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Developer's Guide

Customizing the Chat Routing Strategy

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When you create your Web Engagement application, Genesys Web Engagement also creates default Engagement Logic and Chat Routing **SCXML strategies** in the **\apps\application_name_composer-project** folder. Orchestration Server (ORS) uses these strategies to decide whether and when to make a proactive offer and which channels to offer (chat or web callback).

The default Chat Routing strategy delivers chat interactions that are initiated in Genesys Web Engagement to a specific target. Although this strategy is included as part of the Web Engagement installation, it is possible to use your own existing strategy for routing. For example, a URS-based chat routing strategy; however, in this scenario you will need to adjust the Web Engagement solution to support the pacing algorithm functionality.

You can modify the Chat Routing SCXML by **importing the Composer project into Composer**. The project is located here: **\apps\application_name_composer-project\WebEngagement_ChatRouting**. Refer to the sections below for details about the Chat Routing strategy and how it can be modified.

Note: The strategies deployed out of the box with GWE 8.1.2 are made for Composer 8.1.300.89 projects. If you use a newer version of Composer, make sure that you upgrade these projects by following the **upgrade procedure**.

Main Interaction Workflow

The default entry point to the GWE Chat Routing strategy is the Interaction Queue specified in the **wes.connector.chatServer.queueWebengagement** option on the Backend Server application.

PROVISIONING > Environment > Applications > **Web_Engagement_Backend_Server_OG**

Navigation

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Web_Engagement_Backend_Server_... - Stopped - Exited - \Applications

Cancel Save & Close Save Save & New Reload Uninstall Start Stop

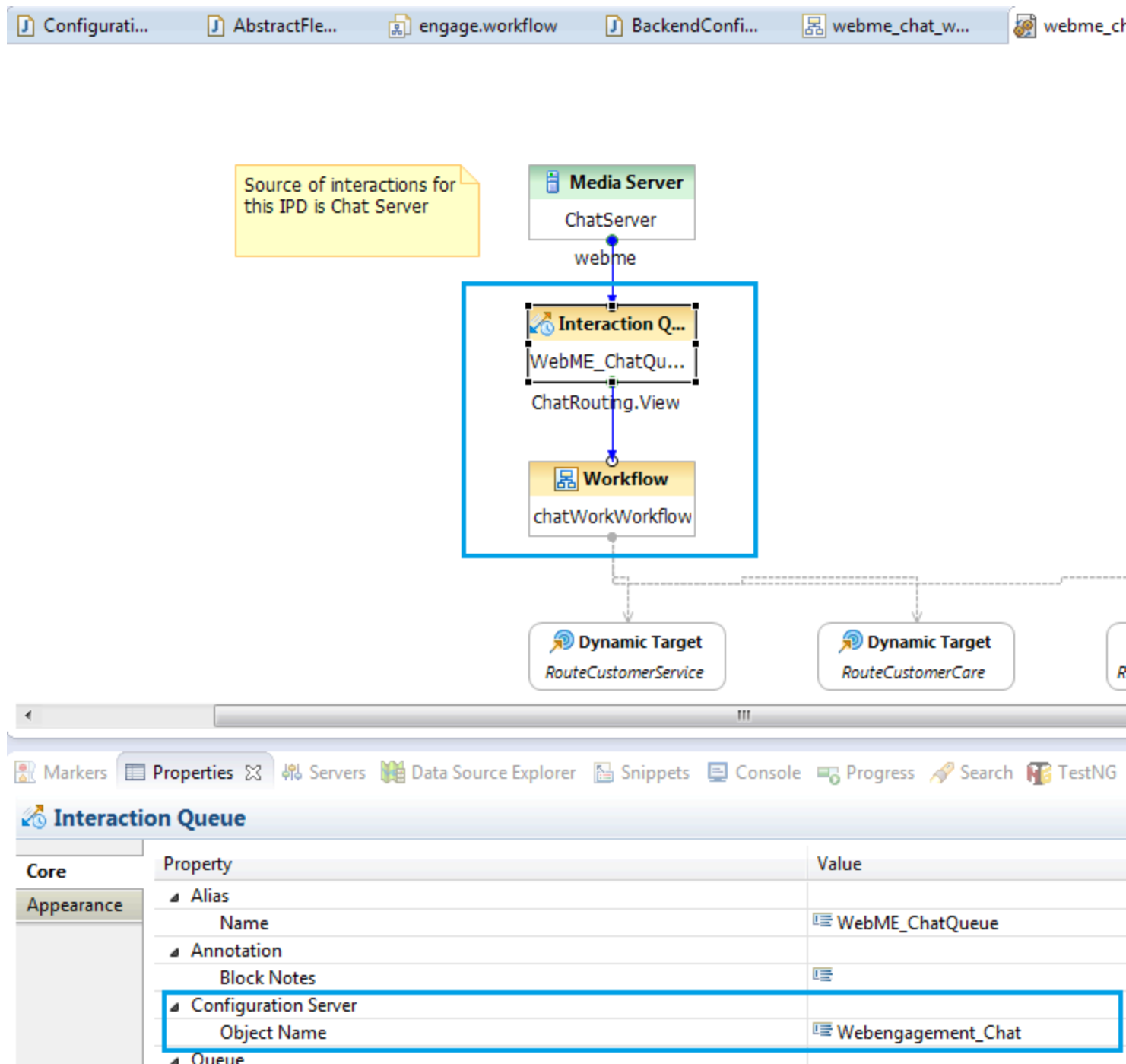
Configuration Options Permissions Dependencies Alarms

New Delete Export Import

Name	Section	Option
Filter	Filter	Filter
log (11 Items)		
security (3 Items)		
service:pacing (7 Items)		
service:wes (8 Items)		
service:wes/wes.connector.chatServer.identifyCreateContact	service:wes	wes.conne
service:wes/wes.connector.chatServer.queueKey	service:wes	wes.conne
service:wes/wes.connector.chatServer.queueWebengagement	service:wes	wes.conne
service:wes/wes.connector.chatServer.refreshPeriod	service:wes	wes.conne
service:wes/wes.connector.chatServer.requestPoolSize	service:wes	wes.conne
service:wes/wes.connector.chatServer.sessionRestoreTimeout	service:wes	wes.conne
service:wes/wes.connector.interaction.copyUserData	service:wes	wes.conne
service:wes/wes.connector.interactionServer.wcb.queueSubmit	service:wes	wes.conne

The Interaction Queue.

The interaction process pulls interactions from this queue and sends them through the chat workflow:



The chat workflow

Important

If you decide to change the value of

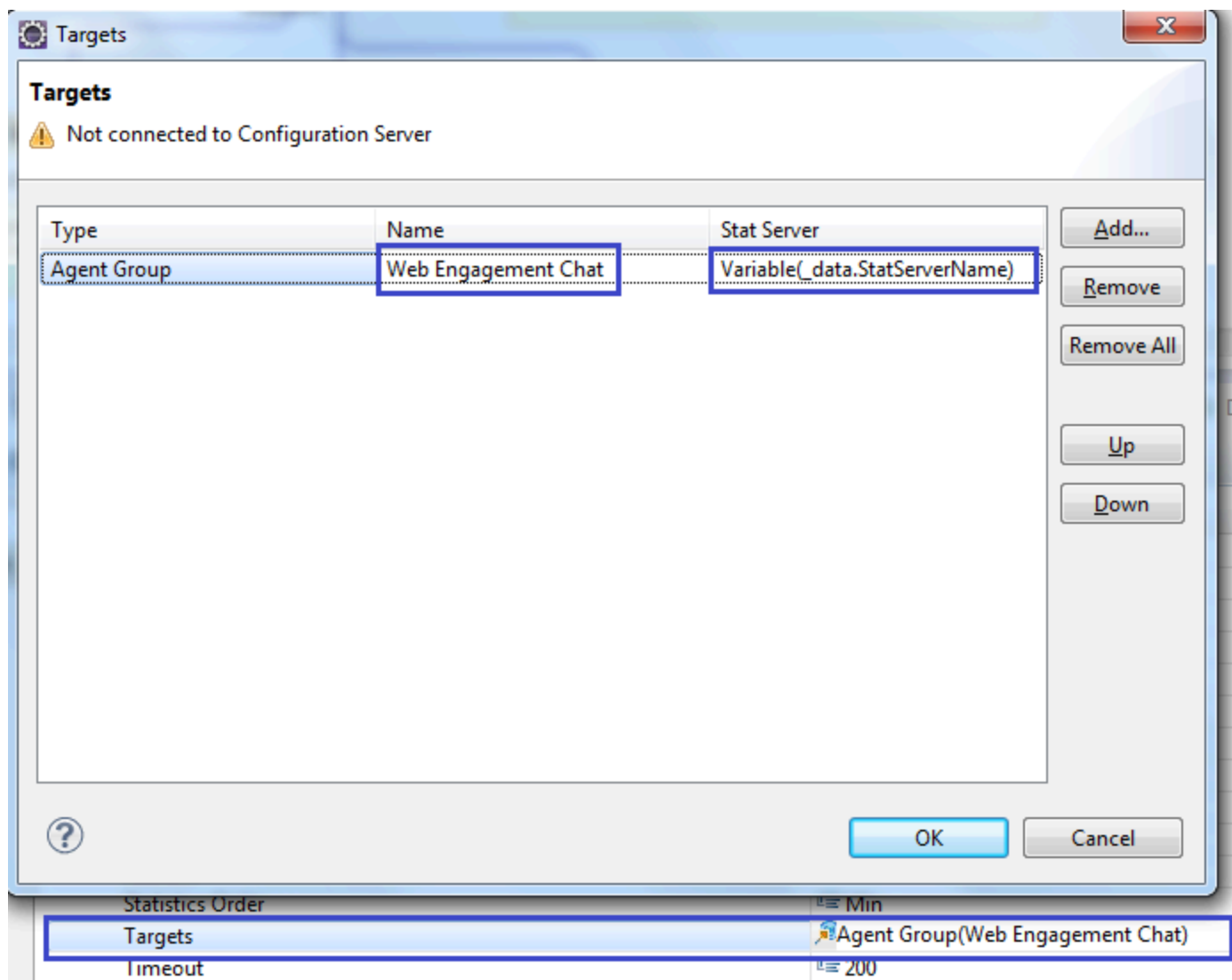
`wes.connector.chatServer.queueWebengagement`, make sure to also adjust the name of the queue in the Chat Routing strategy.

The default Chat Routing strategy is straightforward and includes the following highlights in the workflow:

1. Obtain information from the User Data of the chat interaction that is being routed. See the **AssignCategory** block in the Chat Routing Strategy for details.
2. Send messages to the chat session from the routing strategy. See [Sending Messages from the Chat Routing Strategy into the Chat Session](#) for details.
3. Branch the workflow based on categories obtained from the chat interaction User Data. See the **BranchingByCategory** block for details.
4. Route to skill-based Virtual Groups. See the **RouteCustomerServer** and **RouteCustomerCare** blocks for details.
5. Route to a static Agent Group. See [Routing to a Static Agent Group](#) for details.

Routing to a Static Agent Group

When you plan to route an interaction to a static Agent Group, you should specify the name of this group and the name of the Stat Server in the Target property of the **RouteInteractionDefault** block.



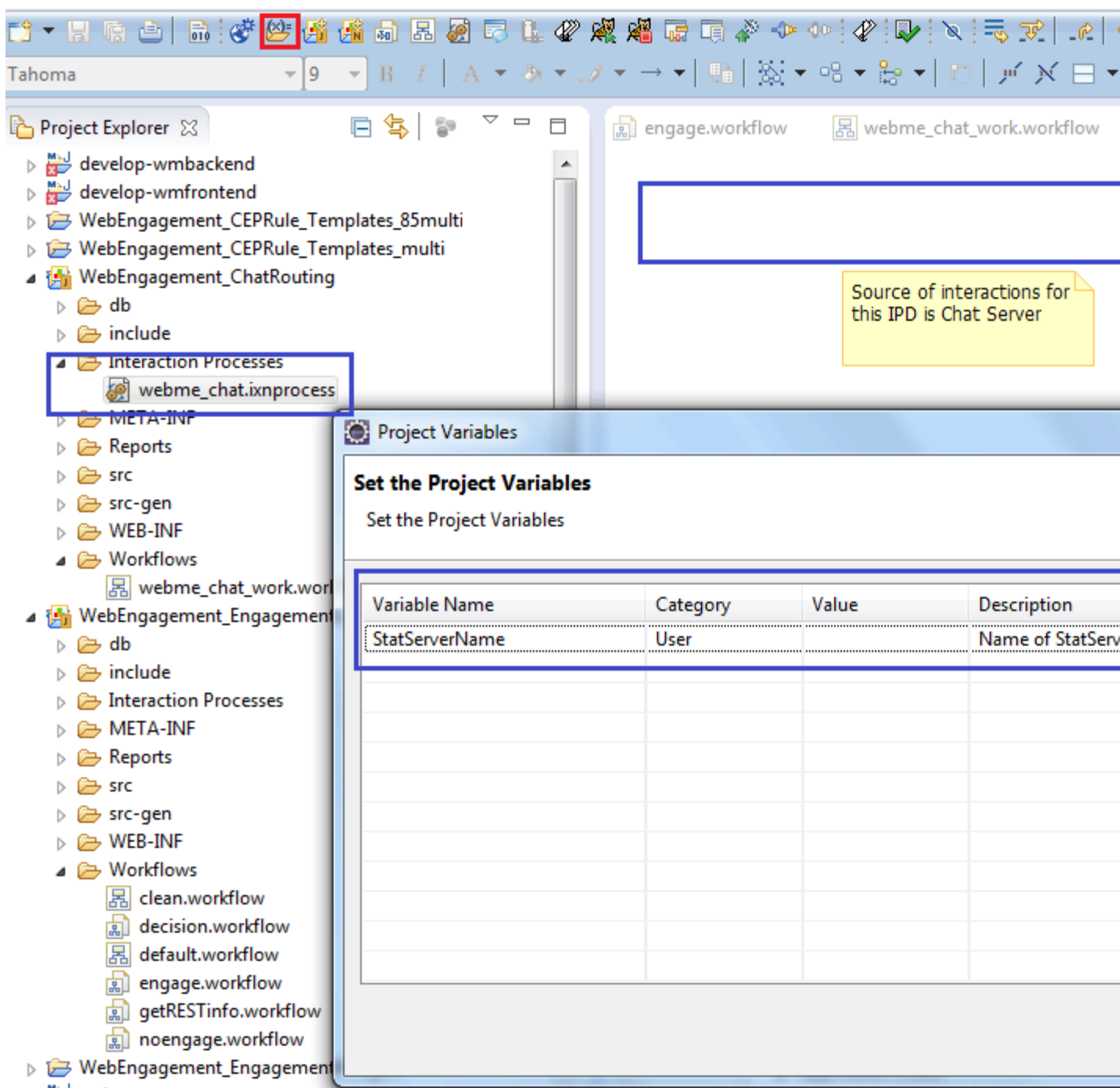
The Target property of the **RouteInteractionDefault** block.

In the image above, the Stat Server name is specified through the `Variable(_data.StatServerName)` variable. You can define this variable, or others like it, in Composer and Genesys Administrator.

Specifying Variables in Composer

Start

1. Double click the interaction process - in this case, `webme_chat.ixnprocess`.
2. Make sure that there are no elements selected in the opened interaction process.
3. Access the interaction process variables by clicking "Access Project Variables", marked with a red square in the image below:



Access the project variables

In the image above, the StatServerName variable is used in the default Chat Routing strategy.

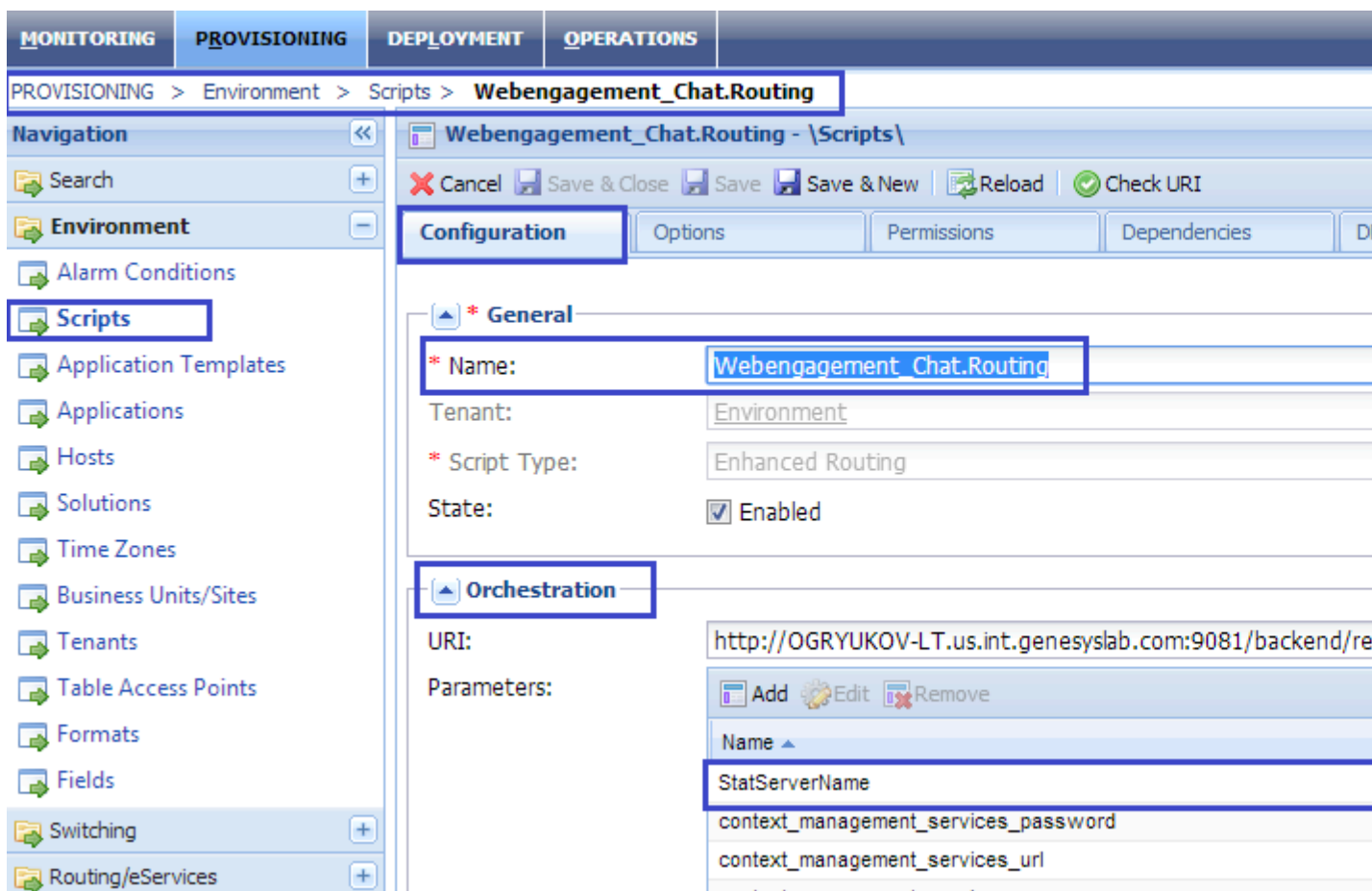
End

Specifying Variables in Genesys Administrator

The StatServerName parameter is set automatically by the **Provisioning Tool** when you install Genesys Web Engagement, but it can be changed manually.

Start

1. Navigate to Provisioning > Environment > Scripts and find the script with the entry-point Interaction Queue. In this case, the script is Webengagement_Chat.Routing.
2. In the Configuration tab, open the Orchestration section.
3. Now you can see a list of parameters that are passed into the Chat Routing strategy, including StatServerName.



The StatServerName parameter.

End

Sending Messages from the Chat Routing Strategy into the Chat

Session

There are times when you might need to send messages into the chat session directly from the routing strategy. For example, this could be additional information messages, advertising messages, and so on.

The default Chat Routing strategy contains an **External Service** block that provides this functionality:

The screenshot displays the Engage workflow editor with the following components:

- Workflow Diagram:**
 - Entry Entry1:** Starts the application and initializes system and user variables.
 - Assign AssignCategory:** Assigns a category to a variable 'categories' based on user data parsing.
 - External Service SendMsgToChat...:** Sends a message into the chat session before it is routed to an agent. This block is highlighted with a blue border.
- Callout Boxes:**
 - Entry block is used to began an application, and to define and initialize system(predefined) and user(custom) variables
 - Assign block is used to assign a category to a variable 'categories', depending on user data parsing
 - It is possible to send message into chat session prior it is routed to an agent. Enable this block to turn on demonstration of this feature
- External Service Properties Window:**

Property	Value
Alias	
Name	SendMsgToChatSession
Annotation	
Block Notes	
Exceptions	
Exceptions	
External Service Details	
Application	Chat Server()
Method Name	Message
Method Parameters	MessageText= 'You can specify post
Service Name	Chat
Service Timeout	10

The External Services block lets you send message from the routing strategy.

Important

The **External Service** block is disabled by default.