Experience Management Scripting

Modify CCE Scripts for Experience Management Voice, SMS, and Email Surveys

In Script Editor, modify your CCE call routing scripts for incoming calls as follows:

Add nodes to invoke the call studio survey script, if needed. The following example explains when you might need to explicitly add nodes to call the survey script.

A script is called that asks callers if they want to participate in a survey. The script then sets the **user.microapp.isPostCallSurvey** variable according to the caller's response.

Note You can use POD.ID to send *cc_CustomerID*, and this *cc_CustomerID* can be used to filter the data in finesse gadget.

POD.ID is an optional field in Experience Management voice survey and the supported POD. ID format will be xxx, where xxx is the Customer_id.
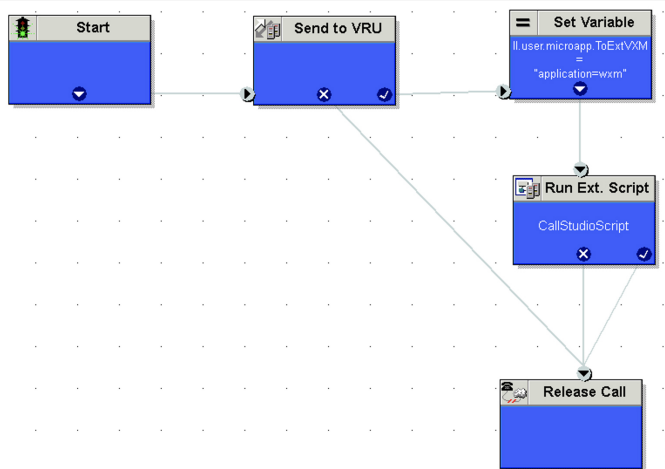
Create Experience Management Routing Script for Voice

Create the following CCE call routing scripts for incoming calls.
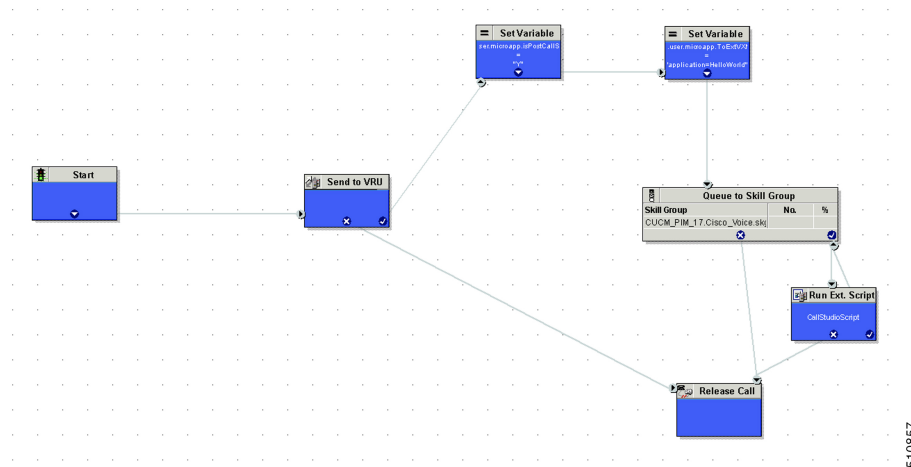
Create the following routing script for the **Experience Management** Call Type to play your survey script or application to the caller.

Procedure

Step 1   In Script Editor, create the routing script as shown in the example.

Step 2   Do the following to ensure the routing script is mapped to the call type you created for Experience Management.

    a)   Navigate to **Script** > **Call Type Manager**.

    b)   On the **Schedules** tab, from the **Call Type** drop-down list, select the call type that you created for Experience Management.

For more information refer to the topic *Call Type and Survey Association in Unified CCE Admin* in *Cisco Packaged Contact Center Enterprise Features Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html

    a)   Click **Add**.

    b)   Click **OK**.

For more information on optimizing the threshold values for SMS and Email batch processing, refer to the topic *Configure SMS/Email Thresholds* in *Configuration Guide for Cisco Unified Customer Voice Portal* at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-customer-voice-portal/products-installation-and-configuration-guides-list.html

Create Experience Management Routing Script for SMS and Email

Experience Management Deferred (SMS/Email) survey is used for getting feedback on the overall customer journey experience. For invoking this survey, the caller's mobile number, email address, and other details have to be collected from Call Studio and passed to ICM. To configure this, refer to the following sections:

Configure Call Studio App Data Format

Procedure

Create Call Studio application with the use of CVP `SubDialogReurn` element and fill the customer data as external VXML variables.
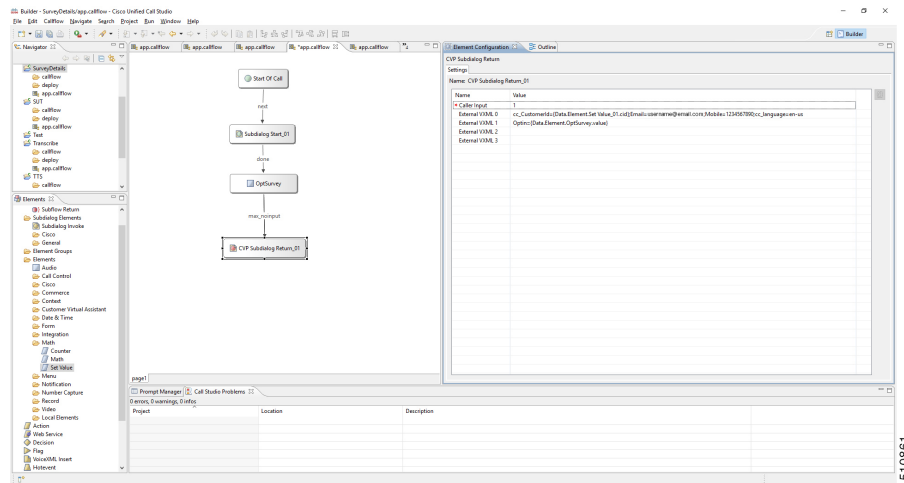
Example: `External VXML 0 = Email=abcd@cisco.com;cc_CustomerId=xyz;cc_language=en-US;Optin=yes;Mobile=911234567890;`

Note   Each key-value pair is separated by a semi colon.

Note   The variable names are case sensitive.

Figure 1: Example

Refer to the following table for the variables and their descriptions.

Table 1: Variables and their descriptions

Variable Name	Description	Required/Optional
cc_CustomerId	Unique ID for a customer across multiple channels.	Required
Email	Customer email ID	Either email or phone number is required
Mobile	Customer mobile number with country code. Example: 919911223344	Either email or phone number is required
cc_language	Survey language Example: en-US	Optional
Optin	Option to check if customer wants to opt for the survey: Values: *yes/no* Default value is *yes* when the value is not captured from Call Studio.	Optional

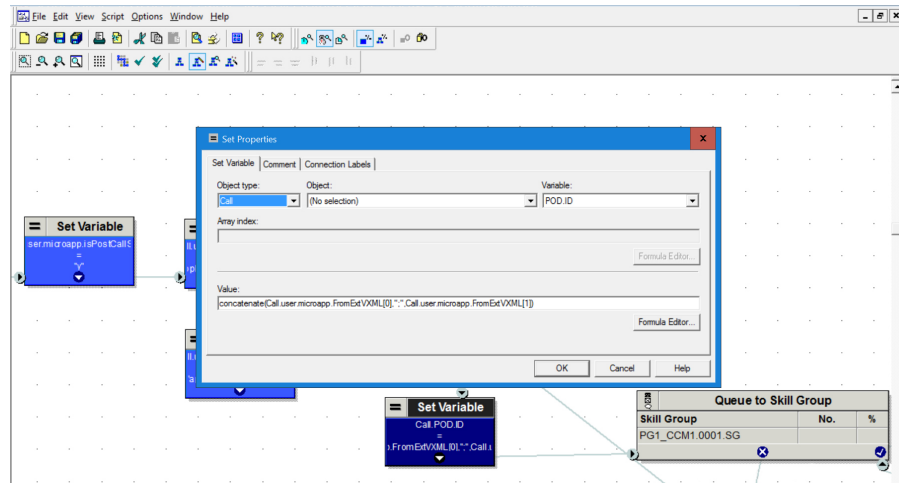# Configure ICM Script

Procedure

Step 1   Create the ICM script as shown in the following screen shot:
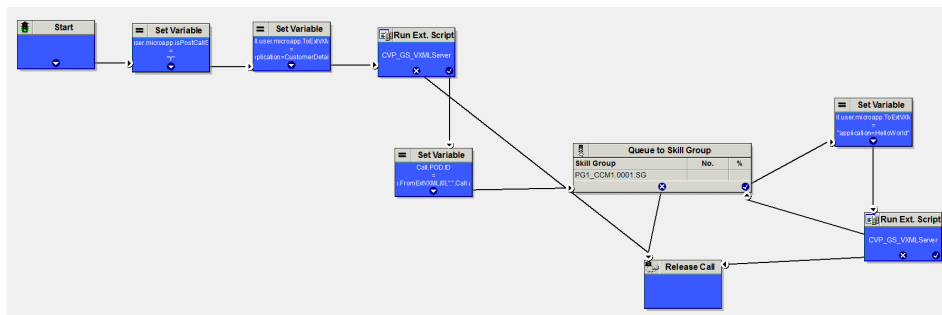
Step 2   Fill the ECC variable **POD.ID** values from `user.microapp.FromExtVXML` array and pass it to ICM.

Example:

```
POD.ID=cc_CustomerId=xyz;Email=abcd@cisco.com;cc_language=en-US;Optin=yes;Mobile=911234567890;
```

Step 3   Save the script.

Modify CCE Script for Experience Management Digital Channel Surveys

In Script Editor, set up new call routing scripts or modify your CCE call routing scripts for a new email/chat task request. You can enable a survey for an Email and Chat activity by configuring it in the associated call type, and enabling the **user.microapp.isPostCallSurvey** and **user.CxSurveyInfo** ECC variables. You must also configure **POD.ID** to define prefill data that ties the generated survey to the end customer after receiving a response from them. The same prefill data is also used for showcasing the customer's previous interaction/feedback to the agent using the Customer Experience Journey (CEJ) gadget on the Finesse desktop.

The variable **user.CxSurveyInfo** is populated automatically by the Call Router if the survey is enabled through the routing script and for a particular Call Type used for routing the task. The script then sets the **user.microapp.isPostCallSurvey** variable according to the caller's response.
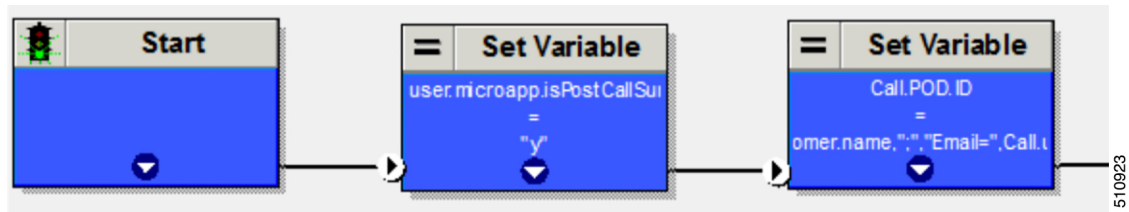
Note   You can use POD.ID to set *cc_CustomerID* to uniquely identify a survey response for the end customer.

# Create Experience Management Routing Script for Digital Channel Surveys

Procedure

Step 1   Modify the ICM script as shown to enable Digital Channel Surveys:

Note	Ensure that these ECC variables are setup using the set variable nodes before the script queues the request to the skill group.	

Step 2   Add **set variable** node and set the `user.microapp.isPostCallSurvey` variable to **Y**.
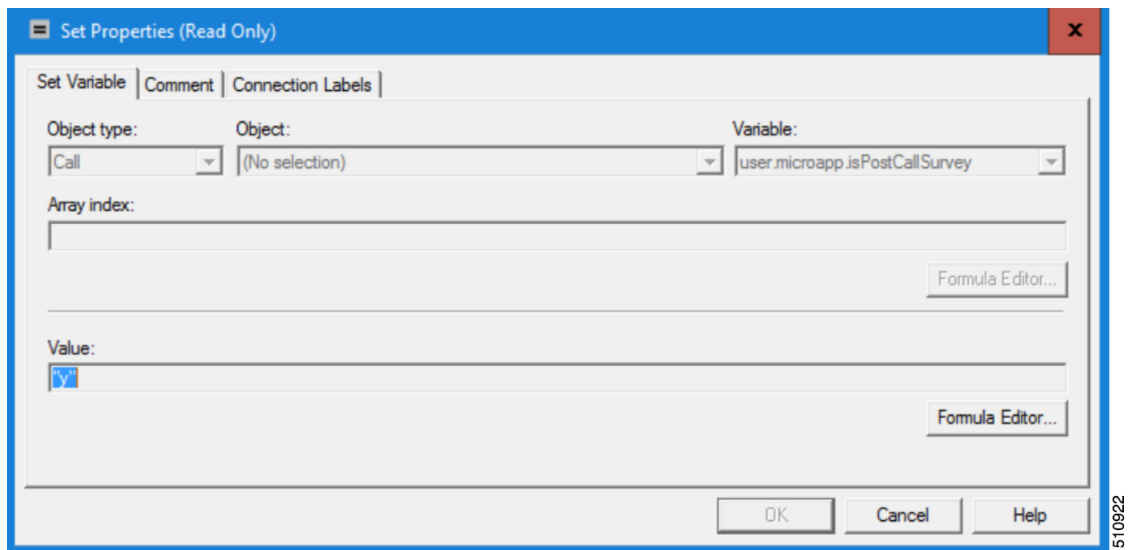
Step 3   Add the set variable for **POD.ID** and follow the example below to pass the values to ICM. You can use custom or system defined variables in **POD.ID** in key-value pairs.

Example: `POD.ID=cc_CustomerId=xxx;Email=xx;Mobile=xxx;`
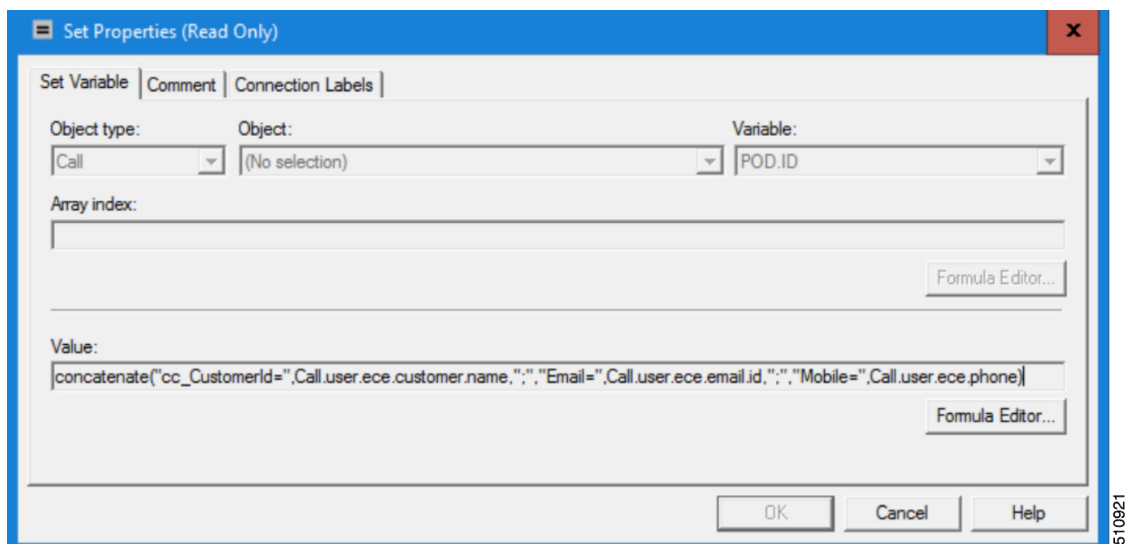
Note In this example, the POD.ID variable is initialized with ECC variables that contain the customer's name, email ID, and phone number received from ECE.

Alternatively, the Script Administrator can also perform a database lookup to retrieve these values and assign it to the POD.ID variable.

Step 4 Save the script.