, and supplementary questions for the agents to use.

Click **Script Designer** on the LCM console menu pane to open the Script Designer.

- [Campaign, on page 1](#)
- [Forms, on page 2](#)
- [Creating Global Variables, on page 2](#)
- [Script Block, on page 3](#)
- [Text - Welcome, on page 3](#)
- [Check Box, on page 3](#)
- [Multiple Choice, on page 4](#)
- [Choose from a List, on page 4](#)
- [Text-Thank You, on page 4](#)
- [Business Fields, on page 4](#)
- [Global Variables, on page 4](#)
- [Question Fields, on page 4](#)
- [Question Sequencing, on page 5](#)
- [Copying a Form, on page 6](#)
- [Library Functions, on page 6](#)
- [Reports, on page 7](#)

Campaign

Using the **Campaign** tab, select available campaigns from the displayed campaign groups, attach or replace questionnaire forms, and configure parameters for the call guide.

All available campaign groups, except Shared List Campaigns, are displayed on the left pane of the screen. Click any campaign group to display all associated campaigns for this group. You can also use the **Search** box to search for campaigns.

Follow the steps listed below.

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- Step 1** Select a Campaign from the list.
- Step 2** If a call guide already exists, select it from the **Call Guide** drop-down list.
Otherwise, click the campaign name to create a new call guide and then select the **Call Guide** check box.
- Step 3** If a form already exists, select it from the **Form Name** drop-down list.
Otherwise, click the campaign name to create a new form.
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Forms

An administrator can create a set of predefined questions/messages and attach them to a form. Each question/message is popped to the agent handling the call.

Using the **Form** facility, create questions, write conditions to questions, and link one question to another based on the customer response. You can write a JavaScript function or use an in-built JavaScript function.

1. Select a **Campaign** from the list.
2. Navigate to the **Form** tab to create a form.
3. The following elements are available for configuration:
 - Global Variables
 - Script Block
 - Text
 - Option Choice

Creating Global Variables

You can assign values to Global Variables and use them in the call guide.



Note

- This is an optional feature.
- Global Variables are case-sensitive.

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1. Click **Global Variable** from the left pane.
 2. Enter a **Key** and the assigned **Value**. For example, Account Type could be the key and Gold could be the value.
 3. Click **Add** button to add more global variables.
 4. To delete a global variable, click the **Delete** button corresponding to the global variable you want to delete.

5. Click **Remove** at the top-right corner of the section to delete all global variables.

Script Block

You can write or use a JavaScript function to perform calculations, validate/decide business logic, or invoke a REST API Webservice. You can use any script function in the condition, assign value, or call script fields. You can read global variables in the script but you cannot reset the value unless it is a non-primitive type.



Note Script variable names and global variable names in the script should be unique.

ActiveX components and AJAX call are not supported in the script block.

You can use JQuery in the script block for call guides.

1. Drag and drop the **Script Block** icon on the left pane to display the screen.
 2. Enter the script code text if it is a new script, or copy and paste from an existing script.
 3. Click the **Remove** button to clear the script.
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Text - Welcome

Using the **Text** configuration tool, you can configure questions for the call guide or edit questions in a call guide. The first 'question' is usually a welcome message that the agent reads out to the customer. You can use the Business Fields to populate the customer name.

1. Drag and drop the **Text** icon on the left pane to display the screen
2. Continue the process to create a call guide.
3. Click the **Save** button to save the question to the call guide.
4. Click the **Add** button to add more questions.
5. Click the **Edit** button to edit questions.
6. Click the **Delete** button to delete any question.

You can copy any question from the call guide and either reuse the same question in a different sequence or edit the question before using in a different sequence.

After welcoming the customer, proceed to create the next question using the form.

Check Box

Drag and drop the **Check Box** icon on the left pane to display the screen.

Multiple Choice

You can also configure a question that has multiple answers. You can list the answers that the agent can select from his desktop based on the customer's response.

For example, the campaign has a question on the assets that a customer holds—home, car, motorcycle, etc. The agent can select multiple assets that the customer holds.

Choose from a List

You can also configure a question for which the answers are in a list. The customer chooses one item from the list and the agent marks the selection on the desktop. In case the customer chooses an item that is not on the list, the agent can dynamically add the item to the list and complete the selection. This addition will also be available in the list as the agent logs out and logs in afresh.

Drag and drop the **Choose from a list** icon on the left pane to display the screen.

Text-Thank You

When the entire flow is completed, the agent can sign off with any message—a Thank You or a promotional message. You can also tag a business field (for example, first name or last name).

Business Fields

All business fields associated with a campaign are populated in this section.

From the left pane, drag and drop the business fields on the value fields to store business fields for conditions. [BFLD.BusinessFieldName] is the format for business field.

Global Variables

The global variables that you created as per [Creating Global Variables, on page 2](#) are populated under the **Global Variables** section.

From the left pane, drag and drop the global variables on the value fields to set or store this global variable for the condition.

Question Fields

All question fields created for this form are populated here. Add any number of question fields (the answer that you received for this question) in a question block. You can use question fields in the text area or anywhere in the conditions fields.

From the left pane, drag and drop the question fields to set or store this answer for the selected condition.

**Note**

- String is generally used as the datatype for question field. If you want to use a datatype other than string, use the corresponding JavaScript parsing functions such as `parseInt()`, `parseFloat()`, etc.
- Question field values are case-sensitive.

Hovering over the **Question** pane displays a slew of options that you can exercise:

1. Click the **Copy** button to copy a question.
2. Click the **Paste** button to paste a copied question from the clipboard.
3. Click the **Discard** button to discard the copied question that is in the clipboard.
4. Hold and drag the question to move the question to a different position—for example, from third question to fifth question.
5. Click the **Delete** button to delete a question; click **OK** to delete and dismiss the dialog box.

Question Sequencing

The call guide should be configured in a manner that it helps the agent to deal with the customer call in a proper and structured manner. Beginning with the welcome message, obtaining details, and then signing off with a farewell message—all of these can be accomplished by sequencing the questions correctly.

Expand the question to open the sequencing section.

You can validate some of the information that you obtain from the customer. For example, you can validate an account number—if the account is valid, the call guide should be configured for the next question; otherwise, the call guide should hint to the agent to inform about the invalid customer number and drop the call. The conditions that are displayed on the screen can be used to validate the information given by the customer.

Once the information is validated, configure the next question that the agent should ask the customer. You can select the list of questions sequentially.

- **Go to next question** - Select this option to go to the next question. In the **Select question** drop-down list, select the next question.
- **Reset & Go to next question** - Select this option to ask the next question to a customer by resetting the previous answers for the preceded questions. In the **Select question** drop-down list, select the next question to be followed after this question is sent.
- **Assign value** - Select this option to assign a value for a global variable. The screen for assigning values is displayed. In the **Select Variable** drop-down list, select the global variable for which you want to assign a value. In the adjacent field, use a business field, question field (the answer you received for this question), JavaScript function, or even a global variable as a value by dragging and dropping on to this field. You can also give a custom value. By assigning a new value to a global variable, the old value is removed from the memory and the new value is taken. After assigning a value for a global variable, select the next option you want from the next drop-down list.
- **End session** - Select this option to end this session. By selecting this option, the session stops after this question is sent. In the **Select disposition** drop-down list, select a business or telephony disposition. You

can configure an end session message such as *Thanks for participating* for the agent to read out to the customer.

- **Call script** - Select this option to call a JavaScript function. Enter the script function name in the adjacent field to complete this action. By selecting this option, you can perform custom actions such as calling a Web service, validation, etc. Select the next option you want from the next drop-down list. You cannot return a value from the JavaScript function.



Note You cannot reset the primitive types such as integer, float, decimal, string, etc.

1. Click the **Edit** button to edit the fields.
2. Click the **Delete** button to delete the condition.
3. Click the **Add** button to add an OR or AND condition.



Note

- You can save a form without having to address the question or condition fields. Enter a form name and its description to save a form.
- You can open an existing form to create questions and add conditions later.

Copying a Form

Click the **Copy** button to copy the form to other campaigns within the campaign group. When copying a form to other campaigns, make sure the business fields created in the campaigns are in sync with the business fields you configured in the form.



Note You cannot copy forms across campaign groups.

1. From the **Select Campaign** drop-down list, select the campaign to which you want to copy this form. Enter a unique name in the **Form Name** field.
2. Click **Create** to create a form. The **Saved successfully** message appears for confirmation.
3. Click **Delete** to delete a form. Click **OK** to delete and dismiss the dialog box.
4. From the **Select Form** drop-down list (at the top-right corner of the screen), select **New Form** to create a new form or select the desired form to edit an existing form.

Library Functions

LCM provides a list of in-built JavaScript functions. You can also create customized JavaScripts in the Script Block.

From the left pane, drag and drop the library functions on the value field. The format for library function is `txml.(FunctionName)`.

For example, `txml.ToLower("GOLD")`.

Use Library Functions for the following fields:

- Assign Value
- Call Script
- Boolean Condition
- Value Field
- Text Area

Reports

Complete details of all reports on the LCM application are available in the [Cisco Webex Contact Center Campaign Manager Reports Guide](#).

