



Experience Management Scripting

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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.

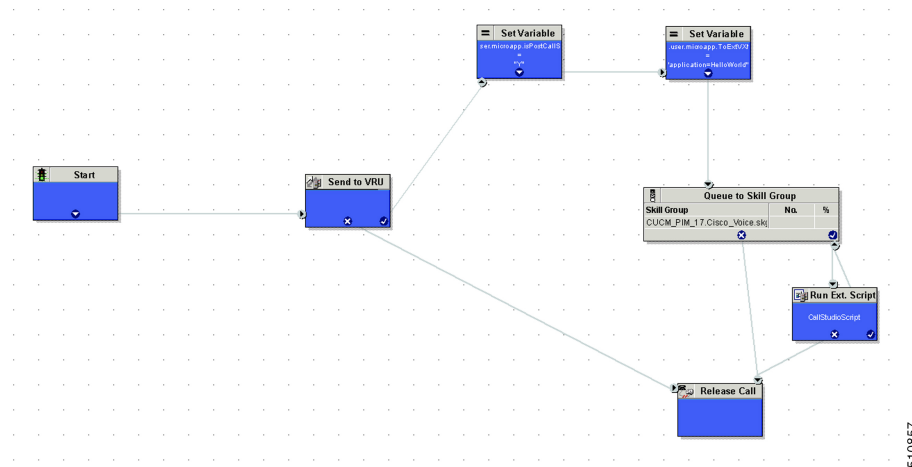


Note You can use `POD.ID` to send `cc_CustomerID`, and this `cc_CustomerID` can be used to filter the data in finesse gadget.

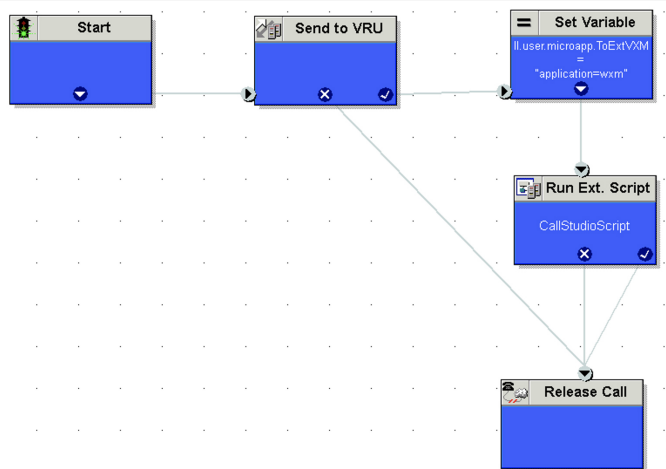
`POD.ID` is an optional field in Experience Management voice survey and the supported `POD.ID` format will be `xxx`, where `xxx` is the `Customer_id`.

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.
- Navigate to **Script > Call Type Manager**.
 - 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 Unified Contact Center Enterprise Features Guide* at <https://www.cisco.com/c/en/us/support/customer-collaboration/unified-contact-center-enterprise/products-feature-guides-list.html>

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 `SubDialogReturn` element and fill the customer data as external VXML variables.

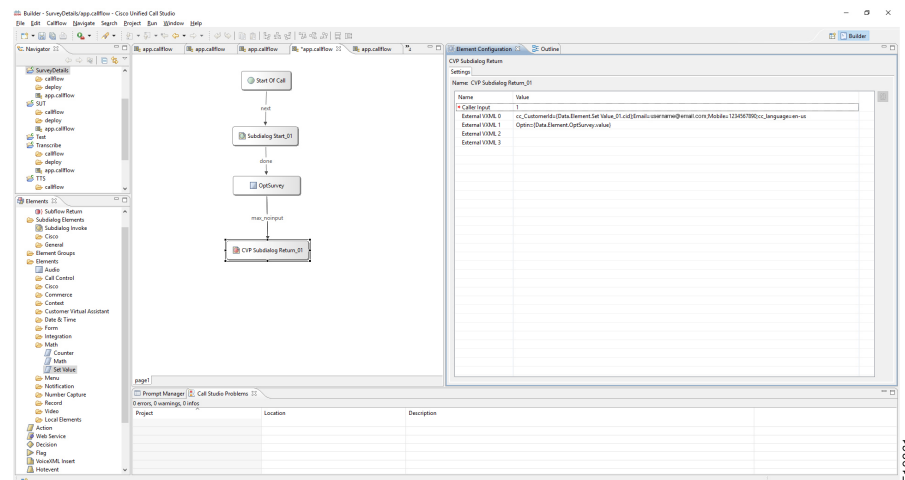
Example: External VXML 0 =

```
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.

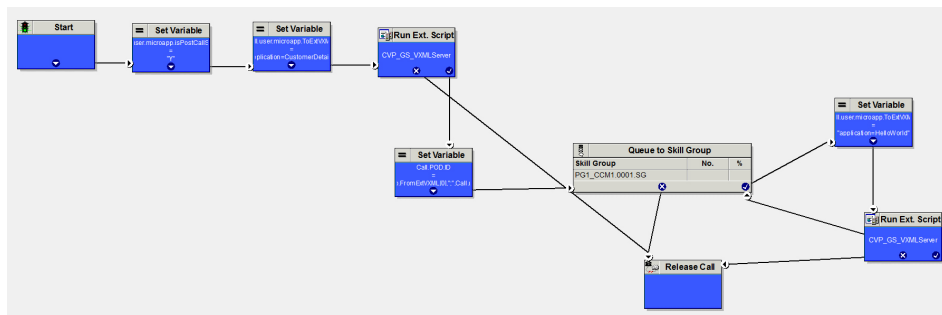
Table 1: Variables and their descriptions

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: <i>yes/no</i> Default value is <i>yes</i> when the value is not captured from Call Studio.	Optional

Configure ICM Script

Procedure

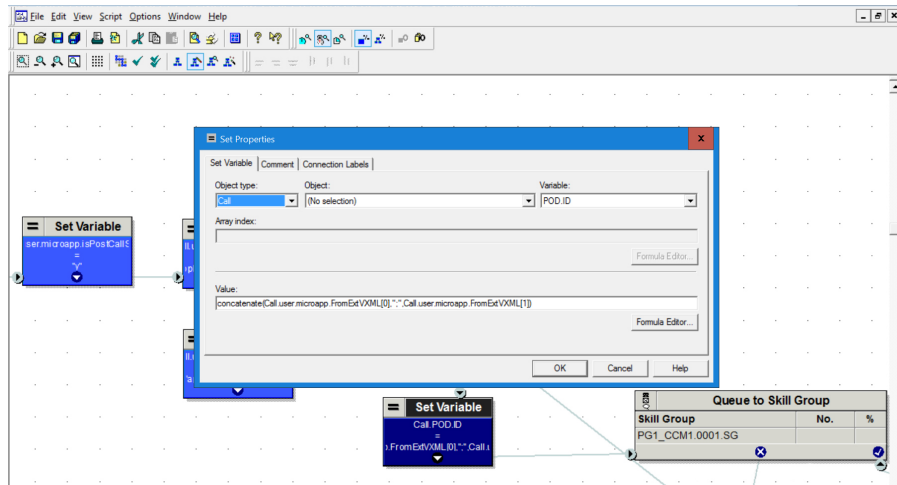
Step 1 Create the ICM script as shown in the following screen shot:



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.

