Data Collection API

User Manual
Table of Contents

Overview ............................................................................................................................. 3

API Token Authentication ................................................................................................. 4
  Registering the Application ............................................................................................. 4
  Obtaining an Access Token ............................................................................................ 5
  Using the Access Token in an API Request .................................................................... 7

API Elements ...................................................................................................................... 8
  Start Session .................................................................................................................. 10
  Conversion ...................................................................................................................... 14
  Custom Event ................................................................................................................ 19
  Exposed ........................................................................................................................ 23
  Recommendation Endpoint ......................................................................................... 27
Overview

The Data Collection API (DCAPI) is used to supplement data at the engagement level within Nuance Digital Engagement Platform (NDEP). It can be leveraged for agents while a chat is in-progress or gathered for reporting purposes. Customers often use it to attribute sales conversion data to the proper agent.

This document describes the endpoints used to support server-side visitor profiles. This new API is called the Data Collection API (DCAPI) and includes extensions to the Customer Engagement API (CEAPI). The data passed via these endpoints is used to persist data in a server-side visitor profile. This can maintain a single profile for an individual visitor across multiple devices. The purpose of persisted data visitor profiles is to allow client applications to request recommendations from the system before engaging with a visitor.
API Token Authentication

Nuance Data Collection API (DCAPI) now supports the OAuth2-based authorization framework for application-level tokens. OAuth2 provides authorization based on the Client Credentials Grant Flow of the OAuth2 specification.

Here is a list of the steps required to access the API using OAuth2-based authorization.

- Client registers their application with Nuance.
- Client application requests the access token using the Authorization Server.
- Client application uses the access token in every API request.

Registering the Application

Clients may request application registration with Nuance by contacting their Client Services Manager (CSM). The CSM will register your application with the Nuance System Team.

The clientId is used by the service API to identify your application and to build login URLs.

The clientSecret is used to authenticate the identity of your application. It must be kept private between the application and the API.

Note. The client is responsible for storing the clientId and the clientSecret securely. If this information is compromised, you will have to request a lock on the account and request a new registration with your CSM.
Obtaining an Access Token

The client application must connect to the Auth server using the clientId and clientSecret provided by Nuance. The clientId and clientSecret must be formatted properly for transmission. Formatting requires you to concatenate the clientId, a colon “:” character, and the clientSecret into a single string as follows:

clientId:clientSecret

The resulting string should be Base-64 encoded and inserted into the Authorization Header in the following format:

Authorization: Basic [Base-64 encoded string]

Example
Request URL: https://auth.touchcommerce.com/oauth-server/oauth/token
Response Format: JSON

Note. Domain names may vary for each client.

Sample Request for Obtaining an Access Token

POST https://auth.touchcommerce.com/oauth-server/oauth/token

Form Data

client_id:"ceapiId"
grant_type:"client_credentials"

Form Data Details

- **client_id** – The clientId provided by the CSM when the client application was registered with Nuance.
- **grant_type** – This value should be client_credentials for the CE-API. When Nuance adds for other APIs, this value may be different for the new APIs.

Request Header:

Host: auth.touchcommerce.com
Content-Type: application/x-www-form-urlencoded; charset=utf-8
Authorization: Basic Y2VhcGlDbGlbnRJZDpjZWFwaUNsaWVudFNlY3JldA==
Sample Response from Nuance

```json
{
  access_token: "eyJhbGciOiJSUzI1NiIsInR5cCI6IkpXVCJ9.eyJhdWQiOiJsb2dvSW5wcm9jdC1rZXkiLCJzdWIiOiJhY2NldHNoZWlkIiwiaWF0IjoxNTE4NTQyNTM4LCJleHAiOjE0MTE1NDk1MzUsIm5hbWUiOiJjaXNjYXBlcyIsInN1YiI6IjRlZjM5MWZmZDAyZTc1MDQyZTcyZjE4MGQzNjEiLCJuYW1lIjoiY2FsbGVuIiwiYXVkIjoiZG93bmxhdGUiLCJpc3MiOiJtdXN0ZW0gaXNwb25zaW9uIiwiaWF0IjoxNTE4NTQyNTM4fQ.jJenrjQ2jZ5tO2GxP_RZ3k54mP8P4x3msgTc5v7C0s",
token_type: "bearer",
expires_in: 59,
scope: "read,write",
sites: ["154", "306"],
jti: "10dc19a9-48c4-4446-b141-d5179e5f21f1"
}
```

**Response Details**

- **Access token** – The access token must be included in all API data requests.
- **Token type** – The token type is “bearer” and must be included in all API data requests.
- **Expires in** – This value indicates the expiration time of the token in seconds. The client app should monitor this value and request a new token whenever necessary. If the app uses an expired token the server will return a code 401 “Access Token Expired” message.
- **Scope** – Scope indicates the access permissions for this token. If a disallowed action is performed, the server will return an error.
- **Sites** – Indicates the site IDs that are valid for this token. If the request tries to access a site that is not on the list, the server will return an error.
- **jti** – The ID for the access token that is used for tracking purposes. Clients can ignore this value.
Using the Access Token in an API Request

The access token must be present in every API data request. It must be in the authorization header in the following format:

```
Authorization: Bearer [access token]
```

Sample API Request with Bearer Token

```plaintext
```

Note. Domain names may vary for each client.

Request header:
```
Host: api.touchcommerce.com

Authorization: Bearer eyJhbGciOiJSUzI1NiIsInR5cCI6IkpXVCJ9.eyJhdWQiOiJsi1NisR5cCI6IkxVJC99.eyJhbGciOiJIUzI1NiJ9.eyJzdWIiOiJiYXNlIiwibmFtZSI6IkpXVCJ9
```

Sample API Response from Nuance
```
200 OK
```
# API Elements

## Data Collection Endpoints

<table>
<thead>
<tr>
<th>Endpoint</th>
<th>Usage</th>
<th>Events Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>conversion</td>
<td>This endpoint is called when a conversion event takes place in the client application.</td>
<td>Always fires a conversionFunnel.conversion event.</td>
</tr>
<tr>
<td>customEvent</td>
<td>This endpoint is called when any relevant event fires on the client application.</td>
<td>The list of relevant events should be defined in the program definition.</td>
</tr>
<tr>
<td>exposed</td>
<td>This endpoint is called when a new Nuance engagement launches in the client application.</td>
<td>Always fires a conversionFunnel.exposed event.</td>
</tr>
<tr>
<td>startSession</td>
<td>This endpoint is called when a new user session begins on the client application.</td>
<td>Always fires a conversionFunnel.eligible event.</td>
</tr>
</tbody>
</table>

## Business Rule Collection Endpoint

<table>
<thead>
<tr>
<th>Endpoint</th>
<th>Usage</th>
<th>Events Generated</th>
</tr>
</thead>
</table>
| recommendation | This endpoint requests a business rule recommendation from the client app for the current customer. | Fires a conversionFunnel.targeted event if all conditions are met for one or more business rules (SSVP-59).  
See also ssbr30.xsd for possible values. (Taken from the code in the JSON example under the recommendation endpoint toward the end of this document.) |
Data Collection Attributes
Data collection attributes can be passed with each endpoint.

<table>
<thead>
<tr>
<th>Attribute Type</th>
<th>Name/Value Pairs</th>
<th>Parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Attributes</td>
<td>Name / value pairs associated with the application.</td>
<td>Attributes are collected by the <code>sessionID</code> parameter.</td>
</tr>
<tr>
<td>Business Rule Attributes</td>
<td>Name / value pairs associated with the business rule.</td>
<td>Can only be passed with the Recommendation Endpoint.</td>
</tr>
<tr>
<td>Custom Variables</td>
<td>Name / value pairs containing information that should be persisted.</td>
<td></td>
</tr>
<tr>
<td>Engagement Attributes</td>
<td>Name / value pairs associated with the engagement.</td>
<td>Attributes are collected by the <code>engagementID</code> parameter.</td>
</tr>
<tr>
<td>Visitor Attributes</td>
<td>Name / value pairs associated with the user / visitor.</td>
<td>Attributes are collected by the <code>customerID</code> parameter.</td>
</tr>
</tbody>
</table>

Custom Variables
Custom variables can be written into the visitor profile. They are used for targeting purposes but they are not available for reporting. When you pass a custom variable, you must specify the variable's lifespan persistence. Persistence option values are `volatile` and `persistent`. 
Start Session
The `startSession` endpoint is called when a new user session begins on the client application. This call can be made before an engagement begins.

https://api.touchcommerce.com/v1/dataCollection/startSession

<table>
<thead>
<tr>
<th>URI</th>
<th>startSession</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTTP Method</td>
<td>POST</td>
</tr>
<tr>
<td>Formats</td>
<td>JSON</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parameter Name</th>
<th>Description</th>
<th>Required</th>
<th>Data Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>applicationID</td>
<td>Id associated with the application, if applicable.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>applicationVersion</td>
<td>Version number associated with the application, if applicable.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>attributes</td>
<td>List of any modifiable name/value attributes that will be associated with this customer, engagement or session.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>attributes:action</td>
<td>Action to be performed on this attribute.</td>
<td>No</td>
<td>Must be one of: append, set, remove. Default value is append.</td>
</tr>
<tr>
<td>attributes:attributeType</td>
<td>Type of attribute being set or modified.</td>
<td>Yes</td>
<td>Must be one of: engagementAttribute, visitorAttribute, applicationAttribute</td>
</tr>
<tr>
<td>attributes:externalCustomerID</td>
<td>Can only be used for visitor attributes. If this visitor attribute is being used as a unique identifier for the user, this field value should be yes.</td>
<td>No</td>
<td>Must be either yes or no. Default is no.</td>
</tr>
<tr>
<td>attributes:name</td>
<td>Name of this attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------------</td>
<td>----------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>attributes:value</td>
<td>Value of this attribute. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>browserType</td>
<td>Browser type, if applicable.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>browserVersion</td>
<td>Browser version, if applicable.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>customVariables</td>
<td>Stores information for targeting.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>customVariables:action</td>
<td>Action to be performed on this custom variable.</td>
<td>No</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• append</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• set</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• remove</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default value is append.</td>
</tr>
<tr>
<td>customVariables:name</td>
<td>Name of this custom variable.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables:persistence</td>
<td>Recommended lifespan persistence for the session.</td>
<td>No</td>
<td>Must be either volatile or persistent.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default value is persistent.</td>
</tr>
<tr>
<td>customVariables:value</td>
<td>Value of this custom variable. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>deviceType</td>
<td>Type of device.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>engagementID</td>
<td>Id of the engagement. This value is provided by the Nuance platform. Used only for engagement attributes.</td>
<td>No, but required for engagementAttributes</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [-], [_]</td>
</tr>
<tr>
<td>OS</td>
<td>Operating system name.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>sessionID</td>
<td>Id of current session.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>siteID</td>
<td>Id of the site. This value is provided by the Nuance platform. It is a static value for the client application.</td>
<td>Yes</td>
<td>Integer</td>
</tr>
<tr>
<td>tcCustomerID</td>
<td>The customerID is provided by the Nuance CEAPI when the /engagement endpoint is called.</td>
<td>No</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [-], [_]</td>
</tr>
<tr>
<td>viewID</td>
<td>Identifier for the current content displayed (or otherwise provided) to the customer.</td>
<td>No</td>
<td>String</td>
</tr>
</tbody>
</table>
Response Values

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>tcCustomerID</td>
<td>Integer</td>
<td>If a tcCustomerID was not provided in the request, then a tcCustomerID is generated and returned in the response. and return it in the response.</td>
</tr>
<tr>
<td>sessionID</td>
<td>Integer</td>
<td>If a sessionID was not provided in the request, then a sessionID is generated and returned in the response.</td>
</tr>
</tbody>
</table>

Request Example

POST  https://api.touchcommerce.com/v1/dataCollection/startSession

POST Body:

```json
{
  "tcCustomerID": "12345",
  "siteID": "6789",
  "viewID": "value",
  "applicationID": "myClientApp4.5.2",
  "applicationVersion": "v6.7.8.9",
  "deviceType": "iPad2",
  "OS": "iOS9",
  "browserType": "Safari",
  "attributes": [
    {
      "name": "device",
      "value": "iPad",
      "attributeType": "applicationAttribute"
    },
    {
      "name": "place",
      "value": "LA",
      "attributeType": "applicationAttribute"
    }
  ]
}
```
"attributeType": "visitorAttribute"
}
]
}

Response Example

200 OK

{
  "tcCustomerID": "12345",
  "sessionID": "567890"
}

Conversion
The conversion endpoint is called when a sales conversion event takes place in the client application.

https://api.touchcommerce.com/v1/dataCollection/conversion

<table>
<thead>
<tr>
<th>Parameter Name</th>
<th>Description</th>
<th>Required</th>
<th>Data Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>agentGroupID</td>
<td>Id of the current agent group as defined in Portal. This parameter is used to determine hours of operations. <strong>Note:</strong>&lt;br&gt;• Hours of operation can be set in Portal at the AG or the BU level.&lt;br&gt;• Where hours are set at the AG level, the AG setting has priority.&lt;br&gt;• Where hours of operation are <em>not</em> set at the AG level, the BU setting has priority.&lt;br&gt;• Where hours of operation are <em>not</em> set at either the AG or the BU level, this field value defaults to <strong>true</strong>.</td>
<td>No</td>
<td>Integer</td>
</tr>
<tr>
<td>attributes</td>
<td>List of any modifiable name/value attributes that is associated with this customer, engagement or session.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>attributes:action</td>
<td>Action being performed on this attribute.</td>
<td>No</td>
<td>Must be one of:&lt;br&gt;• <strong>append</strong>&lt;br&gt;• <strong>set</strong>&lt;br&gt;• <strong>remove</strong>&lt;br&gt;Default value is <strong>append</strong>.</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
<td>------------------</td>
</tr>
<tr>
<td>attributes:attributeType</td>
<td>Type of attribute being set or modified.</td>
<td>Yes</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• engagementAttribute</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• visitorAttribute</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• applicationAttribute</td>
</tr>
<tr>
<td>attributes:externalCustomerID</td>
<td>Used for visitor attributes. If this visitor attribute can be used as a unique</td>
<td>No</td>
<td>Must be either yes or no.</td>
</tr>
<tr>
<td></td>
<td>identifier for the user, it must be indicated by a yes value in this field.</td>
<td></td>
<td>Default is no.</td>
</tr>
<tr>
<td>attributes:name</td>
<td>Name of this attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>attributes:value</td>
<td>Value of this attribute. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>businessUnitID</td>
<td>Id of the current business unit as defined in Portal. This parameter is used</td>
<td>No</td>
<td>Integer</td>
</tr>
<tr>
<td></td>
<td>to determine hours of operations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Hours of operation can be set in Portal at the AG or the BU level.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Where hours are set at the AG level, the AG setting has priority.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Where hours of operation are not set at the AG level, the BU setting has</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>priority.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Where hours of operation are not set at either the AG or the BU level,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>this field value defaults to true.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>clientOrderNumber</td>
<td>Unique identifier for this order.</td>
<td>No</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [], []</td>
</tr>
<tr>
<td>conversionAttributes</td>
<td>List of any name/value pairs that is associated with this conversion.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>conversionAttributes:name</td>
<td>Name of this conversion attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>conversionAttributes:value</td>
<td>Value of this conversion attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables</td>
<td>Used to store targeting information for chat routing.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>customVariables:action</td>
<td>Action to be performed on this custom variable.</td>
<td>No</td>
<td>Must be one of: append, set, remove. Default value is append.</td>
</tr>
<tr>
<td>customVariables:name</td>
<td>Name of this custom variable.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables:persistence</td>
<td>Recommended persistence lifespan.</td>
<td>No</td>
<td>Must be either volatile or persistent. Default value is persistent.</td>
</tr>
<tr>
<td>customVariables:value</td>
<td>Value of this custom variable. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>engagementID</td>
<td>ID of the engagement. This value is provided by the Nuance platform. Used</td>
<td>No, but required for engagement attributes</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [, ], [ ]</td>
</tr>
<tr>
<td></td>
<td>only for engagement attributes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>orderType</td>
<td>Client provided order type to be associated to this order.</td>
<td>No</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [, ], [ ]</td>
</tr>
<tr>
<td>products</td>
<td>List of product information associated with this conversion.</td>
<td>Yes</td>
<td>N/A</td>
</tr>
<tr>
<td>products:count</td>
<td>Product count.</td>
<td>Yes</td>
<td>Integer</td>
</tr>
<tr>
<td>products:product</td>
<td>Product name.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>products:productAttributes</td>
<td>List of product attributes associated with this product.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>products:productAttributes:name</td>
<td>Name of this product attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>products:productAttributes:value</td>
<td>Value of this product attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>products:type</td>
<td>Product type.</td>
<td>No</td>
<td>String</td>
</tr>
<tr>
<td>products:value</td>
<td>Product value or cost.</td>
<td>No</td>
<td>Number</td>
</tr>
<tr>
<td>sessionID</td>
<td>Id of current session.</td>
<td>No, but required for applicationattributes</td>
<td>String</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>----------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>siteID</td>
<td>ID of the site. This value is provided by Nuance and is a static value for the client application.</td>
<td>Yes</td>
<td>Integer</td>
</tr>
<tr>
<td>tcCustomerID</td>
<td>The customerID parameter is provided by the CEAPI when the /engagement endpoint is called OR by the DCAPI when the /startSession endpoint is called.</td>
<td>Yes</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [ ], _</td>
</tr>
<tr>
<td>viewID</td>
<td>Identifier for the current content displayed (or otherwise provided) to the customer.</td>
<td>No</td>
<td>String</td>
</tr>
</tbody>
</table>

Request Example

**POST**  https://api.touchcommerce.com/v1/dataCollection/conversion

**POST Body:**

```json
{
    "tcCustomerID": "12345",
    "siteID": 6789,
    "clientOrderNumber": "123456789",
    "orderType": "orderTypeValue",
    "viewID": "6789231234",
    "products": [
        {
            "product": "iPhone7s",
            "type": "phones",
            "count": 1,
            "value": 100.00,
            "productAttributes": [
                {
                    "name": "attributeName",
                    "value": "attributeValue"
                }
            ]
        }
    ]
}
```


```
}
]
],
"conversionAttributes": [
{
   "name": "attributeName",
   "value": "attributeValue"
}
],
"attributes": [
{
   "name": "sale",
   "value": "iPhone 5S",
   "attributeType": "visitorAttribute",
   "action": "set"
},
{
   "name": "sale",
   "value": "Galaxy S7",
   "attributeType": "visitorAttribute"
}
]
}

Response Example
200 OK
```
Custom Event

The `customEvent` endpoint is called when any relevant event fires on the client application. The list of relevant events should be defined in the program definition.

https://api.touchcommerce.com/v1/dataCollection/customEvent

**Parameters**

<table>
<thead>
<tr>
<th>Parameter Name</th>
<th>Description</th>
<th>Required</th>
<th>Data Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>attributes</td>
<td>List of any modifiable name/value attribute to be associated with this customer, engagement, or session.</td>
<td>No, but every request must contain either <code>attributes</code> or <code>customVariables</code> section.</td>
<td>N/A</td>
</tr>
<tr>
<td>attributes:action</td>
<td>Action to be performed on this attribute.</td>
<td>No</td>
<td>Must be one of: • append • set • remove Default value is <code>append</code>.</td>
</tr>
<tr>
<td>attributes:attributeType</td>
<td>Type of attribute being set or modified.</td>
<td>Yes</td>
<td>Must be one of: • engagementAttribute • visitorAttribute • applicationAttribute</td>
</tr>
<tr>
<td>attributes:externalCustomerID</td>
<td>Can be used only for visitor attributes. If this visitor attribute can be used as a unique identifier for this user, please indicate it using a yes value in this field.</td>
<td>No</td>
<td>Must be either yes or no. Default is no.</td>
</tr>
<tr>
<td>attributes:name</td>
<td>Name of this attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>attributes:value</td>
<td>Value of this attribute. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables</td>
<td>Can be used to store information that can be used for targeting.</td>
<td>No, but every request must contain at least <code>attributes</code> or <code>customVariables</code> section</td>
<td>N/A</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>--------------------------------------------------</td>
<td>----------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>customVariables:action</td>
<td>Action to be performed on this custom variable.</td>
<td>No</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- append</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- set</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- remove</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default value is <strong>append</strong>.</td>
</tr>
<tr>
<td>customVariables:name</td>
<td>Name of this custom variable.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables:persistence</td>
<td>Recommended persistence lifespan.</td>
<td>No</td>
<td>Must be either <strong>volatile</strong> or <strong>persistent</strong>. Default value is <strong>persistent</strong>.</td>
</tr>
<tr>
<td>customVariables:value</td>
<td>Value of this custom variable. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>engagementID</td>
<td>ID of engagement provided by the Nuance platform. Only used for engagement attributes.</td>
<td>No, but required for <strong>engagement attributes</strong></td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [-], [_]</td>
</tr>
<tr>
<td>sessionID</td>
<td>ID of the current session.</td>
<td>No, but required for <strong>application attributes</strong></td>
<td>String</td>
</tr>
<tr>
<td>siteID</td>
<td>ID of the site provided by the Nuance platform. This is a static value for the client application.</td>
<td>Yes</td>
<td>Integer</td>
</tr>
<tr>
<td>tcCustomerId</td>
<td>The customerID is provided by the CEAPI when the <code>/engagement</code> endpoint is called OR by the Data Collection API when the <code>/startSession</code> endpoint is called.</td>
<td>Yes</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [-], [_]</td>
</tr>
<tr>
<td>viewID</td>
<td>Identifier for the current content displayed (or otherwise provided) to the customer.</td>
<td>No</td>
<td>String</td>
</tr>
</tbody>
</table>
Request Example

POST  https://api.touchcommerce.com/v1/dataCollection/customEvent

POST Body:

{
  "tcCustomerID":"1234567422342",
  "engagementID":1234567890123,
  "sessionID":"eeeeHjsdge34f2345_6",
  "siteID":306,
  "attributes":[
    {
      "name":"TDATARecommendedAgentGroup",
      "value":"myAgentGroupName",
      "attributeType":"engagementAttribute",
      "action":"set"
    },
    {
      "name":"TDATARecommendedAgentGroup",
      "value":"myAnotherAttribute",
      "attributeType":"engagementAttribute"
    },
    {
      "name":"sellAttribute",
      "value":"phone1",
      "attributeType":"visitorAttribute",
      "action":"set",
      "externalCustomerID":"yes"
    },
    {
      "name":"sellAttribute",
      "value":null,
      "attributeType":null,
      "action":null
    }
  ]
}
"value":"actionBuy",
"attributeType":"visitorAttribute",
"action":"remove"
},
{
"name":"phoneType",
"value":"iPhone5s",
"attributeType":"applicationAttribute",
"action":"append"
}
],
"customVariables":[
{
"name":"customName",
"value":"customValue",
"persistence":"persistent"
},
{
"name":"customName",
"value":"newData",
"action":"set"
}
]}

Response Example

200 OK
Exposed
The exposed endpoint is called when a new Nuance engagement launches in the client application.

https://api.touchcommerce.com/v1/dataCollection/exposed

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Description</th>
<th>Required</th>
<th>Data Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>attributes</td>
<td>List of any modifiable name/value attributes that you want to associate to this customer, engagement or session.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>attributes:action</td>
<td>Action to be performed on this attribute.</td>
<td>No</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• append</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• set</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• remove</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default value is append.</td>
</tr>
<tr>
<td>attributes:attributeType</td>
<td>Type of attribute that we are setting or modifying.</td>
<td>Yes</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• engagementAttribute</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• visitorAttribute</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• applicationAttribute</td>
</tr>
<tr>
<td>attributes:externalCustomerID</td>
<td>Can be used only for visitor attributes. If this visitor attribute can be used as a unique identifier for this user, please indicate it using a yes value in this field.</td>
<td>No</td>
<td>Must be either yes or no. Default is no.</td>
</tr>
<tr>
<td>attributes:name</td>
<td>Name of this attribute.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>attributes:value</td>
<td>Value of this attribute. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables</td>
<td>Can be used to store information that can be used for targeting.</td>
<td>No</td>
<td>N/A</td>
</tr>
<tr>
<td>Parameter Name</td>
<td>Description</td>
<td>Required</td>
<td>Data Constraints</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>customVariables:action</td>
<td>Action to be performed on this custom variable.</td>
<td>No</td>
<td>Must be one of:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• append</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• set</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• remove</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default is value append.</td>
</tr>
<tr>
<td>customVariables:name</td>
<td>Name of this custom variable.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>customVariables:persistence</td>
<td>Recommended persistence lifespan.</td>
<td>No</td>
<td>Must be either volatile or persistent. Default value is persistent.</td>
</tr>
<tr>
<td>customVariables:value</td>
<td>Value of this custom variable. Can be multi-valued.</td>
<td>Yes</td>
<td>String</td>
</tr>
<tr>
<td>siteID</td>
<td>Id of site provided by Nuance and will be a static value for client application.</td>
<td>Yes</td>
<td>Integer</td>
</tr>
<tr>
<td>tcCustomerID</td>
<td>The customerID is provided by the Nuance Engagement API when the /engagement endpoint is called or by the Nuance Data Collection API when the /startSession endpoint is called.</td>
<td>Yes</td>
<td>String, possible values are: [a-z], [A-Z], [0-9], [-], [_]</td>
</tr>
<tr>
<td>viewID</td>
<td>Identifier for the current content displayed (or otherwise provided) to the customer</td>
<td>No</td>
<td>String</td>
</tr>
</tbody>
</table>

Response Values

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>tcCustomerID</td>
<td>Integer</td>
<td>if a tcCustomerID was not provided in the request, then we generate a tcCustomerID and return it in the response)</td>
</tr>
</tbody>
</table>

Request Example

POST https://api.touchcommerce.com/v1/dataCollection/exposed
POST Body:

```json
{
    "tcCustomerID": "12345", // provided by the Touch Commerce engagement API when the "GET engagement" API endpoint is called
    "siteID": "6789", // ID associated with the application, if applicable
    "viewID": "value", // identifier for the current content displayed (or otherwise provided) to the customer
    "visitorAttributes": [ // List of any name/value pairs that you want to associate to this visitor
        {
            "name": "value", // name and value of this attribute
            "externalCustomerID": "Yes" // If this visitor attribute can be used as a unique identifier for this user, please indicate it using a "yes" value in this field. Otherwise, "no"
        }
    ],
    "applicationAttributes": [ // List of any name/value pairs that you want to associate to this application
        {
            "name": "value" // name and value of this attribute
        }
    ],
    "customVariables": [ // Can be used to store information that can be used for targeting
        {
            "name": ["value"], // name and value(s) of this attribute. Can be multivalued.
            "persistence": "value" // recommended persistence lifespan. Values are "volatile" or "persistent"
        }
    ]
}
```
Response Example

200 OK

{
  "tcCustomerID": "12345",
}

Recommendation Endpoint

https://api.touchcommerce.com/v1/dataCollection/recommendation

Example JSON Input Data

{
    "tcCustomerID": "12345", //customerID provided by the Touch Commerce engagement API when the
    "GET engagement" API endpoint is called //provided by Touch Commerce and will be a static
    value for client application
    "siteID": "6789", //ID associated with the application, if applicable
    "viewID": "value", //identifier for the current content displayed (or otherwise provided)
    "visitorAttributes": [ //List of any name/value pairs that you want to associate to this
        { //name and value of this attribute
            "name": "value",
            "externalCustomerID": "Yes" //If this visitor attribute can be used as a unique identifier
        }
    ],
    "applicationAttributes": [ //List of any name/value pairs that you want to associate to this
        { //name and value of this attribute
            "name": "value"
        }
    ],
    "customVariables": [ //Can be used to store information that can be used for targeting
        { //name and value(s) of this attribute. Can be multivalued.
            "name": "value"
        }
    ]
}
"persistence": "value"  //recommended persistence lifespan. Values are "volatile" or "persistent"
}
]

JSON Schema
{
  "$schema": "http://json-schema.org/draft-04/schema#",
  "type": "object",
  "properties": {
    "tcCustomerID": {
      "type": "string"
    },
    "siteID": {
      "type": "string"
    },
    "sessionID": {
      "type": "string"
    },
    "visitorAttributes": {
      "type": "array",
      "items": {
        "type": "object",
        "properties": {
        }}}}
"name": {
    "type": "string"
},
"externalCustomerID": {
    "type": "string"
}
}

"applicationAttributes": {
    "type": "array",
    "items": {
        "type": "object",
        "properties": {
            "name": {
                "type": "string"
            }
        }
    }
}

"customVariables": {
    "type": "array",
    "items": {
    
    }
}
Example JSON Output
{
    "recommendedActionName": "RECOMMEND_PRODUCT", // recommendation of an action that requesting client is recommended to take towards visitor, see ssbr30.xsd for possible values
    "data": { // Data section carrying data relevant to recommended action such as product id, content URL etc. Data is specified as a set of key-value pairs.
        "name": [ // name property
            "type": "string"
        ],
        "persistence": [ // persistence property
            "type": "string"
        ]
    }
}
"catalog-num": 1000,
"prod-id": "XYZ-123"
// more name-value pairs can follow
}