

Invitation API

User Manual

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Overview

The Invitation API is used to create and send dynamic messages to seamlessly move consumers to a digital engagement from another channel, such as voice.

The Invitation API is a REST API that is integrated with the current suite of Nuance APIs via the api.touchcommerce.com URL. This API can be used to build an application that generates URLs. These URLs, when loaded into a browser, can launch the chat interface and initiate a chat session with a customer via email or SMS. As the chat interface is launched, it can make assignments to an Agent or an Agent group.

The Invitation API service is accessed via https from a standard web browser or directly from an application. Valid AP user credentials (obtained by creating a user in Portal with one or more API Service roles) are used to obtain authorized access to the API. Once access is achieved, a session is maintained that allows the client to make data requests. The client can continue or make data requests for the duration of the session based on the initial authentication.

Authentication

Access to the API service is session-based. Authentication is accomplished using HTTPS combined with secure cookies.

- To generate a short link, make an HTTP PUT/POST request to the following URL:

api.touchcommerce.com/engagement/linkGenerator/{version}?P1={value}&P2={value}&...

Link Generation

If both **agentID** and **AgentGroup** parameters are provided, the rule should first try to route to the agent. If the agent is not available, the rule should then route to the **AgentGroup**.

Request Parameters

Parameter Name	Description	Required Field	Default Value	Notes
templateID	ID of Link Template to read default link properties from. The templates are defined in "Portal Administration" section	Yes	No	
site	The client's Site ID	Yes	No	
agentID	Either the agent's actual ID or a routing parameter that routes directly to that agent	No	No	
agentGroup	The Nuance AgentGroup	No	No	If agentGroup is not defined in Portal Admin, the business rule agentGroup will be used.
expire	Time in minutes until the tiny URL no longer redirects to the full URL. After expiration it will redirect to the expiration URL.	No	Never	
source	The source of the traffic (e.g. Twitter, Facebook, email campaign, etc.)	No	No	

Parameter Name	Description	Required Field	Default Value	Notes
customerID	Will be mapped to the visitor attribute type provided when defining the URL in admin	No	No	
contactInfo	The customer's email address or telephone number. Can be used to deliver "link" via email or text (SMS)	No	No	
issueID	Can be used to pass a 3 rd party issue/tickets ID. In many cases this ID will be used to both access and update information in a remote system.	No	No	If there is no 3 rd party ticketing system, this could be also be used to pass the social message ID.
url	This is the URL of the page on which the user will land when the "tiny" URL is loaded in a browser.	No	No	
output	Link or QR. Request response in either tiny URL or QR code format.	No	Link	
format	JSON or XML	No	JSON	
textField1	Text field enables passing things like the customer message when we cannot get it elsewhere. Limit this field to 140 characters.	No	None	Must be used carefully to avoid overloading the GET request.
textField2	Limit this field to 140 characters.	No	None	Must be used carefully to avoid overloading the GET request.

Response Format

Link or QR code can be used for response.

Link Example Response

```
<link>https://api.touchcommerce.com/s/8af2fl2</link>
```

QR Example Response

```
<qr>http://api.touchcommerce.com/qr/path_to_qr_image</qr>
```

The URL should expand to the following form:

```
{PageURL}?agentID={value}&agentGroup={value}&source={value}&customerID={value}&issueID={value}&textField1={value}&textField2={value}
```

Expiration

The return expiration time is shown in epoch form.

The tiny URL redirect service should return a different expiration URL if the expiration time has passed.

Tiny URL Generation

The tiny URL service uses an existing library to generate tiny URLs. It also provides a redirect service that does not depend on a third party. Here is an open source option:

- <http://www.2expertsdesign.com/freebies/free-url-shortening-scripts>

QR Code Generation

An existing library generates a QR code. Here is a link that provides a Java library for this purpose:

- <https://github.com/zxing/zxing>

Response Channel

Response Channels are via web, text, or email. The system sends messages to a phone or to an email address and confirmation is sent via an API response. In this case the email or phone number must be included in the **contactInfo** parameter.

Nuance Portal Administration

The link generation template must be defined in Nuance Portal at the site level.

Link Generator ^{BETA}

Site	BestBrands
Template ID *	123456
Agent ID	Staff_ID_test
Expiration	10
Source	Twitter
Output	Link
Format	XML
URL	http://www.test.com
Customer ID	Best Brands
Question	Test

[Generate](#)

Login with Username and Password

User:

Password:

Roles and Privileges

A user login must have the API Link Generation role so they can access the Link Generator page in Nuance Portal.

Link Generation Fields

Field Name	Default Value	Required	Description	Notes
Agent Group	None	No		Pre-Populated drop-down, single select. Default value is none .
BR Attribute Type	No	No	This is the BR attribute type to which the source is mapped	Single select drop-down with all defined BR attributes for the site, plus None. The default value is none .
Description	No	Yes		Free form text field.
Expiration URL	No	Yes	The URL to which a click will be directed if the tiny URL has expired	Free form text, possibly enforce well-formed url http/https, etc.
Expire	Never	Yes	Duration from generation of a link until it expires in minutes	0 = never expire
Name	No	Yes	Name of link template	Free form text field.

Field Name	Default Value	Required	Description	Notes
Response Channel	Web	Yes	Can be Web, Email or Text. If email or text use contactInfo.	Drop-down with the 3 types: Web, Email, Text - default Web
Source	Yes	No		Free form text field.
URL	No	Yes	Needs be set to something. Can be overridden in the request	Free form text, possibly enforce well-formed url http/https, etc.
Visitor Attribute Type	None	No	This is the visitor attribute type to which the customerID is mapped	Single select drop-down with all defined visitor-attributes from the site's business rules, with None option

Events

An event must be logged for every link generation request.

api.linkGeneration.request

The api.linkGeneration.request event is logged each time a request is made to generate a link. The following fields are logged:

- site
- agentID (optional) (This is the login of the agent.)
- agentGroupID (optional)
- linkID (ID of generated link) (The template ID comes from the database record for linkID.)
- source (url encoded) (optional)
- customerID (optional)
- issueID (optional)
- textField1 (url encoded) (optional)
- textField2 (url encoded) (optional)
- expireTime (in min) (optional)
- contactInfo (url encoded) (optional)
- output ("Link" or "QR")
- url (Full URL, url encoded)

api.linkGeneration.clickThrough

The api.linkGeneration.clickThrough event is logged each time a redirect from a link click events occurs. The following fields are logged

- site
- agentID (optional) (This is the login of the agent.)
- agentGroupID (optional)
- linkID
- source (url encoded) (optional)
- customerID (optional)
- issueID (optional)
- textField1 (url encoded) (optional)
- textField2 (url encoded) (optional)
- expireTime (in min) (optional)
- contactInfo (url encoded) (optional)
- isExpired
- fullUrl (url encoded)