



voxeo




Developer Jam Session

PROVIDING SELF-SERVICE THROUGH SMS APPLICATIONS

22 July 2010

TOBIAS GOEBEL



- 
- Introduction
 - SMS over IMified
 - Integrating IMified with VoiceObjects
 - Miscellaneous SMS
 - Q&A



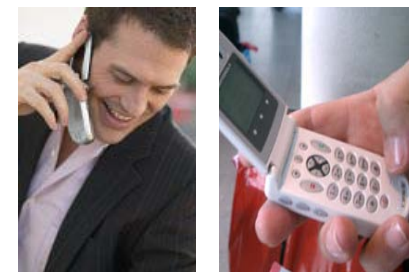
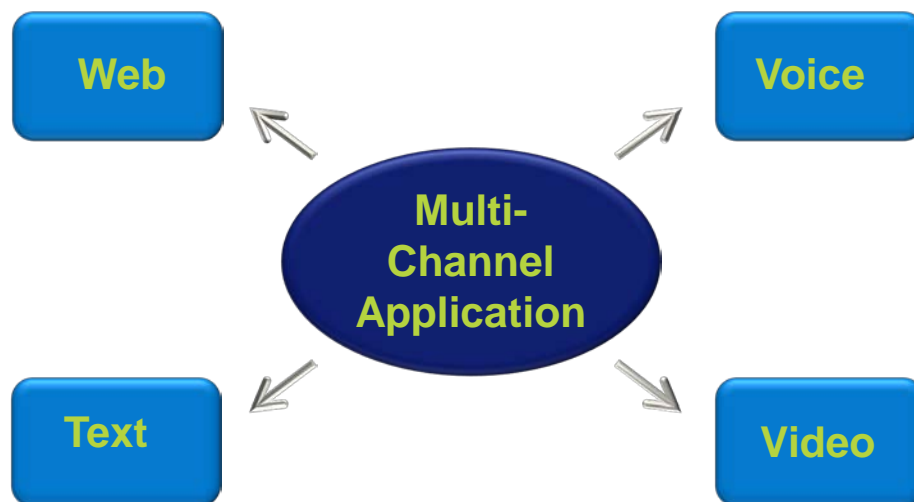
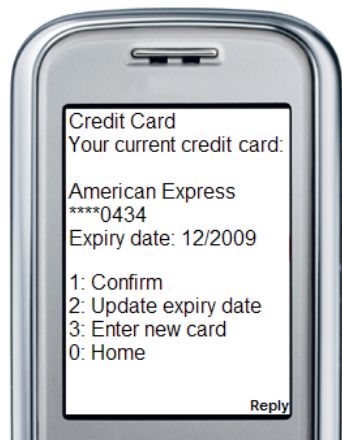
- **Introduction**
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- ▶ While the majority of customer interaction still happens over a phone call, customers are increasingly discovering and using **new channels for everyday communication**
- ▶ Companies want (need!) to embrace these new channels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



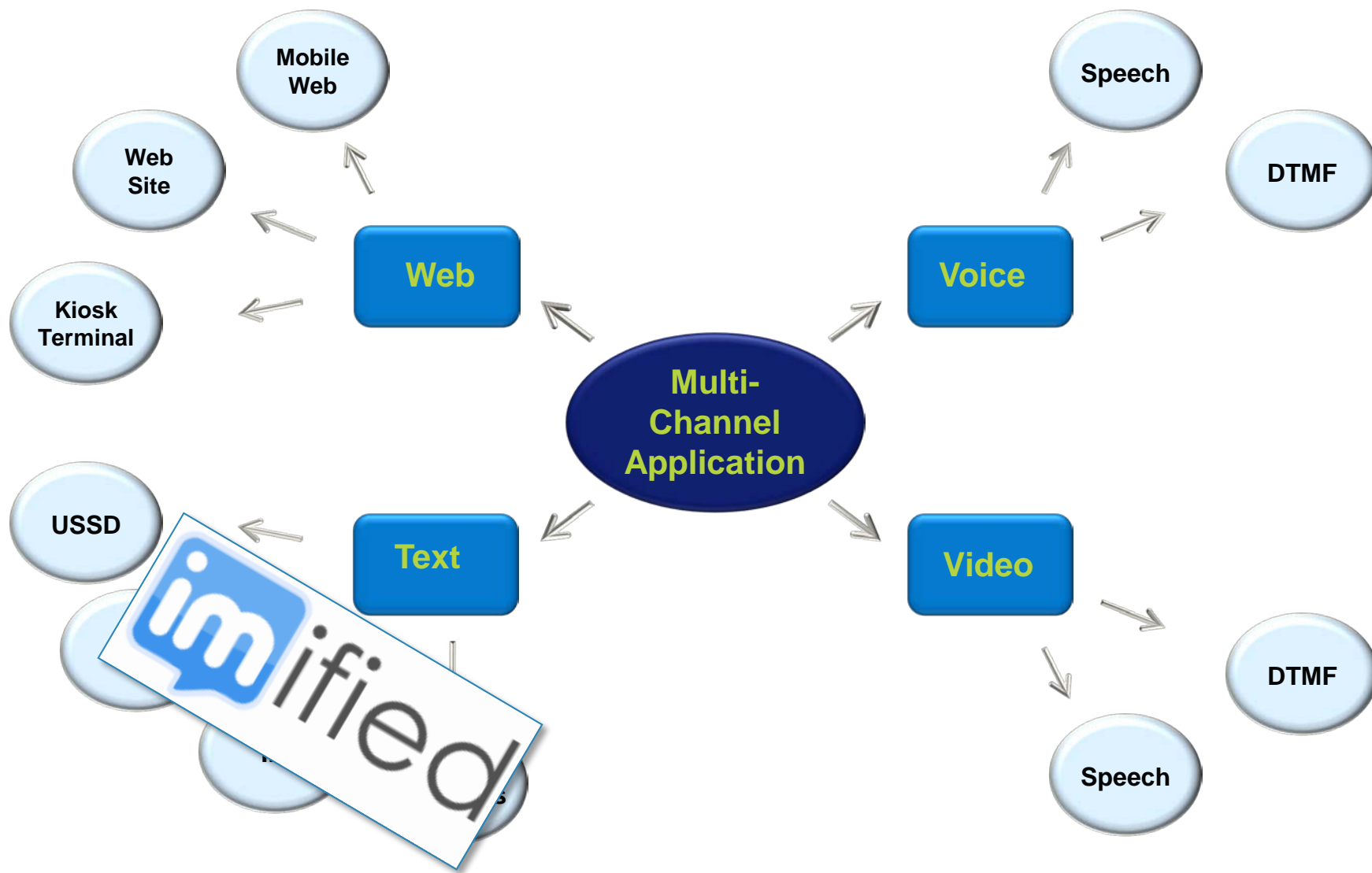
Voxeo addresses this need by combining the power and flexibility of **VoiceObjects** with the broad reach of its **IMified** hosting platform

Unified Self-Service Design once, deploy anywhere



Unified Self-Service

Design once, deploy anywhere





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What is IMified?

A Web-based platform for text-enabling applications across multiple networks

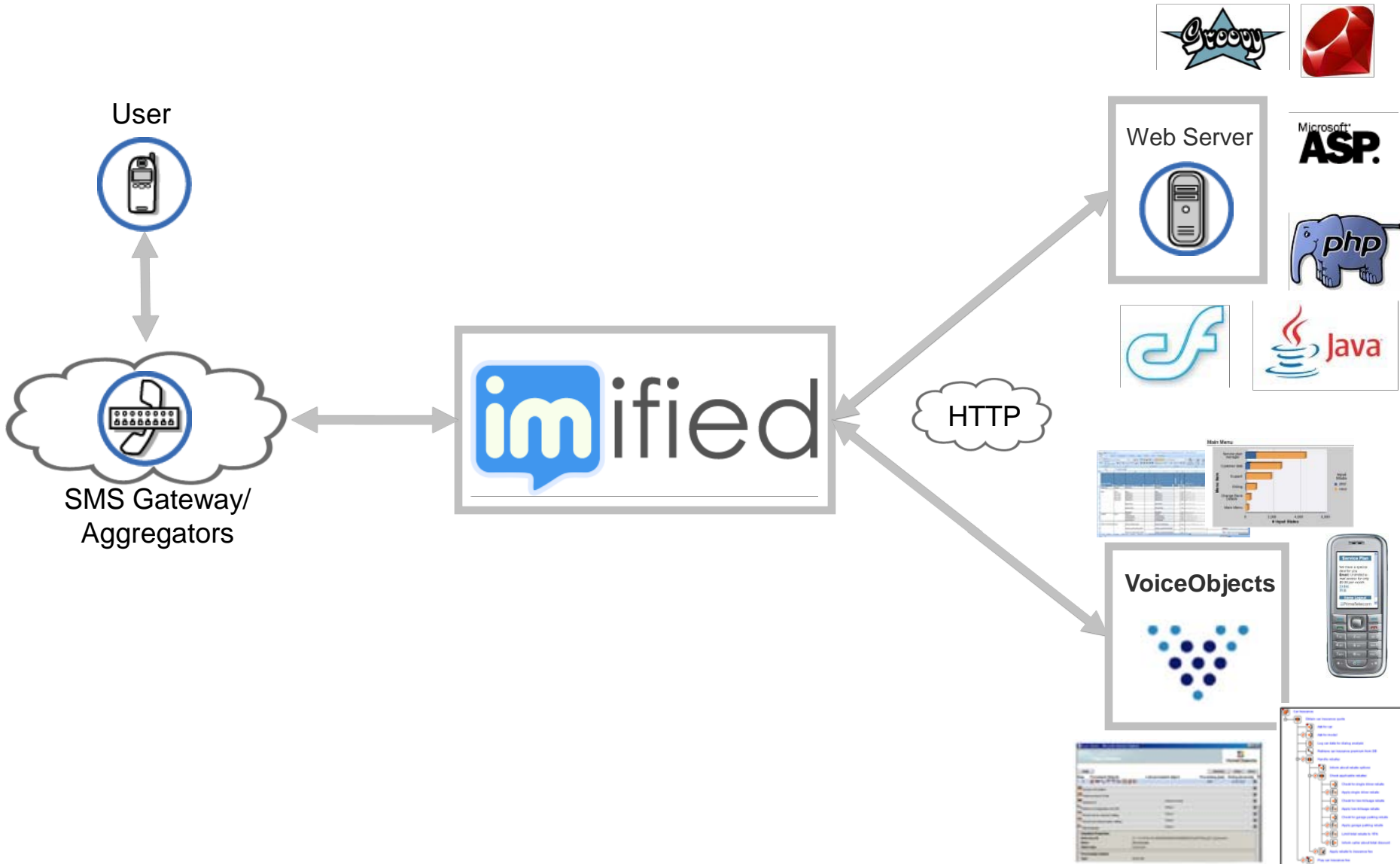


„Chat bots“
„Visual IVR“

www.IMified.com

evolution.voxeo.com

How does it work?



Inbound vs Outbound



- ▶ Inbound SMS
 - User sends message to system
 - Use case: Self-service
- ▶ Outbound SMS
 - System sends message to user
 - Use cases: confirmation msg during voice dialog, outbound notifications
- ▶ 2-way-SMS
 - User leads a dialog with system over SMS
 - Initiated inbound or outbound



IMified can do it all!



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- ▶ The UI of an SMS application might be simple...
- ▶ ...but building and managing complex SMS-based self-service portals needs an [application lifecycle suite](#)



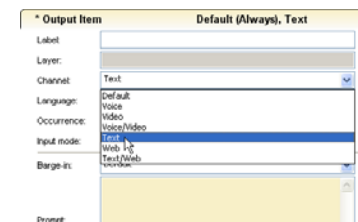
- ▶ ...and what about those voice applications you already have developed on VoiceObjects?

How to provision SMS services

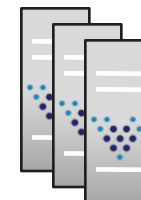


► Steps to success:

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

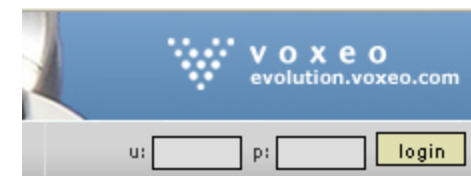


2. Deploy it on a VoiceObjects Server



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

- a) Configure URL to VoiceObjects Server
- b) Add SMS-enabled phone number

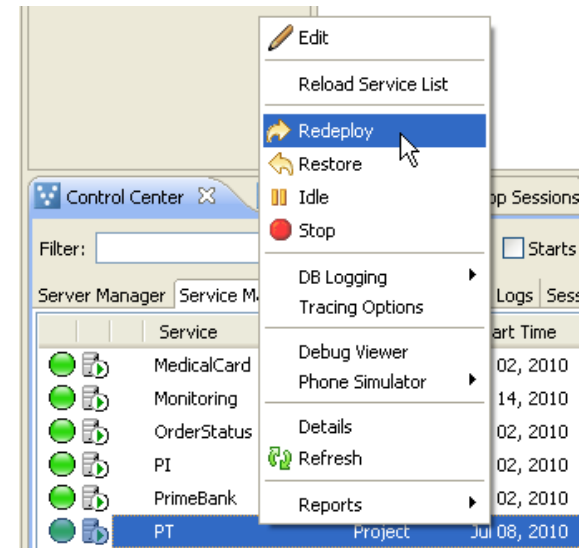
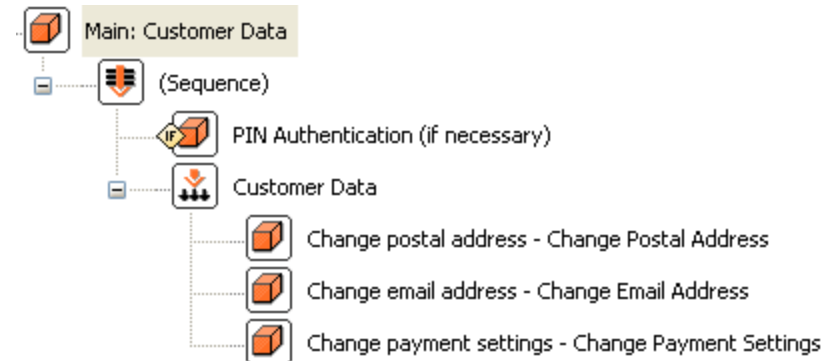


4. Send initial message to start SMS dialog

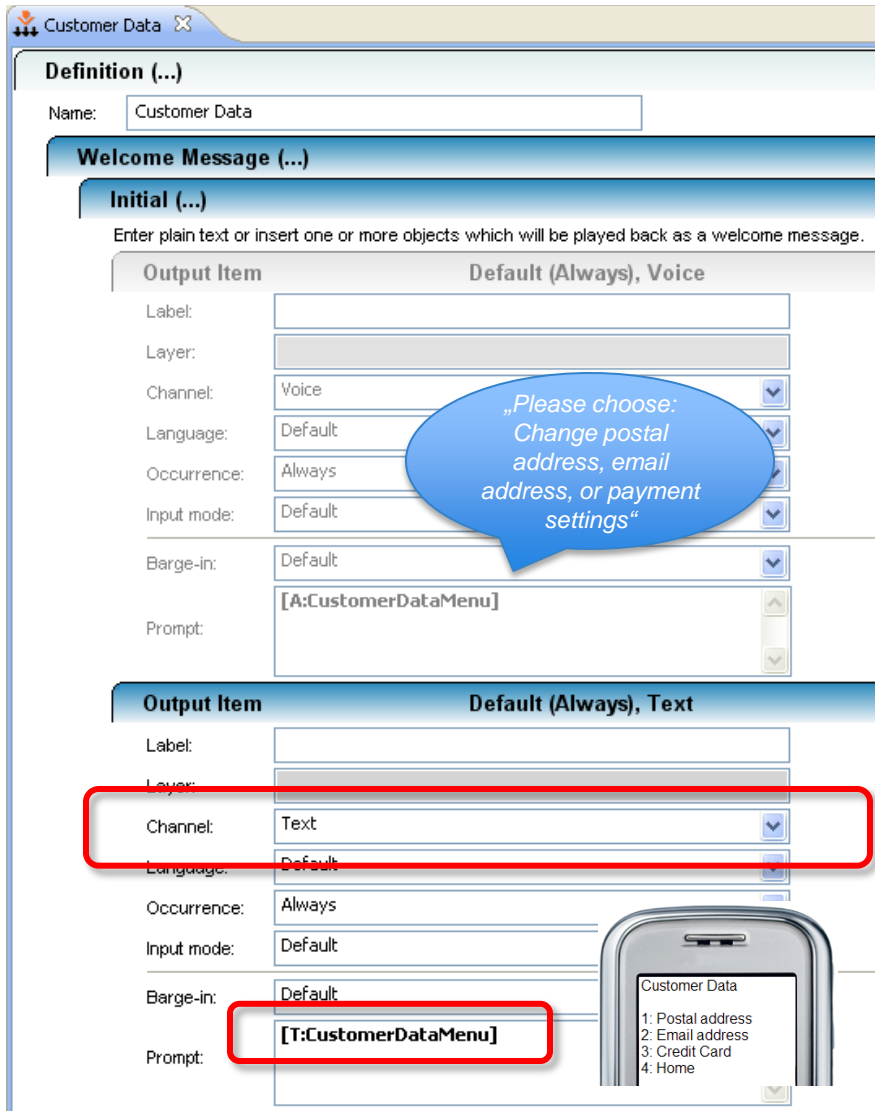
Step 1+2: Create and Deploy



- ▶ Build normal IVR call flow in VoiceObjects
- ▶ Adjust presentation layer:
 - Output
 - Input (Grammars)
- ▶ ... but keep business logic & backend integration
- ▶ Deploy



Example: Menu



The screenshot shows the configuration interface for a menu named "Customer Data". It is divided into two sections: "Initial (...)" and "Output Item".

Initial (...)
Enter plain text or insert one or more objects which will be played back as a welcome message.

Output Item: Default (Always), Voice

- Label: [Empty]
- Layer: [Empty]
- Channel: Voice
- Language: Default
- Occurrence: Always
- Input mode: Default
- Barge-in: Default
- Prompt: [A:CustomerDataMenu]

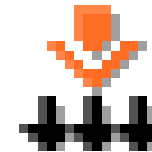
A blue speech bubble contains the text: "Please choose: Change postal address, email address, or payment settings".

Output Item: Default (Always), Text

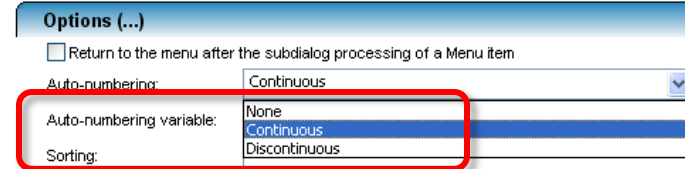
- Label: [Empty]
- Layer: [Empty]
- Channel: Text
- Language: Default
- Occurrence: Always
- Input mode: Default
- Barge-in: Default
- Prompt: [T:CustomerDataMenu]

A red box highlights the "Channel: Text" field. Another red box highlights the "Prompt: [T:CustomerDataMenu]" field. Below the text output item, a mobile phone icon displays a list of menu items:

- Customer Data
- 1: Postal address
- 2: Email address
- 3: Credit Card
- 4: Home



Use Auto-Numbering:



The screenshot shows the "Options (...)" configuration interface. A red box highlights the "Auto-numbering variable:" dropdown menu, which is set to "Continuous".

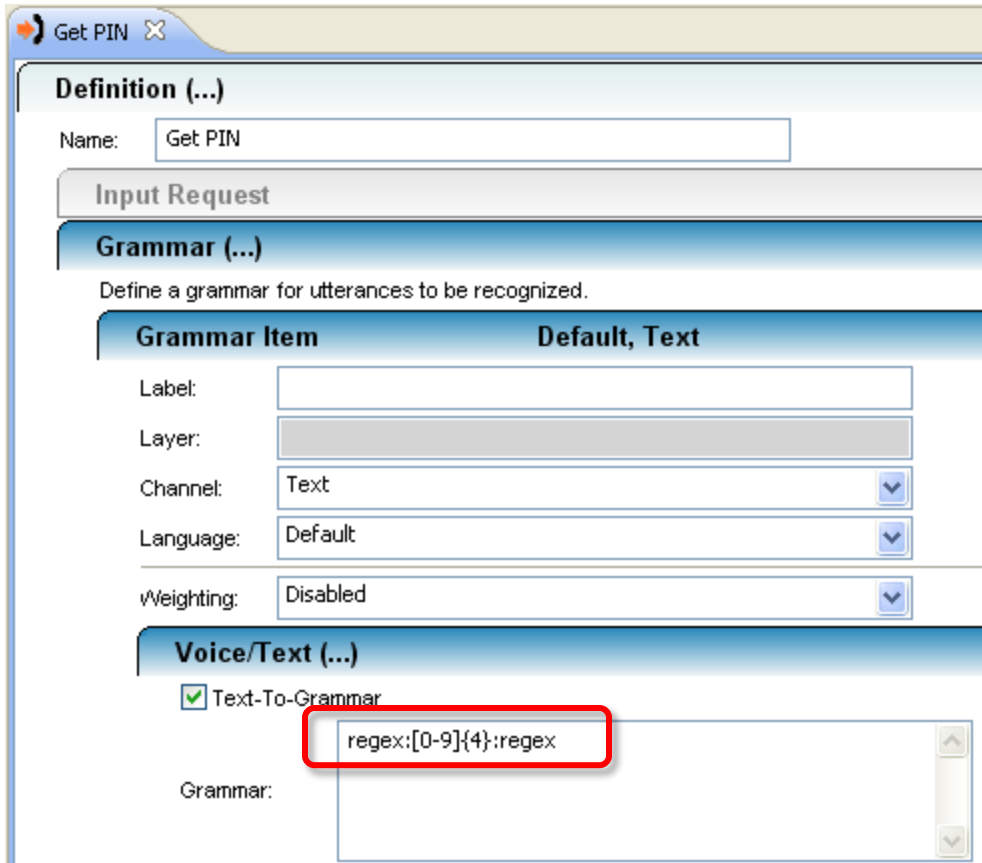
Options (...)

- Return to the menu after the subdialog processing of a Menu item
- Auto-numbering: Continuous
- Auto-numbering variable: Continuous
- Sorting: [Empty]

Define Channel layer

Text objects to represent message content

Example: Input



The screenshot shows a configuration window titled 'Get PIN'. It has several sections:

- Definition (...)**: Name: Get PIN
- Input Request**: (Section header)
- Grammar (...)**: Define a grammar for utterances to be recognized.
- Grammar Item**: A table with columns 'Grammar Item' and 'Default, Text'. Below the table are fields for Label, Layer, Channel (Text), Language (Default), and Weighting (Disabled).
- Voice/Text (...)**: Includes a checked checkbox for 'Text-To-Grammar' and a text input field containing the regular expression `regex:[0-9]{4}:regex`, which is highlighted with a red box. Below this is a 'Grammar:' field.

Use regular expressions as underlying grammar

Use NoMatch handler to define behavior

3: Create Application on Evolution



Account > Applications

CREATE A NEW APPLICATION

* **Application Name:**

SMSPortal

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

- Voice phone calls
- Text messaging
- Both

* **Messaging Application Type:**

Staging: Instant Messaging Bot

* **Messaging URL:** [file manager](#)

ng?VSN=SMSPortal&vsdriver=173&User-Agent=IMified

+ Add a failover URL

Phone Number:

United States (+1)

Create Application

- Select a region to add a phone number...
- Select a region to add a phone number...
 - Boston, MA (617) - Voice + SMS
 - Chicago, IL (312) - Voice + SMS
 - Denver, CO (303) - Voice + SMS
 - Houston, TX (781) - Voice + SMS
 - Los Angeles, CA (310) - Voice + SMS
 - Orlando, FL (407) - Voice + SMS
 - Pittsburgh, PA (412) - Voice + SMS
 - San Francisco, CA (415) - Voice + SMS
 - Seattle, WA (206) - Voice + SMS
 - Washington, DC (301) - Voice + SMS

&vsDriver=173&User-Agent=IMified
instructs VoiceObjects Server to
activate IMified mode

US and **UK** numbers can be
provisioned for SMS today on
evolution.voxeo.com

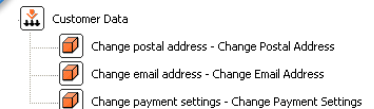
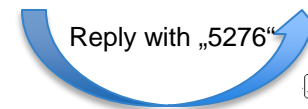
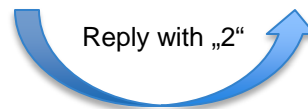
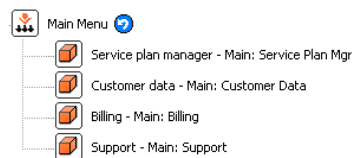
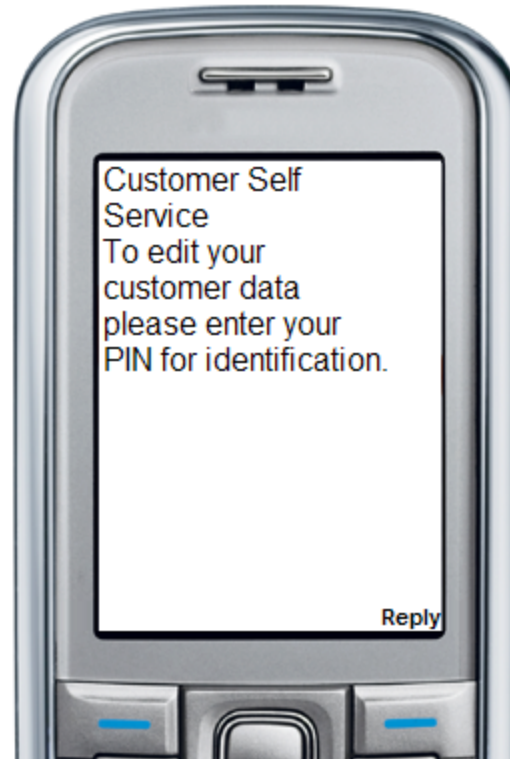
4: Sample Dialog: *Prime Telecom*



Send „Hi“ to
phone number



<http://developers.voiceobjects.com/support-training/developer-edition/demos-templates/>



Trigger Outbound Messages



APPLICATION SETTINGS

Successfully updated the application!

Application Settings **Contact Methods**

Phone Numbers

The following numbers are mapped to your application.

Number Type	Number	
International (SMS Only) - United Kingdom	+44 7624 813747	MOVE DELETE
Phono IM Screen Name	VisualVoicemail@bot.im	LAUNCH PHONO

Use the following form to add a new number to this application. Please note that international numbers may have [country-specific restrictions](#).

Phone Number:

United States (+1) [Add](#)

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 place a phone call by clicking a button on a web page.

Call Start Token (Click on a token to view the full token code)

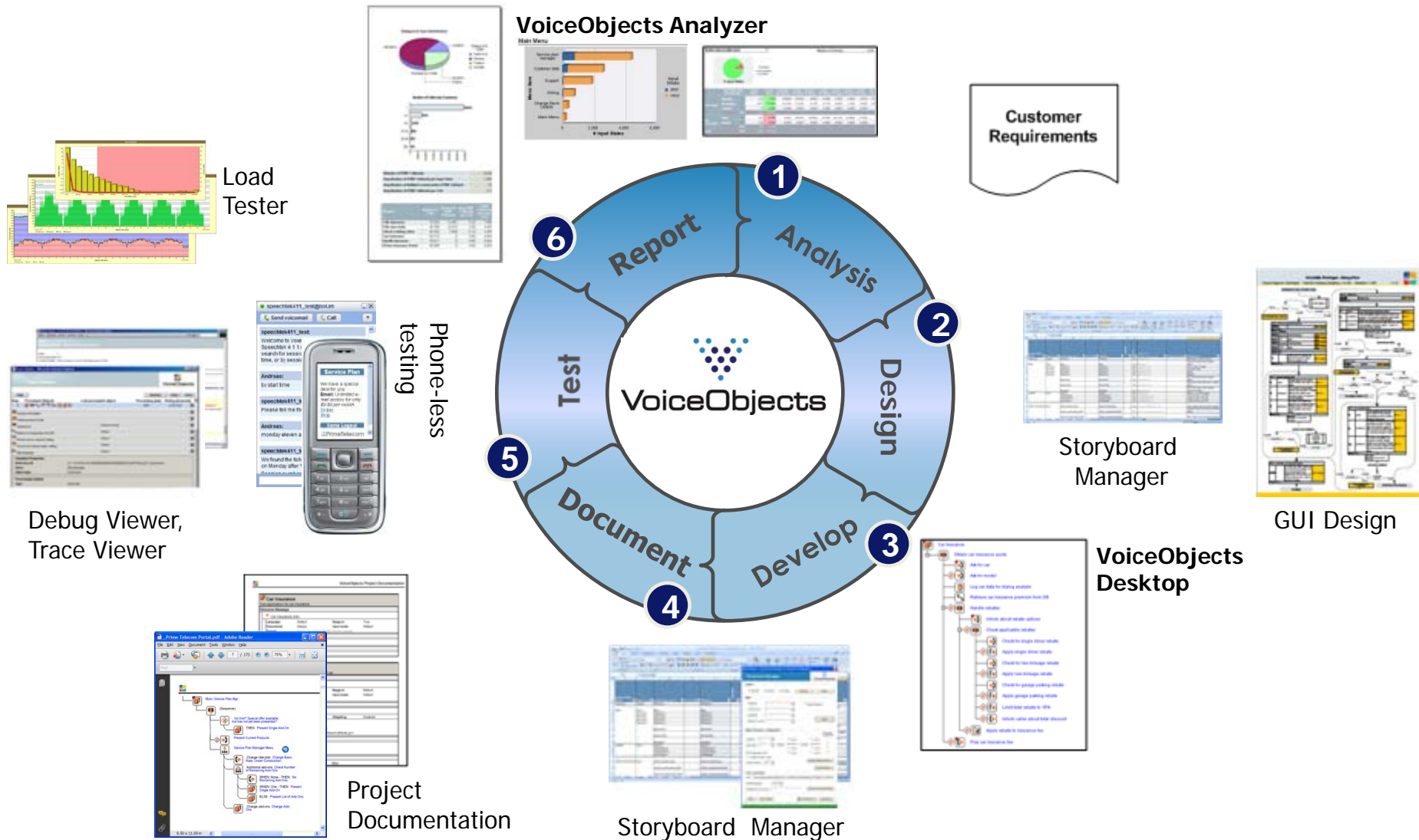
7482bf10cfd55f419cfb86541f2e943ab5b69726466d9b21fb3eb1fdb23c...


[Add New Call Start Token](#) [?](#)



- ▶ Integrate with Campaign Manager for full Outbound Solution

SMS Application Lifecycle Management



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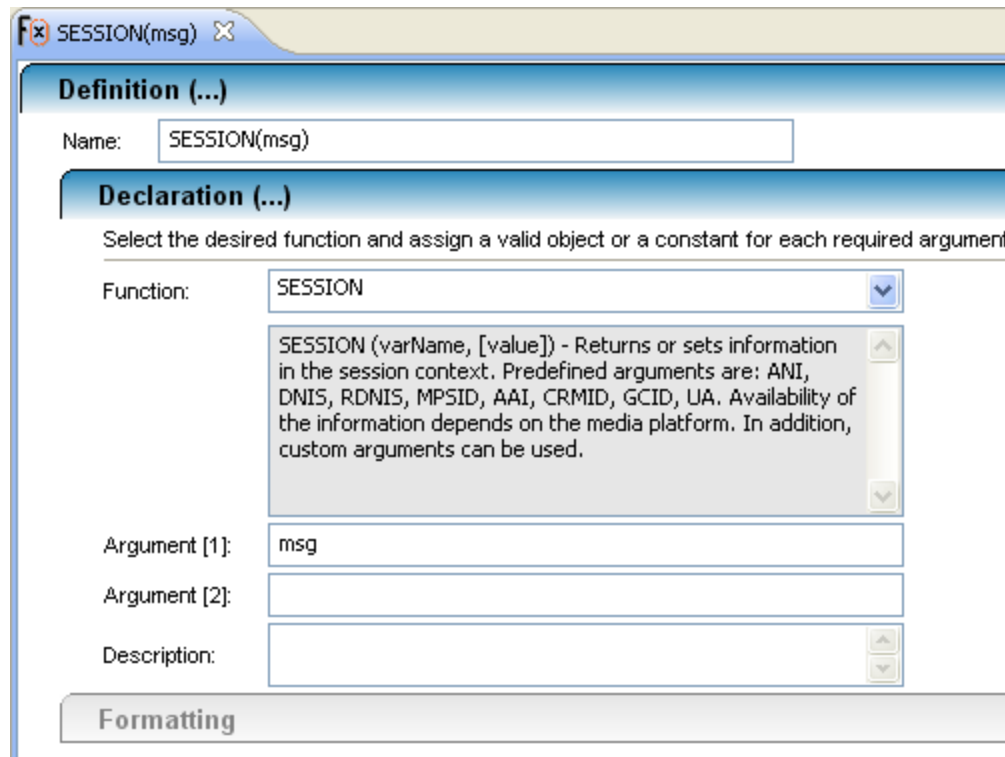
Some Facts about SMS



- ▶ SMS messages are **restricted to 160 characters**
 - Your application needs to take care of splitting messages that are longer
 - Platform-level splitting coming soon
- ▶ Standard DIDs (phone numbers) have a **limit of 10 messages per minute**
 - If limit is reached, IMified keeps retrying for 60 seconds
 - Messages going over will be dropped
 - Use short codes for high-volume messaging
- ▶ Voxeo SMS in production today **in US and UK**
 - Supporting other countries soon


Retrieve first message

- ▶ How to retrieve the initial message in VoiceObjects?



The screenshot shows a configuration window for the `SESSION(msg)` function. The window has a title bar with a close button and the text `SESSION(msg)`. Below the title bar, there are several sections:

- Definition (...)**: A section with a "Name:" label and a text input field containing `SESSION(msg)`.
- Declaration (...)**: A section with the instruction "Select the desired function and assign a valid object or a constant for each required argument." Below this, there is a "Function:" label and a dropdown menu showing `SESSION`. To the right of the dropdown is a small blue downward arrow icon.
- Description**: A text area containing the following text: "SESSION (varName, [value]) - Returns or sets information in the session context. Predefined arguments are: ANI, DNIS, RDNIS, MPSID, AAI, CRMID, GCID, UA. Availability of the information depends on the media platform. In addition, custom arguments can be used." The text area has scroll bars on the right side.
- Argument [1]:**: A text input field containing `msg`.
- Argument [2]:**: An empty text input field.
- Description:**: An empty text input field with scroll bars on the right side.
- Formatting**: A section at the bottom of the window, currently empty.

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Topic: We can't tell you yet... Learn how to use VoiceObjects in a whole new way... to be announced August 2-4 at SpeechTEK 2010

Date: End of August 2010, 11am EDT