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Chat Server Administration Guide

Rich Messaging Support

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Rich Messaging Support

Overview

Genesys chat solution provides the ability to use structured messages (in other words, Rich Messaging) across various chat channels, including:

Channel	Components	Channel name
Web chat	Genesys Mobile Services (GMS) (min version required 8.5.201.04) and Chat Widget (for supported elements, see Rich Messaging in the Genesys Widgets Deployment Guide)	genesys-chat
Apple Business Chat (ABC)	Digital Messaging Server (DMS) and ABC driver (see Deploying Apple Business Chat in the Apple Business Chat Guide)	applebc-session
WhatsApp	DMS and Genesys Driver for use with Genesys Hub (see Deploying WhatsApp in the WhatsApp Guide)	genesys-chat

Important

Support for Rich Messaging varies by channel based on what each channel service provider supports and what is implemented in Genesys Engage. Not every Rich Messaging element is supported in all channels.

Additionally, the following components are also involved:

Component	Purpose
Chat Server	Conduct chat session. Min version required 8.5.109.06 .
eServices Manager	An authoring tool for creating standard responses which can contain structured messages. Graphical editing capabilities are provided for some channels together with the ability to provide raw (for example JSON) representation of a structured message.
Bot Gateway Server	A chat bot deployment platform that provides an API for bots to use either standard responses with structured messages, or send Rich Messaging

Component	Purpose
	containing native or normalized JSON format.
Workspace Desktop Edition (WDE)	WDE is extended with Rich Messaging functionality for specific channels via a plugin architecture. Plugins are currently supported for ABC and WhatsApp only.
Workflow	Workflow allows rich messages to be sent through the EventAttributes parameter.

Important

For backward-compatibility, structured messages are always accompanied with so called "fallback" plain text messages. So, if an application representing a chat participant does not know how to process the structured content, it will continue to use a regular plain text message (which is supplied together with structured content).

How to deploy and use structured messages

In order to start using structured messages, you'll need to:

1. Configure the channel; see, [Configuring structured messages](#).
2. Deploy eServices Manager; see, [Install eServices Manager](#).
3. Using eServices Manager, create standard responses with structured content:
 - For ABC and WhatsApp, see [Structured Messages](#).
 - For web chat (Chat Widget) provide the raw JSON.
4. Use standard responses:
 - From WDE, for Apple Business Chat, see [Standard Response Library](#), and for WhatsApp, see [Standard Response Library](#).
 - In bots developed for BGS, see [Bot implementation guidelines](#).
5. Alternatively, you can send [structured messages from a custom desktop](#) (or custom virtual agent) through the Chat Server API in EventAttributes.

Important

When creating a standard response in eServices Manager, the fallback text messages must be provided in the **Plain Text Part** window.

Chat Widget support

In general, the same directions described above apply to Rich Messaging elements supported by Chat Widget, with a few special notes:

- When creating the MediaOrigin business attribute in configuration management, genesys-chat must be used as a name and the **[rich-media-types]** section must be populated with elements **supported by the Widget**.
- Within the standard response for eServices Manager, raw JSON must be provided. At this time, no graphical authoring tool is provided.
- Chat Widget Rich Messaging can currently only be used from bots (running through BGS) or by a custom desktop.