2019

INNOVATE

Digital Transformation Made SMARTer

Expanding Channel Usage With Your Digital Transformation

Joe Gionta, Director of Professional Services for Smart Communications

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In 2014, We Told You

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"Digital disruption is more than just a technology shift. It's about transforming business models and how organizations engage… Data is the foundation of digital business...If 20 % of your revenue is not an insight stream by 2020, you won't have a digital biz model."

- *Ray Wang, Constellation Group, July 2014*

"Customer service is re-emerging as the core business strategy to create a winning customer experience. Great service needs to be consistent across all mobile devices, as well as social and digital media channels. It also needs to be personalized and consistent with marketing efforts."

- *Predicts 2014: Customer Support and the Engaged Enterprise, Published: 15 November 2013 Analyst(s): Michael Maoz, Jim Davies, Jenny Sussin, Olive Huang*

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It’s 2019, Where is Your Business Today?

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- Do you honor your customer preferences?
- Do you take advantage of digital channels?
- Do you utilize cloud-based services?
- Have you acquired organizational buy-in for your digital transformation

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Expanding Channel Usage

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Email

SMS

HTML Landing Sites

Voice Assistants

Today's conversation will focus on making the most of your investment in SmartCOMM by adding the following Channel Types

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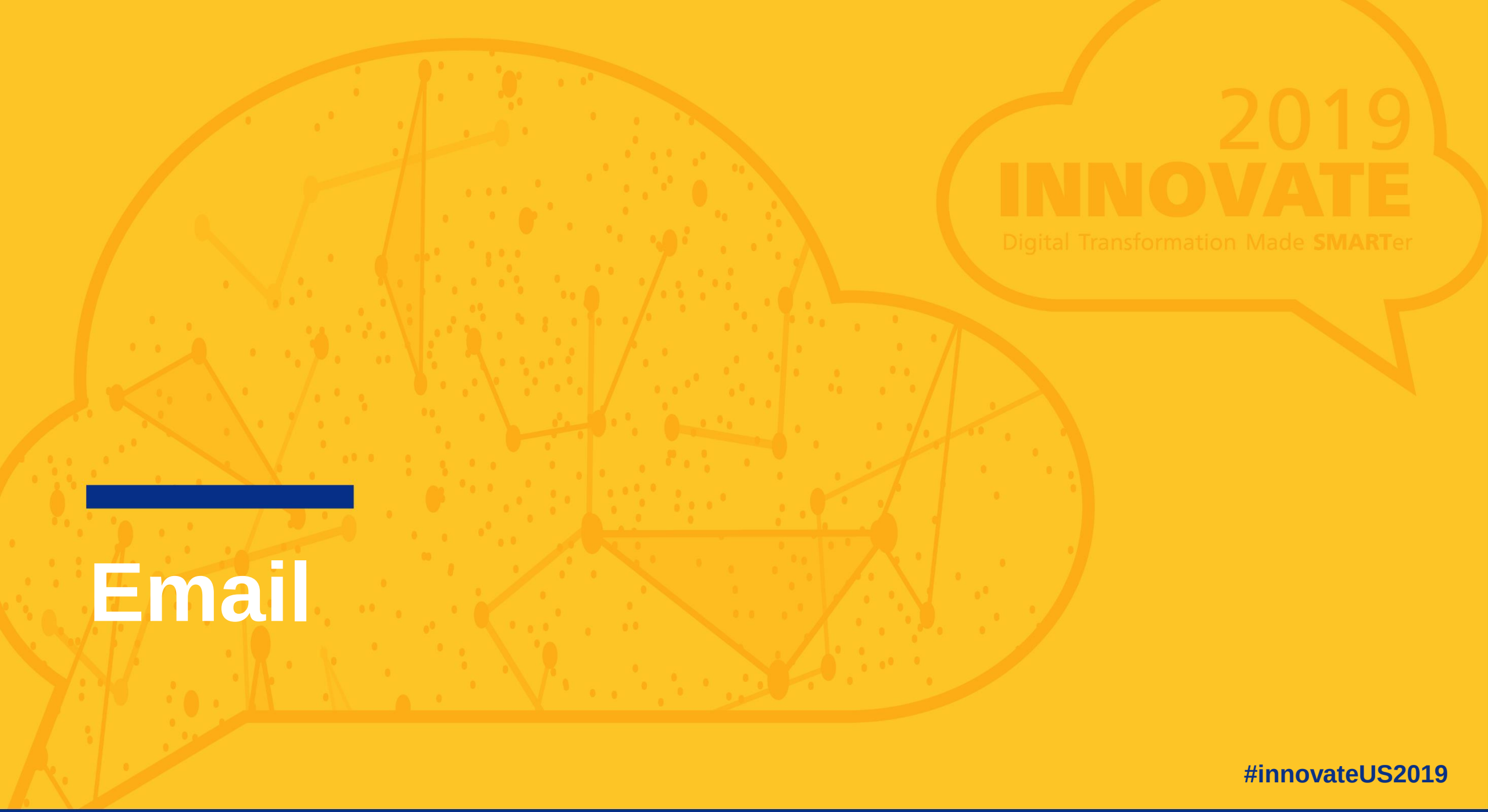

Email

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Adding an Email Channel - Preparation

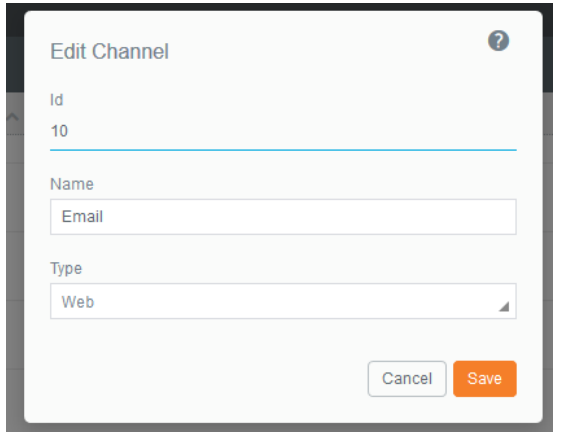
Decide whether your email channel will be plain text or html (hint: chose the latter!)

Email channel is one of the out-of-the-box channels Settings→Channel

Decide who will deliver your email (SMTP vs 3rd party)

For SMTP, set up your Queue, Template Selector, and OP Config

For 3rd party, work with PS team to create OP Plugin



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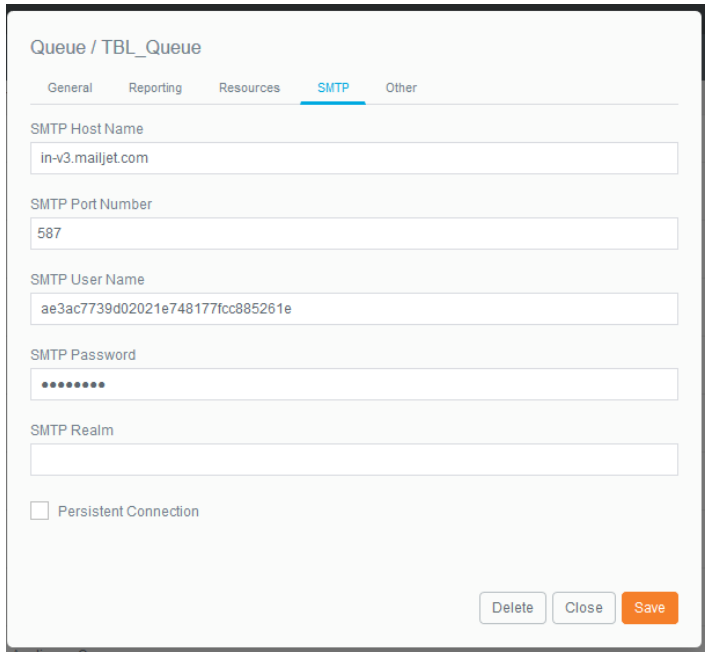
Adding an Email Channel - Configuration



Set-up your Queue

Manage Batches → Queues → My Queue → SMTP Tab

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Adding an Email Channel - Configuration

- Set-up your Template Selector
- Several CJPs are necessary to set the header information
- The list can be found here: SMTP CJPs

`smtp.attachmentname`	Output Processor	Used to name e-mail attachments. If a name is not specified in this way, the attachments are given default names of the form *att1.pdf*, *att2.pdf*, etc. The correct number suffix for the `smtp.attachmentname-` property is dependent on whether or not Enclosures are present. When delivering an Envelope with no enclosures, use `smtp.attachmentname-0` for the first and only attachment. Where enclosures are present, the number starts at 1, therefore use `smtp.attachmentname-1` for the first job in the Envelope.
`smtp.bccaddress`	SMTP Output in Output Processor	Sets BCC fields on e-mails generated by Smart Communications. Multiple recipients must be comma-separated.
`smtp.ccaddress`	SMTP Output in Output Processor	Sets CC fields on e-mails generated by Smart Communications. Multiple recipients must be comma-separated.
`smtp.destinationaddress`	SMTP Output in Output Processor	The email address to which the email will be sent.
`smtp.returnaddress`	SMTP Output in Output Processor	The address to which bounced emails are sent. It is popularly known as the return path, the reverse path, and the envelope from address. It is different from the reply-to address.
`smtp.subject`	SMTP Output in Output	The subject of the email being sent.

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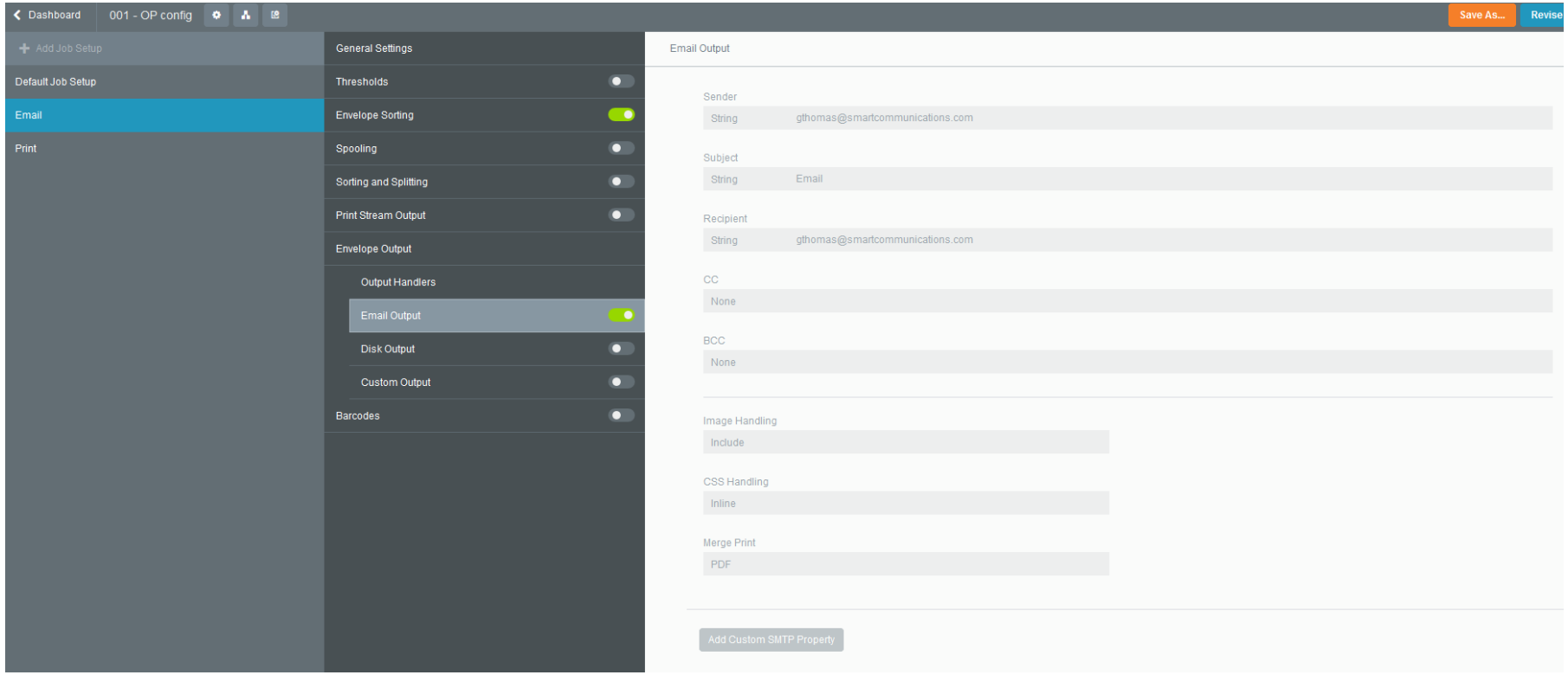
Adding an Email Channel - Configuration

- Set-up your OP Config

  Add SMTP Delivery to your Job Setup (Email Setup - OP Config)



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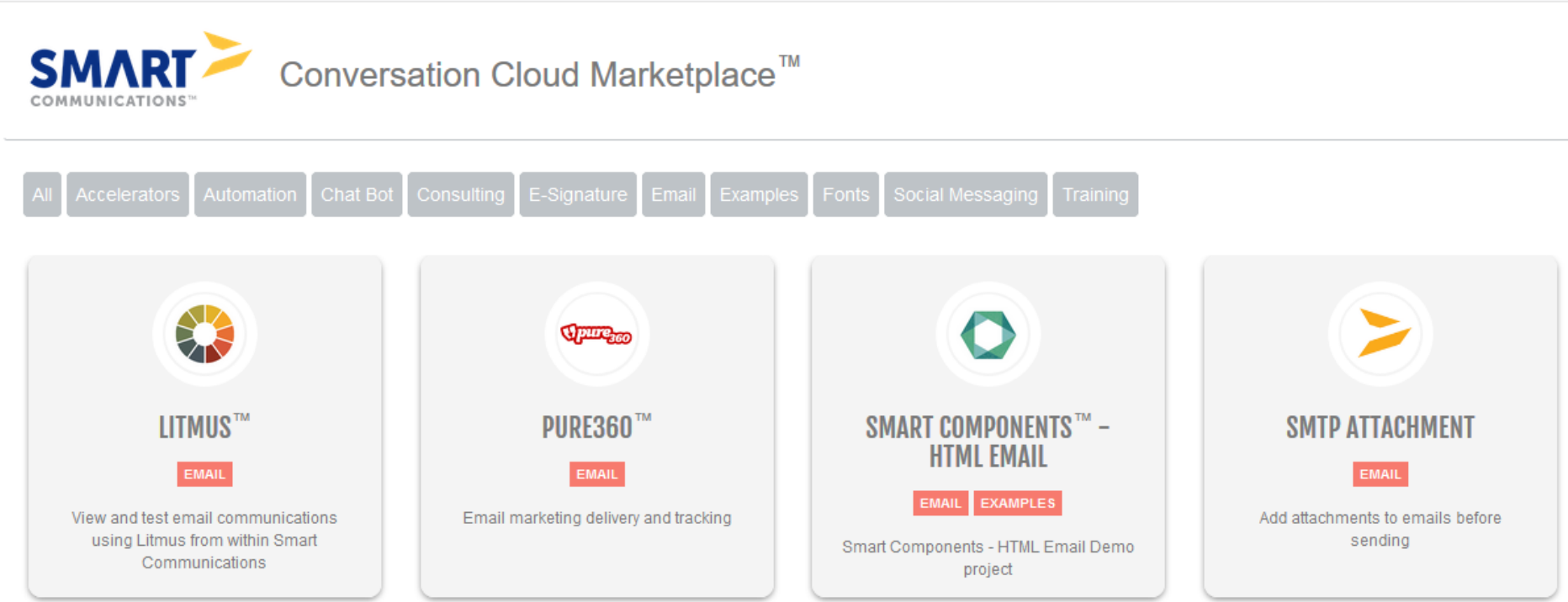
Adding an Email Channel - Configuration

- Set-up your OP Plugin – Professional Services has provided an example plugin for a 3rd party called Pure360 (Marketplace)



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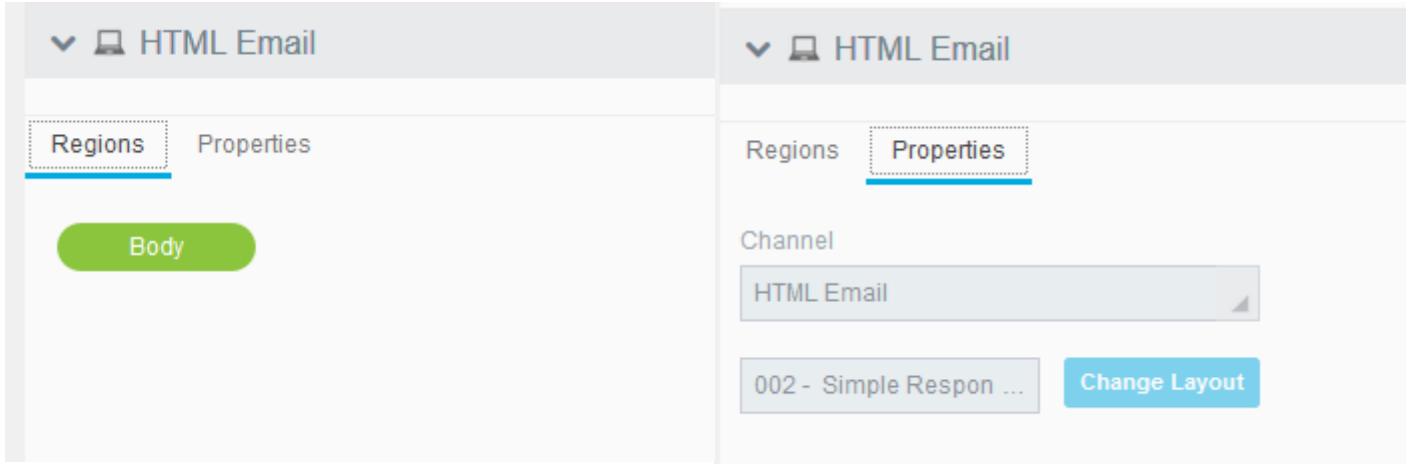
Adding an Email Channel - Authoring

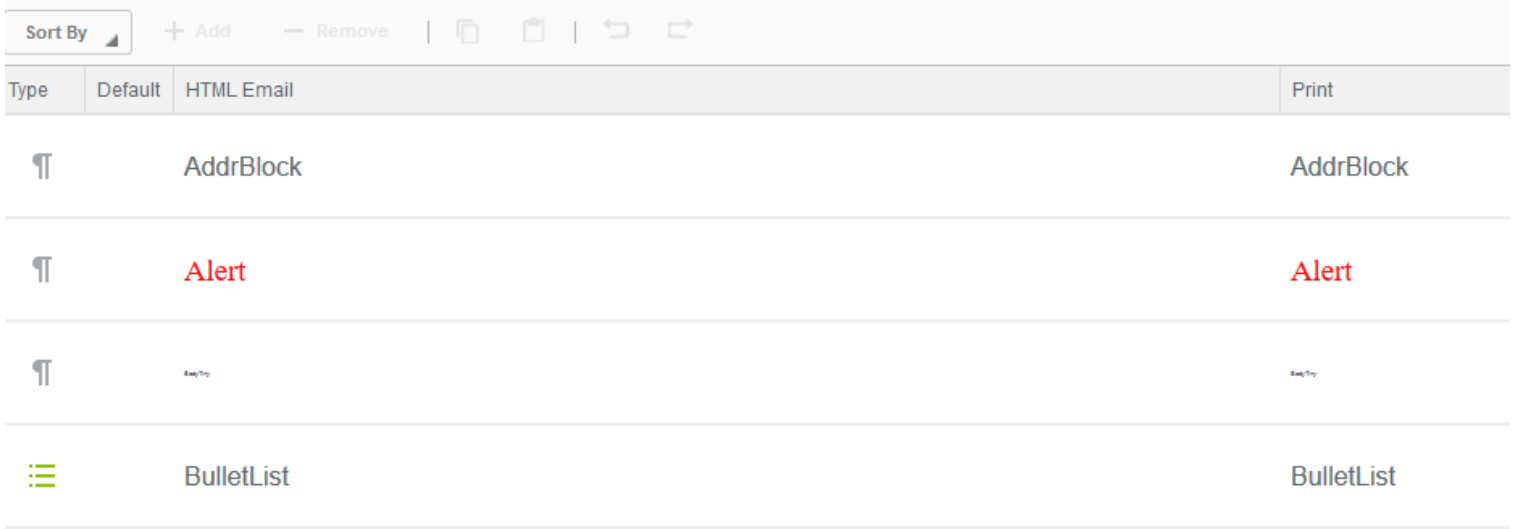
Create your Layout – Try importing an HTML file first

Add the Email Channel to the Styleset

Add Email Channel to template – point to your new Layout

Map your sections to your region





Adding an Email Channel – Tips and Tricks

Public Resource Path

Set on the Pool & the Queue. Needed for images to be accessible to recipients. Public-facing webserver required.

To change attachment name set the CJP smtp.attachmentname-1, smtp.attachmentname-2, etc.

Utilize a responsive html layout by making use of @media tags

Consider using 3rd party to deliver email in order to handle bounce backs and other advanced features

Litmus preview in Template Designer can help point out defects early in the design process

Smart Components can spice up your content, but JavaScript based components don't work in most email clients

```
@media only screen and (max-width:480px) {
    .em_wrapper {
        width: 100% !important;
    }
    .em_text {
        text-align: center !important;
    }
    .em_aside {
        width: 15px !important;
    }
    .em_full_img {
        width: 100% !important;
        height: auto !important;
        max-width: 100% !important;
    }
    .em_hide {
        display: none !important;
    }
    .em_h20 {
        height: 20px !important;
    }
    .em_pad {
        padding: 0px 15px !important;
    }
    .em_f_25 {
        font-size: 30px !important;
        line-height: 32px !important;
    }
    .em_f_16 {
        font-size: 16px !important;
        line-height: 25px !important;
    }
    span[class=em_divhide] {
        display: none !important;
    }
}

@media only screen and (min-width:481px) and (max-width:750px) {
    .em_wrapper {
        width: 100% !important;
        min-width: 375px !important;
    }
```

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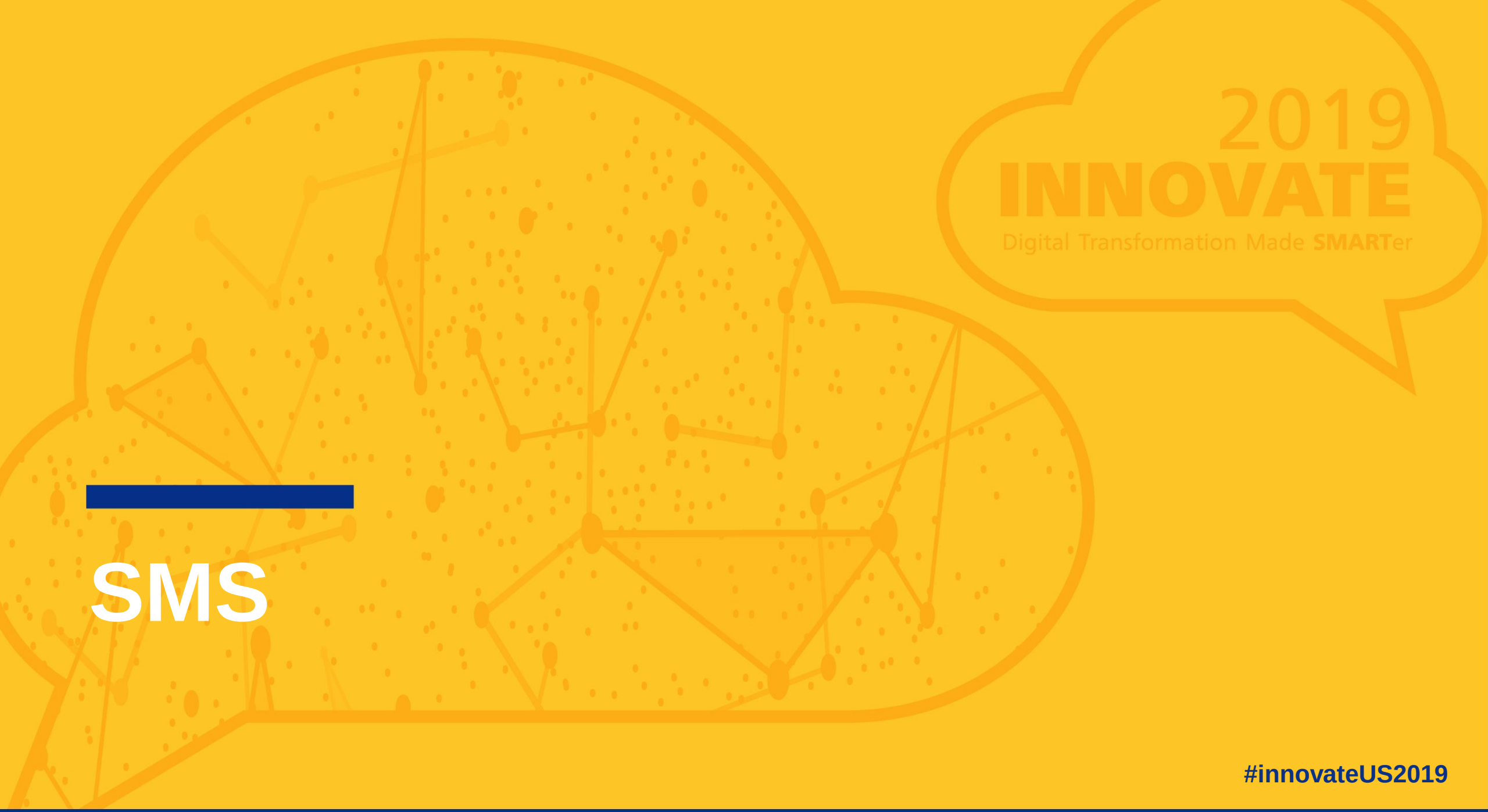

SMS

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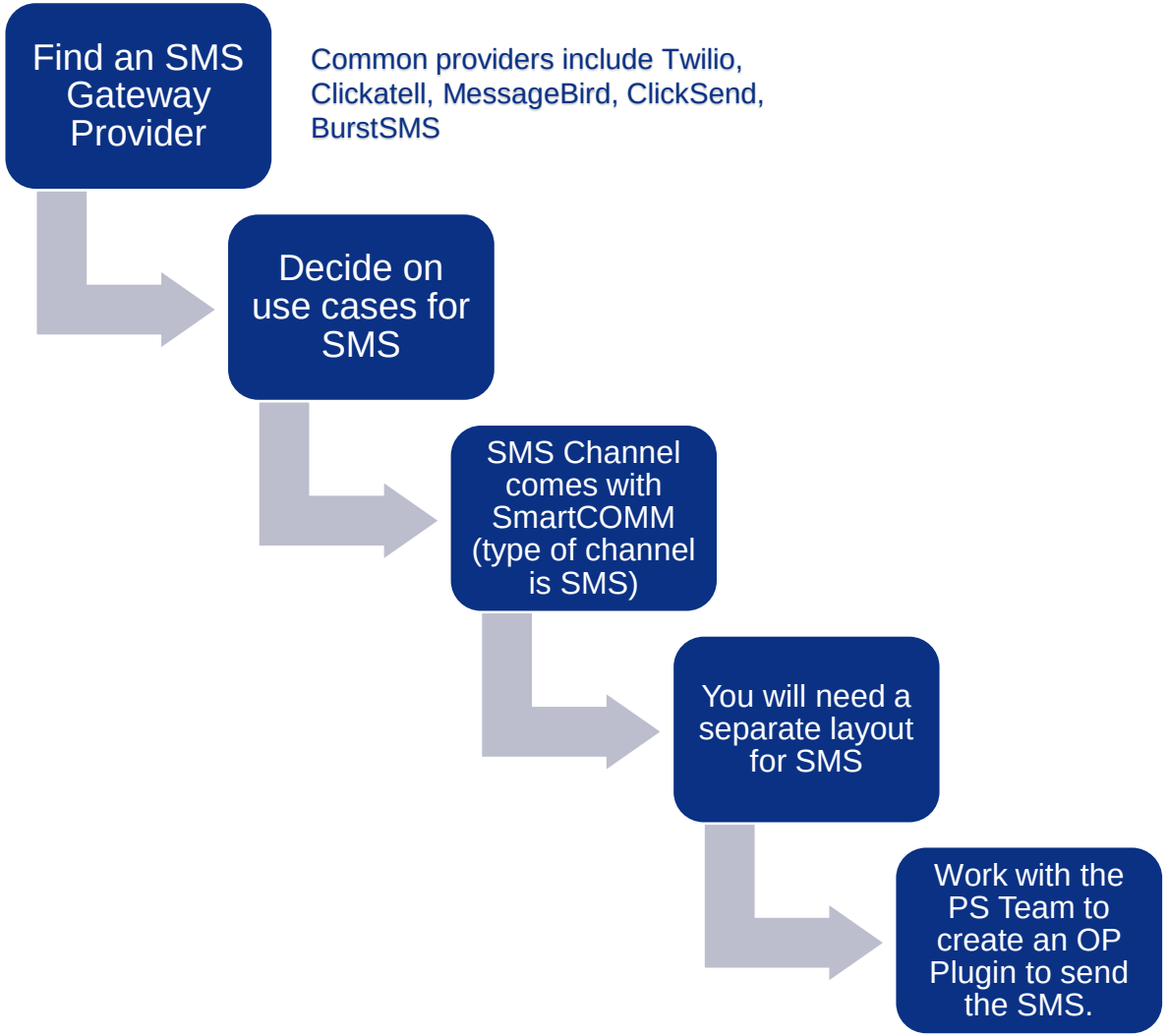
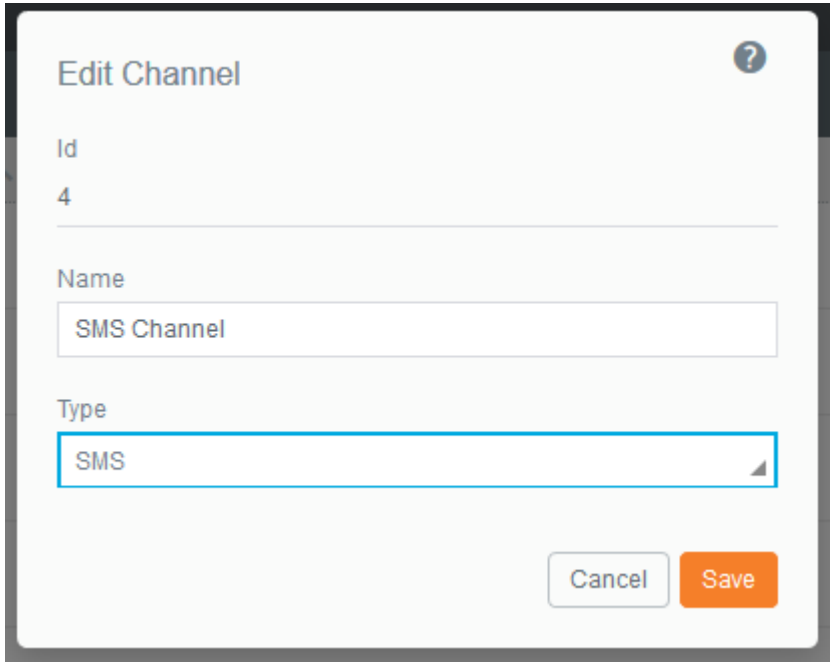
Adding an SMS Channel - Preparation





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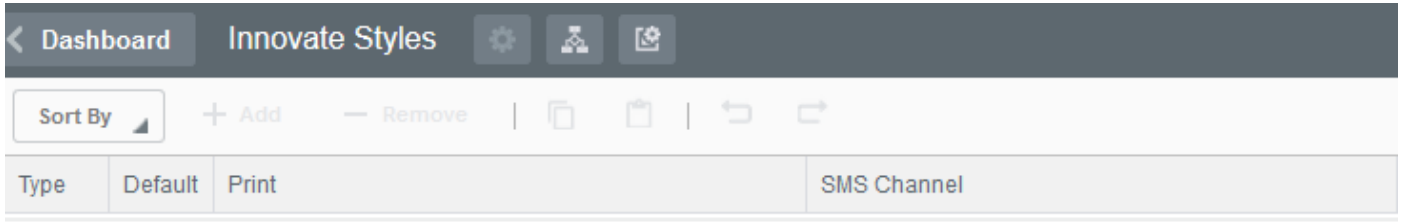
Adding an SMS Channel - Configuration

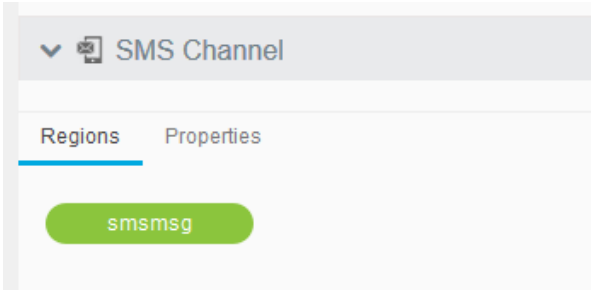
1. Create an SMS Layout (just use the out of the box example). The example is available via ATD.

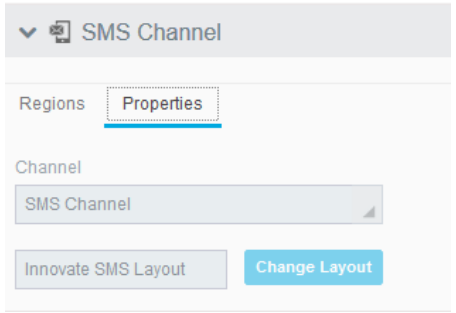
```
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform" xmlns:fo="http://www.w3.org/1999/XSL/Format">
    <xsl:template match="/">
        <xsl:apply-templates select="//region[@name='smsmsg']" />
    </xsl:template>
</xsl:stylesheet>
```

2. Update your Styleset to add the SMS Channel – The actual properties set on your styles will not matter. SMS is just plain text.



3. Update your template to include the SMS Channel and map your regions





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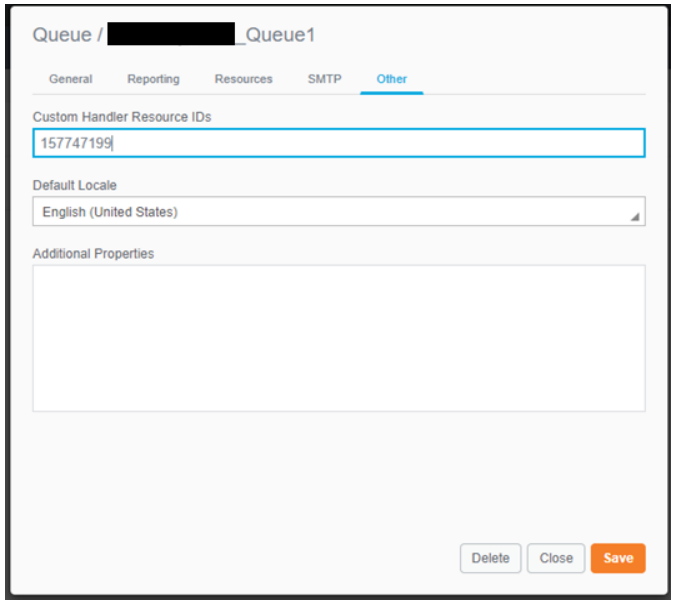
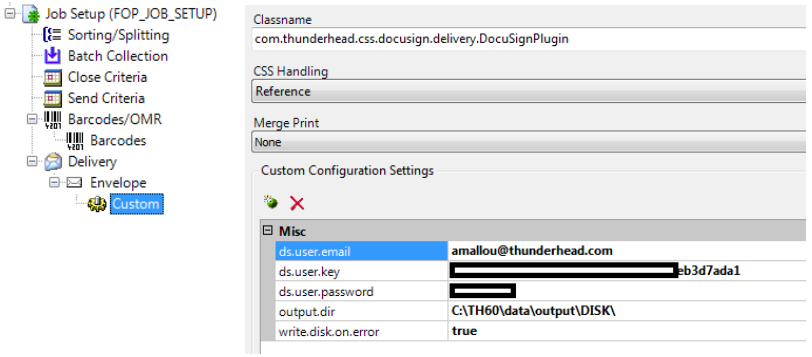
Adding an SMS Channel - Configuration

Setup SMS OP Plugin

- Upload jar file, make note of resource id
- Add resource id to queue
- Reference main class in jar file from Job Setup





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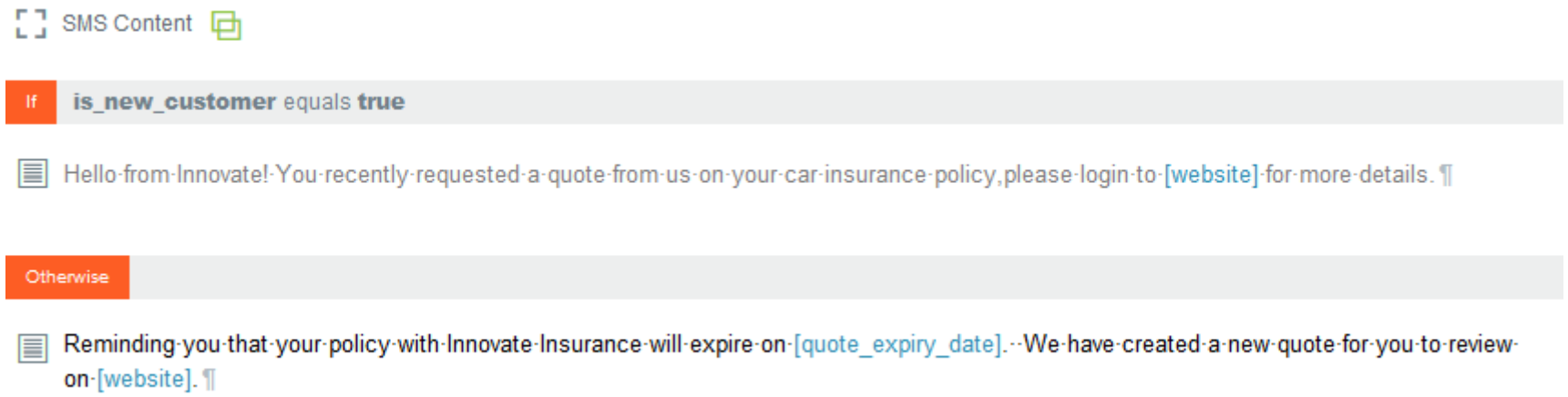
Adding an SMS Channel - Authoring

Add in plain content to your existing template



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Adding an SMS Channel – Tips and Tricks

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There is no verification for character count. Ensure your message is less than 160 characters.

Some characters count more than 1 byte, so 160 characters is not 100% fool-proof.

- Content is limited to 1120 bytes. Intermixing special characters (e.g. copyright or trademark symbols) reduces the number of characters allowed in a message because they take up two bytes instead of one. The 160 character limit assumes each character takes only seven bits which happens when text is encoded using ANSI or ISO-8859-1 or a few other encodings.

Some Gateways automatically split up and handle messages larger than 160 characters.

To enable two-way conversation, embed a URL within message or setup message handling via SMS Gateway

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HTML Landing Sites

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Adding an HTML Channel - Preparation

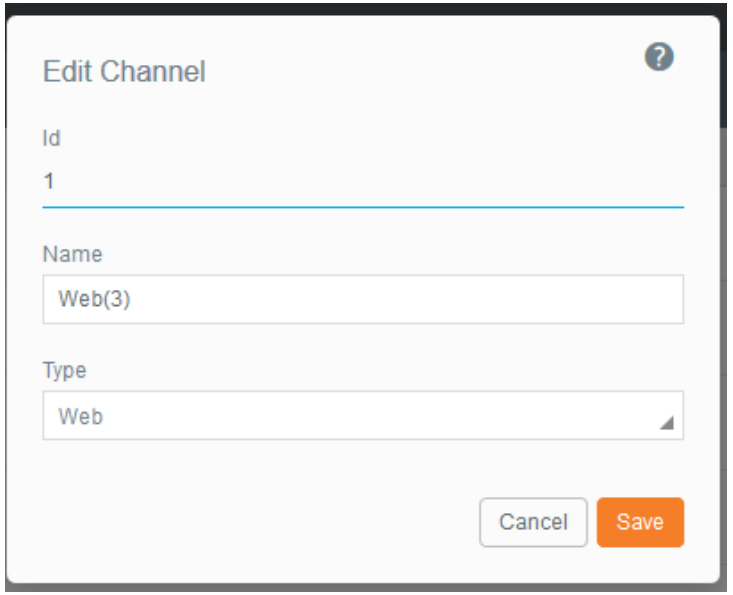
Define your use cases

- Personalized landing site as part of email-campaign
- Landing page send out as part of SMS message
- Interactive web-site for collecting Customer information

Procure a webserver to display landing pages (Apache is most common)

HTML channels comes out of the box (Web Channel)

Will require changes to Template Selector, Template, Styleset, and OP Config



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Adding an HTML Channel - Configuration

Create a new HTML Layout

You can design an HTML page using your favorite web designer and import the framework as the basis for your Layout

- Converts HTML to XML used for Layouts, simply apply the region

Add Web Channel to your Styleset and copy over relevant styles

Add Web Channel to your Template and map the regions to your new Layout

Update your Template Selector to add Web Channel

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Adding an HTML Channel – Configuration and Authoring

Create a new HTML Layout

You can design an HTML page using your favorite web designer and import the framework as the basis for your Layout

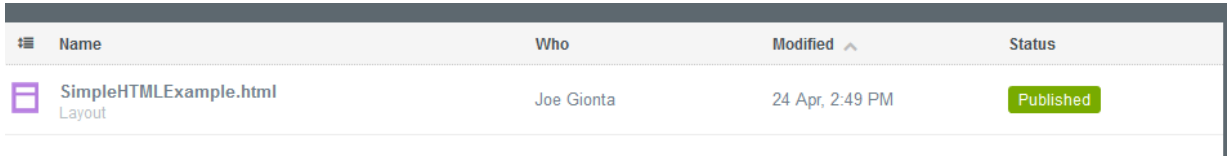
Converts HTML to XML used for Layouts, simply apply the region

Add Web Channel to your Styleset and copy over relevant styles

Add Web Channel to your Template and map the regions to your new Layout

Update your Template Selector to add Web Channel

Setup Job setup to disk output



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Adding an HTML Channel – Tips and Tricks

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Potentially use custom disk post-processing script to move output html to Webserver folder

Smart Components will function correctly as the html is viewed with the entire browser

Most landing pages are temporary. Ensure you clean the folder after a certain time frame

To secure landing page, turn on HTTPS and provide one-time code via email/SMS

Ensure your layout is responsive for various viewing dimensions

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Voice Assistants

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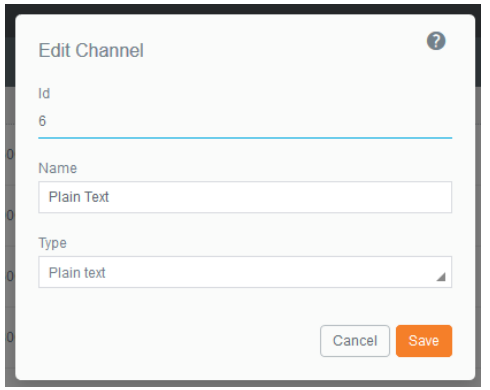
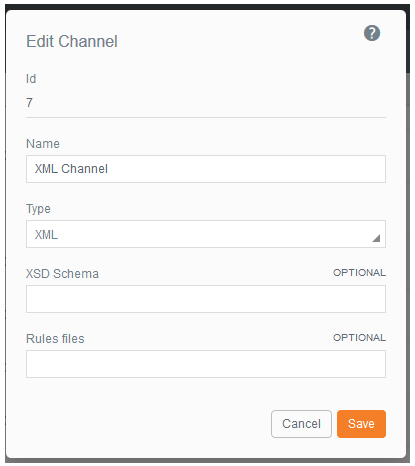
Adding a Voice Assistant Channel - Preparation

Decide upon the voice assistant you wish to interact with (Google Assistant, Amazon Alexa, Other)

Based upon the requirements for the Voice Assistant API, chose either TML Channel or Plain Text Channel

Work with the Professional Services team to create an OP Plugin for sending the output to the Voice Assistant API





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Adding a Voice Assistant Channel - Configuration

Create a Layout for either TML or Plain Text

TML Channel creates XML with HTML embedded. Plain Text can be used to create JSON output.

Embed specific functionality into Layout as supported by Voice Assistant

```
<?xml version="1.0" encoding="utf-8"?>
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform" xmlns:sc="http://www.smartcommunications.com/smart-components">

  <xsl:template match="/">
    <xsl:apply-templates select="//region[@name='googleAssistant']" />
    <!--THCOMMENT - DO NOT CHANGE - REGIONMAPSTART:-->
  </xsl:template>

  <xsl:template match="section" priority="8">
    <xsl:apply-templates />
  </xsl:template>

  <xsl:template match="region" priority="9">
    <xsl:apply-templates />
  </xsl:template>

  <xsl:template match="frag" priority="9">
    <xsl:apply-templates />
  </xsl:template>

  <xsl:template match="var" priority="9"><xsl:value-of select="text()"/></xsl:template>

  <xsl:template match="p" priority="9">&lt;p&gt;<xsl:apply-templates />&lt;/p&gt;</xsl:template>


  <xsl:template match="style[@name='digits']" priority="9">&lt;say-as interpret-as="digits"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='cardinal']" priority="9">&lt;say-as interpret-as="cardinal"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='ordinal']" priority="9">&lt;say-as interpret-as="ordinal"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='characters']" priority="9">&lt;say-as interpret-as="characters"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='expletive']" priority="9">&lt;say-as interpret-as="expletive"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='fraction']" priority="9">&lt;say-as interpret-as="fraction"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='interjection']" priority="9">&lt;say-as interpret-as="interjection"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <xsl:template match="style[@name='emphasis']" priority="9">&lt;emphasis level="strong"&gt;<xsl:value-of select="text()" />&lt;/emphasis&gt;</xsl:template>
  <xsl:template match="style[@name='currency']" priority="9">&lt;say-as interpret-as="unit"&gt;<xsl:value-of select="text()" />&lt;/say-as&gt;</xsl:template>
  <!--<xsl:template match="style[@name='whispered']" priority="9">&lt;amazon:effect name="whispered"&gt;<xsl:value-of select="text()" />&lt;/amazon:effect&gt;</xsl:template>-->
</xsl:stylesheet>
```

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Adding a Voice Assistant Channel - Configuration

- Ensure your layout has your new channel added. Styles do not matter for Voice Assistant
- Configure Template Selector to choose the appropriate template
- Configure OP Config to call OP Plugin for particular Voice Assistant
- Create a Data Model that matches the response from the Voice Assistant

Type	Default	Google Assistant
a		cardinal
a		characters
a		currency
a		emphasis
a		ordinal

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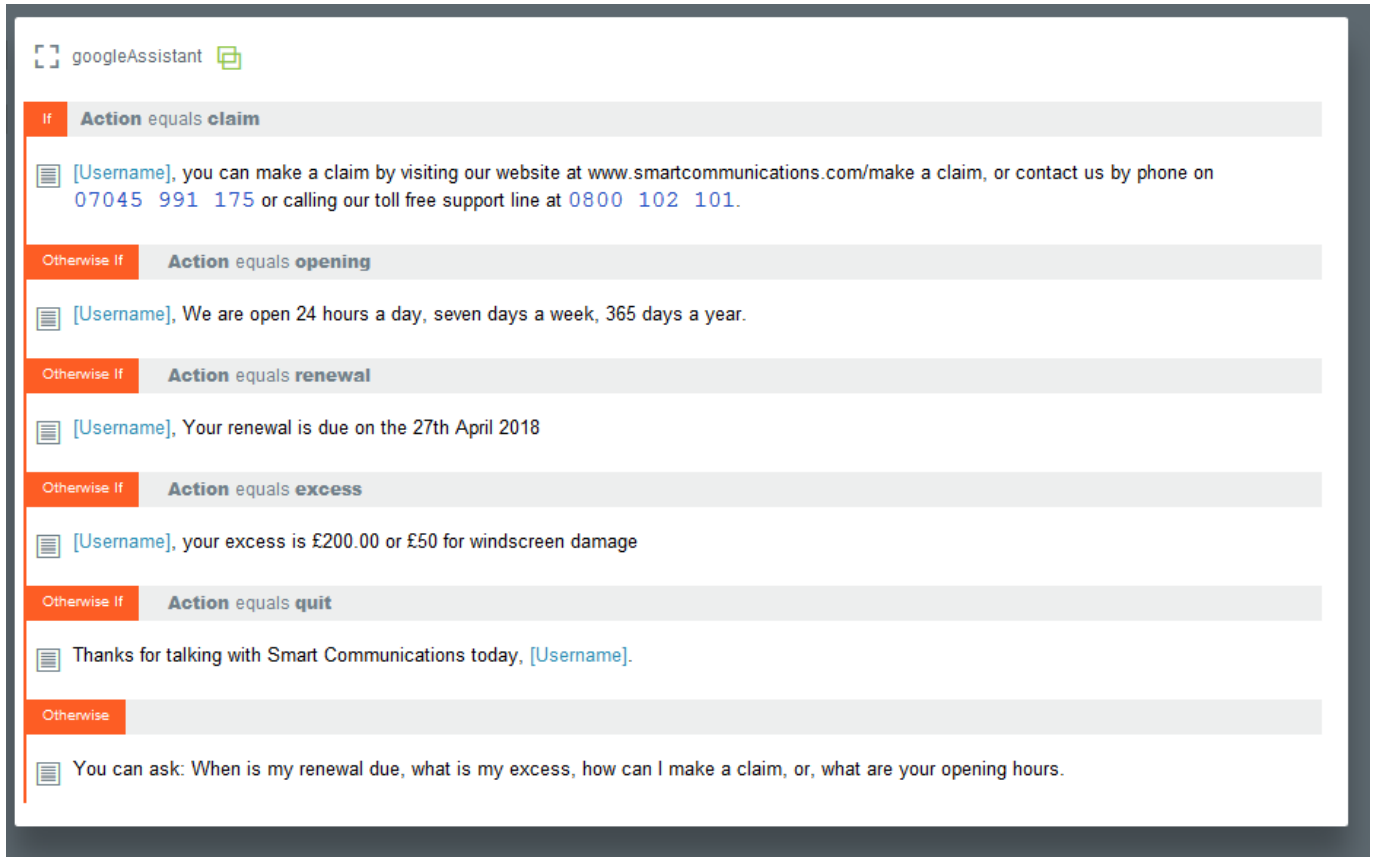
Adding a Voice Assistant Channel - Authoring

Your template should mostly consist of logic checking the response from the Voice Assistant



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Adding a Voice Assistant Channel – Tips and Tricks

Integration requires two-way communication. Consider building application to pre-process Voice Assistant response and gather necessary data.

You should also build interface for querying your customer data in quick succession. Users expect nearly instantaneous responses.

- Consider a separate Appliance(s) and Queue for this functionality

Security is a large concern. Validate your users before they can use your Voice Assistant App.

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Organizational Buy-In

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You know what you want to do but…

How do you convince your company to go along with your plan for adding new channels?
• Assess your readiness • Ask internal stakeholders about their pain points • Establish a timeframe for implementation • Emphasize the need for change

To read more, see our white paper here:
• https://www.smartcommunications.com/2019-buy-in-whitepaper/

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