MiContact Center Business

Integration of MiContact Center and Google Contact Center AI

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Overview

Google AI brings great customer experience along with a range of choices for quality enhancement and customer satisfaction. Mitel uses AI for vision, AI for translation, and AI for conversation, all built with Google's conversational AI technology. Employing this technology in conversations provides various benefits such as:

- Understand speech with accuracy
- Talk in a human-like voice
- Interact in a 'natural conversation' manner
- Deploy easily within existing workflows

By using the conversation capability of Google AI, Mitel is moving from IVR to a more human response, which makes interactions more effective and smoother. Google AI is easy to deploy because everything is on the Google infrastructure; so also, scaling up or down is quite easy.

Contact Center AI redefines the art of AI-powered conversations that scopes:

- Centralized Intelligence
- Ability to go off-script
- Versatile fulfillment

The core of Contact Center AI is about improved conversation and it is achieved through three components:

- Virtual Agent AI
- Agent Assist AI
- AI Analytics

Core Components of Google Contact Center AI

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This chapter contains the following sections:

- MiContact Center Business
- Contact Center Messenger

To integrate Contact Center AI with the Contact Center solution, there are three core components:

- MiContact Center Business
- Dialogflow
- Contact Center Messenger with Chat Overlay

2.1   MiContact Center Business

Mitel's omnichannel customer experience platform, MiContact Center Business, gives agents and supervisors the tools to manage today's omnichannel customer interactions.

MiContact Center Business encompasses everything that agents and supervisors need to deliver an exceptional customer experience. This includes routing, reporting, workforce management, and workforce optimization.

It provides a single interface that allows agents to respond, to chat, to send voice and email messages, and use other digital interactions in a consistent manner. The omnichannel capabilities ensure high-quality customer experience across all these channels. The supervisor can support, monitor, and report on items, handling all enquiries from a single place.

2.2   Contact Center Messenger

Mitel's Contact Center Messenger on the Chat Overlay interface provides next-generation chat experience over the core Contact Center chat component.

Mitel's Contact Center chat engine allows you to deliver quality digital customer experiences across whichever channel your customers prefer to use; whether it is Chat Overlay deployed on customs website or it is through social media messaging integrations.

Contact Center Messenger enables the rich chat experience that consumers are demanding.

2.2.1 Chat Overlay

Chat Overlay is a customizable customer-facing web chat interface for Contact Center Messenger, specifically designed for ease of deployment.

Chat Overlay connects with Contact Center messenger to allow customers to add web chat to internal and all public-facing websites. It is designed from the ground up to be easy for customers to deploy and customize. Contact Center Messenger also provides a web-based administration interface with designing and customizing options for managing how Chat Overlay looks and works.
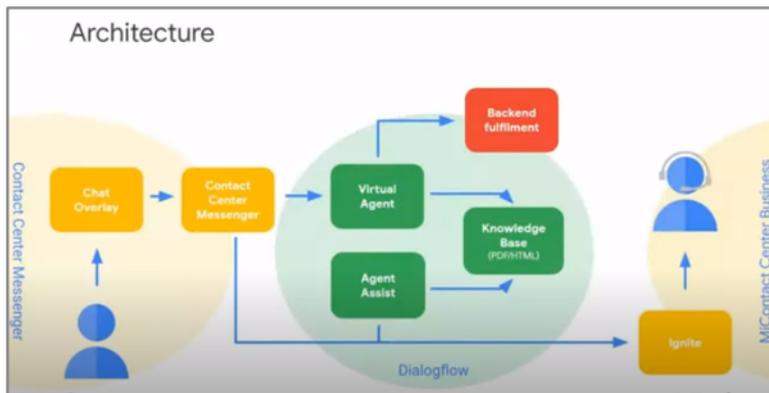
2.2.2 Dialogflow

Google's Dialogflow enables Natural Language Processing (NLP). It is a conversational AI platform that takes care of the challenge of understanding natural speech. It allows text and voice-based conversations to be presented in such a manner that they sound and feel natural.

The platform provides a powerful, yet accessible framework for creating conversations, and applications that enable immense customer service capabilities— particularly suitable for the Contact Center environment. It helps quickly and easily integrate AI into the Contact Center platform and enables live handoff of conversations from the virtual agent to human agents without the loss of context.

High-Level Design of MiContact Center with Google AI

Following is a high-level summary of how MiContact Center works with Google AI.

- Customer interacts through the Chat Overlay widget deployed on the customer's website.
- Messages are passed through the Contact Center Messenger, which gets the virtual agent into the conversation.
- The virtual agent powered by Dialogflow can generate responses both from back-end fulfilment services and knowledge bases that contain useful information.
- Any customer query that must be passed to a human agent is directly passed to the human agent from Contact Center messenger. The human agent receives this interaction through ignite (Ignite is an agent interface for MiContact Center Business).

Integrating MiContact Center with Google AI (CCAI)   **4**

This chapter contains the following sections:

- Prerequisites
- MiContact Center Business
- Dialogflow
- Contact Center Messenger

4.1   Prerequisites

The following table summarizes the prerequisites for deploying Contact Center AI with MiContact Center Business.

MiContact Center Business	- Customers need multimedia Agent licenses, to allow users to respond to any chats that are handed off by the virtual agent. - Existing customers using the legacy chat implementation must have rights to access the Command-Line Interface (CLI) on the website for Contact Center Messenger chat. - Virtual Agent available from MiContact Center Business Release version 9.2 or later is required. - Agent Assist available from MiContact Center Business Release version 9.2 SP1 or later is required.
Dialogflow	- Dialogflow – The customer will need a Google Cloud Platform Project; this is where the Dialogflow exists, and where the Dialogflow API must be enabled. - Customer must sign up for Dialogflow Enterprise Edition (Essentials/Plus). - A Mitel service account must be created for each customer (during the activation process) granting the customer necessary permissions for accessing the agent within the customer's account. - To access the Contact Center AI APIs, the GCP Project must be placed in the allowed list through Mitel

Contact Center Messenger and Chat Overlay	• Chat Overlay does not require additional license as it is included as part of self-assurance, full multimedia Contact Center. • All modern browsers are supported for accessing Chat Overlay through mobile and web access. • For website integration, Java script code snippet is needed. This is available from the same web-based administration portal. • For Contact Center messenger, you must create a CloudLink account for your customer. You must have at least one administrator access within the customer's CloudLink account. The same credentials will be used to access the Chat Overlay configuration tool. • CloudLink must be enabled for the MiContact Center Business instance for customers who have CloudLink account created through YourSite Explorer.

To integrate Google AI with MiContact Center, the MiContact Center virtual agent must be integrated with MiContact Center Business. You need to configure each component discussed in the preceding sections for this integration. The required setup is in the following order:

1. Configure the human agent routing through YourSite Explorer of MiContact Center Business.
2. Configure the Virtual agent within a Dialogflow. This is done on a GCP Project of the customer.
3. Create Chat Overlay and integrate the Contact Center AI to both the Virtual Agent and the human agent.

4.2   MiContact Center Business

Human agent routing is configured through YourSite Explorer. You must verify the CloudLink environment status and configure the media servers, inbound chat routing, the agent groups, and the queues that are necessary to route any interactions that are handed off through a human agent.

To configure the Contact Center environment for conversations that require human assistance, perform the following steps in YourSite Explorer:

1. Log in to **YourSite Explorer**, go to **Enterprise** and select **CloudLink**.
2. Click **Connect to CloudLink**. The CloudLink login page opens.

3. Enter the CloudLink credentials and click **Login**.

4. In **Your Site Explorer**, click **Media Server** and create a new chat media server.

   For details on how to create a chat media server, see *Multimedia Contact Center Installation and Deployment Guide*.

5. Select the **Enabled for CloudLink** check box to enable chat media for CloudLink and click **Save**.

6. Click **Chat** and click **Inbound Routing** for the chat media server. By default, any new chat interactions will be routed through the destination queue variable.
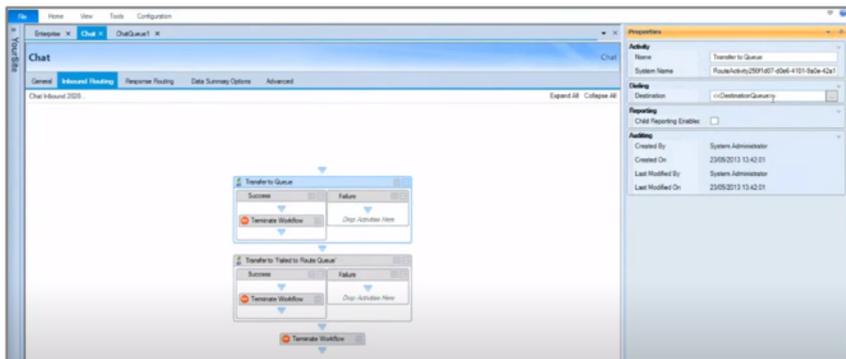
7. Click **Chat Queue** and check the chat queue that is configured for the inqueue routing to ensure that it is configured to send chats through to the chat team of agents.

8. Click **Queue Tools** menu and click **Copy queue ID**.

> 🛈 **Note**:
>
> Queue ID is the unique identifier for the queue; this identifier will be used while configuring a Chat Overlay.

4.3   Dialogflow

Create a Dialogflow for the virtual agent experience and add knowledge base content that will be used by the agent assist.

1. Configure the GCP project that enables the API settings.

2. Check the permissions of the allow list.

3. Create the Dialogflow plugin: Add intents, fulfillments, and knowledge.

**4.** Create MiBot that is the MiTeam meetings assistant.

> **ⓘ Note**:
>
> For performing all the above tasks, we can use a sample Dialogflow agent, that is MiBot. MiBot is an example of a configurable help for Mitel MiTeam meetings, video collaboration, and application configuration. We use MiBot as a reference example to configure Dialogflows. The sample code for this will be available from Mitel's own GitHub repository.

4.3.1   Configure GCP Project and Enabling the API Settings

To configure a Virtual Agent, you need a Dialogflow. The Dialogflow agent is built in the customer GCP project. Therefore, you must ensure that the project is otherwise ready to configure.

1. Go to the **Google Cloud Platform** console and enter Dialogflow API in the **Global Search** menu. The Dialogflow API page opens.

2. Click the **ENABLE API** button.

3.
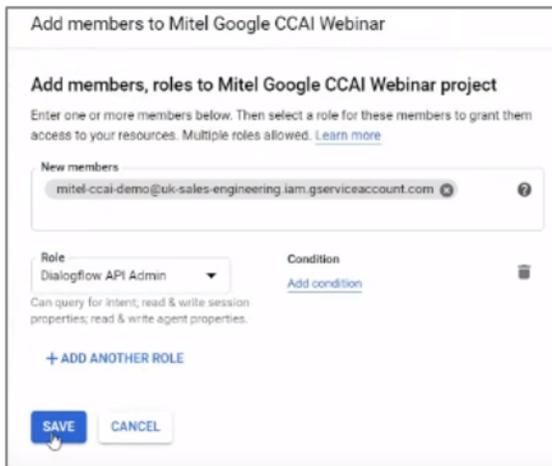Click the icon [icon] and click **IAM & Admin**.
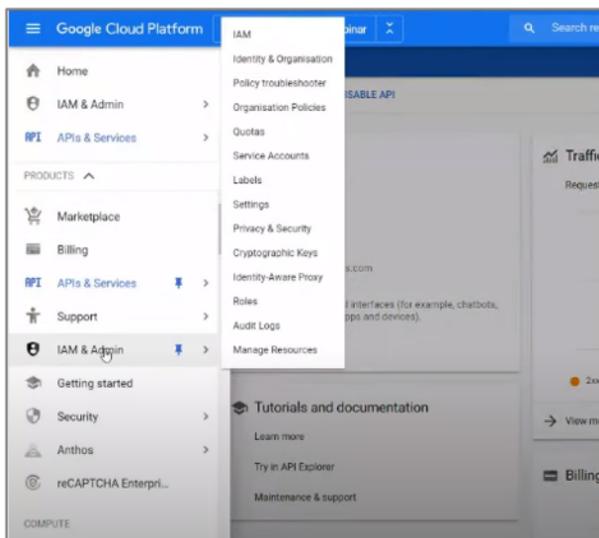
4. In the **IAM & Admin** page, click **Add**.

> ℹ️ **Note**:
>
> These Mitel account details will be provided during the activation process.

5. Enter the name of the machines in the **New members** field.

6. Enter **Dialogflow API Admin** to select a role from the drop-down list.
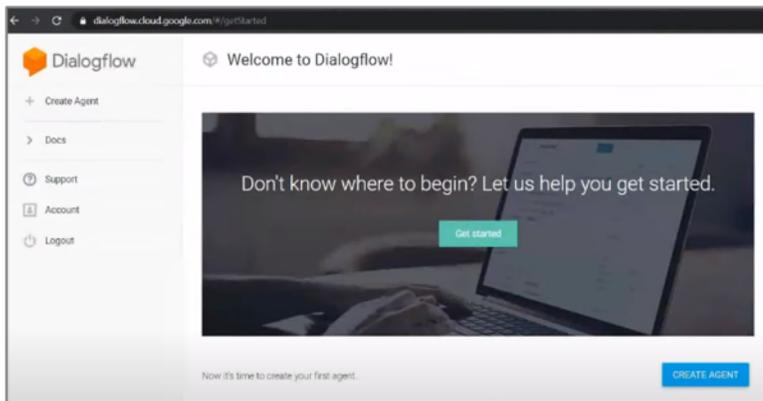
7. Click **Save**.

4.3.2 Adding to the Allow List

You must request Mitel to add the GCP project to the allow list to enable Contact Center AI functionality that is now available with a standard Dialogflow. This is part of the activation process.

4.3.3 Creating Dialogflow Agent

1. Log in to *Dialogflow.com* and click **Go to Console** at the top right corner.
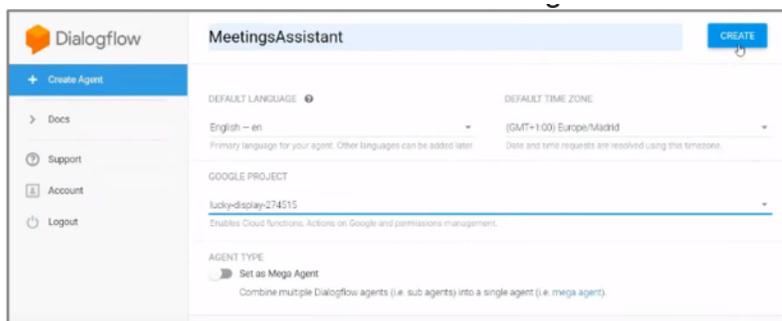
2. Click **CREATE AGENT**.

3. Enter an agent name.
4. Select the **GCP Project** from the **Google Project** drop-down list.
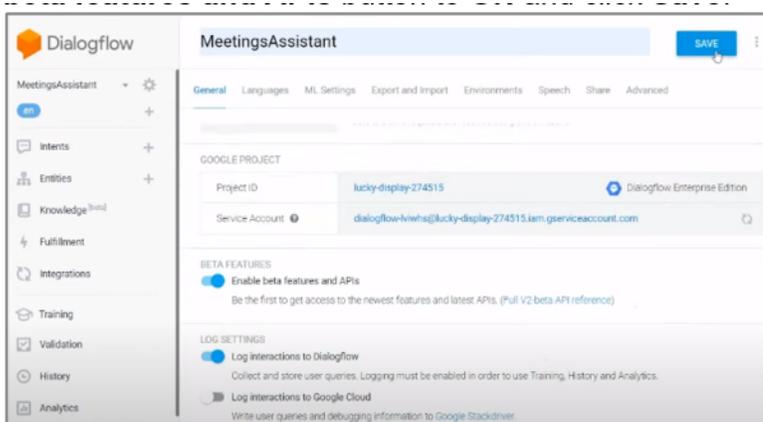**5.** Click **Create**. This will create a default agent.

For the Contact Center AI, you need to sign up for the Dialogflow enterprise edition plans.

6. Click **Standard > Upgrade** and select one of the Upgrade editions plans by clicking **Select Plan**.

7.
Click the settings gear icon ⚙, , and in the General tab, toggle the **Enable beta features and APIs** button to **ON** and click **Save**.

> ℹ **Note**:
>
> This creates a default virtual agent this will just say Hello. You need to customize the application before it can go live. There are many ways to do this. Developing virtual agents can be handled by customers themselves, by the Mitel Partner in the Mitel Service Organization who will have the necessary skills, or by any organization that the customer chooses to engage with.

4.3.4   Configuring Virtual Agents in Dialog Flow

In this section, we will see how to configure a Virtual Agent in Dialogflow in order to:

- Use data provided by Chat Overlay to customized responses.
- Reply to customers with Static Responses configured on the intent.
- Generate Rich Dynamic Responses, thereby performing external actions by using fulfilments.
- Access FAQs and answers through Knowledge Base Connectors.
- Request conversations to be transferred to human agents.

To configure a Virtual Agent in Dialogflow:

1. In the **Dialogflow** page, click **Export and Import** and then click **IMPORT FROM ZIP**.
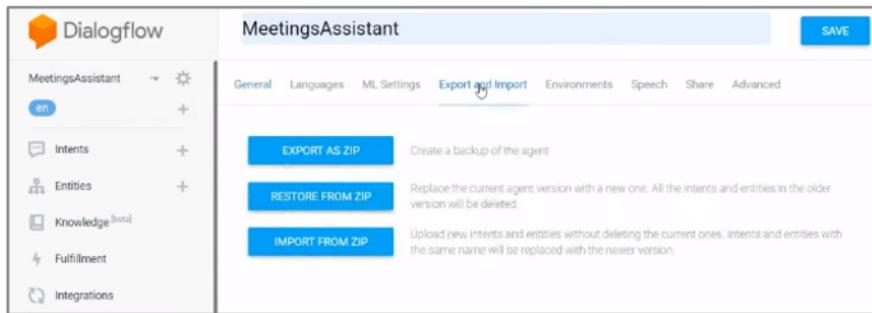
2. Click **Select File** and browse the agent file. Type IMPORT in the description and click **Done**. This uploads the Agent.

3. Click **Intents**. A default Welcome Intent is created.
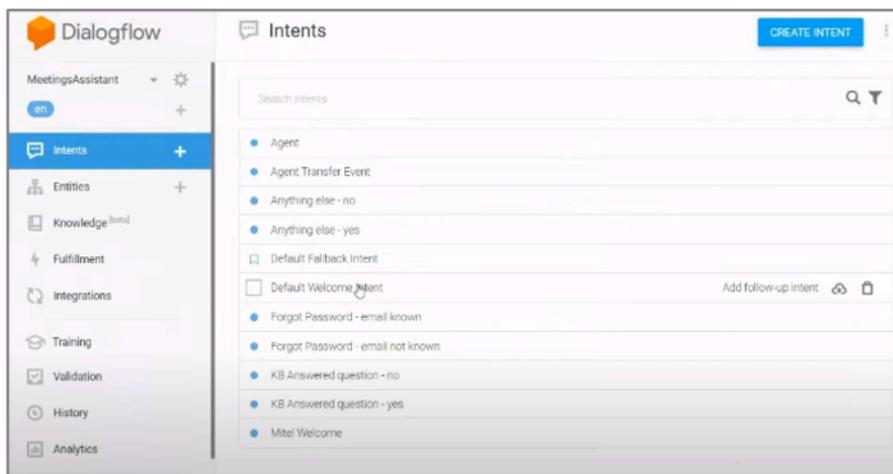
This will respond only if the customer says *Hi* first. Once the customer begins the web chat, an immediate response greets them. This comes from the default Welcome Intent.

4. Click **Create Intent** to create your own greeting and static responses. You can type the response in the **Text Response** field and click **Save**.

5. In **Fulfillment**, toggle the **Enable webhook call for this intent** to reply with a more dynamic response to the Dialogflow as the reply to the customer. This webhook will be hosted to the external project.

Fulfillment also allow interaction with external systems. You can generate "Rich Dynamic Responses" for agents and specify how you fulfill customer requests by interacting with external systems. For example, you can check customer details or purchased tickets, and confirm order status. In addition, you can generate customers responses that represent the Rich Contact Center messenger contacts and the extension cards.

6. To edit a fulfillment, click **Fulfillment** from the **Dialogflow** menu, and edit or paste the code in the Inline Editor.

   Code samples are in GitHub that can run this configuration and deploy independently.

7. Click **Deploy**.

8. Toggle the **Live agent handoff** button to ON to handoff the conversation to the human agent in the intents.

   When the conversation is handed over to the human agent, the interaction is passed to the agent through the Ignite Application of MiContact Center and the complete interaction is available to both the virtual and the human agent.

9. Click the **Knowledge** menu and then click **Add Response** to add a static response that includes the answer.

   Knowledge Connector is a knowledge base that helps answer customer queries with some useful related information and FAQs that help with responding to queries. You can also upload documents and URLs to the source of knowledge.

4.4   Contact Center Messenger

This section shows how a Chat Overlay is created and linked to virtual and human Agent. This includes the following major steps:

- Create a Chat Overlay in Contact Center Messenger.
- Add details to Virtual Agent Assist and Agent Assist configuration.
- Add Chat Queue details and customize the Chat Overlay.

This integration of Virtual Agents with Contact Center Agents takes place in the web-based tool Contact Center Admin.

1. Log in to the https://cc-admin.mitel.io console using your CloudLink account credentials or click the app launcher from the accounts portal to switch to CC-Admin.

2. Click **Create** to create a new **Chat Overlay**.

3. Enter a name for the **Chat**.

4. Enter a label for the **Chat Widget**. This field sets the text that is displayed on the chat widget icon when the Chat Overlay is displayed on the screen.

5. Toggle the **Google AI** button to enable Google AI. This will enable the **Agent assist** toggle button.

6. Toggle the **Agent assist** button to enable Agent Assist, which allows the Suggestions panel to be displayed in the Ignite screen.

7. Enter the Google project details that you created while configuring the GCP account for the customer. Also enter the Google project ID and service account name and click **Create Project**.

8. Enter a name for the Google Bot and click the **Assign Bot Name** button. The Google Bot name will be displayed when the Google Bot interacts with the customer in the chat.

9. In **Setup conversation profile**, click **Add Article source**.

10. Select a **Knowledge base** that has a combination of FAQ and Article suggestion type documents in it, for the article suggestions to be considered.

11. Click **Create**.

12. Click **Setup profile** to link all the setup.

13. (Optional) Enter **Headings**. You can customize the **Chat Window** option to be either placed on the start-up or to launch/pop-up the chat in a new window.

14. Enter a value for the **Message for MiCC overloaded** field. This is the message that will be displayed when the maximum capacity of concurrent chats the system can handle is reached.

15. (Optional) Click **Queue Options** and enter the required queue information.

    The **Queue Options** section is where you add all the chat queues that you want to be selected from the chat overlay queue drop-down list. This step is optional because you can skip specifying a queue and instead use other criteria in the chat inbound workflow on the MiCC server. If you do not specify a queue, then you must configure the inbound chat workflow to transfer the chat directly to a queue instead of using the <<Destination Queue>> variable.

    To add a new chat option, click the **Add** button in the **Queue Options** section and enter values in the following fields:

    a. **Queue presence id**: This ID is obtained by selecting a chat queue in YourSite Explorer, and then clicking **Copy queue ID** from the **Queue Tools** tab (See step 7 from the above MiContact Center Business section here).

    b. **Language**: Select the language for this queue.

    c. **Display name**: Enter a name to display on the chat overlay, to make the queue overlay field visible.

    d. **Message for outside business hours**: Enter text to display if the customer starts a chat outside the queue's defined business hours (set in YourSite Explorer per queue).

    Click **Save**. Repeat Step 15 for every queue that you want the customer to choose from.

16. (Optional) Add the **Queue chat overlay** field.

    If in Step 15, you added one or more queue options but want to use the <<Destination Queue>> variable as your transfer destination value in the chat inbound workflow, then you must enter a value in the **Queue chat overlay** field. To do this, click **Add in**

the chat overlay field section, add a new chat overlay field, and enter the following information:

  a. **Field Type**: Select the Queue for the field type.

  b. **Default Value**: If you specified more than one queue options in Step 15, you can either set any of these as the default value or , you can leave it for the customer to select a value from a drop-down by retaining the value as **Select**.

  c. **Display Name**: Enter a name to be displayed for the chat overlay.

  d. **Visible**: Toggle this to ON to display the queue selection drop-down list on the chat overlay. If you set this to OFF, then you must provide a default value.

  e. **Required**: Toggle this to ON for the customer to select a value for this field.

> **ℹ Note**:
>
> If you want the customer to select the queue from the drop-down list, but have the required setting toggled to OFF, then you must be able to handle the routing of the chat in the chat inbound workflow if <<Destination Queue>> is empty.

17. (Optional) Click the **Embedded Chat** field and enter the fields that you would want to reflect on the **Live Chat** Page. These fields can be set to Visible or Not Visible; or Required or Not Required.

    For phone number, a predefined phone number field is added to provide the customer with a built-in list of phone numbers for the Form fields that will help ensure that the customer enters a valid phone number.

18. Click **Save**.

19. Click **Copy to Clipboard** 📋 icon to copy the script.

20. Paste the script inside the script tag under the head section of the webpage.

> **ℹ Note**:
>
> The **Start Live Chat** page appears if at least one visible field is configured in the Chat Overlay script.

Technical FAQ 5

For details on Technical FAQ, see KB article https://mitel.custhelp.com/app/answers/answer_view/a_id/1014525