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Developer's Guide

Application Development

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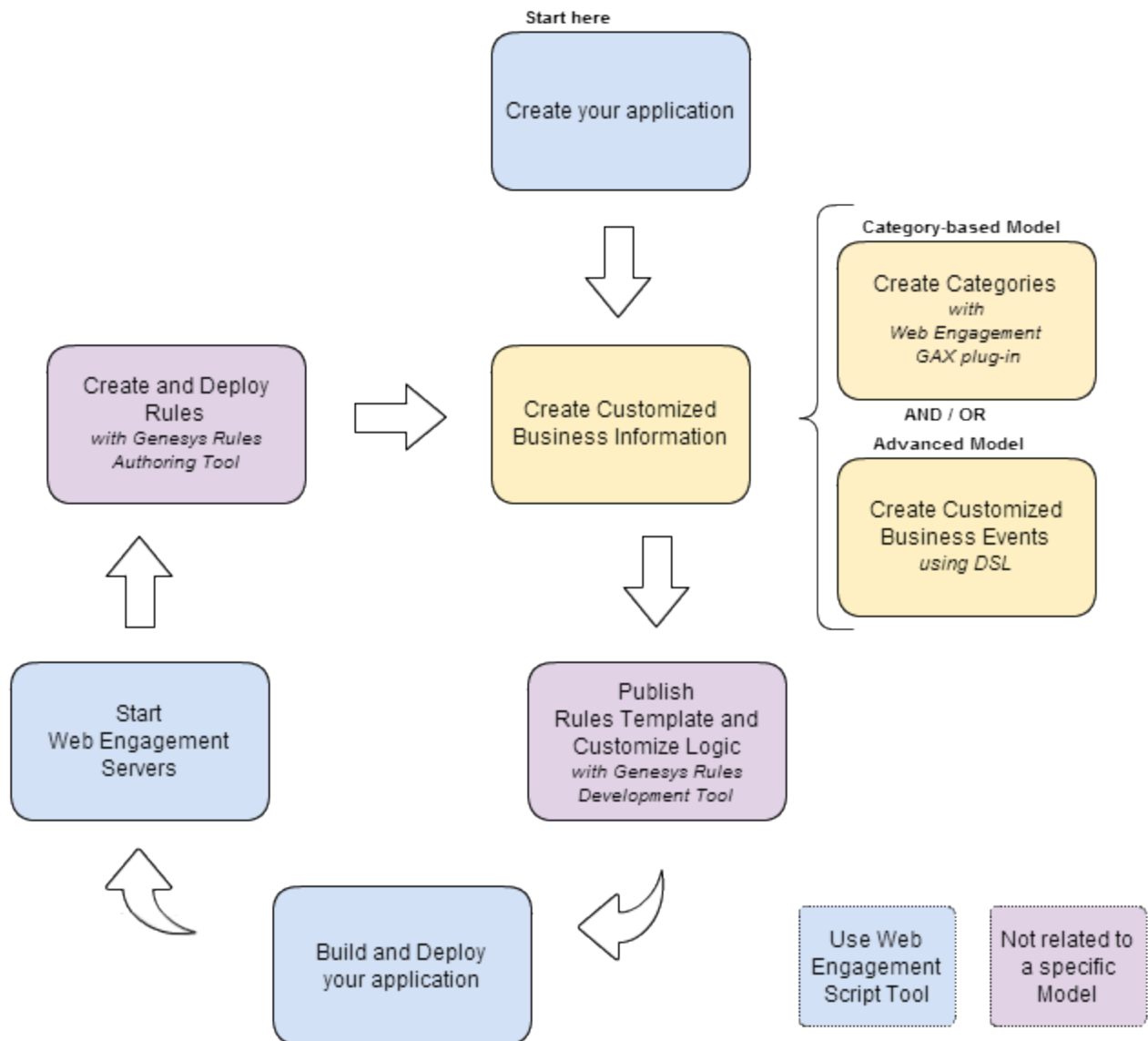
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Developing an application for Genesys Web Engagement is the process of defining all the components deployed through the Web Engagement Servers to implement Web Engagement features in your Genesys Contact Center, and to add Web Engagement to your website. When you create and configure your application, you create all the materials that will be used to generate the actionable events: customized business information, conditions, and engagement strategies. As a result of an actionable event, the Web Engagement servers will engage the customer with a chat or a web callback invite. Your application also contains the widgets for managing these invites, including a registration form submitted to anonymous customers who accept the invitation. The provided script tools create your application in the 'apps' folder where Web Engagement is installed. This creation includes all the default rules templates, logic (SCXML), events (DSL), in addition to web-specific data and engagement widgets. These materials must be compiled to generate the new Genesys Web Engagement Servers embedding your Genesys Web Engagement application. Then, you must deploy these servers to replace former versions of Genesys Web Engagement. You can develop two types of applications, tightly-coupled to **engagement models**:

- **Simple** application—Implement default web engagement capabilities (DSL scripts and rules), and provide customization through categories and rules.
- **Advanced** application—Implement business events (DSL) and use event-based capabilities to write implement web engagement to rules.

Application Development Workflow

The following diagram describes the development workflow for a Web Engagement application.



Application Development Lifecycle

1. **Create your application**

- *Tool:* Web Engagement Scripts
- *Description:* For each application you must use script tools to create and configure your customized Web Engagement application.

2. **Create Customized Business Information**

Depending on the engagement model that you implement, you must define business information specific to your web pages that will be used to submit actionable events and web contexts to the Genesys Solution.

- **Create categories** (Simple Model)

Tool: Web Engagement Plugin for Genesys Administrator Extension

Description: The categories contain business-related information to link your application with your web pages. They are used as parameters to set up conditions on events and generate actionable items.

Edition: You can modify category information at runtime. The Frontend Server checks category information when receiving web requests.

- **Create Business Events.** (Advanced Model)

Tool: Text editor/Chromium Instrumentation Tool

Description: You can create your own business events and DSL rules loaded in the monitoring agent. Then, these events are used to generate actionable items.

Edition: To make DSL changes available for production, the Frontend Server must be rebuilt and restarted. You can also test the changes at runtime with Chromium Instrumentation Tool.

3. **Publish Rules Template and Customize Logic**

Tool: Genesys Rules Development Tool

Description: You must publish a Web Engagement Rules template before you can create rules. Optionally, you can customize the rules template, and you can also customize the SCXML files describing the Web Engagement logic before you deploy the Frontend server.

4. **Build and deploy your application**

Tool: Web Engagement Scripts

Description: If you create a new application or modify the SCXML, the DSL, or the logic of your application, you must build and deploy before you start the Web Engagement Servers.

5. **Start the Web Engagement Servers**

Tool: Web Engagement Scripts.

Description: To enable your application, you must start or restart the Web Engagement Servers.

6. **Create and Deploy Rules**

Tool: Genesys Rules Authoring, version 8.1.300.xx

Description: You must create rules to optimize the event flow and create complex conditions to generate actionable events sent to the Genesys Solution. These rules link with the categories containing the business information.

Edition: You can deploy rules only if the Web Engagement servers are started.

Tasks Summary

This table summarizes the tasks that are required to create a Genesys Web Engagement application.

Task Objective	Related Procedures and Actions
Create a Genesys Web Engagement Application	<ul style="list-style-type: none">• Create a New Application Project• Define the Application's Monitoring Domains

Task Objective	Related Procedures and Actions
Implement your Genesys Web Engagement Model	<ul style="list-style-type: none">Choose a Genesys Web Engagement ModelDefine Business Information
Publish the CEP Rules Template	<ul style="list-style-type: none">Import the CEP Rules Template of your Application in Genesys Rules Development ToolConfigure the CEP Rules TemplatePublish the the CEP Rules Template in the Rules Repository
Customize the SCXML Strategies	<ul style="list-style-type: none">Import the chat routing and engagement logic strategies
Build and Deploy your Genesys Web Engagement Application	<ul style="list-style-type: none">Build your ApplicationDeploy your Application
Start the Genesys Web Engagement Servers	<ul style="list-style-type: none">Configure the Web Engagement ChannelConfigure the Registration FormStart the Web Engagement Servers
GWE Create a Rules Package	<ul style="list-style-type: none">Create a Rules PackageCreate Rules in the Rules PackagePublish the Rules Package