

Apple Messages for Business

Implementation Guide

Overview

Apple Messages for Business makes it easy for consumers to message with brands to ask questions, buy products and services, and get help and support. All within a branded, verified and encrypted channel that can be integrated into your brand's existing Authentication.

The implementation requires minimal resources and includes the following:

- Apple Messages for Business connector
- Welcome bot with routing list picker
- CSAT bot (recommended)
- Secure Forms (optional)

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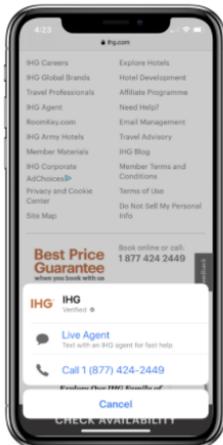


Entry Points

Apple Messages for Business has a number of native entry points like Maps, Safari, and Search. Additional entry points can be created as well.

- **Message Suggest** - A powerful call deflection tool available for iOS users only.
- **Web** - Apple now offers [downloadable buttons](#) to put on your website
- **Email** - This is as simple as adding a hyperlink to text or an image.
- **In-App** - Add Apple Messages for Business to your app using the SDK
- **Wallet Cards** - Store contact cards on iPhones and iPod Touch devices

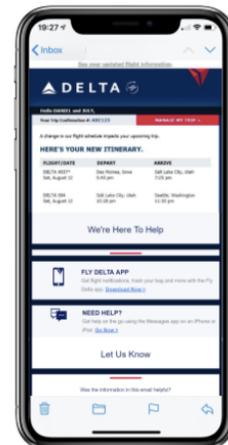
Message Suggest



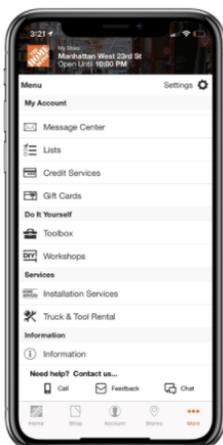
Mobile Web



Email



Mobile App



Wallet Card



Best Practices

- [Routing List Picker](#)
- [Rich Links](#)
- [CSAT List Picker](#)
- [Secure Forms](#)

Routing List Picker

The routing list picker makes it easy for customers to express their intent and for the agent to quickly recognize the customers' needs.

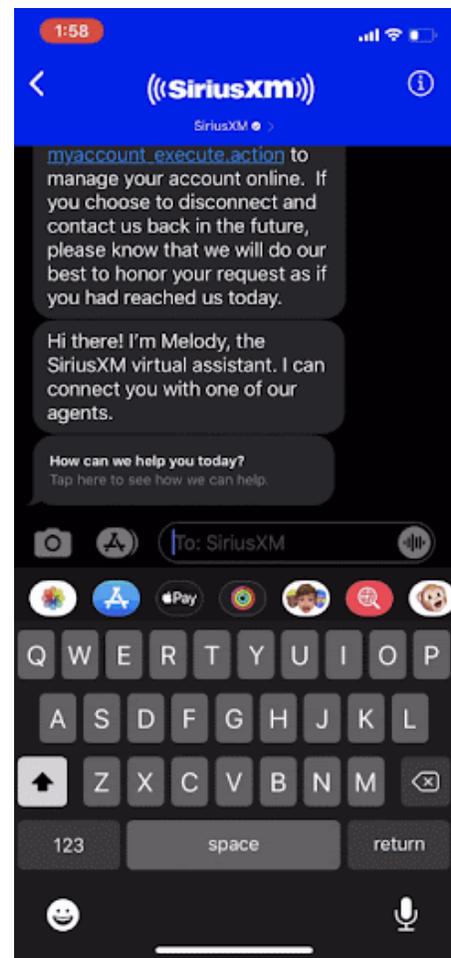
To provide a meaningful and enhanced customer experience, we encourage you to analyze the top reasons why customers contact you. Use these key intents in the routing list picker and build a workflow for resolution.

Customers will be served with the routing list picker along with the bot's automatic welcome greeting. It will display up to 7 key intents, which customers can choose from before the conversation gets transferred to an agent.

Please refer to [Apple's Design Guidelines](#).

Quick hints for List Pickers:

- List picker Titles max length is 85 characters (30 is recommended by Apple)
- List picker Sub-titles max length is 400 characters (85 is recommended by Apple)
- Icon Images must be compatible with light and dark mode. Dimensions: 60px x 60px @3x



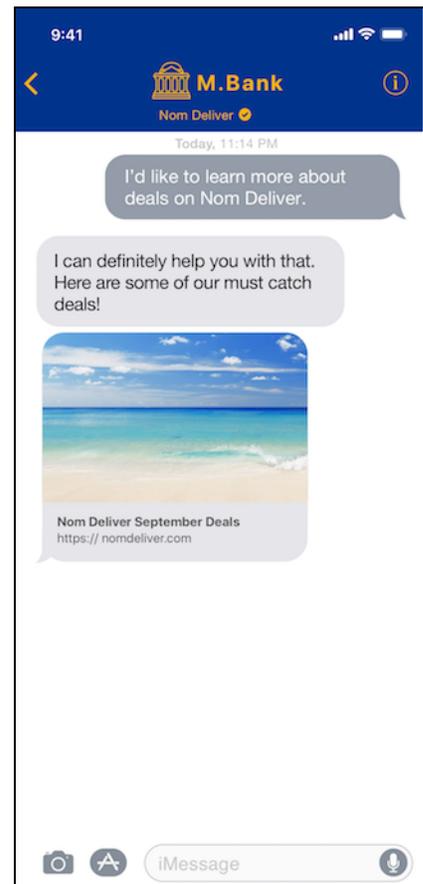
Rich Links

A rich link is a URL sent to the customer in a chat bubble that includes an image or a video. It is a great way to provide customers with a great visual experience on the Messaging app that is akin to Apple's standard. When the customer taps on the image or video, it then opens the link to the website. Sending rich links is a minimum requirement by Apple. URLs sent without using rich links are "untrusted," and display a gray "Tap to Load Preview" bubble for the customer as a warning. Businesses are expected to have both chatbots and human agents send rich links to customers to avoid inline hyperlinks and/or 'tap to load' preview links which offer a poorer experience.

Rich links can be automatically generated for each agent or bot message that contains a URL. The Conversational Cloud backend detects URLs, fetches the metadata from the corresponding website and sends a Rich Link to the consumer. For this feature to work, the website must meet the following prerequisites:

- The website is publicly available
- The website implements standard OG tags for title, description and image
- Image URLs must be absolute URLs and images are either PNGs or JPGs

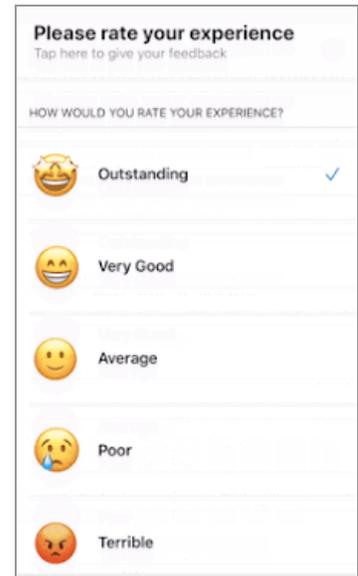
Note that this feature requires backend enablement by LivePerson.



CSAT List Picker

The CSAT List Picker is an engaging way to capture customers' overall satisfaction during the conversation. Once the conversation is closed by the agent or the system, the customer will automatically receive a list picker with a visually engaging 5-point scale system.

At the moment, the CSAT List Picker is only asking customers to rate their overall satisfaction.



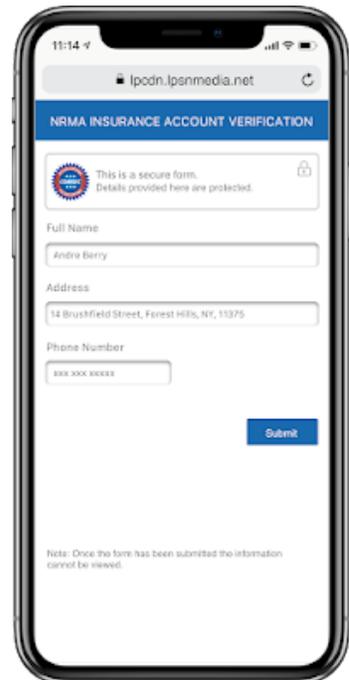
Secure Forms

Secure Forms allow consumers to submit sensitive information while they are messaging, while also enabling agents to carry out secure payments, identity validation, and transaction authorization.

For more information, please visit:

<https://knowledge.liveperson.com/security-regulations-Secure-forms-secure-forms-for-messaging-user-guide.html>

If you wish to enable secure forms for their Apple Messages for Business channel, please select what you would like to use it for.



Implementation (2-3 weeks)

1. Register for an Account (+1-2 days)

- a. You will need to set up a profile for their organization to add and use Apple's Messages for Business service. **Note that LivePerson cannot complete this step on your behalf.** Please be sure to review Apple's [Getting Started Guide](#) for registration steps including how to set up native entry points such as Locations. Register at <https://register.apple.com>.

Note: When selecting the BSP, select LiveEngage by LivePerson for the US or enter these settings for EMEA or APAC:

- EMEA: <https://lo.apple-gw.liveperson.net/api/v1.0/message>
 - APAC: <https://sy.apple-gw.liveperson.net/api/v1.0/message>
- b. To ensure successful connection of their biz ID to their Live Engage account, add Kristin Strickland and Ryan Williams in the 'team member' section. Please use the emails kstrickland@liveperson.com and rdwilliams@liveperson.com.
 - c. Optional: Create a test account by clicking "+ Add New" to add a new account.

Note: When selecting Registration Type, choose "Internal Test Account"

2. Personalize the customer experience (+2-3 days)

- a. Download and complete the [Use Case Template](#) and send to registry@apple.com and cc: apple-lp@liveperson.com.
- b. Automated Rich Link support - The account team will configure this in our back end system. They will need the following information:
 - i. **Default fallback title text** : Default fallback title text can be set by simply entering the default image url under the "Rich Link Fallback Title" tab in houston.

- ii. **Default fallback Image:** Default fallback image can be set by simply entering the default image url under the “Rich Link Fallback Image” tab in houston.
- iii. **Default fallback title text :** Default fallback title text can be set by simply entering the default image url under the “Rich Link Fallback Title” tab in houston.
- iv. **Note:** A rich link must include text and an image or video within the message bubble. If the website URL does not include an Open Graph (OG) image tag for these, the rich link will surface the defaults provided.

3. Configure entry points (+1-2 days)

a. Message Suggest (optional)

The lowest effort to increase exposure is registering phone numbers for Message Suggest. Your customers will be able to invoke Messages for Business via Message Suggest, a new and powerful call deflection tool available for iOS users. When customers tap on any of your registered phone numbers, they will be presented with the option to either call or send a message.

Checklist for best results

- Review [Apple's Message Suggest Guide](#)
- Ensure that phone numbers registered for Message Suggest are tappable within your website, apps, and digital marketing materials. *Your IT team can help. Ensure phone numbers are using E.164 formatting.*
- Are your phone numbers searchable and tappable when doing a lookup using search engines (Google, Bing, Yahoo, etc)? *If not, we highly encourage you to sign up for a [Google one box](#).*
- Are your agents optimized for maximum volume? Note, your agents' capacity will inform your Message Suggest exposure rate.
- Include best performing call-to-action (*Live Agents*) and a body parameter to help customers proceed with the conversation (ex: Hi, welcome to {brand}). *Tap send to start chatting*

i. Phone number registration

1. Complete this [form](#).
2. Send the completed form to your account team and include the following information:
 - a. desired go-live date
 - b. # of agents
 - c. daily max capacity / agent
3. You will receive confirmation from your account team once the registration is complete. Note that there is a ramp up period for Message Suggest to reach the expected visibility rate. This will result in low volume in the first several days.

ii. Platform configuration

Inform your account team of what skill they should use to route incoming conversations.

b. Web

The following setup will enable a website to check the visitor's device for Apple Messages for Business compatibility and serve an engagement if it is compatible.

i. Prerequisites

- Conversational Cloud tag must be present on your website. This can be found by logging into Conversational Cloud, clicking on the profile icon, and clicking "Conversational Cloud Tag".
- To have an engagement in a fixed location (versus floating on the page), the following code must be added on the page(s) in the location where the engagement should appear:

```
<div id="lpAbc"></div>
```

- Your account team must do these back end tasks:
 1. Enable unauthenticated messaging
 2. Create an ACR-0 connector

3. Add the device detection script

ii. Determine Your Apple Messages for Business URL

The format of an Apple Messages for Business URL to start a conversation is shown below. It should be customized for your use cases. Need to get your biz id? [Learn how.](#)

1. Replace the highlighted text with your's biz id

<https://bcrw.apple.com/sms:open?service=iMessage&recipient=urn:biz:27e9ee9c-5093-4e93-9f2a-xx>

2. Add an intent value that will be mapped to the customer type SDE (often used for routing) by adding the highlighted text and replacing "sales" with the desired intent. **NOTE: This is highly recommended for tracking volume.**

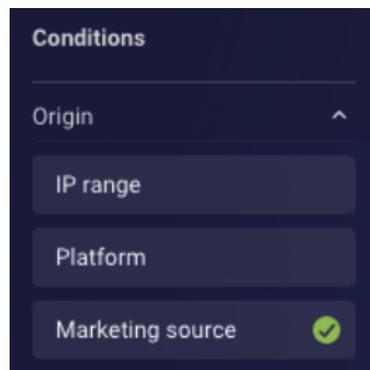
<https://bcrw.apple.com/sms:open?service=iMessage&recipient=urn:biz:27e9ee9c-5093-4e93-9f2a-xx&biz-intent-id=sales>

3. (Optional) Add a group value that will be mapped to the customer status SDE by adding the highlighted text and replacing "vip" with the desired group

<https://bcrw.apple.com/sms:open?service=iMessage&recipient=urn:biz:27e9ee9c-5093-4e93-9f2a-xx&biz-intent-id=sales&biz-group-id=vip>

iii. Create Campaign

1. Log in to Conversational Cloud at <https://authentication.liveperson.net/>
2. Go to Campaigns
3. Click "+ Add campaign" on the bottom left
4. Create a campaign named "Apple Messages for Business - Mobile" or "Apple Messages for Business - Desktop"
5. Set the Goal to "Interact with consumers"
6. Click on Target audience
7. Select "Marketing source"

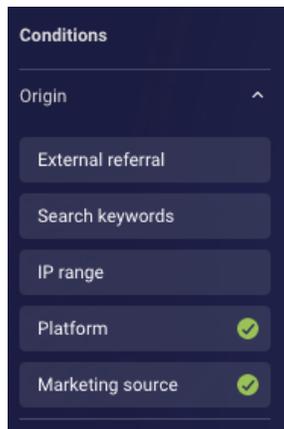


8. Select "External campaign" from the drop-down

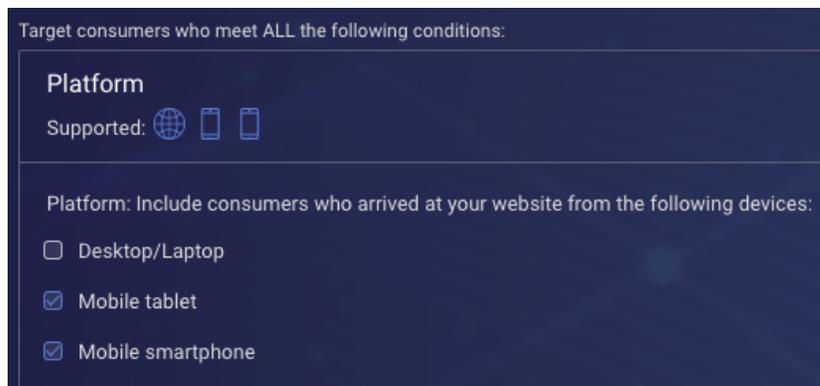


9. Enter "abc" (with double quotes) and press Tab or Enter
10. Enter exclusions for "web" and "gbm"

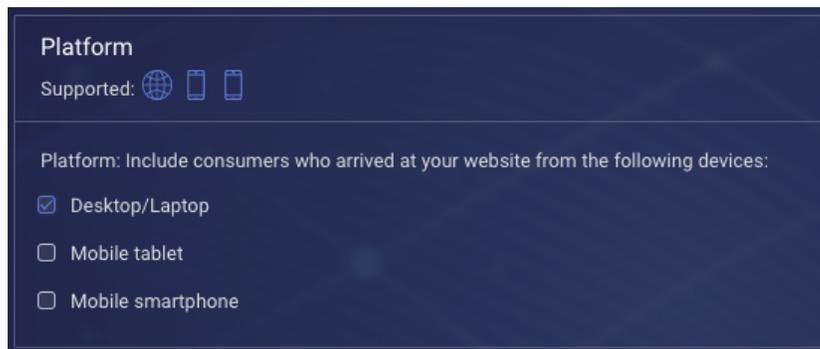
11. Select “Platform”



12. For mobile web, select “Mobile tablet” and “Mobile smartphone”



For desktop web, select “Desktop/Laptop”



13. Click Save

14. Click Done to see the campaign configured as follows:

- a. Campaign goal: Interact with consumers
- b. Target audience: Apple Messages for Business

15. Create an engagement in that campaign using one of the [Apple provided buttons](#) and redirects to your Apple Messages for Business URL. Also be sure to review the [new button guidelines](#).

Note: If you are unable to tag their website, this “no-tag” option is available. Add the following code on the site where the button should appear. Replace the yellow highlighted text with your Apple Messages for Business URL and the orange highlighted text with the image URL.

```
<a  
href="https://bcrw.apple.com/sms:open?service=iMessage&recipient=  
urn:biz:27e9ee9c-5093-4e93-9f2a-xx"></a>
```

c. Email

To create a link to Apple Messages for Business in email:

- a. Format the message in HTML
- b. Insert the text or image for the link
- c. Wrap text or an image with an anchor tag where the href is your Apple Messages for Business URL

d. In-App

Mobile applications vary widely in the languages and methods with which they're written. Each implementation is unique, so we are limited in the guidance we can offer. Apple also offers [some documentation](#).

To create a link to an app or app extension, send a Custom Interactive Message (CIM). Learn how on the [LivePerson Developer site](#).

Also, your mobile developer can create links to start a conversation by creating an image, text, or other link with your [Apple Messages for Business URL](#).

e. Wallet Cards

The Wallet app on iPhones and iPod Touch devices allows users to view and manage Wallets Cards (fka passes). These are digital representations of information that is normally printed on small pieces of paper or plastic and kept in a physical wallet. Wallet Cards are used to take action in the real world, such as to board a plane, enter a venue, or receive a discount. Wallet also stores transit cards and credit, debit, and store cards used by Apple Pay.

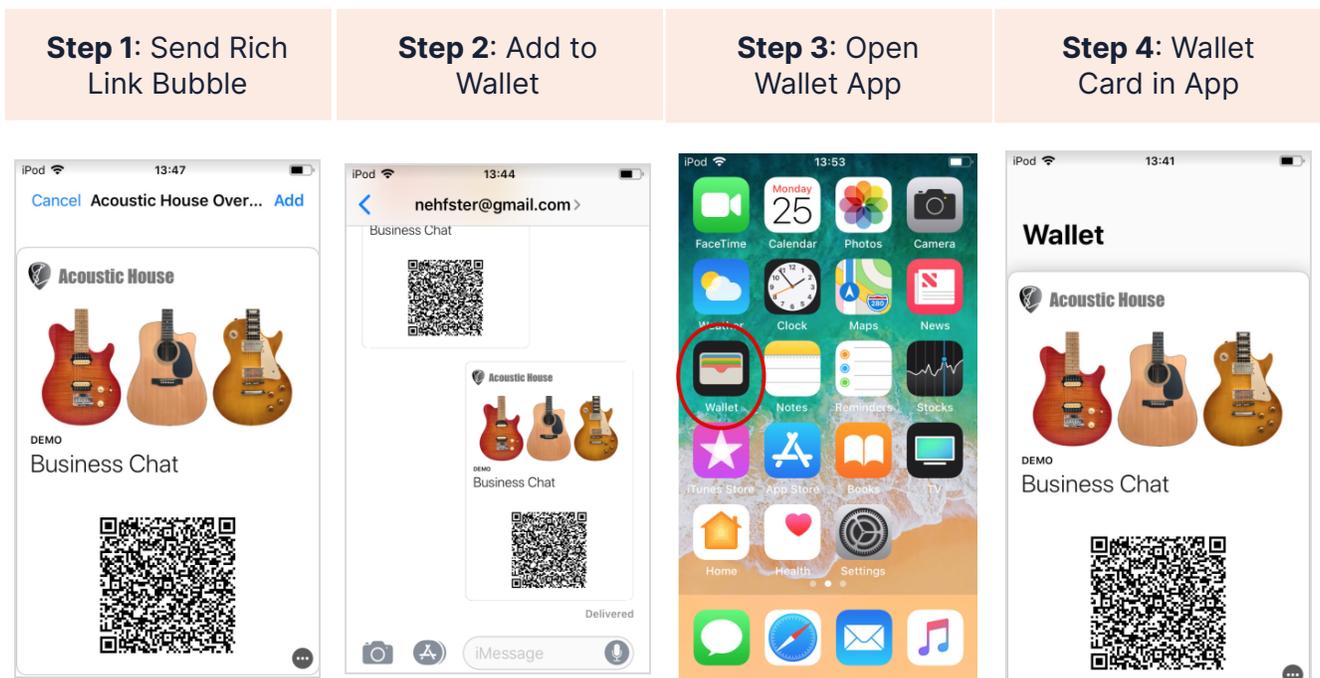
i. Apple resources on Wallet Cards:

- [Wallet Cards Overview](#)
- [Human Interface Guidelines](#) for a Wallet Card design
- Apple's developer community on [how to create your first wallet card](#) from scratch.

In addition, there are a myriad of online resources offering subscriptions to online tools for creating wallet cards. Here are a few:

- <https://passworks.io/>
- <https://www.passsource.com/>
- <https://www.pass2u.net/>
- <https://create.passkit.com/>
- <https://www.passcreator.com/>

ii. Sending and loading a wallet card



4. Apple QA (+3-4 days)

In order to launch Messages for Business, Apple must QA and approve the overall customer experience. Please review our [QA primer](#).

During the QA session, a representative from Apple will initiate a conversation with one of your agents and will simulate an actual customer query. They will evaluate the (1) conversation flow (2) agent etiquette and (3) usage of rich elements.

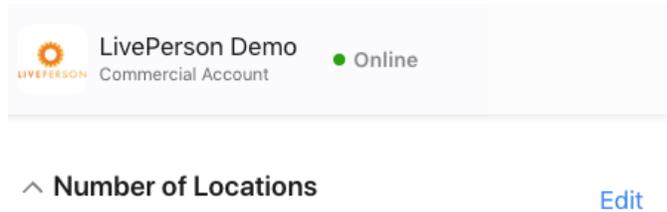
After you conduct QA with your internal resources, provide the results to your account team. Please review [Apple's Conversational Design Guideline](#) with your agents prior to the session.

To schedule an Apple QA please reach out to your account team.

Launch Day

- **Make sure your Messages for Business account is set to Commercial** if it was originally Internal.
- **If you created engagements and/or campaigns for your website**, you should now enable those in the Conversational Cloud.
- **If you want location cards to show Messages for Business buttons**, you can enable the Message button on your Apple Maps locations directly from your Messages for Business account in Apple Business Register.
 - Check the box to enable iOS and macOS entry points and add the countries you want to display the Message button for your locations. For example, if your business has locations in both the United States and Canada, but you only want to display the Message button for locations in the United States, only add the United States.
 - Once you activate the buttons, submit the changes to Apple for review. When Apple approves the change, your business locations in the countries display the Messages button.

- At the bottom of the account configuration page in the Number of Locations section, click Edit to review your locations.



Troubleshooting

1. Messages are not delivered OR images are not updating

Prior to going live, most testing is completed with whitelisted Apple IDs in non-production accounts. Try the following steps if you are having issues sending a message or if images are not updating as expected. First, verify the following requirements:

- Your iOS has been updated to 11.3 or above
- Your Apple ID has been whitelisted on your Messages for Business account
- You are logged in on the phone with the Apple ID that is whitelisted
- iMessage is set to receive and reply from your Apple ID email address (Settings > Messages > Send & Receive)

If you are still not able to send a message, clear the cache.

- Cache Clearing Procedure I: Delete the Conversation
 1. In Messages App, find the conversation with which you are having problems
 2. Delete that conversation only
 3. Force quit the Messages App
 4. Force quit Apple Maps app (double home button > motion up on most iPhones)
- Cache Clearing Procedure II: Restart the Device
 1. Force quit the Messages App
 2. Force quit Apple Maps app
 3. Restart the device: <https://support.apple.com/en-us/HT201559>

- Cache Clearing Procedure III: Sign Out
 1. Sign out of the device with your Apple ID
 2. Repeat Procedure I and II
 3. Sign back in
 4. Wait 12 hours before trying to message again

2. Updating Message Suggest visibility %

Message Suggest offers the ability and flexibility to throttle the features' visibility up to 100% if you desire more volume OR down to 1% to reduce traffic.

To update Message Suggest visibility for any phone numbers, contact your account team.

3. Turn Off Message Suggest

To disable Message Suggest for any phone numbers, contact your account team.

4. Message Suggest is not appearing

Please note that there is a ramp-up period of several days during which the population of users who see Message Suggest grows gradually; not every user can see Message Suggest immediately even if visibility is sent to 100%. But they will start seeing this eventually. Also, if you tried yesterday/today, your "no show" status cached on the device, so you may

1. try a different device which has never been used with Message Suggest,
2. try clearing your phone's cache by
 - a. restarting,
 - b. setting date to a week into the future (Settings > General > Date & Time)
 - c. trying to access some other brand, e.g. +12122093400,
 - d. setting the date back to today

If nothing helps, then you just need to wait before the cache is purged naturally.

Additional Links

- [ADA Accessibility](#)
- [Appendix B—Policies - Apple Messages for Business](#)

More Information

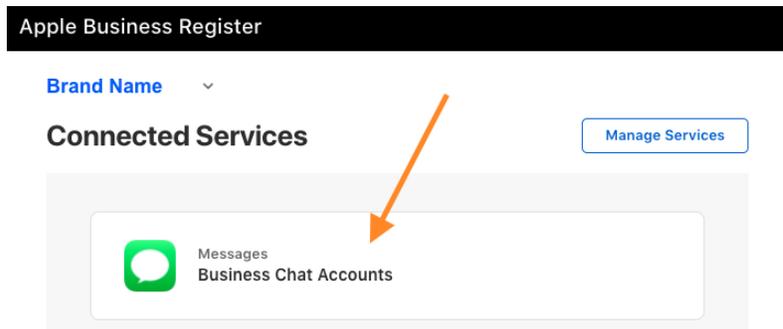
For more information, please submit a ticket to the Apple Team at <https://bit.ly/3pm-ticket>.

Appendix

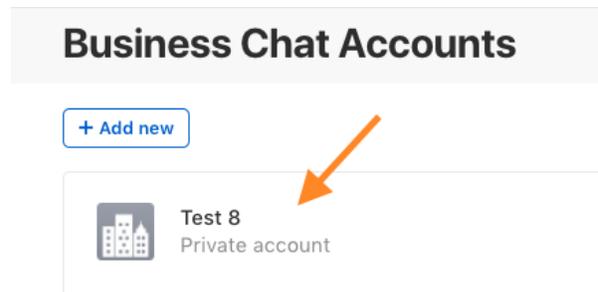
Finding the Biz ID

In Apple Business Chat, brands create a Business Chat Accounts (BCA) that has its own unique biz id. This ID is used for connecting Business Chat to Conversational Cloud, creating routing rules, and creating engagements. To find a Brand's biz id, follow these steps:

1. Log in to the Apple portal (register.apple.com)
2. Click on Business Chat Accounts



3. Click on the desired Business Chat Account



4. The URL of the page that opens will be in the format below. The value for "imgld" between the equals (=) and ampersand (&) is the biz id, highlighted above in yellow.

<https://register.apple.com/business/ui/2/chat/ChatAccount?imgld=931c4bb1-15d5-46a4-a732-879087d41234&returnUrl=%2Fui%2F2%2Fchat%2FChatAccounts%3Fsearch%3D>