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Developer's Guide

Integration with Second-Party and Third-Party Media

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Integration with Second-Party and Third-Party Media

Contents

- 1 Integration with Second-Party and Third-Party Media
 - 1.1 Overview
 - 1.2 Second-Party Media Integration
 - 1.3 Third-Party Media Integration
 - 1.4 Examples

Overview

The Genesys Web Engagement solution integrates with second-party and third-party media to extend the Web Engagement capabilities beyond what is available with the basic GWE installation. The key integration points for both media types are the **Notification Service** or **proactive invitation**:

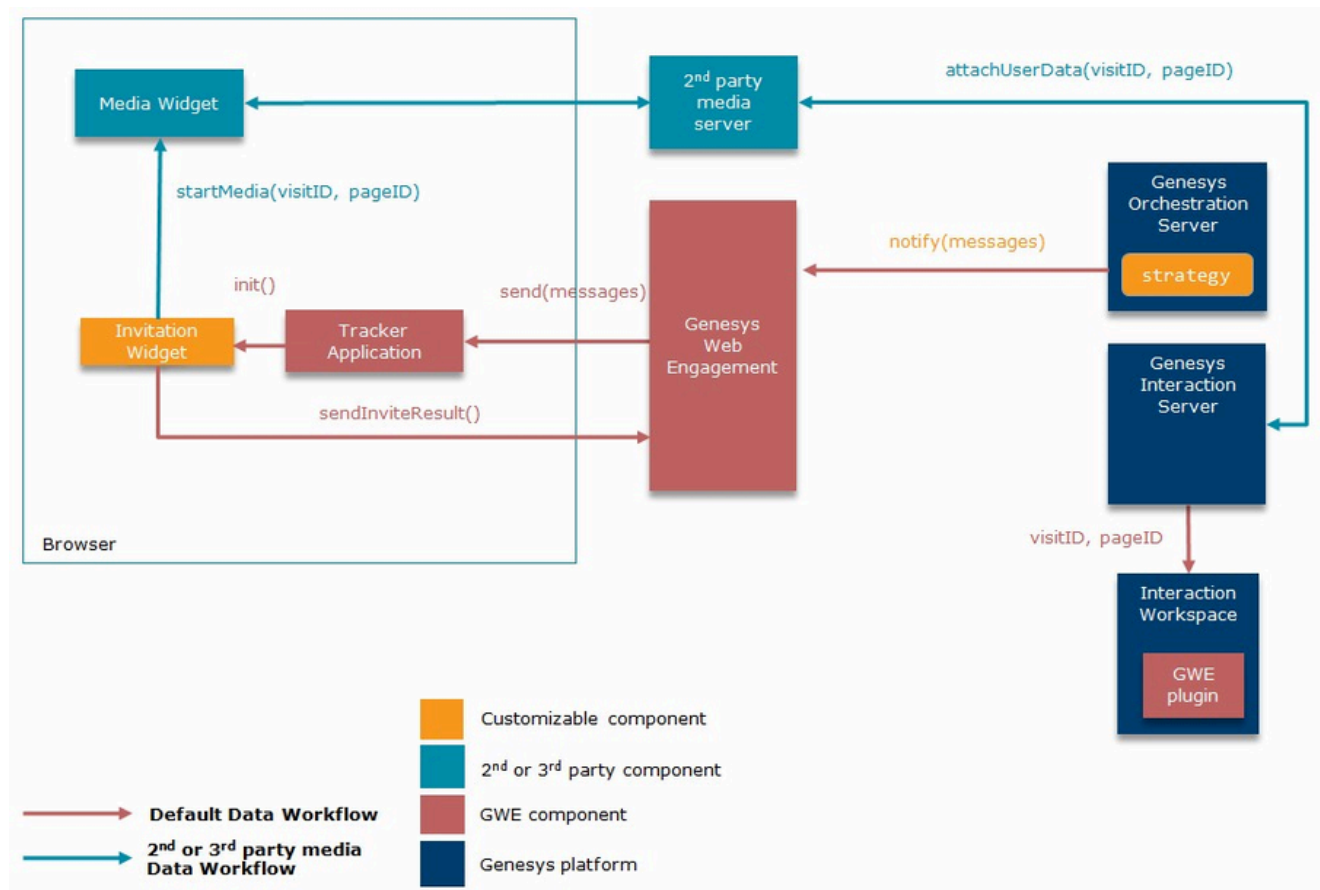
- **The second-party media** is a first-class citizen in the Genesys platform that can carry extra business attributes (attached data), like **visitID**, **pageID**, and so forth, for operational and reporting purposes. The key differentiator is that the second-party media is processed by Genesys components like Interaction Server. The principle of the integration is simple — taking control of the **proactive invitation** and **Notification Service**. Examples of second-party media include **GWE Chat**, **Genesys Mobile Services (GMS) Chat**, and **Web API Chat**.
- **The third-party media** is provided by third-party services that are not tightly integrated with the Genesys cross-channel platform (particularly with Interaction Server). The integration with third-party media boils down to taking control of the **proactive invitation**, which is part of the **Notification Service**.

The **proactive invitation** (represented by the **Invitation Widget**) is the key integration point that should be used when you need to overlay the widget on a page. The **Notification Service** should be used in all other cases.

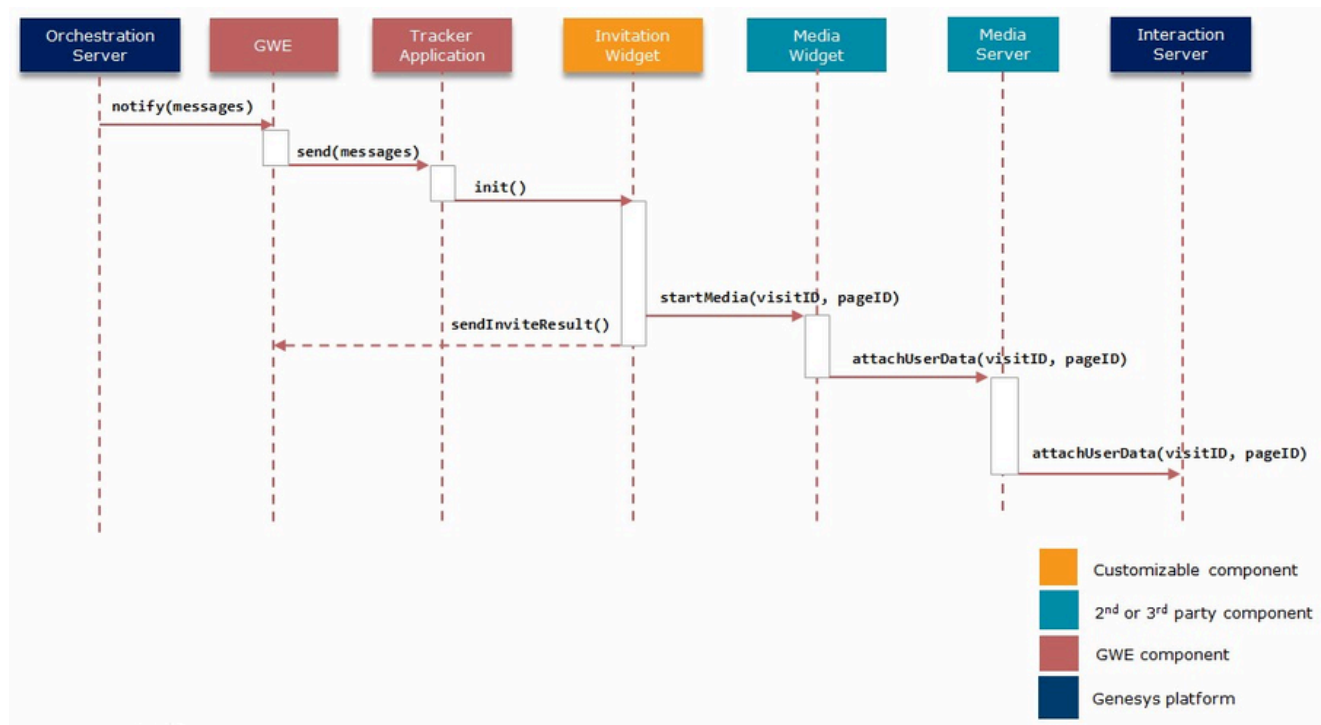
Second-Party Media Integration

In order to integrate with second-party (Genesys) media, the media widget and media server components must propagate the Web Engagement **visitID** and **pageID** attributes to the interaction as attached data. You can get the **visitID** and **pageID** in the widget through the public Monitoring JS API (`_gt.push(['getIDs',callback])` method). You should also attach a key-value pair with a key of **webengagement**. The value can be any string, even an empty one. For reporting purposes, this key will be considered as the sign of a proactively created media interaction.

The diagram below shows an example of the data flow between components in a second-party media integration. Web engagement is initiated by Genesys Orchestration Server (ORS), which sends a notification to Genesys Web Engagement. As a result, the custom Invitation Widget appears in the browser. After the invitation is accepted by the user, the Invitation Widget passes the Web Engagement attributes (**visitID** and **pageID**) to the Media Widget. The third-party media server then starts a new interaction with the attributes as attached data. Based on this data, the Web Engagement Plug-in for Interaction Workspace can provide the browser history of the current user and other information.

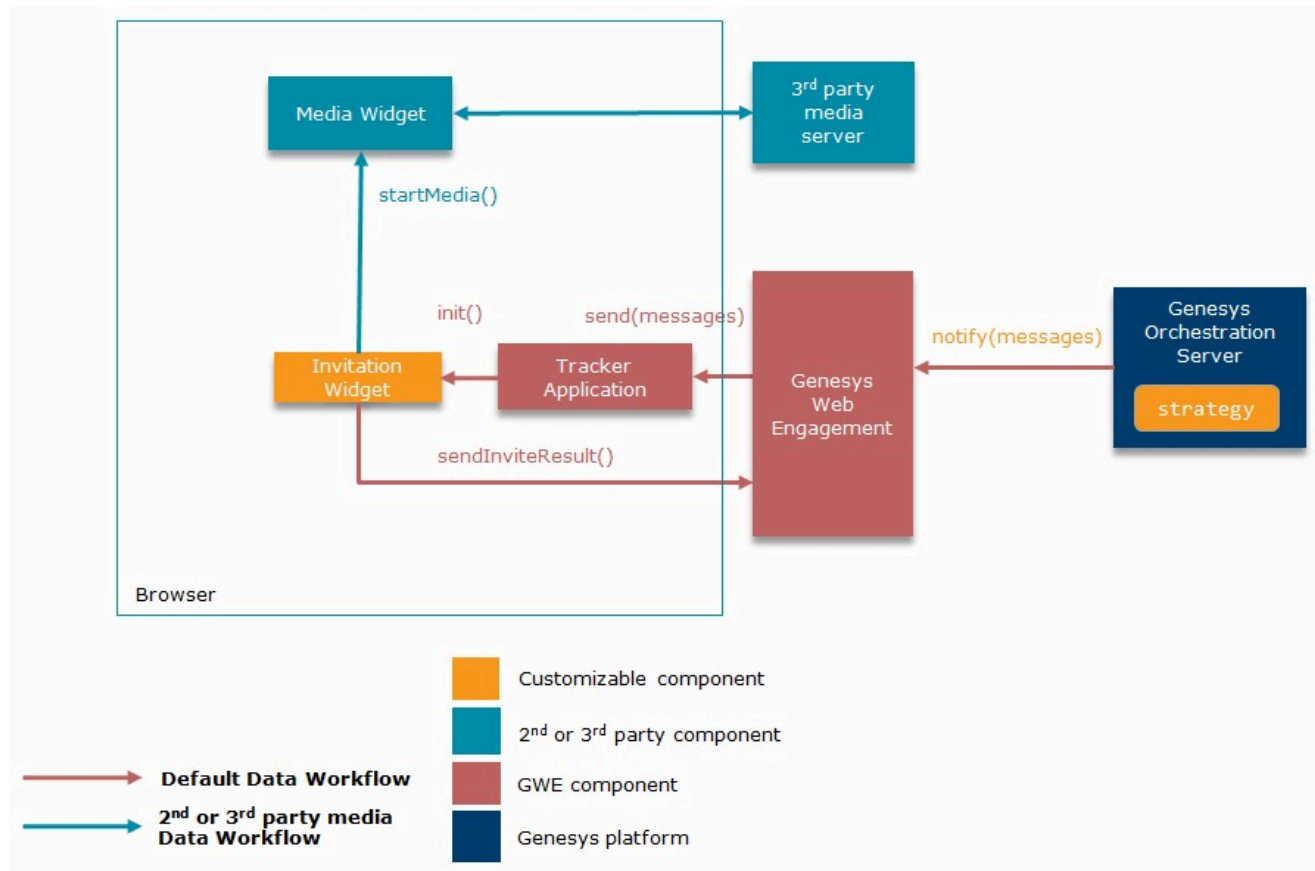


Here is another view of the data flow in a second-party media integration, shown in a sequence diagram:



Third-Party Media Integration

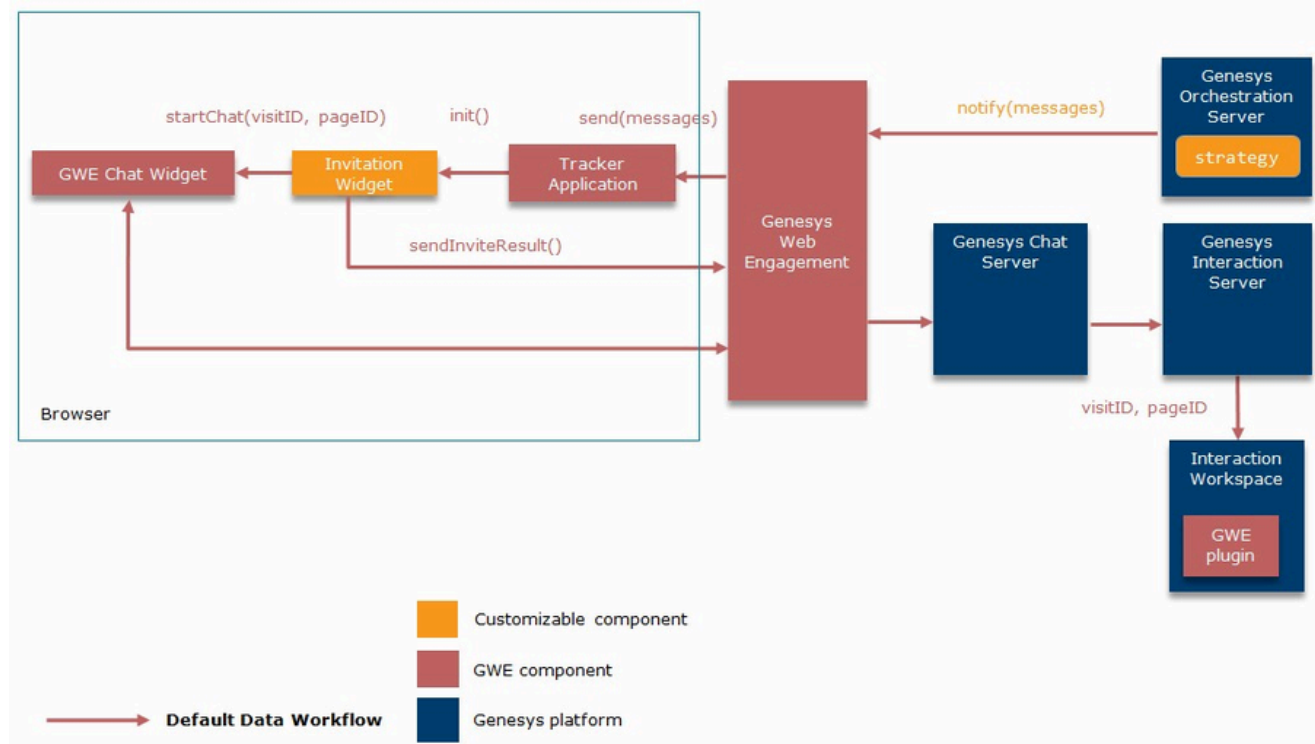
The diagram below shows an example of third-party media integration. Web engagement is initiated by ORS, which sends a notification to Genesys Web Engagement by using the **Notification Service REST API**. As a result, the custom Invitation Widget appears in the browser. After the invitation is accepted by the user, the Invitation Widget initiates the Media Widget. The third-party media server does not create an interaction in Genesys Interaction Server as it does in the second-party media integration scenario, but the same customization points are still available: **Notification Service** and **proactive invitation**.



Examples

GWE Chat Integration

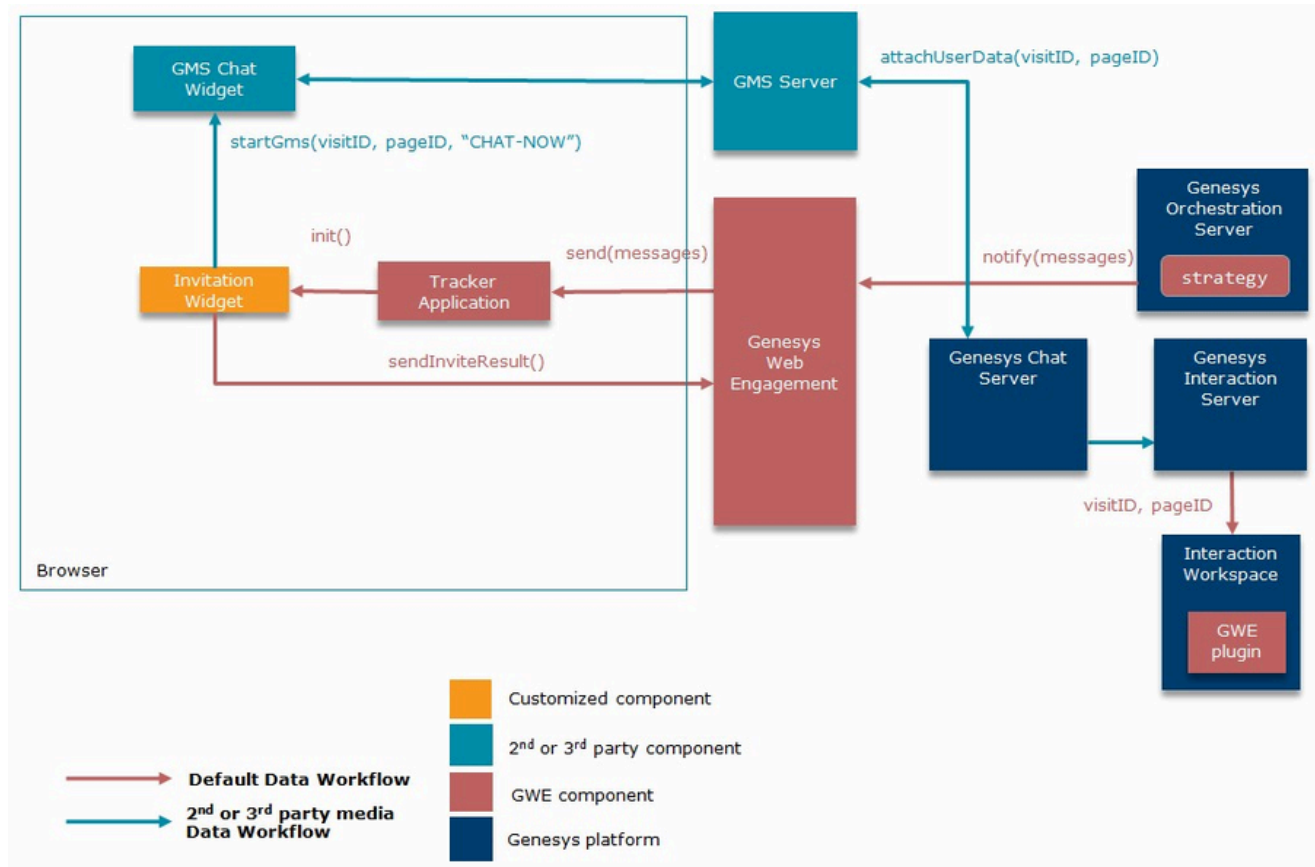
Genesys Web Engagement chat and callback use the same integration path as described in the Second-Party Media Integration section:



GMS Chat Integration

Let's look at how to integrate the second-party chat offered by Genesys Mobile Services instead of the standard Genesys Web Engagement chat. In this example, we use the **GMS Chat Widget** and initiate a chat session when the user accepts the proactive invitation.

The diagram below shows the data flow between components involved in the integration:



To integrate GMS with Genesys Web Engagement, we need to modify the following:

- GWE Proactive Invitation
- GWE Engagement Logic Strategy
- GMS Chat Widget

GWE Proactive Invitation

The proactive invitation is represented by the **invite.html** file (see [Invitation Widget](#) for details), but Genesys recommends that you make a copy of this file to modify for the integration. In this example, we use a copy called **inviteGMS.html**.

In this file, we need to change how the invitation reacts when it is accepted by a visitor. We can do this in the `onAccept()` function, which checks the invitation type and calls either `startChat()` or `startCallback()`. Since we want to integrate chat, we need to replace the standard `startChat()` with our own function called `startGms()`. This function opens the GMS Chat Widget window (**indexGPE.html** — we will create this file in the [GMS Chat Widget](#) section below) and passes the `gmsScenario` variable.

```
...
function startGms(gmsScenario) {
    openWindow(
        'http://<GMS Host>/genesys/admin/js/sample/cb/indexGPE.html',    // Customized GMS
    );
}
```



```
widget
    'GMS',
    gmsScenario
);
}
function onAccept() {
    log('onAccept()');
    closeInviteDialogWindow();
    if (_config.type === INVITE_TYPE.CHAT) {
        startGms('CHAT-NOW'); // Start GMS 'CHAT-NOW' scenario
        sendInviteResult(INVITE_RESULT.ACCEPT_CHAT);
    } else if (_config.type === INVITE_TYPE.CALLBACK) {
        startCallback();
        sendInviteResult(INVITE_RESULT.ACCEPT_CALLBACK);
    } else {
        error('Invitation type not defined');
    }
}
...

```

Important

You can add callback integration the same way. Replace the `startCallback()` function with your own appropriate function in the `onAccept()` handler.

GWE Engagement Logic Strategy

In the previous section we made a new invitation widget for GMS chat, called **inviteGMS.html**, and now we need to modify the Engagement Logic Strategy to use this widget. The final notification message should look like the following:

```
...
var notification_message = [ {
    'page': event.pageID,
    'channel': 'gpe.appendContent',
    'data': {
        'url': '/frontend/resources/inviteGMS.html'
    }
} ];
...

```

Important

For more information about Engagement Logic, see [Start Engagement as a Result of the Engagement Logic Strategy](#).

GMS Chat Widget

The GMS Chat Widget is represented by the **index.html** file, which is included as part of the [GMS Javascript \(Web\) Sample](#). Again, Genesys recommends that you make a copy of this file to modify for

the integration. In this example, we use a copy called **indexGPE.html**.

The GMS Chat Widget is an HTML page that can be loaded as either an iframe or a pop-up, which makes it simple to pass additional data through URL variables. In the [GWE Proactive Invitation section](#), we added the `gmsScenario` variable to the URL in the `startGms()` function. Now we need to change the GMS Chat Widget so that it automatically starts the GMS scenario defined in that variable.

First, we need to get `gmsScenario` from the URL:

```
...
function getUrlVars (name) {
    var vars = [], hash, i,
        hashes = window.location.href.slice(window.location.href.indexOf('?') +
1).split('&');
    for (i = 0; i < hashes.length; i += 1) {
        hash = hashes[i].split('=');
        vars.push(hash[0]);
        vars[hash[0]] = hash[1];
    }
    return vars[name];
}
...
```

Next, we need to change the scenario name and connect to GMS Server:

```
...
function gpeStartScenario() {
    var scenario = getUrlVars('gmsScenario') || 'CHAT-NOW'; // Fetch scenario name.
Default is 'CHAT-NOW'
    $('#settings [name=service_name]').val('samples_new'); // Example GMS Service
    $('#scenario').val(scenario); // Set scenario name

    connect(); // Connect to GMS
}
...
```

Finally, we need to add the required parameters (**visitID** and **pageID**) to the `connect()` function, which is responsible for setting up the connection to GMS Server:

```
...
function connect(e) {
    // get data from ui
    var headers = new Object();
    headers.gms_user = $('#user_name').val();
    var params = new Object();
    params.first_name = $('#first_name').val();
    params.last_name = $('#last_name').val();
    params._provide_code = $('#provide_code').val();

    params.visitID = getUrlVars('visitId'); // Required parameters
    params.pageID = getUrlVars('pageId'); // Required parameters

    var scenario = $('#scenario').val();
    if ($('#scenario').val() == "VOICE-SCHEDULED-USERTERM") {
        params._desired_time = $('#available_time_slots').val();
    }
    var serviceName = $('#service_name').val();
    var serviceUrl;
    var responseHandler = onResponseReceived;
    if (scenario == "REQUEST-INTERACTION") {
        serviceUrl = 'request-interaction';
    }
}
```

```
        // request interaction requires _phone_number instead of _customer_number as
required by callback
        params._phone_number = $('#contact_number').val();
        responseHandler = onBuiltinCallbackResponseReceived;
    } else if (scenario == "REQUEST-CHAT") {
        serviceUrl = 'request-chat';
        params._customer_number = $('#contact_number').val();
        responseHandler = onBuiltinCallbackResponseReceived;
    } else {
        serviceUrl = 'callback/' + serviceName;
        params._customer_number = $('#contact_number').val();
    }
    // post data
    gmsInterface.createCallback(scenario, $('#url').val(), serviceUrl, params, headers,
responseHandler);
    //gmsInterface.call_agent();
}
...

```

Now that we've customized the GMS Widget, it can be started automatically with a connection to GMS Server in `gpeStartScenario()`.

```
// inside onready callback
gpeStartScenario();

```