

Developer Jam Session

## IMify your Voice Application!

Exploring new ways of customer interaction with  
Voxeo VoiceObjects and IMified

October 7<sup>th</sup>, 2009



Tobias Göbel



Dave Hoff

- Introduction  
*Tobias Göbel, Senior Presales Consultant, Voxeo Germany*
- IMified Overview  
*Dave Hoff, Senior Engineer, Voxeo Inc.*
- Integrating IMified with VoiceObjects  
*Tobias Göbel*
- Outlook: What to IMify next  
*Dave Hoff*
- Q&A



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- While the majority of customer interaction still happens over a phone call, customers are increasingly discovering and using **new channels for everyday communication**
- Companies want (need!) to embrace these new channels and seek for technology and solution providers



**Voxeo addresses this need by combining the power and flexibility of **VoiceObjects** with the broad reach of its **IMified** hosting platform**

# Unified Self-Service

## Build once, deploy anywhere



Web

Voice

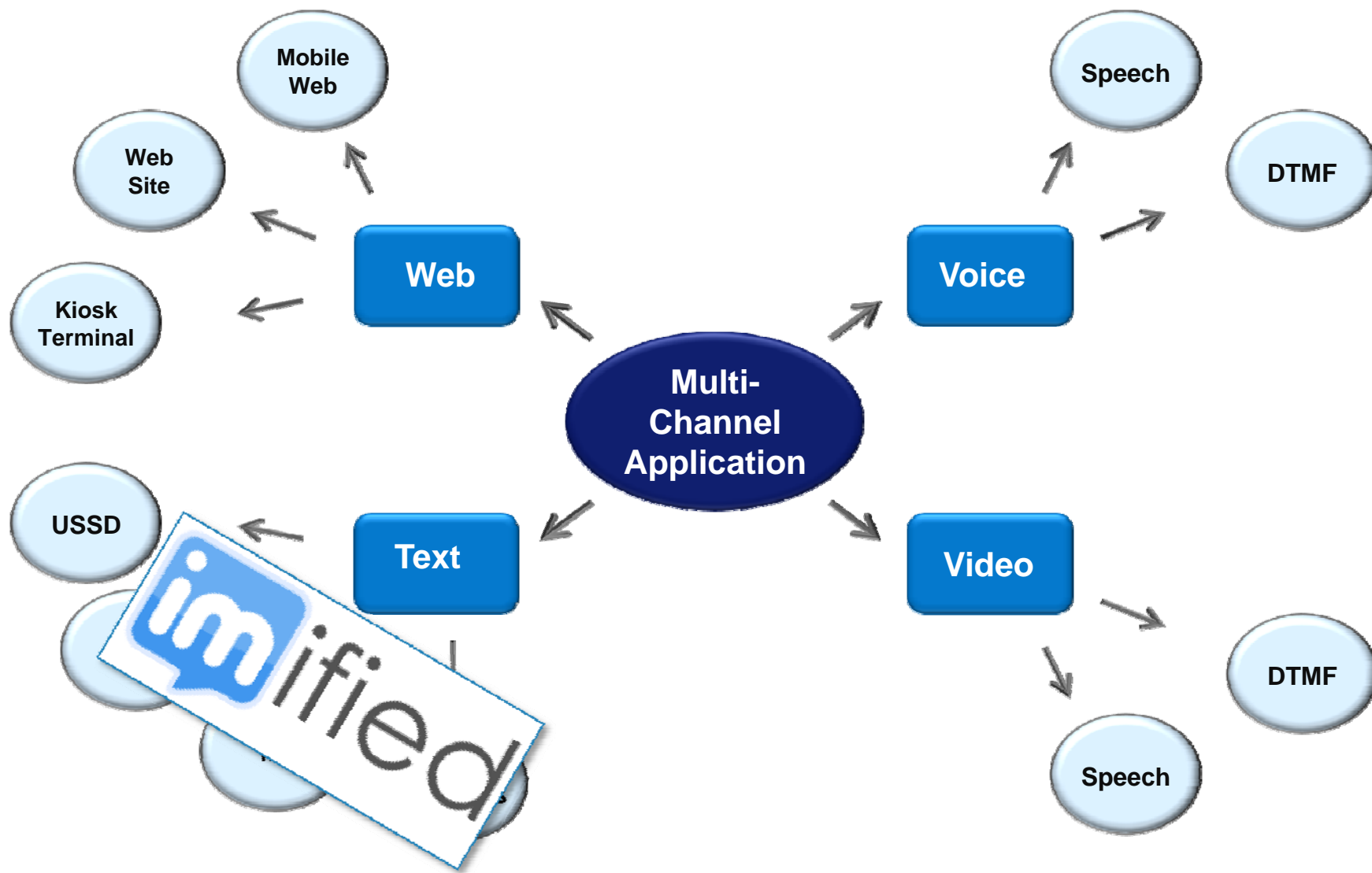
Text

Video



# Unified Self-Service

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# What is IMified?

A web-based platform for IM enabling applications across multiple networks



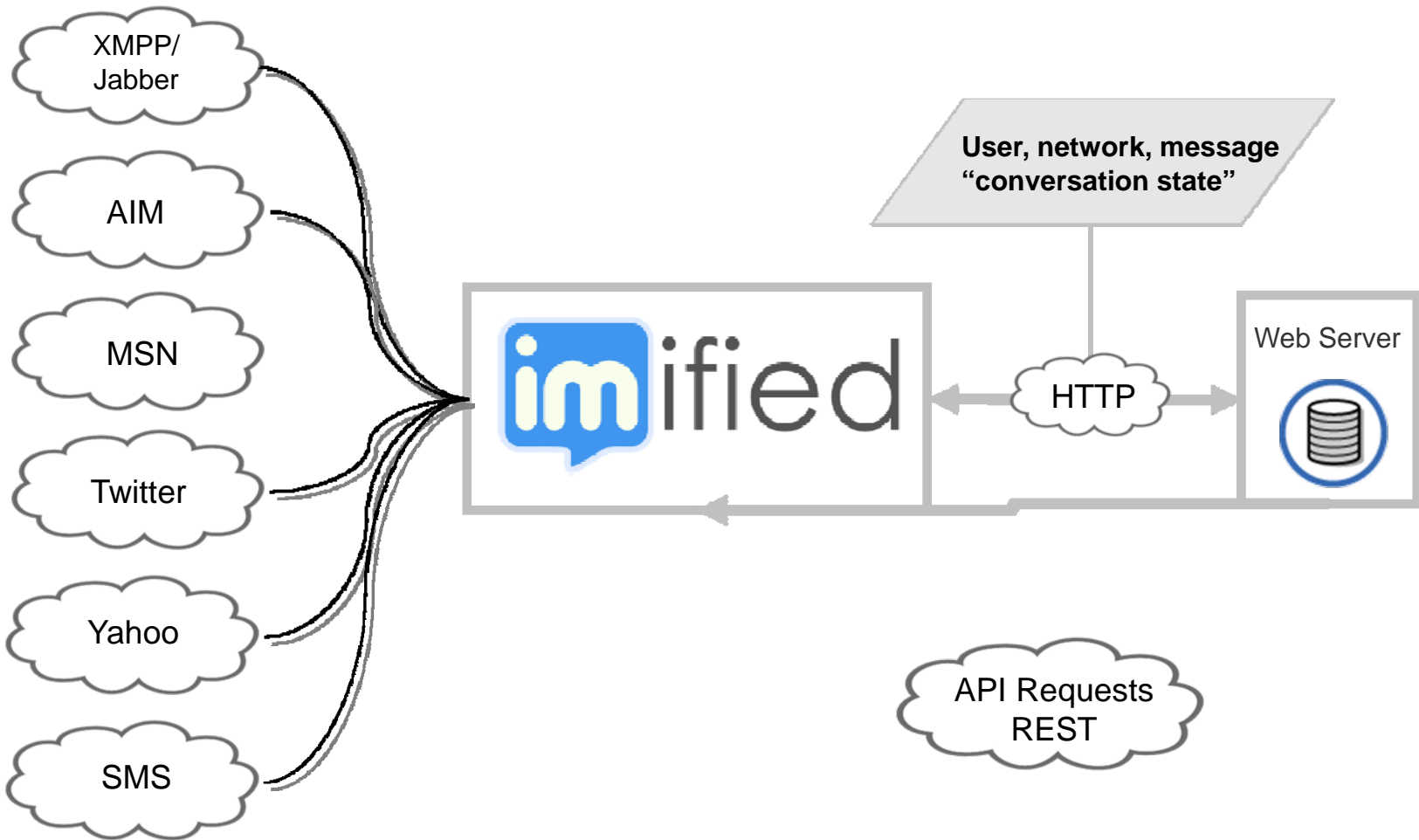
Commonly referred to as “bots” or “live agents”

“IVR for text based messaging networks”

Free developer accounts available

[www.IMified.com](http://www.IMified.com)

# How it Works



# Platform Features

## → Leverage your existing Web skills, platforms, and tools

- Write your applications in any server side scripting language running on any platform
- All that's required to create an IMified application is a Web server capable of responding to HTTP requests

Example Application

```
<?php
echo "Hi " . $_REQUEST['user'] . ", you said: " . $_REQUEST['msg'];
?>
```



It's that simple!

- **Build command based or menu driven applications**
  - Create simple command based applications that listen for incoming commands and respond accordingly
  - Platform makes it easy to build complex menu driven applications by storing and forwarding conversation state

Example menu based application

```
<?php
switch ($_REQUEST['step']) {
  case 1:
    echo "Hi, what's your name?";
    break;
  case 2:
    echo "Hi " . $_REQUEST['value1'] . ", where do you live?";
    break;
  case 3:
    echo "Well, welcome to this hello world bot, " . $_REQUEST['value1'] . "<br>from " . $_REQUEST['value2'] . ".<reset>";
    Break;
}
?>
```

## Push/send messages to end-users

- Send messages to end-users of your application via an HTTP post to the IMified API
- Send to one, many, or all users
- Userkeys make it easy to reach end-users regardless of the network they reside on

### Example

```
<? $url = 'https://www.imified.com/api/bot/';
  $data = array('botkey' => 'your_bot_key',
    'apimethod' => 'send',
    'userkey' => 'user_key',
    'msg' => 'Hello User',
  );
  $ch = curl_init();
  curl_setopt($ch, CURLOPT_URL, $url);
  curl_setopt($ch, CURLOPT_HEADER, 0);
  curl_setopt($ch, CURLOPT_USERPWD, 'account_username:account_password');
  curl_setopt($ch, CURLOPT_POSTFIELDS, $data);
  curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
  curl_setopt($ch, CURLOPT_TIMEOUT, 100);
  $xml = curl_exec($ch);
  curl_close($ch);
  print_r($xml);
?>
```

## Real-time presence

- Poll the IMified API for real-time IM presence and extended status of your applications end-users
- HTTP callback. IMified will “push” presence in real-time to an end point on your server

### Example post

```
<?
$url = 'https://www.imified.com/api/bot/';
$data = array(
    'botkey' => 'your_bot_key',
    'apimethod' => 'getuser',
    'userkey' => 'user_key',
);
$ch = curl_init();
curl_setopt($ch, CURLOPT_URL, $url);
curl_setopt($ch, CURLOPT_HEADER, 0);
curl_setopt($ch, CURLOPT_USERPWD,
    'account_username:account_password');
curl_setopt($ch, CURLOPT_POSTFIELDS, $data);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
curl_setopt($ch, CURLOPT_TIMEOUT, 100);
$xml = curl_exec($ch);
curl_close($ch);
print_r($xml);
?>
```

### Example response

```
<rsp stat="ok">
<user>
<status>Online</status>
<extendedstatus>Working on an IMified
bot</extendedstatus>
<userkey>123456789</userkey>
<user>user_screename</user>
<network>AIM</network>
<created>2007-09-26 13:30:25</created>
<lastonline>2007-09-28 15:20:15</lastonline>
<lastcall>2007-09-28 15:20:15</lastcall>
</user>
</rsp>
```

**Let's see it in action!**

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- Creating IM Bots is simple...
- ...but writing and managing complex IM-based self-service portals needs a **framework**



- ...and what about those voice (or even text, e.g. USSD) applications you already have developed for VoiceObjects?

- The **Text** channel covers a broad range of modalities:

➔ **USSD**

➔ **SMS**

➔ **IM**

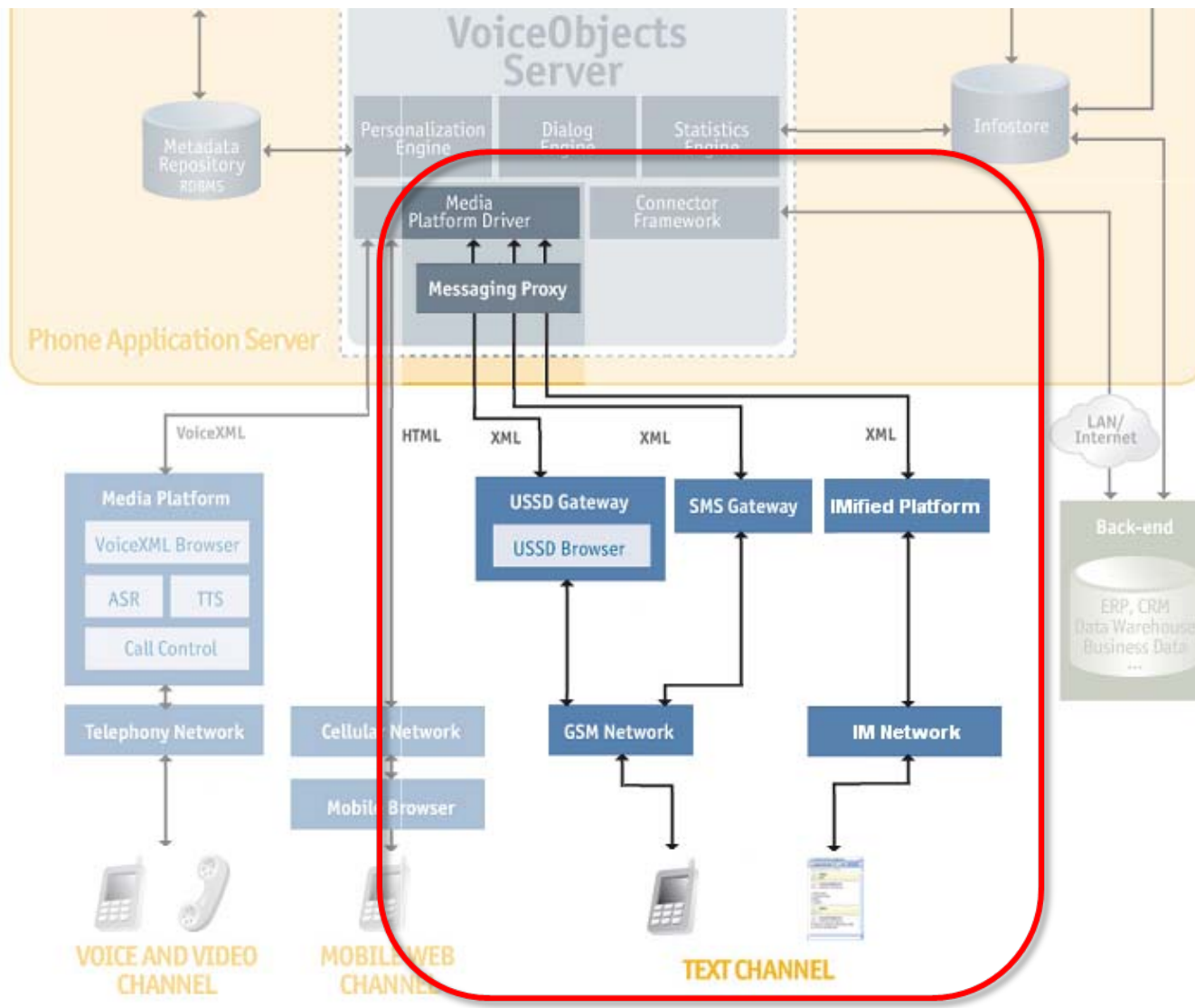
*Yahoo, AIM, MSN, Skype, ...*

➔ **Social Networks**

*Twitter, Facebook, ...*



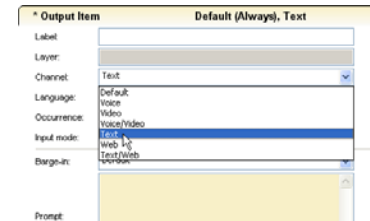
# Architecture



# How to provision IM services

## Steps to success:

1. Create a VoiceObjects **text** application  
(or add a text layer to an existing voice application)

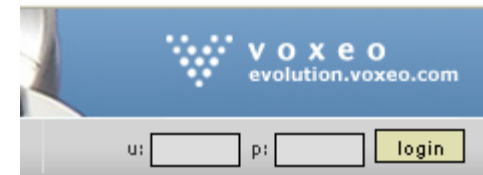


2. Deploy it on a VoiceObjects Server



3. Add an application within your **Voxeo Evolution** account

- a) Configure the URL to VoiceObjects Server
- b) Activate IM networks as required



4. Chat!



# Voxeo Evolution: Create Application



## Account > Applications

CREATE A NEW APPLICATION

\* **Application Name:**

Prime Telecom ?

\* **What forms of communication will this application support?** ?

Voice phone calls  Text messaging  Both

\* **Voice Application Type:**

Prophecy 8.0 - VoiceXML 2.1 ?

\* **Messaging Application Type:**

Instant Messaging Bot ?

\* **Voice URL:** file manager

voxeo.com:8099/VoiceObjects/DialogMapping?VSN=PT ?

+ Add a failover URL

\* **Messaging URL:** file manager

voxeo.com:8099/VoiceObjects/DialogMapping?VSN=PT&User-Agent=IMified ?

+ Add a failover URL

**Phone Number:**

No phone number ?

Create Application

**User-Agent=IMified** instructs VoiceObjects Server to activate its IMified mode

# Voxeo Evolution: Contact Methods



ACCOUNT DOCUMENTATION TOOLS & DOWNLOADS PAID SERVICES EXTREME SUPPORT

Account > Applications > Prime Telecom

APPLICATION SETTINGS

Application Settings **Contact Methods**

### Phone Numbers

The following phone numbers are mapped to your application.

Number Type	Number
Direct Local	(407) 545-2634
iNum Number	+883510001804053

Add New Direct Dial Number: Denver, CO (303)  ?

Add New SMS-Enabled Number: Sorry, we do not have any available SMS numbers at this time. Please check back soon.

### Outbound Dialing Tokens

Call Start Tokens, also known as Outbound Dialing Tokens, allow you to initiate phone calls with an HTTP fetch. For example, you could use a Call Start Token to initiate a call.

No Call Start Tokens are linked to this application.

?

### Instant Messaging Networks

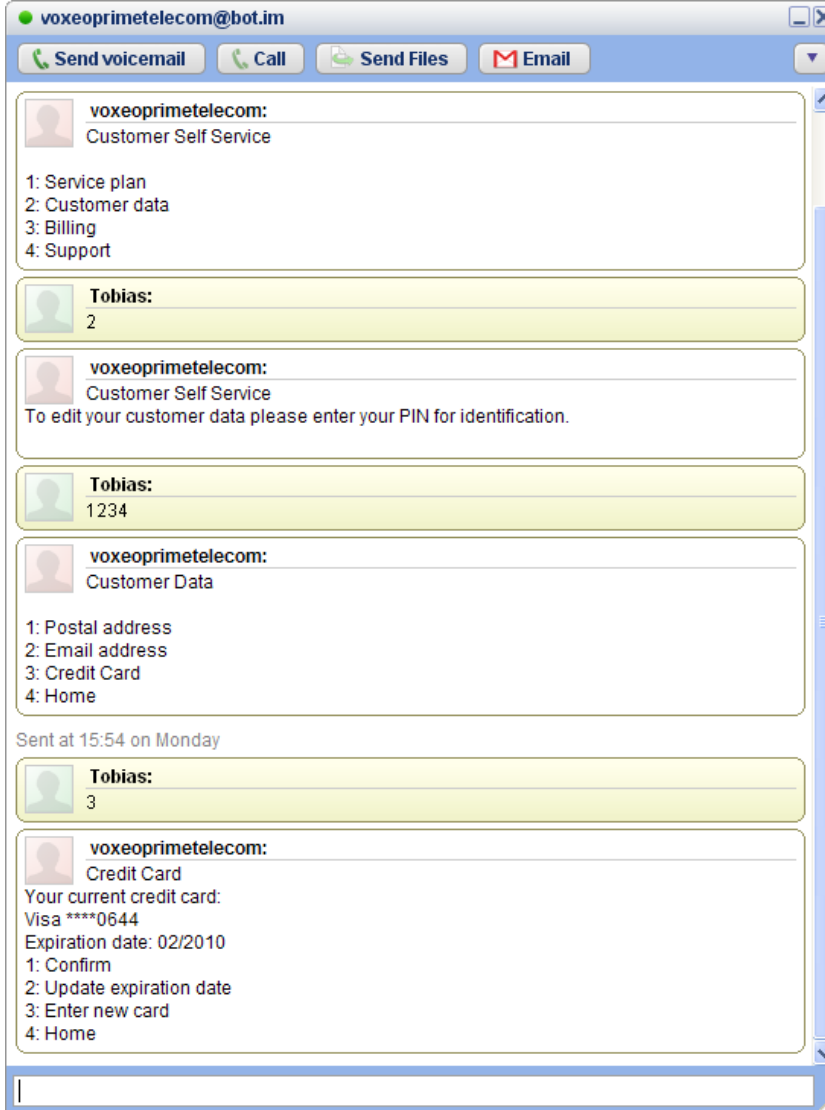
Use this form to activate one or more instant messaging networks. You can activate any account that you already have with 3rd-party networks (AIM, MSN, etc.), or you can use an instant messaging client to do so with your application.

**Success:** Successfully activated your jabber account.

Username:  Password:  Nickname:

Except for Jabber, 3rd party IM accounts first need to be setup before you can activate them on Evolution

# Sample chat: Prime Telecom



voxeoprimecom@bot.im

Send voicemail Call Send Files Email

**voxeoprimecom:**  
Customer Self Service

1: Service plan  
2: Customer data  
3: Billing  
4: Support

**Tobias:**  
2

**voxeoprimecom:**  
Customer Self Service  
To edit your customer data please enter your PIN for identification.

**Tobias:**  
1234

**voxeoprimecom:**  
Customer Data

1: Postal address  
2: Email address  
3: Credit Card  
4: Home

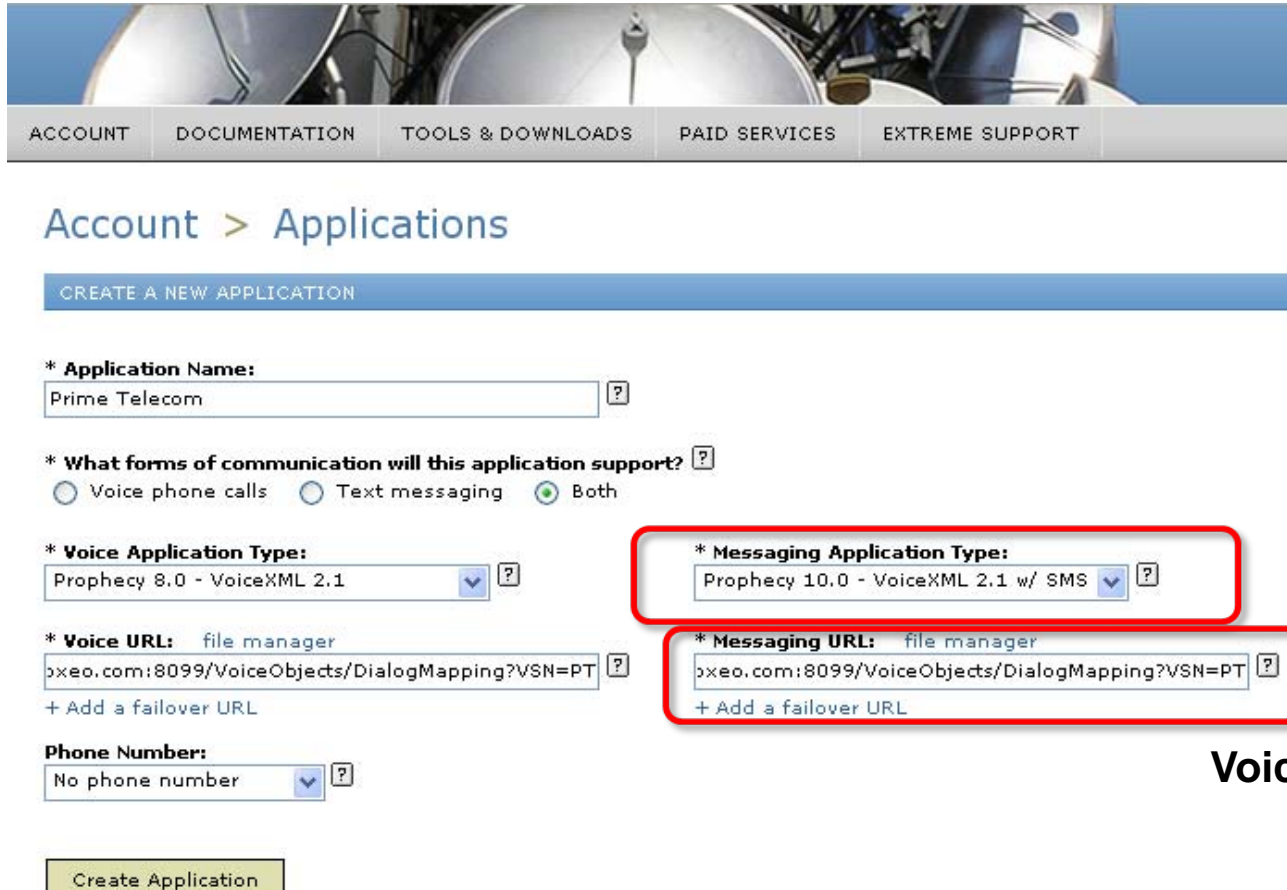
Sent at 15:54 on Monday

**Tobias:**  
3

**voxeoprimecom:**  
Credit Card  
Your current credit card:  
Visa \*\*\*\*0644  
Expiration date: 02/2010  
1: Confirm  
2: Update expiration date  
3: Enter new card  
4: Home

# Phone-less testing of voice apps

- Use IMified to test your voice applications in „chat mode“



ACCOUNT DOCUMENTATION TOOLS & DOWNLOADS PAID SERVICES EXTREME SUPPORT

Account > Applications

CREATE A NEW APPLICATION

\* **Application Name:**  
 ?

\* **What forms of communication will this application support?** ?  
 Voice phone calls  Text messaging  Both

\* **Voice Application Type:**  
 ?

\* **Messaging Application Type:**  
 ?

\* **Voice URL:** file manager  
 ?  
 + Add a failover URL

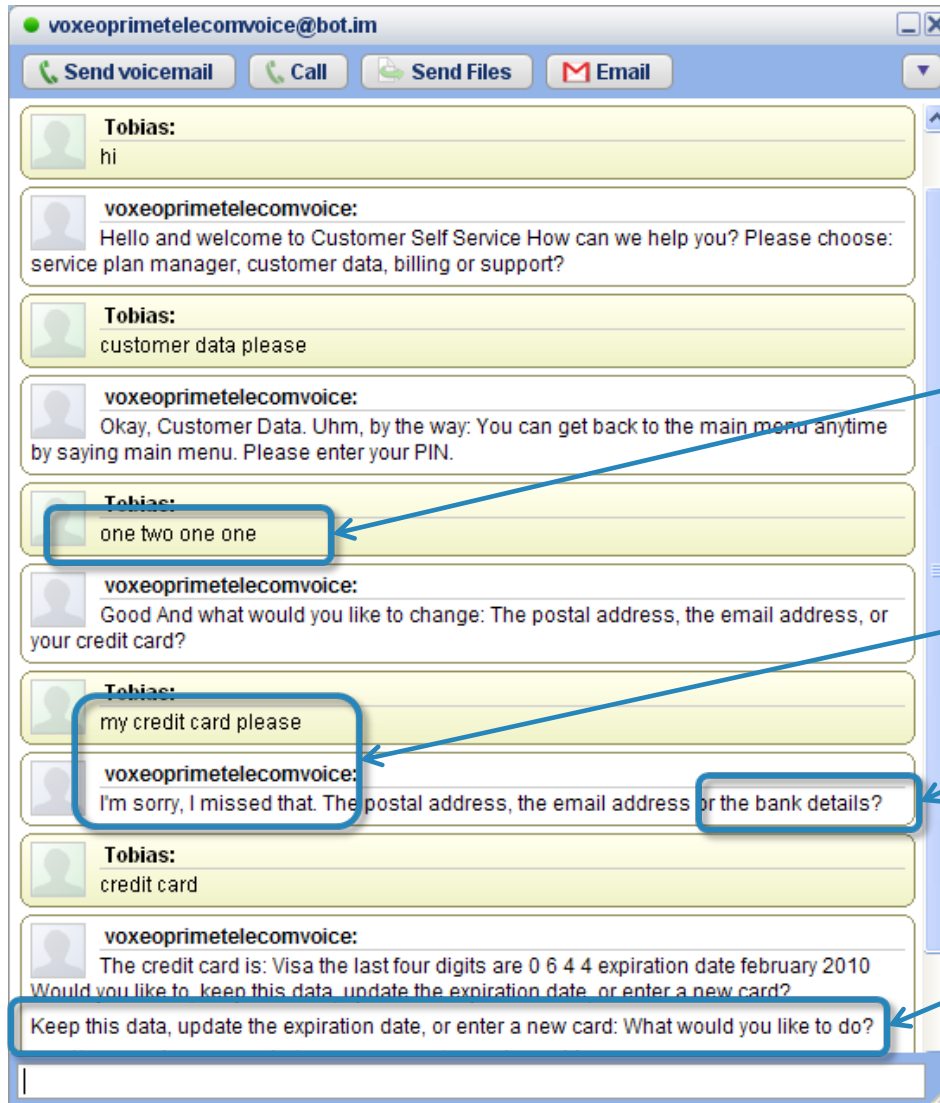
\* **Messaging URL:** file manager  
 ?  
 + Add a failover URL

**Phone Number:**  
 ?

Create Application

**Voice URL!**

# Sample Chat: Voice-Testing



voxeoprimatelecomvoice@bot.im

Send voicemail Call Send Files Email

**Tobias:**  
hi

**voxeoprimatelecomvoice:**  
Hello and welcome to Customer Self Service How can we help you? Please choose: service plan manager, customer data, billing or support?

**Tobias:**  
customer data please

**voxeoprimatelecomvoice:**  
Okay, Customer Data. Uhm, by the way: You can get back to the main menu anytime by saying main menu. Please enter your PIN.

**Tobias:**  
one two one one

**voxeoprimatelecomvoice:**  
Good And what would you like to change: The postal address, the email address, or your credit card?

**Tobias:**  
my credit card please

**voxeoprimatelecomvoice:**  
I'm sorry, I missed that. The postal address, the email address or the bank details?

**Tobias:**  
credit card

**voxeoprimatelecomvoice:**  
The credit card is: Visa the last four digits are 0 6 4 4 expiration date february 2010  
Would you like to keep this data, update the expiration date, or enter a new card?

Keep this data, update the expiration date, or enter a new card: What would you like to do?

**Voice input of numbers**

**No Match after invalid input**

**Wording issue!**

**No Input after timeout**

- Voxeo VoiceObjects Blog

- <http://developers.voiceobjects.com/2009/08/25/how-to-imify-your-voice-application/>

- <http://developers.voiceobjects.com/2009/09/04/im-bots-and-phone-less-testing/>

- IMified help pages & support

- <http://www.imified.com/developers/api>

- <http://help.imified.com/>

- *...there'll be more to come!*

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## Support for additional networks

- Facebook Chat
- Myspace IM
- Skype
- IRC, QQ, Gadu Gadu

## Custom XMPP domains

- Host Jabber/XMPP applications on your domain:  
companybot@yourdomain.com

## API enhancements

- Create and manage applications
- Contact/Roster management
- Manage presence
- Custom avatar support

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# Next Developer Jam Session



**Topic:** Smartphone Apps - A new Channel for Customer Care

**Date:** Wednesday, 4 November 2009, 11am EDT

**Speaker:** Andreas Volmer, Ralf Rottmann

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