# Invitation API

## User Manual

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# Overview

The Invitation API is used to create and send dynamic messages to seamlessly move consumers to a digital engagement from another channel, such as voice.

The Invitation API is a REST API that is integrated with the current suite of Nuance APIs via the api.touchcommerce.com URL. This API can be used to build an application that generates URLs. These URLs, when loaded into a browser, can launch the chat interface and initiate a chat session with a customer via email or SMS. As the chat interface is launched, it can make assignments to an Agent or an Agent group.

The Invitation API service is accessed via https from a standard web browser or directly from an application. Valid AP user credentials (obtained by creating a user in Portal with one or more API Service roles) are used to obtain authorized access to the API. Once access is achieved, a session is maintained that allows the client to make data requests. The client can continue or make data requests for the duration of the session based on the initial authentication.

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# Authentication

Access to the API service is session-based. Authentication is accomplished using HTTPS combined with secure cookies.

- To generate a short link, make an HTTP PUT/POST request to the following URL:

`api.touchcommerce.com/engagement/linkGenerator/{version}?P1={value}&P2={value}&…`

# Link Generation

If both **agentID** and **AgentGroup** parameters are provided, the rule should first try to route to the agent. If the agent is not available, the rule should then route to the **AgentGroup**.

## Request Parameters

| Parameter Name | Description | Required Field | Default Value | Notes |
|---|---|---|---|---|
| templateID | ID of Link Template to read default link properties from. The templates are defined in "Portal Administration" section | Yes | No | |
| site | The client's Site ID | Yes | No | |
| agentID | Either the agent's actual ID or a routing parameter that routes directly to that agent | No | No | |
| agentGroup | The Nuance AgentGroup | No | No | If agentGroup is not defined in Portal Admin, the business rule agentGroup will be used. |
| expire | Time in minutes until the tiny URL no longer redirects to the full URL. After expiration it will redirect to the expiration URL. | No | Never | |
| source | The source of the traffic (e.g. Twitter, Facebook, email campaign, etc.) | No | No | |

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| Parameter Name | Description | Required Field | Default Value | Notes |
|---|---|---|---|---|
| customerID | Will be mapped to the visitor attribute type provided when defining the URL in admin | No | No | |
| contactInfo | The customer's email address or telephone number. Can be used to deliver "link" via email or text (SMS) | No | No | |
| issueID | Can be used to pass a 3$^{rd}$ party issue/tickets ID. In many cases this ID will be used to both access and update information in a remote system. | No | No | If there is no 3$^{rd}$ party ticketing system, this could be also be used to pass the social message ID. |
| url | This is the URL of the page on which the user will land when the "tiny" URL is loaded in a browser. | No | No | |
| output | Link or QR. Request response in either tiny URL or QR code format. | No | Link | |
| format | JSON or XML | No | JSON | |
| textField1 | Text field enables passing things like the customer message when we cannot get it elsewhere. Limit this field to 140 characters. | No | None | Must be used carefully to avoid overloading the GET request. |
| textField2 | Limit this field to 140 characters. | No | None | Must be used carefully to avoid overloading the GET request. |

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## Response Format

Link or QR code can be used for response.

**Link Example Response**

```
<link>https://api.touchcommerce.com/s/8af2fl2</link>
```

**QR Example Response**

```
<qr>http://api.touchcommerce.com/qr/path_to_qr_image</qr>
```

The URL should expand to the following form:

```
{PageURL}?agentID={value}&agentGroup={value}&source={value}&customerID={value}&issueID={value}&
textField1={value}&textField2={value}
```

## Expiration

The return expiration time is shown in epoch form.

The tiny URL redirect service should return a different expiration URL if the expiration time has passed.

## Tiny URL Generation

The tiny URL service uses an existing library to generate tiny URLs. It also provides a redirect service that does not depend on a third party. Here is an open source option:

- http://www.2expertsdesign.com/freebies/free-url-shortening-scripts

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## QR Code Generation

An existing library generates a QR code. Here is a link that provides a Java library for this purpose:
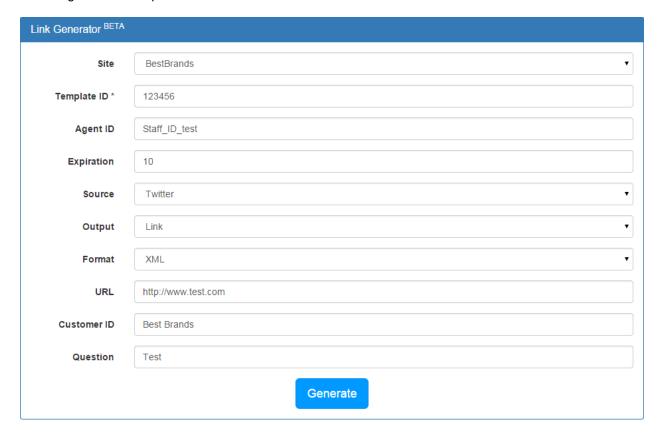
- https://github.com/zxing/zxing

## Response Channel

Response Channels are via web, text, or email. The system sends messages to a phone or to an email address and confirmation is sent via an API response. In this case the email or phone number must be included in the **contactInfo** parameter.

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# Nuance Portal Administration

The link generation template must be defined in Nuance Portal at the site level.

**Login with Username and Password**

User: [          ]
Password: [          ]
[Login]

## Roles and Privileges

A user login must have the API Link Generation role so they can access the Link Generator page in Nuance Portal.

## Link Generation Fields

| Field Name | Default Value | Required | Description | Notes |
|---|---|---|---|---|
| Agent Group | None | No | | Pre-Populated drop-down, single select. Default value is **none**. |
| BR Attribute Type | No | No | This is the BR attribute type to which the source is mapped | Single select drop-down with all defined BR attributes for the site, plus None. The default value is **none**. |
| Description | No | Yes | | Free form text field. |
| Expiration URL | No | Yes | The URL to which a click will be directed if the tiny URL has expired | Free form text, possibly enforce well-formed url http/https, etc. |
| Expire | Never | Yes | Duration from generation of a link until it expires in minutes | 0 = never expire |
| Name | No | Yes | Name of link template | Free form text field. |

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| Field Name | Default Value | Required | Description | Notes |
|---|---|---|---|---|
| Response Channel | Web | Yes | Can be Web, Email or Text. If email or text use contactInfo. | Drop-down with the 3 types: Web, Email, Text - default Web |
| Source | Yes | No | | Free form text field. |
| URL | No | Yes | Needs be set to something. Can be overridden in the request | Free form text, possibly enforce well-formed url http/https, etc. |
| Visitor Attribute Type | None | No | This is the visitor attribute type to which the customerID is mapped | Single select drop-down with all defined visitor-attributes from the site's business rules, with None option |

## Events

An event must be logged for every link generation request.

**api.linkGeneration.request**

The api.linkGeneration.request event is logged each time a request is made to generate a link. The following fields are logged:

    site
    agentID (optional) (This is the login of the agent.)
    agentGroupID (optional)
    linkID (ID of generated link) (The template ID comes from the database record for linkID.)
    source (url encoded) (optional)
    customerID (optional)
    issueID (optional)
    textField1 (url encoded) (optional)
    textField2 (url encoded) (optional)
    expireTime (in min) (optional)
    contactInfo (url encoded) (optional)
    output ("Link" or "QR")
    url (Full URL, url encoded)

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**api.linkGeneration.clickThrough**

The api.linkGeneration.clickThrough event is logged each time a redirect from a link click events occurs. The following fields are logged

      site
      agentID (optional) (This is the login of the agent.)
      agentGroupID (optional)
      linkID
      source (url encoded) (optional)
      customerID (optional)
      issueID (optional)
      textField1 (url encoded) (optional)
      textField2 (url encoded) (optional)
      expireTime (in min) (optional)
      contactInfo (url encoded) (optional)
      isExpired
      fullUrl (url encoded)

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