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Email Applications Script Manager User Guide

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INTRODUCTION

This document describes how to use Script Manager for automated e-mail handling in combination with routing to a Service Group of the contact center.

A tutorial based on a sample script is detailed.

SAMPLE SCRIPT FILES

The sample script files used in this document are available on the MiCC Enterprise product DVD. See document *Installing Sample Scripts* for details.

E-MAILS IN SCRIPT MANAGER

OVERVIEW

INBOUND E-MAIL HANDLING

In MiCC Enterprise, handling incoming e-mail messages not only means routing them to agents who belong to a particular Service Group. A number of operations can indeed be automated by Script Manager during the pre-termination routing phase.

For this purpose, the Email component library provides various blocks allowing a script to detect and act on e-mail messages. The most common operations are possible, such as Reply, Forward or Delete.

When an e-mail message is handled by Script Manager, many properties of this message are available as system variables. These properties can therefore be used for instance to determine the script execution flow, or to perform database operations.

This document demonstrates how to use the e-mail blocks and variables through a sample script.

OUTBOUND E-MAILS

A general-purpose Send E-mail block is also available in the Email library.

This block can be used in any context, making it possible to send e-mail messages while handling voice calls or in any other kind of script.

The following sample script does not use this block, but it does include some Reply E-mail and Forward E-mail blocks which are very similar.

TUTORIAL

EMAIL.MFD

The script presented in Figure 1 shows how an incoming e-mail can be handled in an automated way by Script Manager.

This tutorial focuses on several components (blocks) provided by the **E-mail** component library: **On E-mail**, **Reply E-mail**, **Forward E-mail** and **Delete E-mail**.

Double-click on Email.mfd to open the script below.

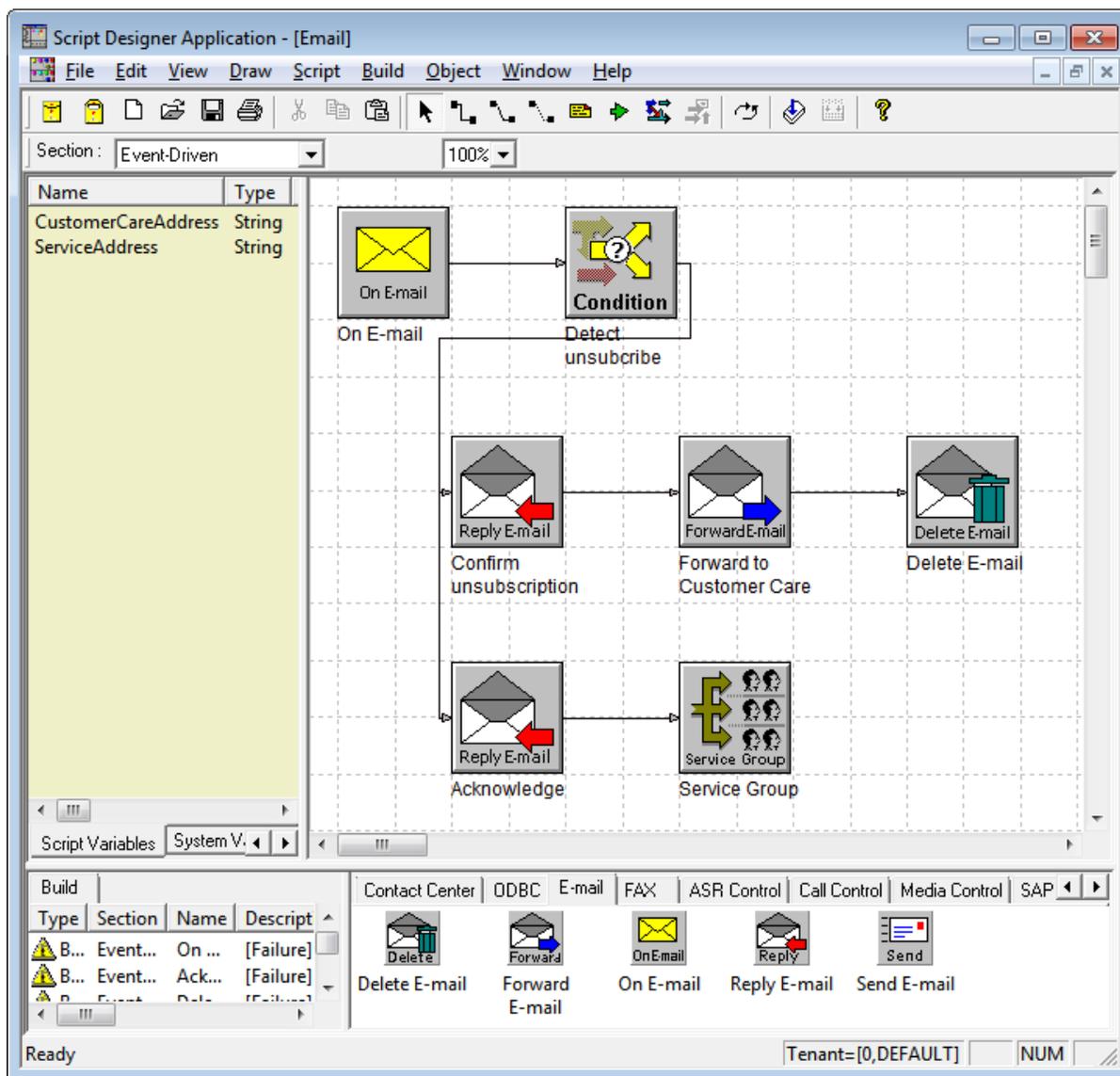


Figure 1 - E-mail script in Designer

The execution of this script can be summarized as follows.

- Start on arrival of a new incoming e-mail sent to a monitored address.
- Analysis of the message subject to determine it contains the “unsubscribe” word.
- If it does, send a confirmation e-mail as a reply to the message received, then forward it to a predefined address and finally delete it.
- If it does not, send a reply to acknowledge the message received, and then route it to agents who belong to a particular Service Group. In this case the e-mail remains in the Inbox when the script ends: it is up to the agent to delete it after treatment.

SCRIPT VARIABLES

The following script variables are defined.

CustomerCareAddress

- Type: String.
- Dimension: Zero.
- Initial Value: empty (none).
- Configurable: yes (checked).

ServiceAddress

- Type: String.
- Dimension: Zero.
- Initial Value: empty (none).
- Configurable: yes (checked).

Figure 2 shows how these Script Variables are set from the Service Access Properties dialog in MiCC Enterprise Configuration Manager.

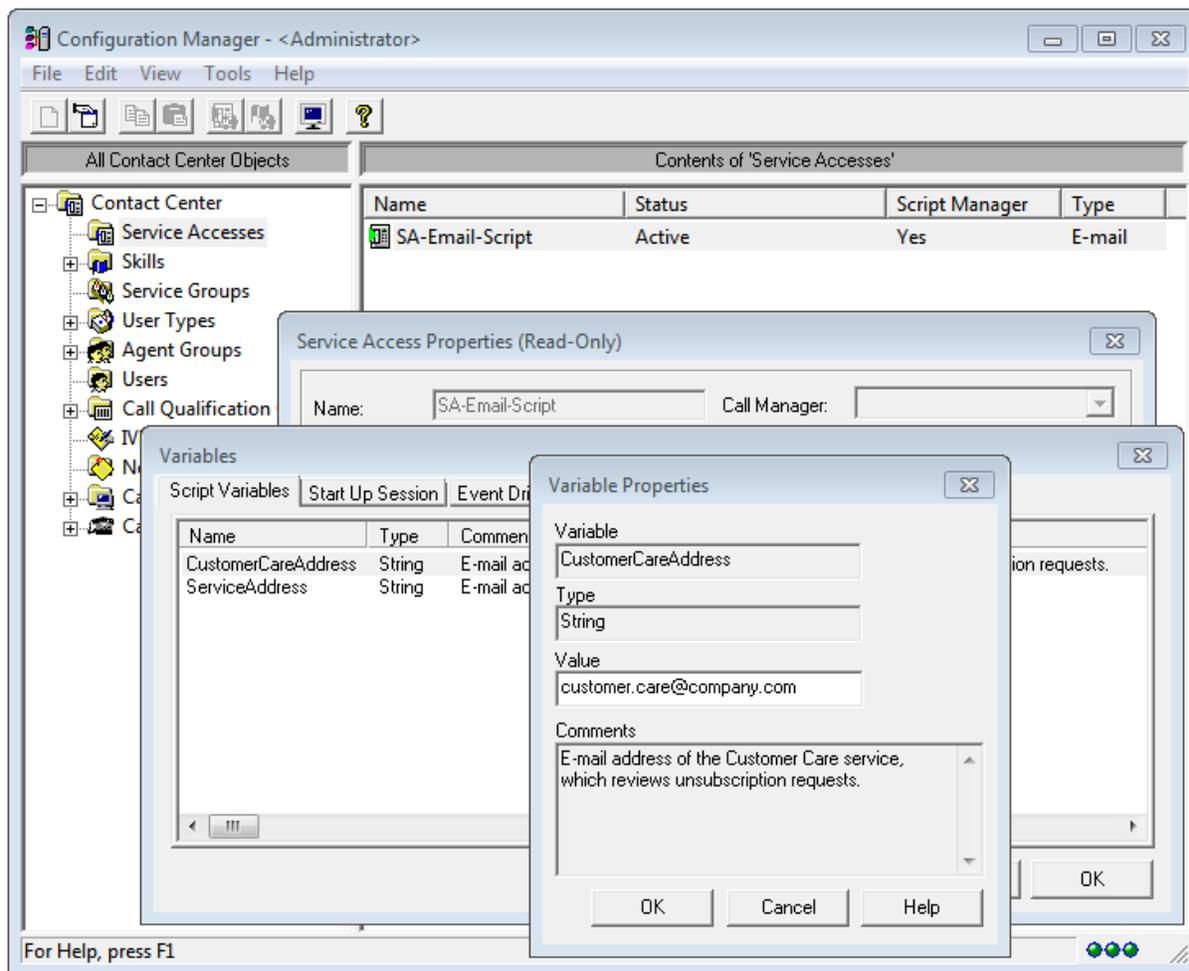


Figure 2 - Script Variables

ON E-MAIL

Figure 3 shows how the Settings tab of the On E-mail block is configured.

A single e-mail address is specified using the configurable **ServiceAddress** script variable.

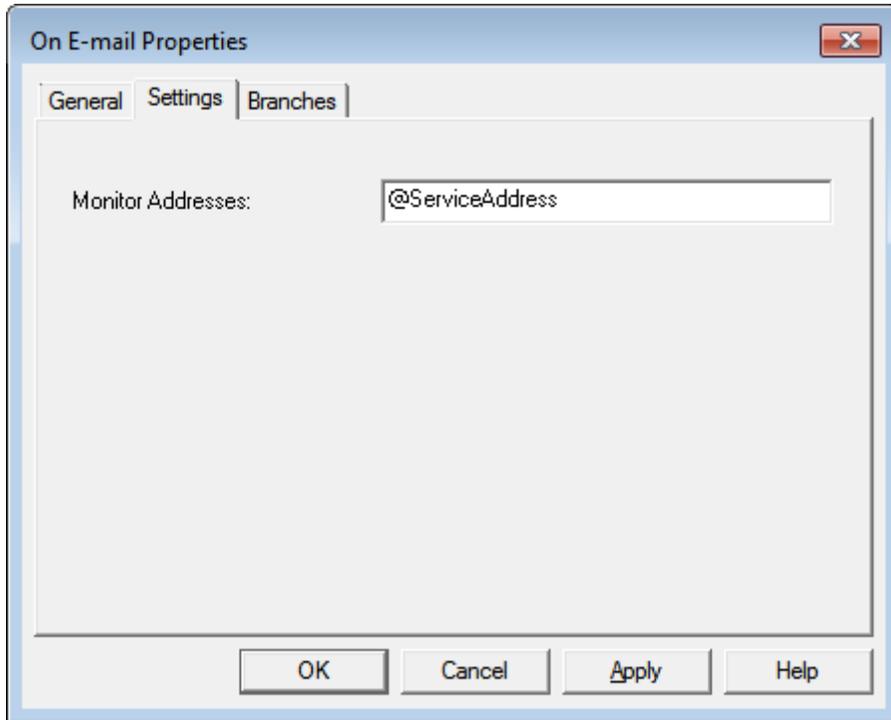


Figure 3 - On E-mail Settings

DETECT UNSUBSCRIBE

Figure 4 shows how the Settings tab of this Condition block is configured.

The block looks for the "unsubscribe" sub-string in the **Subject** system variable exposed by the **EmailLib** component library.

The screenshot shows the 'Condition Properties' dialog box with the 'Settings' tab selected. The dialog is titled 'Condition Properties' and has a close button (X) in the top right corner. It contains five levels of conditional logic, labeled L1 through L5. Level L1 is configured with the following settings: 'If' is set to 'unsubscribe', 'Operator' is set to 'SS', and 'Value' is set to '@@EmailLib.Subject'. Levels L2 through L5 are currently empty. At the bottom of the dialog are buttons for 'OK', 'Cancel', 'Apply', and 'Help'.

Figure 4 - Detect unsubscribe Settings

Two branches connect this block to either the Confirm unsubscribe block or the Acknowledge block, depending on the **L1** condition value.

CONFIRM UNSUBSCRIPTION

Figure 5 shows how the Settings tab of this Reply E-mail block is configured.

The **Service Group** field is left empty: the outgoing e-mail will thus be sent from the e-mail address to which the current incoming message has been sent.

The **To** text box is empty: this reply will just be sent to the sender of the current incoming e-mail.

The **Subject** text box is also empty: it will be automatically built from the subject of the current incoming e-mail.

The **Body** text area contains HTML markup defining paragraphs and a hyperlink. HTML will automatically be detected thanks to the presence of <HTML> and <BODY> tags.

The **Body** is also a *template* that includes a dynamic parameter which will be replaced at run-time: the **SenderDisplay** system variable exposed by the **EmailLib** component library.

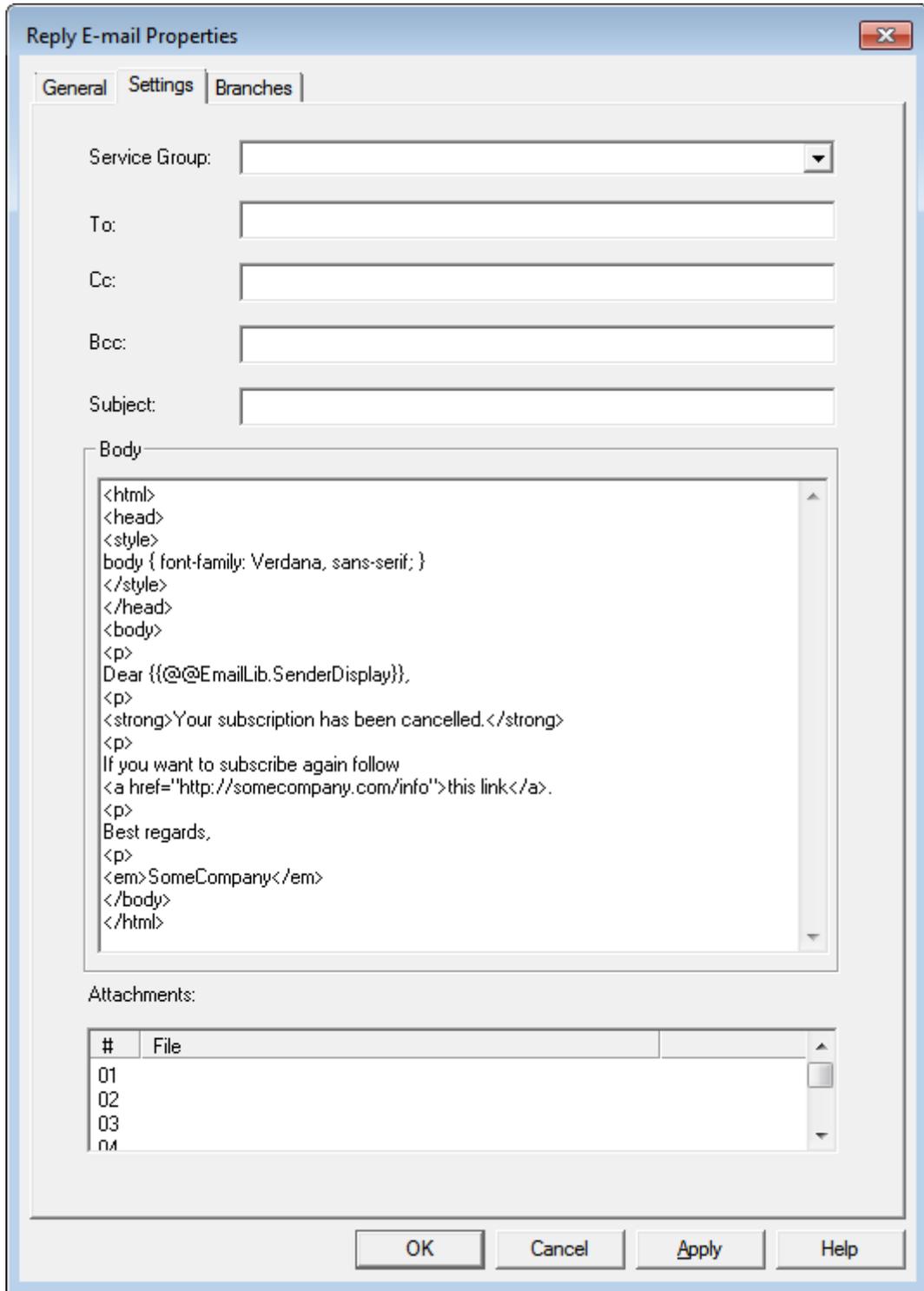


Figure 5 - Confirm unsubscription Settings

FORWARD TO CUSTOMER CARE

Figure 6 shows how the Settings tab of this Forward E-mail block is configured.

The **To** text box specifies a single destination address using the configurable **CustomerCareAddress** variable.

The **Subject** text box is left empty: it will be automatically built from the subject of the current incoming e-mail.

The **Body** text area contains plain text: it will be converted to HTML when the message is sent.

It is also a *template* that includes dynamic parameters which will be replaced at run-time: the **SenderDisplay** and **SenderAddress** system variables exposed by the **EmailLib** component library.

A copy of the original e-mail will also be concatenated to the specified body automatically.

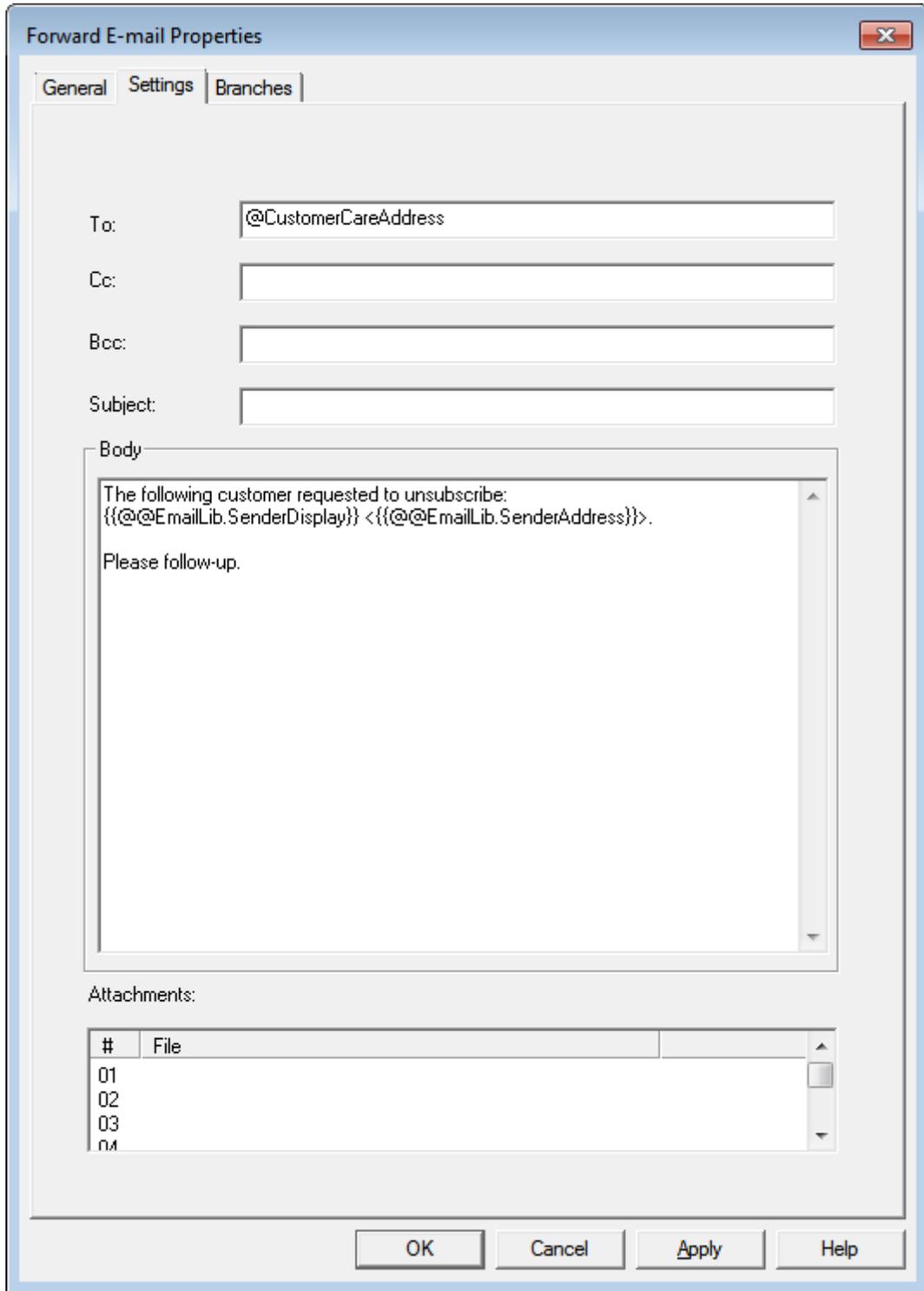


Figure 6 - Forward to Customer Care Settings

DELETE E-MAIL

This **Delete E-mail** block has no particular configuration options. It is connected to the Forward to Customer Care block so that the incoming e-mail message will be deleted after having been forwarded.

ACKNOWLEDGE

Figure 7 shows how the Settings tab of this Reply E-mail block is configured.

Its configuration is very similar to the Confirm unsubscription block, except that the **Service Group** field contains the name of a particular Service Group. The outgoing message will thus be sent from the e-mail address associated to this Service Group.

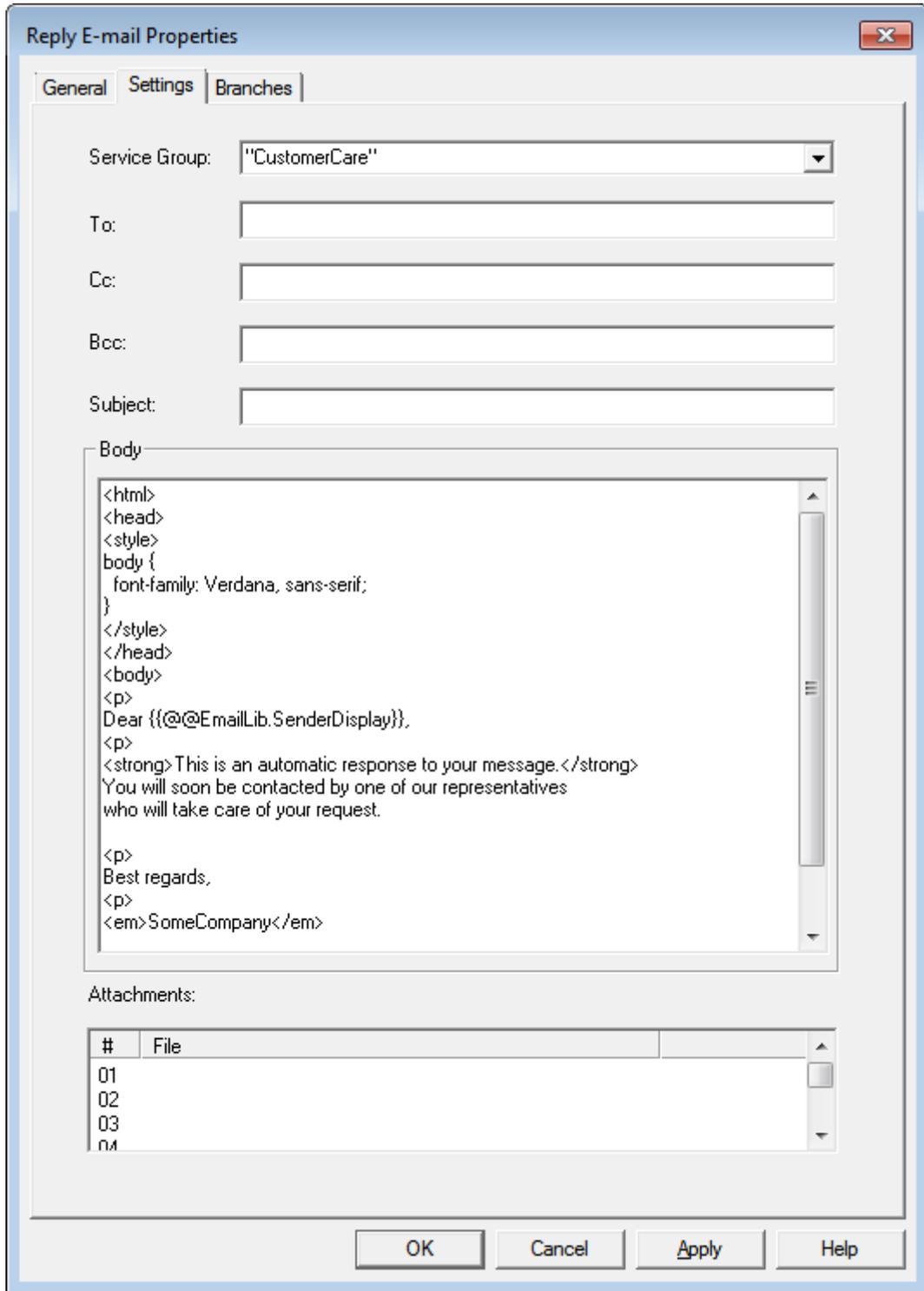
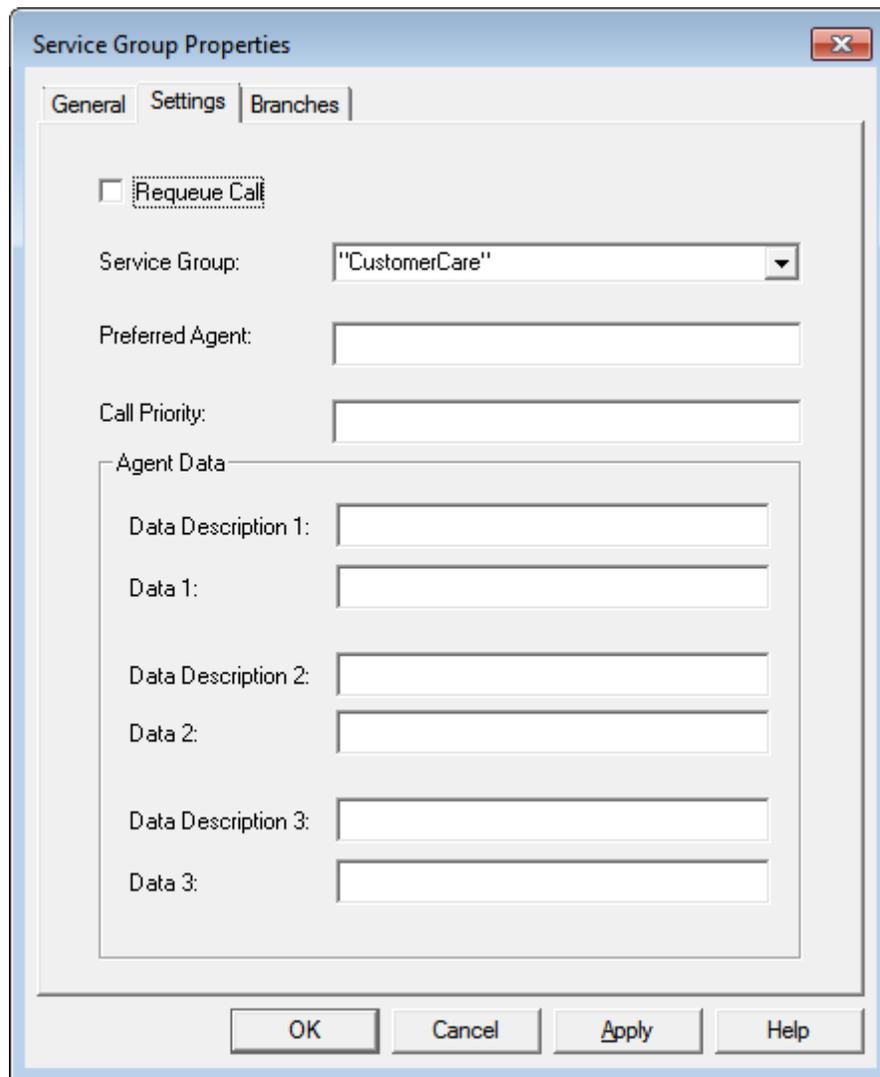


Figure 7 - Acknowledge Settings

SERVICE GROUP

Figure 8 shows how the Settings tab of the Service Group block is configured.

Only the **Service Group** field is set, so that an agent of this Service Group will handle the incoming e-mail message.



The screenshot shows a dialog box titled "Service Group Properties" with three tabs: "General", "Settings", and "Branches". The "Settings" tab is selected. At the top left, there is a checkbox labeled "Requeue Call" which is unchecked. Below it is a "Service Group:" dropdown menu with "CustomerCare" selected. Underneath are three empty text input fields for "Preferred Agent:", "Call Priority:", and "Agent Data:". The "Agent Data:" section is expanded to show three pairs of fields: "Data Description 1:" and "Data 1:", "Data Description 2:" and "Data 2:", and "Data Description 3:" and "Data 3:". At the bottom of the dialog are four buttons: "OK", "Cancel", "Apply", and "Help".

Figure 8 - Service Group Settings

USAGE

This sample script can be tested in two different ways.

E-MAIL SENT TO UNSUBSCRIBE

- Send an e-mail to the address configured as value of the **ServiceAddress** script variable. The "unsubscribe" word must be present anywhere in the subject.
- Verify a few moments later that the automatic reply corresponding to the Confirm unsubscription block is received by the sender of the original message.

- Verify also that the forwarded message corresponding to the Forward to Customer Care block is received at the address configured as value of the **CustomerCareAddress** script variable.

E-MAIL SENT FOR OTHER REASON

As a prerequisite, at least one agent of the **CustomerCare** Service Group must be connected using the **Agent** application, and made **Ready for E-mail** by clicking on the corresponding toolbar button.

- Send an e-mail to the address configured as value of the **ServiceAddress** script variable. Do not use the “unsubscribe” word in the subject.
- Verify a few moments later that the automatic reply corresponding to the Acknowledge block is received by the sender of the original message.
- Verify that the incoming e-mail message appears in one of the Agent applications.

