Pega Digital Messaging

3rd Party channel API Specification

[Introduction 3](#_Toc85902488)

[Protocol 3](#_Toc85902489)

[Authentication 3](#_Toc85902490)

[Receiving Messages 4](#_Toc85902491)

[Text messages 4](#_Toc85902492)

[Menu 5](#_Toc85902493)

[Carousel 6](#_Toc85902494)

[Links 7](#_Toc85902495)

[Typing Indicator 8](#_Toc85902496)

[CSR ended the conversation 8](#_Toc85902497)

[Sending Messages 9](#_Toc85902498)

[Customer Message 9](#_Toc85902499)

[Typing Indicator 11](#_Toc85902500)

[Customer ended the conversation 11](#_Toc85902501)

# Introduction

This document contains the specification for the API used to integrate Pega’s 3rd party client channels into the Pega Digital Messaging service.

This is a **draft document.**

# Protocol

The communication between Pega Digital Messaging service and Pega client channel, using the 3rd Party API, is established using **REST** calls over the **HTTPS** protocol. All endpoints are required to be TLS secured (1.2 minimum).

# Authentication

JSON Web Tokens (**JWT**) are used to authenticate the communication in both directions (Client premises <-> Pega Digital Messaging). JWTs will be encrypted using a **symmetric key** issued by Pega Digital Messaging, using the **HMAC SHA256** algorithm.

# Receiving Messages

This section describes the payload format for messages sent from Pega Digital Messaging Service to 3rd party channels.

## Text messages

Simple text messages

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "text",  "customer\_id": "string",  "message\_id": "string",  "csr\_name": "string",  "text": ["string"],  "attachments": [  {  "url": "string",  "content\_type": "string",  "file\_name": "string",  "size": numeric  }  ]  } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “text” |
| customer\_id | ID of the customer the message is being sent to |
| message\_id | Unique ID for the message |
| csr\_name | Name of the CSR sending the message |
| text | Array of strings (messages) |
| attachments.[].url | Temporary private URL for the attachment |
| attachments.[].content\_type | Attachment content type |
| attachments.[].file\_name | Attachment file name |
| attachments.[].numeric | Attachment size in Bytes |

## Menu

List of options for selection

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "menu",  "customer\_id": "string",  "message\_id": "string",  "csr\_name": "string",  "title": "string",  "items": [  {  "text": "string",  "payload": "string",  "image\_url": "string"  }  ]  } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “menu” |
| customer\_id | ID of the customer the message is being sent to |
| message\_id | Unique ID for the message |
| csr\_name | Name of the CSR sending the message |
| title | Title for the menu. |
| items.[].text | Option display text. |
| items.[].payload | Postback value for the reply option. |
| items.[].image\_url | Optional image for the reply option. |

## Carousel

List of multiple menus

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "carousel",  "customer\_id": "string",  "message\_id": "string",  "csr\_name": "string",  "items": [  {  "title": "string",  "sub\_title": "string",  "title\_image\_url": "string",  "items": [  {  "text": "string",  "payload": "string",  "description": "string",  "image\_url": "string"  }  ]  }  ]  } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “carousel” |
| customer\_id | ID of the customer the message is being sent to |
| message\_id | Unique ID for the message |
| csr\_name | Name of the CSR sending the message |
| items.[].sub\_title | Optional subtitle for the menu. |
| items.[].title\_image\_url | Optional title image URL for the menu. |
| items.[].items.[].text | Menu option display text. |
| items.[].items.[].payload | Postback value for the menu option. |
| items.[].items.[].description | Optional description for the menu option. |
| items.[].items.[].image\_url | Optional image for the menu option. |

## Links

Message that can be rendered as a Button or Hyperlink

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "link\_button",  "customer\_id": "string",  "message\_id": "string",  "csr\_name": "string",  "title": "string",  "label": "string",  "url": "string"  } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “**link\_button**” |
| customer\_id | ID of the customer the message is being sent to |
| message\_id | Unique ID for the message |
| csr\_name | Name of the CSR sending the message |
| title | Title for the link button. |
| label | Label for the link button. |
| url | URL to be opened when tapping the button. |

## Typing Indicator

Notifies the customer the CSR / Bot has started typing a response

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "typing\_indicator",  "customer\_id": "string", } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “**typing\_indicator**” |
| customer\_id | ID of the customer the message is being sent to |

## CSR ended the conversation

Notifies that the CSR has ended the conversation

|  |
| --- |
| POST {CLIENT\_WEBHOOK} |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "csr\_end\_session",  "customer\_id": "string", } |

|  |  |
| --- | --- |
| Parameter | Description |
| type | Static value “**csr\_end\_session**” |
| customer\_id | ID of the customer the message is being sent to |

# Sending Messages

This section describes the payload used to send messages from client 3rd party channels to Pega Digital Messaging Service.

## Customer Message

|  |
| --- |
| POST {DIGITAL\_MESSAGING\_WEBHOOK}/messages |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "text",  "customer\_id": "string",  "customer\_name": "string",  "message\_id": "string",  "text": ["string"],  "postback": "string",  "attachments": [  {  "url": "string"  }  ],  "context\_data": {  "string": "string"  }  } |

|  |  |
| --- | --- |
| Parameter | Description |
| type ***\* required*** | Static value “text” |
| customer\_id ***\* required*** | ID of the customer sending the message. The ID should be a **unique** valueprovided by the 3rd party channel. |
| message\_id ***\* required*** | ID of the message. The ID should be a **unique** valueprovided by the 3rd party channel. |
| customer\_name | Name of the customer sending the message |
| text | Array of strings (messages) |
| postback | Payload value of the menu/carousel item selected |
| attachments.[].url | Temporary private URL for the attachment |
| context\_data.key | Context data key |
| context\_data.value | Context data value |

***text,*** ***attachment*** *or* ***postback*** must be present (or all three). Messages with all three fields blank or null will be ignored with an HTTP 400 response.

**postback:** used as a response to a Menu/Carousel selection. The postback value must match the Menu/Carousel item **payload** value selected by the customer.

**context\_data:** Key/Value pairs used to pass context information within a message.

## Typing Indicator

Notifies the CSR / Bot the customer has started typing a message

|  |
| --- |
| POST {DIGITAL\_MESSAGING\_WEBHOOK}/messages |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "typing\_indicator",  "customer\_id": "string", } |

|  |  |
| --- | --- |
| Parameter | Description |
| type ***\* required*** | Static value “**typing\_indicator**” |
| customer\_id ***\* required*** | ID of the customer sending the message |

## Customer ended the conversation

Notifies that the customer has ended the conversation

|  |
| --- |
| POST {DIGITAL\_MESSAGING\_WEBHOOK}/messages |
| Headers |
| |  |  | | --- | --- | | Name | Value | | authorization | Bearer: {JWT} | | connection\_id | Connection ID provided by Pega | |
| Body (JSON) |
| {  "type": "customer\_end\_session",  "customer\_id": "string", } |

|  |  |
| --- | --- |
| Parameter | Description |
| type ***\* required*** | Static value “**customer\_end\_session**” |
| customer\_id ***\* required*** | ID of the customer sending the message |