Overview

Flow building is a professional service that Clickatell provides at an additional cost. It can be requested by clients during initial setup or at any time a client wants to make changes to their flows. If a client builds the flows themselves, the flow-building fee is not applicable.

Depending on the level of effort involved, a flow will be categorized as either Simple, Medium or Complex (see below). **FLOW CRITERIA**

Flows are categorized into Simple, Medium or Complex flows according to the below

criteria. For more information about the Flow product and its components, refer to the Flow User Guide. • Add or update text changes in menu flows

Development

Development

Testing

Development

Testing

- Add or update language translations of up to five menu items • Verification of involved endpoints i.e. port number, host name changes due to change in API application functions
- Verification of involved endpoint's header change • Verification of involved endpoint's parameters and response data type
 - · Add up to five keywords for the existing flow • Create new flows with 1 - 4 API integrations • Create new flows for feature development with up to four web methods that

sign-off document

- exist in internal or external API · Testing defects and their closure for all the above points, and creating a
- Create new flows with 5 8 API integrations • Create new flows for feature development with 5 - 8 web methods that exist in internal or external API • Create authentication flows, e.g. login, encryption, media support APIs with
- 1 2 web action methods • Build a flow with Agent Desk (help desk) for clients • Testing defects and their closure for all the above points, and creating a
- sign-off document • Custom flow development, i.e. create a mock API service on behalf of
- Create new flows with 9 12 API integrations Create new flows for feature development with 9 - 12 web methods that exist
- Testing defects and their closure for all the above points, and creating a sign-off document
- SIMPLE FLOW EXAMPLE

1. Description The example below showcases a Simple flow at the hand of the FAQ use case that addresses common

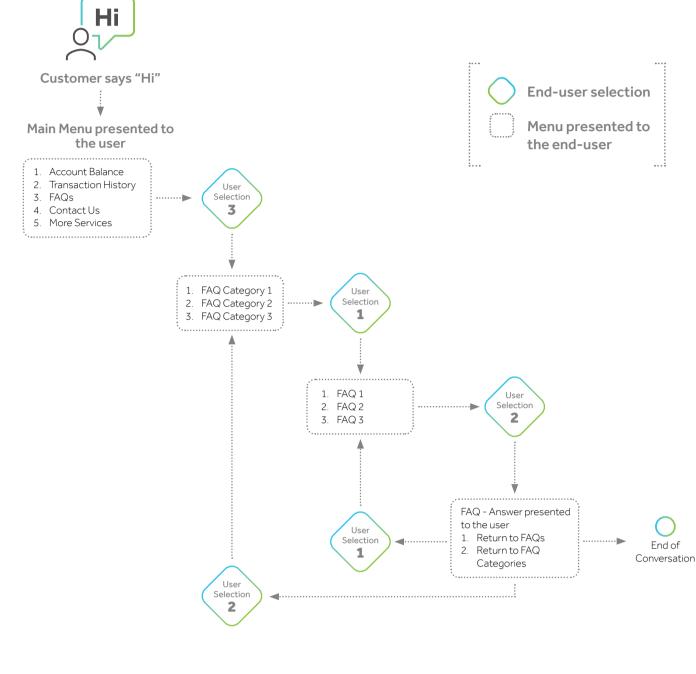
in internal or external API

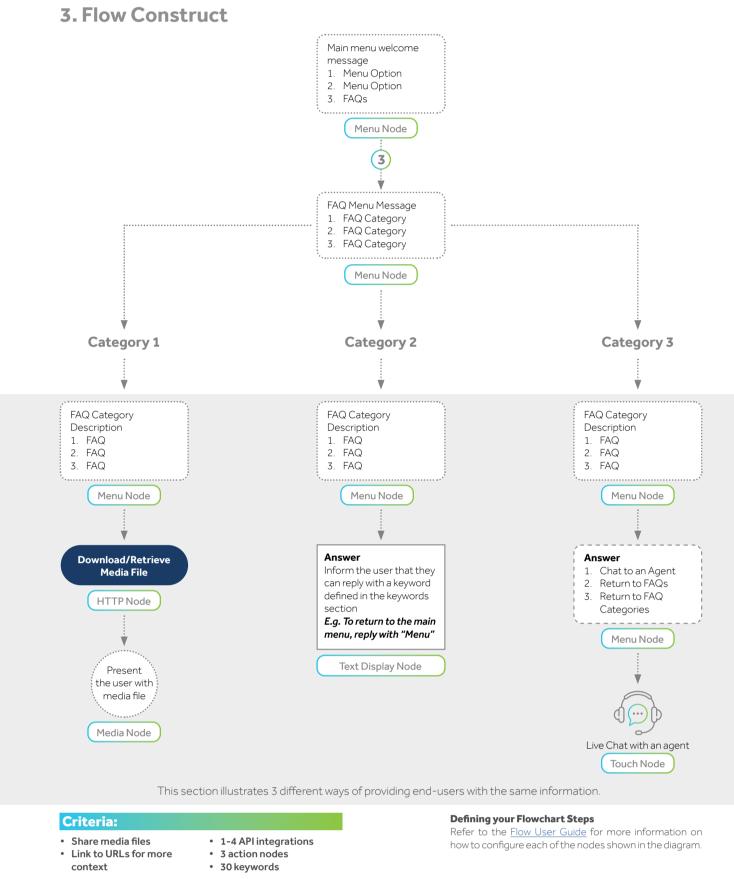
mostly text-based with minimal API integrations and action nodes.

2. Customer Journey

The below customer journey depicts the chat experience of a Simple flow. It gives an overview of the customer engagement cycle when selecting the FAQ item listed in the main menu.

questions from end-users to eliminate unnecessary call centre inquiries. It is a basic set of steps and is





questions from end-users to eliminate unnecessary call centre inquiries. It entails a basic set of steps and is mostly text-based with API integrations, action nodes and Clickatell Chat Desk integration. 2. Customer Journey

customer engagement cycle when selecting the FAQ item listed in the main menu.

The example below showcases a *Medium* flow at the hand of the FAQ use case that addresses common

The below customer journey depicts the chat experience of a Medium flow. It gives an overview of the

Customer says "Hi"

1. FAQ

2. FAQ

3. FAQ

Answer

Menu Node

Chat to an Agent Return to FAQs

Menu Node

Live Chat with an agent

Return to FAQ

Categories

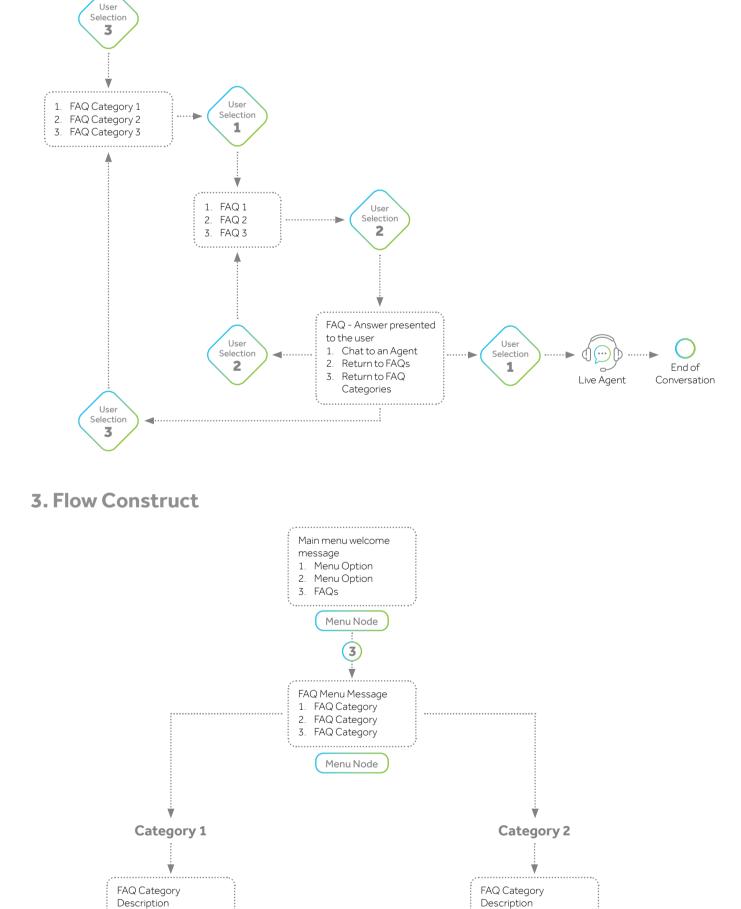
MEDIUM FLOW EXAMPLE

1. Description

3. FAQs 4. Contact Us 5. More Services

Menu presented to Main Menu presented to the end-user the user Account Balance Transaction History

End-user selection



1. FAQ

2. FAQ 3. FAQ

Answer

Menu Node

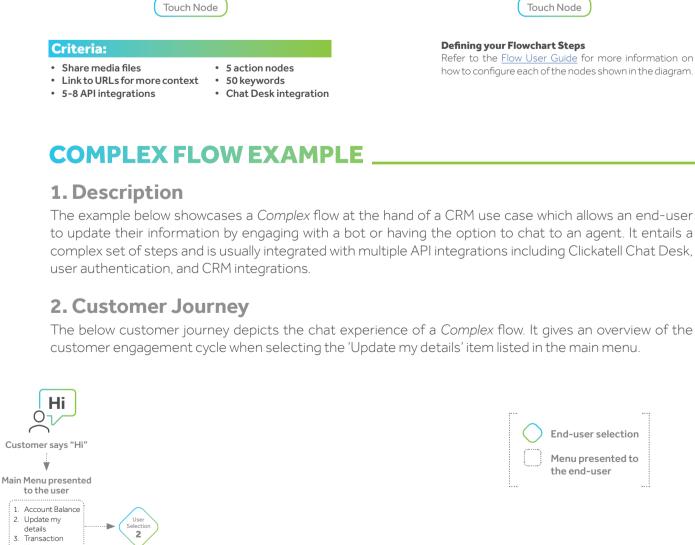
Chat to an Agent

Menu Node

Live Chat with an agent

Return to FAQs Return to FAQ

Categories



We are searching for

We've updated our records with the new information that you have provided New Mobile Number

Would you like to update any

other information?

You have been connected

to agent Kiara.

Please provide your

new email address.

Alternatively reply

return to the menu

End of

Please provide your

We've updated our records with the new information

Would you like to update any

What would you like to

2. Update Home Address 3. Main Menu

> records with the new information you've provided. Text Display

that you have provided. New Email Address: XXX XXXXX XXXX XXXX

XXXXXXX

update?

an available ager



We have the following

Mobile Number:

What would you like 1. Mobile Number Email Address

Home Address Chat to an agent

Text Display

Chat Desk integration

API call to Identity Verification (IDV)

Fraud mitigation

Criteria:

context

Share media files

Link to URLs for more

9-12 API integrations

· Unlimited action nodes

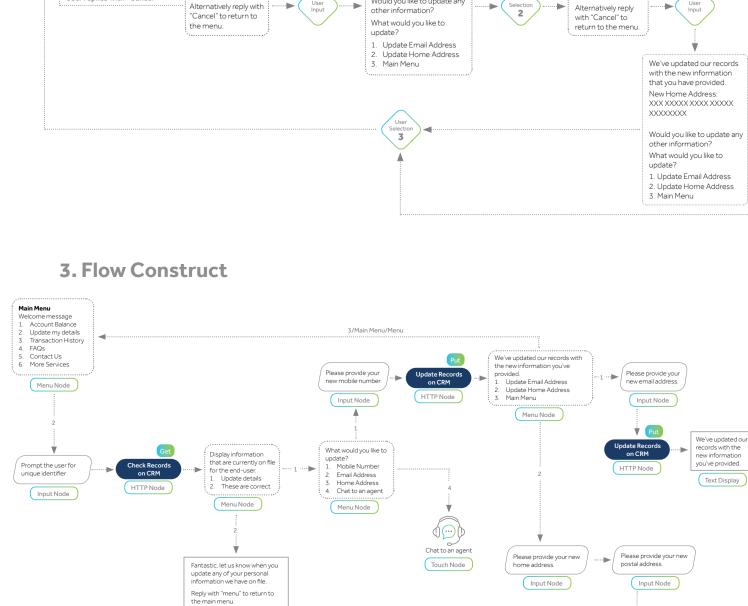
· Unlimited keywords

record: Name

Email:

We would like to confirm the existing details we have on file. Please provide us with your account number?

3. History FAQs Contact Us More Services



 CRM integration Visit Clickatell today to get in touch with a sales specialist

Defining your Flowchart Steps

Refer to the Flow User Guide for more information on how

to configure each of the nodes shown in the diagram

to help you find the right product and solution for your company and customer needs.

Alternatively, contact our <u>customer support department</u>.

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