



The bridge to possible

Journey Data Service

Tarek Ayadi, Solutions Engineer

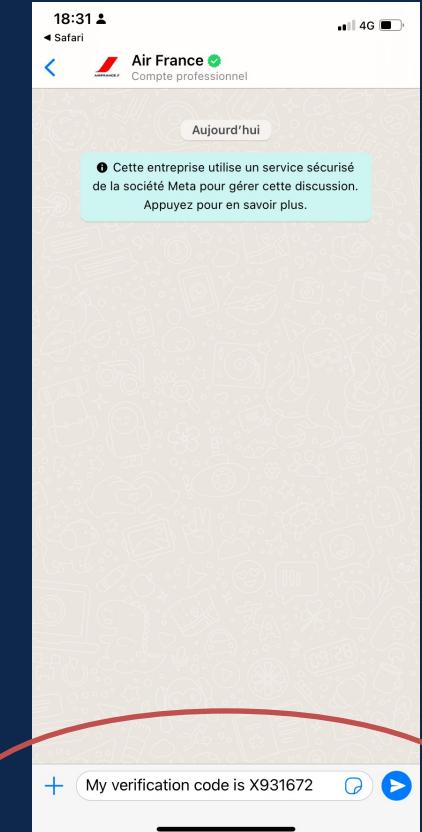
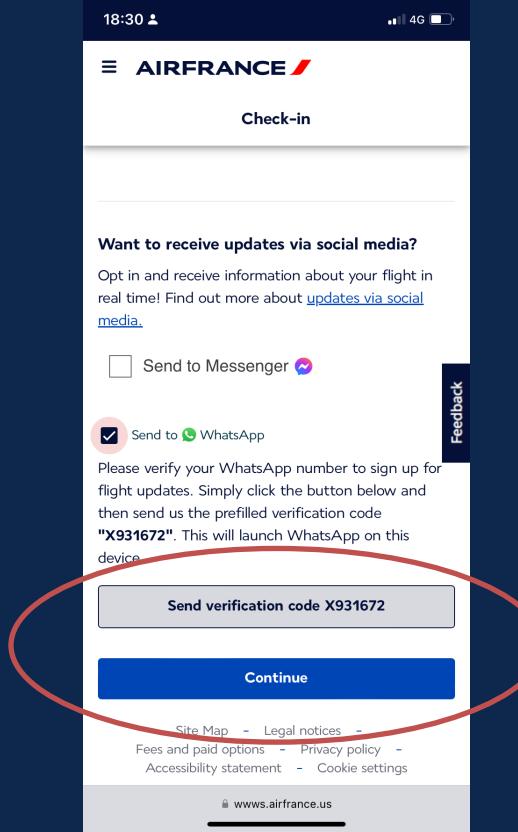
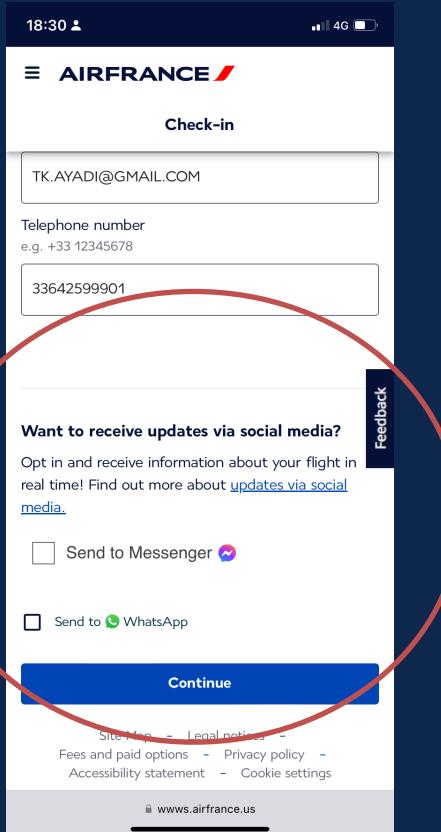


Example visual representation to fuel the imagination



My Journey to the US – Part 1

Sweet Digital O' Mine



Disconnect between
business and customers

80%

of businesses believe they
deliver a superior
experience

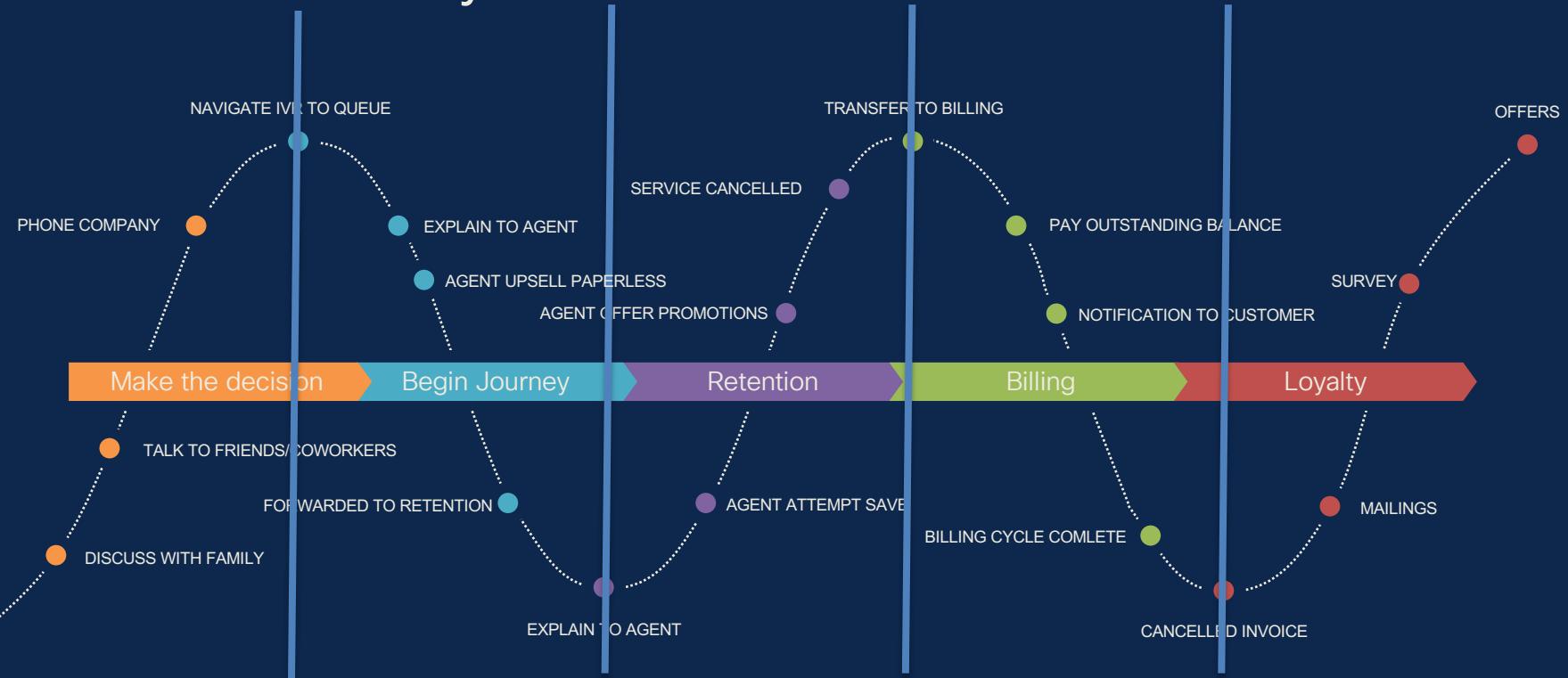
8%

of their customers
agreed



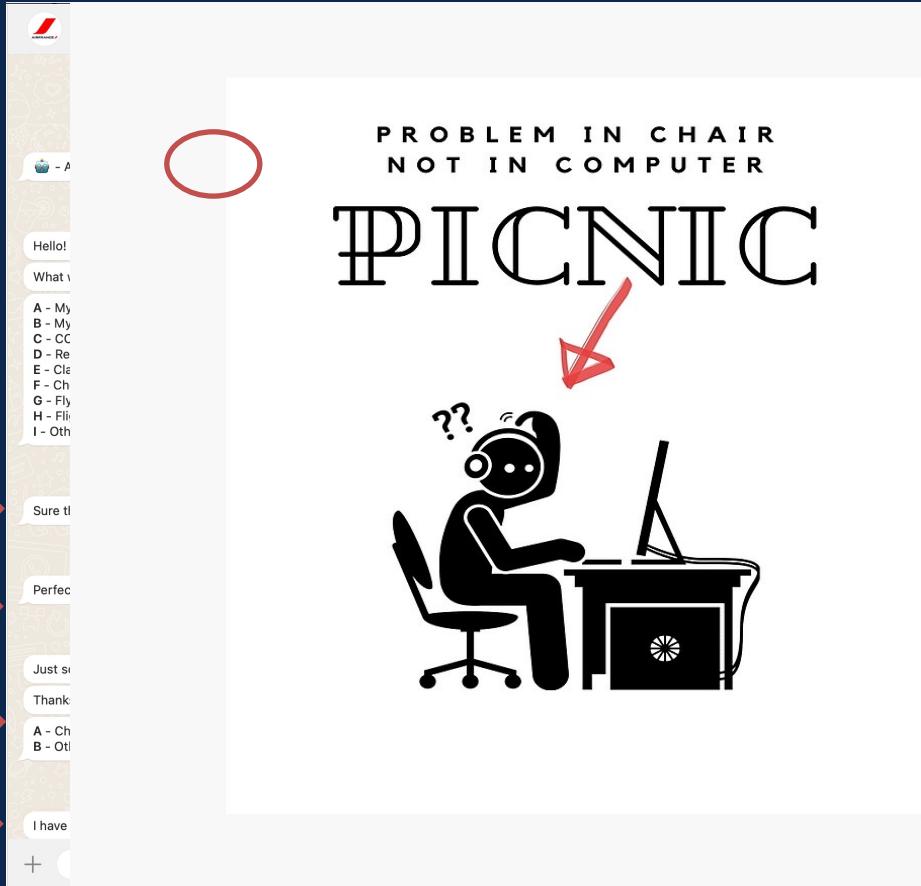
Bain and Company

What a Journey looks like



My Journey to the Techsummit - part 2

The disconnect



Customer Journey Demo



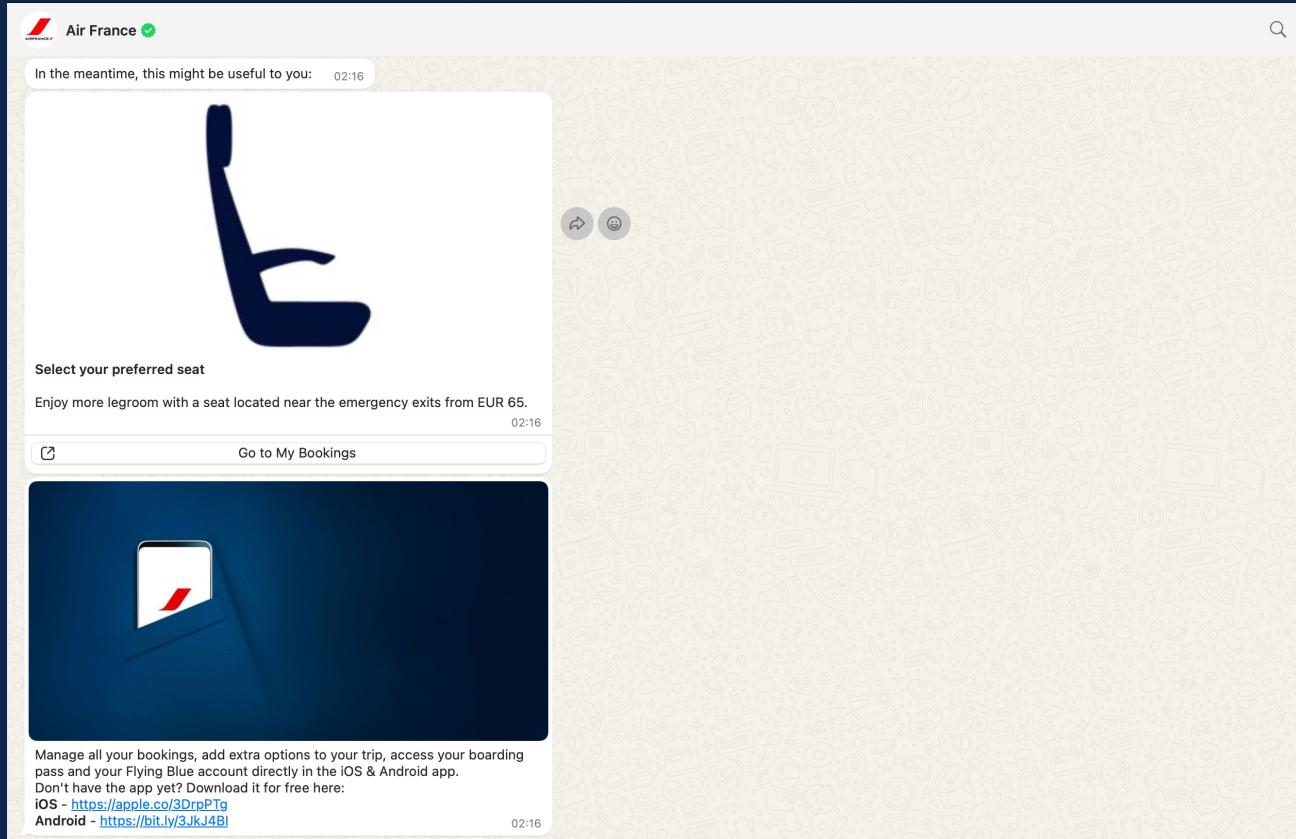
With WxCC and JDS

Customer and agent get what they want

The image shows a composite view of a mobile application interface. On the left, a boarding pass for flight AF0092 from Paris (CDG) to Miami (MIA) is displayed. The passenger is AYADI Tarek, a Flying Blue EXPLORER member. The flight details are: Flight AF0092, Departure 16:05 / 20 APR, Operated by AIR FRANCE. The boarding pass includes a QR code, a PARAFE logo, and a detailed timeline of events: Airport arrival at 13:35 (Recommended), Bag drop-off limit at 15:05 (Terminal 2E Area E08), Boarding at 15:10 (Terminal 2E Gate -), Gate closed at 15:45 (Zone 3), and Seat assigned at 28A (Economy). A note at the bottom says, "Here's your boarding pass! Keep it handy, you will need to show it at boarding." On the right, a customer service interface is shown with a background of travel-related icons. It features a search bar, a message input field with a smiley face icon, and a microphone icon for voice input.

With WxCC and JDS

The business still gets what they want



Journey Data Service recap



Customer Journey Data Services AKA JDS

What

API-first service that enables organizations to

Listen

Integrate with any data source or third-party applications to.

Identify

dynamic customer profile for capturing propensity drivers.

Analyze

Aggregation techniques to all customer data collected.

Act

Influence Flows and personalize the customer experience at a granular level.



Customer Journey Data Services AKA JDS

What

Category of products

Journey Orchestration Platform

JOP Industry definition

Tool that coordinates and optimizes customer experiences across various channels in real time. It analyzes customer journeys to enhance understanding and meet their needs effectively



JOP

Journey Orchestration Platform

Personalize experiences across multiple touchpoints.

Real-time insights for understanding customer behavior.

Deliver consistent interactions across various channels.

Make data-driven decisions for next-best-action.

Optimize journeys through testing and continuous improvement

CRM

Customer Relationship Management

Manage customer data for efficient organization.

Streamline sales and marketing processes for effectiveness.

Improve customer service and support experiences.

Track and manage sales pipeline for growth.

Generate insights and make informed decisions.

Availability and provisioning

Where JDS is rolled out (GA target in July)



Provisioning process

- Flex-3 WxCC agent licenses (standard or premium)
- Any new customers will get JDS automatically (free to use it or not)
- Existing customers :
 - JDS service will be automatically available when JDS reaches GA
 - Once JDS service is available => appears in CH

JDS under the hood...



Interfaces : Administration and Widgets



Control Hub!

The screenshot shows the webex Control Hub interface. On the left is a sidebar with navigation links: Overview, Alerts center, MONITORING (Analytics, Troubleshooting, Reports), Customer Journey D... (highlighted with a red box and a blue callout bubble), MANAGEMENT (Users, Groups, Locations, Workspaces, Devices, Apps, Account, Organization Settings), SERVICES (Updates & Migrations), and a bottom section for UPDATES & MIGRATION.

The main content area is titled "Overview". It features a heading "Here's how to get the most out of your meetings" and a sub-section "Provide a powerful meeting experience". Below this is a chart showing "Total engaged users" over the last 30 days. The chart indicates 5 users, a 17% decrease from the previous period, and a comparison with "Dormant users".

Two goal cards are displayed:

- Goal:** Promote human connection through video collaboration
- Goal:** Upgrade meeting experiences with Messaging

Below these are sections for "Setup guide" (with a "Start using Webex" link), "Updates" (with a link to "Update your services to the new Webex experience"), and "New offers" (listing "Webex Webinar 5,000" with a "View trial" button).



Inside CH

webex Control Hub

Search

Overview

Alerts center

MONITORING

Analytics

Troubleshooting

Reports

Customer Journey D...

Customer Journey Data

Journey Projects Settings

Introducing Customer Journey Data

The new Customer Journey Data Service empowers organizations to deliver the right experiences across every channel. Start a journey project to track user activities across any channel. You'll trigger the next best action by leveraging APIs. For more information on journey APIs, go to our developer portal site.

4 Journey projects

Project ID	Project name	Description
6501bc14c618a0228c58566c	rtms_WxCC	Default JDS Project for RTMS WxCC tenant
6516e547907a2248f30eaff4	WxCC_NoEvents	This project will not receive any automatic events.
65aaaf8df9924a116f3679615	hoesser	hoesser JDS
65c50e4788dd5b75fa9d4f31	WxCCE	used for WxCCE Environment

Create a Journey Project

Copy paste the Project ID on your notes, you will need this ID in your widget

You can create as many projects as you want but only one at a time can receive auto feed from WxCC



Still in CH

The screenshot shows the webex Control Hub interface. On the left, a sidebar menu includes Overview, Alerts center, MONITORING (Analytics, Troubleshooting), Reports, Customer Journey D..., MANAGEMENT, and Users. The main content area is titled "Journey Projects" and shows a project named "rtms_WxCC" with a Project ID of "6501bc14c618a0228c58566c". A note below the project states "Default JDS Project for RTMS WxCC tenant". Below this, there are tabs for "Connectors" and "Identities", with "Connectors" currently selected. A card for "Webex Contact Center" is listed under Connectors, featuring a circular icon with a colorful logo. To the right of this card is a blue button labeled "Deactivate Connector" with a small dropdown arrow.

The connector is the ability for WxCC to send all events to JDS through the use of subscriptions.

JDS Desktop Widget

Customer Journey Widget

Lookup Identity ⟳

Count	Category
15	No of times contacted agent in last 24 hours
15	No of times contacted agent in the last 7 days
12	No of times customer contacted us in last 24 hours
4	No of times self service in the last 7 days
6	No of times abandoned in the last 7 days
19	Contacted using Phone in the last 7 days
10	Contacted using WhatsApp in the last 7 days
8	Contacted using Facebook in the last 7 days
1	Contacted using Email in the last 7 days
6	Contacted using Web Live Chat in the last 7 days
1	Contacted using SMS in the last 7 days

Filter By All Time Range All Time
Today 03/05/2024

 SMS Wrapup Code : Community Services
11:32 AM Wrap Up: Community Services

 sms Transcript
11:32 AM Agent Customer Transcript 😐 Neutral

summary No chat found.
channelBreakout telephony
transcript [View](#)
phone 17072218207
customerSentiment neutral

 SMS Queue : Tarek_SMS_Queue
11:31 AM Queue: Tarek_SMS_Queue answered by team Tarek_Agent_Team

 Facebook Queue : Tarek_Messenger_Queue
11:31 AM Queue: Tarek_Messenger_Queue answered by team Tarek_Agent_Team

 Facebook Wrapup Code : Community Services
11:31 AM Wrap Up: Community Services

 facebook Transcript
11:31 AM Agent Customer Transcript 😐 Neutral

⚙️



Dive into what constitutes a
Journey

JDS Data Model: the customer and his journey



- Person-Id: Y4GIRzh5GhGFpHz8crvtyjvsljf8yCyJ
- First Name, Last Name: Tarek Ayadi
- Phone numbers: 7072218207, +3364259...
- Email addresses: tayadi@cisco.com
- CustomerID: AB55692034, 22333.....

His Journey over time:



Progressive Profile to track Journey events over time



Automated Actions



Identity



Events inserted will automatically create identities

The screenshot shows the webex Control Hub interface. At the top, there are three circular icons: a blue one with a white envelope, an orange one with a white phone receiver, and a teal one with a white speech bubble. Below the header is a navigation bar with links for Overview, Alerts center, MONITORING, Analytics, Troubleshooting, Reports (which is selected), Customer Journey D..., MANAGEMENT, and Users. A search bar is also present. The main content area is titled "Journey Projects" and shows a project named "rtms_WxCC" with a Project ID of "6501bc14c618a0228c58566c". It is described as the "Default JDS Project for RTMS WxCC tenant". Below this, there are tabs for "Connectors" and "Identities", with "Connectors" currently selected. A connector for "Webex Contact Center" is listed, featuring its logo and a toggle switch labeled "Deactivate Connector". At the bottom of the screen, there are three small video thumbnail previews.

Events from different sources are not linked automatically

Identity on JDS

The screenshot shows the Cisco Agent Desk interface. On the left, there's a sidebar with icons for Agent Desk, Customer Journey Widget, and a redacted section. The main area is titled 'Customer Journey Widget' and shows a list of interactions for 'Tarek Ayadi'. A red oval highlights the top part of this list. The list includes:

- No times abandoned in the last 7 days
- Contacted using WhatsApp in the last 7 days
- Contacted using Facebook in the last 7 days
- Contacted using Email in the last 7 days
- Contacted using Web Live Chat in the last 7 days
- Contacted using SMS in the last 7 days

Below this, there's a 'Customer Journey Widget' button. To the right, there's a timeline view with various events listed:

- Facebook Queue : Tarek_Messenger_Queue at 11:53 AM
- Facebook Wrapup Code : Actualizando registros at 11:51 AM
- facebook Transcript at 11:51 AM
- Facebook Queue : Tarek_Messenger_Queue at 11:40 AM
- Telephony Queue:Tarek_Voice_Queue at 11:38 AM
- Facebook Wrapup Code : Actualizando registros at 11:37 AM
- facebook Transcript at 11:37 AM
- Facebook Queue : Tarek_Messenger_Queue at 11:38 AM

At the top of the timeline view, there are filters for 'Filter By' (All), 'Time Range' (All Time), and a date selector 'Today 01/05/2024'. There are also icons for microphone, phone, and a person, along with an 'Engaged' status indicator.

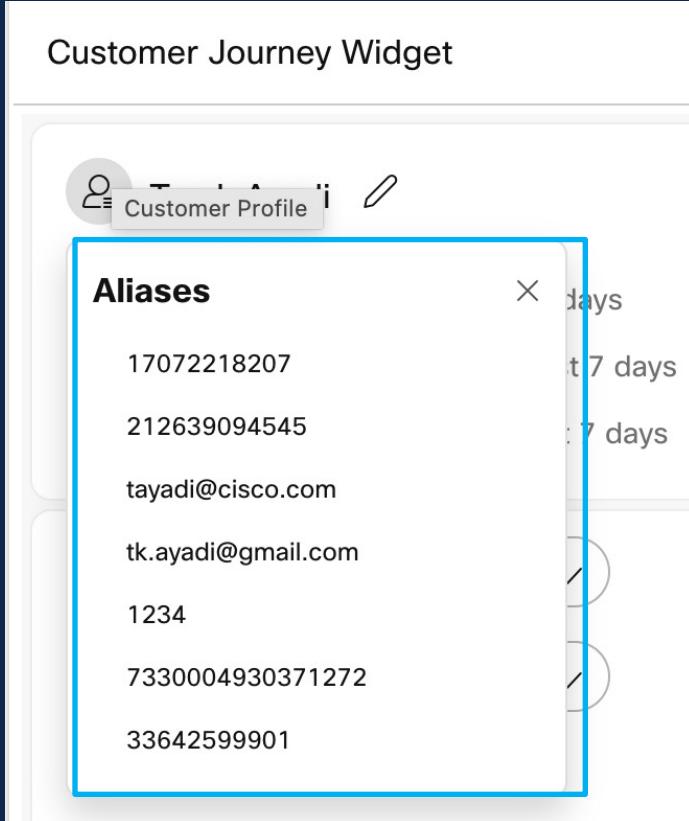
Lookup any user manually or automatically

Aliases associated to this identity

Livestream Refresh associated with Identity

Requires WxCC Adapter for auto events associations

Journey Data Services Desktop



The screenshot shows a "Customer Journey Widget" interface. At the top, there's a "Customer Profile" section with icons for profile, tasks, and a magnifying glass. Below it is a list titled "Aliases" with a blue border around the content area. The list contains the following items:

- 17072218207
- 212639094545
- tayadi@cisco.com
- tk/ayadi@gmail.com
- 1234
- 7330004930371272
- 33642599901

- Aliases
 - Verify identity by cross-referencing communication channels
 - Connect data from various sources and interactions associated with different names
 - Merge and aggregate data from various sources, channels or systems associated
- Agent editable or locked down

Identity on JDS

The screenshot shows the Customer Journey Widget interface. At the top, there's a header with the title "Customer Journey Widget" and a search bar labeled "Lookup Identity" with the value "17072218207". Below the header, there's a sidebar on the left listing various contact channels and their counts over the last 7 days:

- No of times abandoned in the last 7 days: 5
- Contacted using WhatsApp in the last 7 days: 7
- Contacted using Facebook in the last 7 days: 3
- Contacted using Email in the last 7 days: 1
- Contacted using Web Live Chat in the last 7 days: 1
- Contacted using SMS in the last 7 days: 1

The main area displays a chronological list of interactions for customer "Tarek Ayadi" on "Today 01/05/2024". Each interaction is represented by a card with an icon, a timestamp, and a brief description. Some interactions include a "Neutral" rating scale.

- Facebook Queue : Tarek_Messenger_Queue (11:53 AM) - Queue: Tarek_Messenger_Queue answered by team Tarek_Agent...
- Facebook Wrapup Code : Actualizando registros (11:51 AM) - Wrap Up: Actualizando registros
- facebook Transcript (11:51 AM) - Agent Customer Transcript (Neutral rating)
- Facebook Queue : Tarek_Messenger_Queue (11:40 AM) - Queue: Tarek_Messenger_Queue answered by team Tarek_Agent...
- Telephony Queue:Tarek_Voice_Queue (11:38 AM) - Queue: Tarek_Voice_Queue answered by team Tarek_Agent_Team
- Facebook Wrapup Code : Actualizando registros (11:37 AM) - Wrap Up: Actualizando registros
- facebook Transcript (11:37 AM) - Agent Customer Transcript (Neutral rating)

- Searchable
 - CustomerID
 - Phone
 - Email
- Search criteria can be variable driven or use default ANI
- Agent searchable or locked down

Managing identities

- Create identity or find an existing alias
- Merge Identities
- Add Aliases

```
{baseUrl}/admin/v1/api/person/merge-identities/workspace-id/{{workspaceId}}  
{  
    "firstName": "Tarek",  
    "lastName": "Ayadi",  
    "phone": [  
        "+33157998316",  
        "+506123456XX" ],  
    "email": [  
        "tayadi@cisco.com"  
    ]  
}
```

<https://developer.webex-cx.com/documentation/journey>

Events





The journey with Cisco generated events

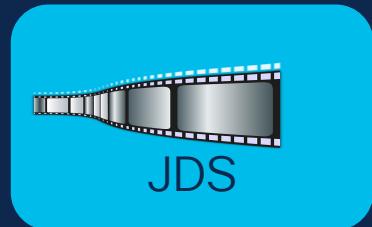


Any touch points:

- Calls
- Emails
- Chats
- ETC



Automatic Collection of
events





The journey with external generated events



Could be any touch points:

- read a marketing email
- Checked FAQ page on web
- Visited a store
- Completed a transaction
- Opened a case
- ...

Collection of events through
APIs

You decide what kind of
event goes into JDS



Events stream on the Desktop

- Localization
- Chronological journey
- Customizable data fields
- Clickable URL's
- Custom Icons and Colors
- Mark Events Hidden
- Filter by tags
- Support for emoji's
- Dynamic default filter
- Insert events from any platform
- Lookup Identity toggle

The screenshot shows the Cisco Customer Journey Widget interface. At the top, there are navigation links: Customer Journey (which is underlined in blue), Contact History, and CRM. Below that is a section titled "Customer Journey Widget". A user profile for "Tarek Ayadi" is shown with a pencil icon for editing. Three metrics are listed: "No of times contacted agent in last 24 hours" (15), "No of times contacted agent in the last 7 days" (15), and "No of times customer contacted us in last 24 hours" (12). Below these are filter options: "Filter By" set to "All", "Time Range" set to "All Time", and a date selector showing "Today 03/05/2024". The main area displays event logs with icons and details:

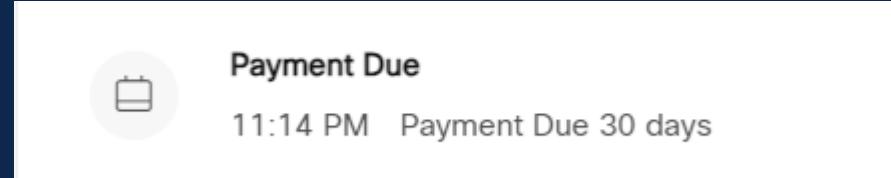
- Facebook Queue : Tarek_Messenger_Queue** (blue smiley face icon) - 11:35 AM Queue: Tarek_Messenger_Queue answered by team ...
- SMS Wrapup Code : Community Services** (green circular icon with a phone and a person) - 11:32 AM Wrap Up: Community Services
- sms Transcript** (orange square icon with a document) - 11:32 AM Agent Customer Transcript. This entry has a "Neutral" sentiment rating and a "View" link. It includes a summary, channelBreakout, transcript, phone, and customerSentiment fields, with values: No chat found., telephony, View, 17072218207, and neutral.
- SMS Queue : Tarek_SMS_Queue** (blue smiley face icon) - 11:31 AM Queue: Tarek_SMS_Queue answered by team Tarek ...

Basic Entry required to insert into JDS

HEADER:

```
Content-Type      application/json  
Authorization     Bearer {{Token}}
```

```
{  "id": "27fcb3bc-0e7d-47c8-9bca-639daa326c76",  
  "specversion": "1.0",  
  "type": "task:new",  
  "source": "Postman",  
  "identity": "+17072218207",  
  "identitytype": "phone",  
  "datacontenttype": "application/json",  
  "data": {  
    "uiData": {  
      "title": "Payment Due",  
      "iconType": "telephony",  
      "subTitle": "Payment Due 30 days"  
    }  
  }  
}
```



POST Event Explained

HEADER: Content-Type application/json
Authorization Bearer {{Token}}

{		
"id": "xxxxx-xxxx-xxxx-xxxx",	Unique UUID	Required
"time": "",	Timestamp ISO 8601 format 2023-03-31T00:39:46.917Z	Not Required
"specversion": "1.0",	Version number	Required
"type": "Payment",	Free form text	Required
"source": "WxCC%20Desktop",	URI-reference (no spaces allowed must use hex %20)	Required
"identity": "12263762555",	Number used to identify stream (phone, email, customerId, UUID)	Required
"previousidentity": "",	Link journey records when no known identity	Not Required
"identitytype": "phone",	Categorize identity (phone, email, customerId, temporaryId)	Required
"datacontenttype": "application/json",		
"data": {		
"taskid": "",	Can be added to auto collapse multi-widgets	Not Required
"transcript": "XXXXX\nzzzz\n",	Modal Text window displayed	Not Required
"channelBreakout": "SMS"	Any additional Fields you want to add	Not Required
"customerSentiment"	neutral, positive, negative	Not Required
"uiData": {		
"title": "Payment Due",	Title of the entry	Required
"iconType": "telephony",	Icon Name	Required
"subTitle": "Payment Due 30 days"	Subtitle	Required
"hidden": "description",	Lets you hide the entry from the desktop	Not Required
"division": "BPO 1",	High level filter	Not Required
"filterTags": ["Payment", "Mortgage"]	Array of filter tags for agent dropdown	Not Required
}		
}		



Progressive profiles (Dynamic Profile)

Progressive Profile

- Creates rolling data based on a series of events when applied against an Identity/Alias
- Used in a flow to consider conditional routing
- Examples:
 - How many times have they called into our queues today?
 - Has the customer ever used email before?
 - Has the customer tried out our voice bots before?
 - Have we sent them a campaign SMS in the last 5 days?

JDS Desktop widget

The screenshot shows the JDS Desktop widget interface. At the top, there are three tabs: Customer Journey (which is selected), Contact History, and CRM. Below the tabs, the title "Customer Journey Widget" is displayed. A blue box highlights the "Customer Journey" section, which shows a summary for "Tarek Ayadi". It lists three interactions: "Contacted using Facebook in the last 7 days" (3), "Contacted using Email in the last 7 days" (1), and "Contacted using Web Live Chat in the last 7 days" (1). Below this summary, there are filter options for "Filter By" (set to "All") and "Time Range" (set to "All Time"). The date "Today 01/05/2024" is also shown. The main list displays recent interactions:

- Facebook Queue : Tarek_Messenger_Queue 11:53 AM Queue: Tarek_Messenger_Queue...
- Facebook Wrapup Code : Actualizando registros 11:51 AM Wrap Up: Actualizando registros
- facebook Transcript 11:51 AM Agent Custo... Neutral
- Facebook Queue : Tarek_Messenger_Queue 11:40 AM Queue: Tarek_Messenger_Queue...

- Dynamic Profile
 - Frequency may suggest unresolved concerns
 - Based on time period, agents can anticipate potential challenges
 - Measure and address customer satisfaction
- Out of the box or create your own

Progressive Profile

- Supported Data Types
 - string, integer, double, utc_datetime
- Create aggregations based on conditions
 - Value, Count, Sum, Max, Min, Average, Distinct
- Loop back period
 - days, hours, minutes
- Conditional branch AND / OR Logic
- Logical operators used for decisioning
 - EQ, NEQ, GTE, GT, LTE, LET



Journey Actions

Journey Actions

Auto execute a rules-based action based on values calculated in a progressive profile

- Examples:
 - Customer received 3 late payment notifications...
 - Customer has called and abandoned 10 times in 1 day...
 - Customer has added 3 items into their shopping cart....



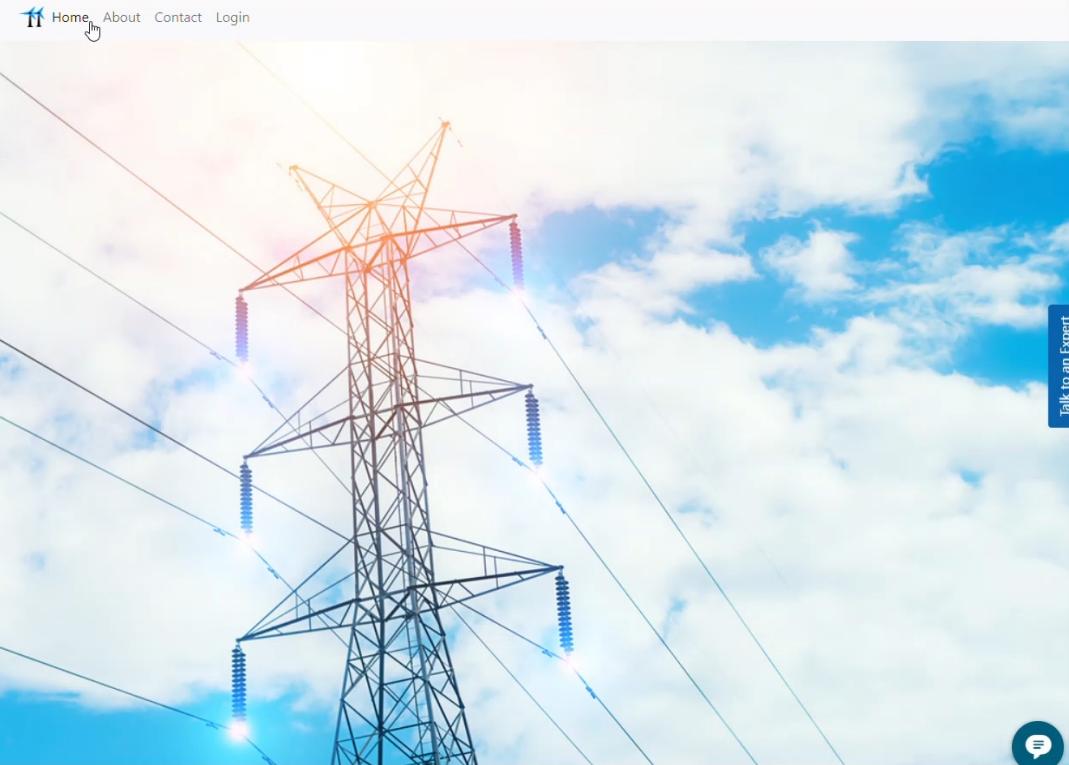
Progressive Profile and Journey Actions

- Supported Data Types
 - string, integer, double, utc_datetime
- Create aggregations based on conditions
 - Value, Count, Sum, Max, Min, Average, Distinct
- Loop back period
 - days, hours, minutes
- Conditional branch AND / OR Logic
- Logical operators used for decisioning
 - EQ, NEQ, GTE, GT, LTE, LET



Bonus Identity : Temporary ID Events

temporaryId Events - Home



The page features a navigation bar at the top with links for Home, About, Contact, and Login. A "talk to an Expert" button is located on the right side of the main image.

Customer Journey Widget

Customer ID: 4689557617731186
Customer ID: 18505598991

Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream

5/22/2023

Action	Date
SendNotes Notes	5/22/2023 4:57 PM
OTP OTP-pass	5/22/2023 4:56 PM
product info Information	5/22/2023 4:56 PM
youtube about us Information	5/22/2023 4:56 PM
Test 5 - My title Test 5	5/22/2023 4:56 PM

temporaryId Events - About

Home About Contact Login



Customer Journey Widget

Customer ID 4689557617731186
Customer ID 18505598991

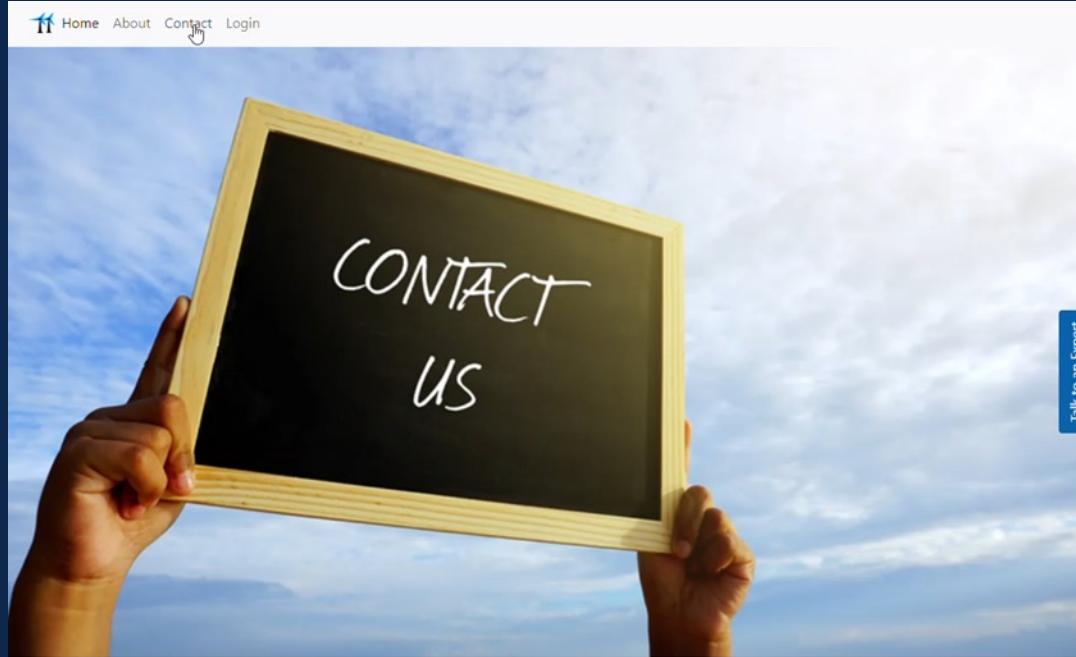
Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream 5/22/2023

Action	Details	Date
SendNotes Notes		5/22/2023 4:57 PM
OTP OTP-pass		5/22/2023 4:56 PM
product info Information		5/22/2023 4:56 PM
youtube about us Information		5/22/2023 4:56 PM
Test 5 - My title Test 5		5/22/2023 4:56 PM

temporaryId Events - Contact



The image shows a person's hands holding a small blackboard with the words "CONTACT US" written on it in white chalk. The board has a wooden frame. The background is a bright, cloudy sky. On the right side of the image, there is a screenshot of a customer journey widget interface.

Customer Journey Widget

Customer ID: 4689557617731186
Customer ID: 18505598991

Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream

5/22/2023

Action	Date
SendNotes Notes	5/22/2023 4:57 PM
OTP OTP-pass	5/22/2023 4:56 PM
product info Information	5/22/2023 4:56 PM
youtube about us Information	5/22/2023 4:56 PM
Test 5 - My title Test 5	5/22/2023 4:56 PM

Talk to an Expert



temporaryId Events – SMS Expert

Text message with an expert
Less than 2 minute wait time

Name

Mobile Num Barry McLellan

Pick your language

Need Help?

Expert Advisor
We're here to help

Call Us - 8 min wait time
Talk with an expert now

WhatsApp - 2 minute wait time
WhatsApp message with an expert

Callback - 8 minute wait time
Don't wait in queue, we will call you

Email an Expert - 12-24 hour wait time
An expert will respond to your email

SMS an Expert - 2 minute wait time
Text message with an expert

Customer Journey Widget

Customer ID 4689557617731186
Customer ID 18505598991

Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream 5/22/2023

SendNotes Notes 5/22/2023 4:57 PM

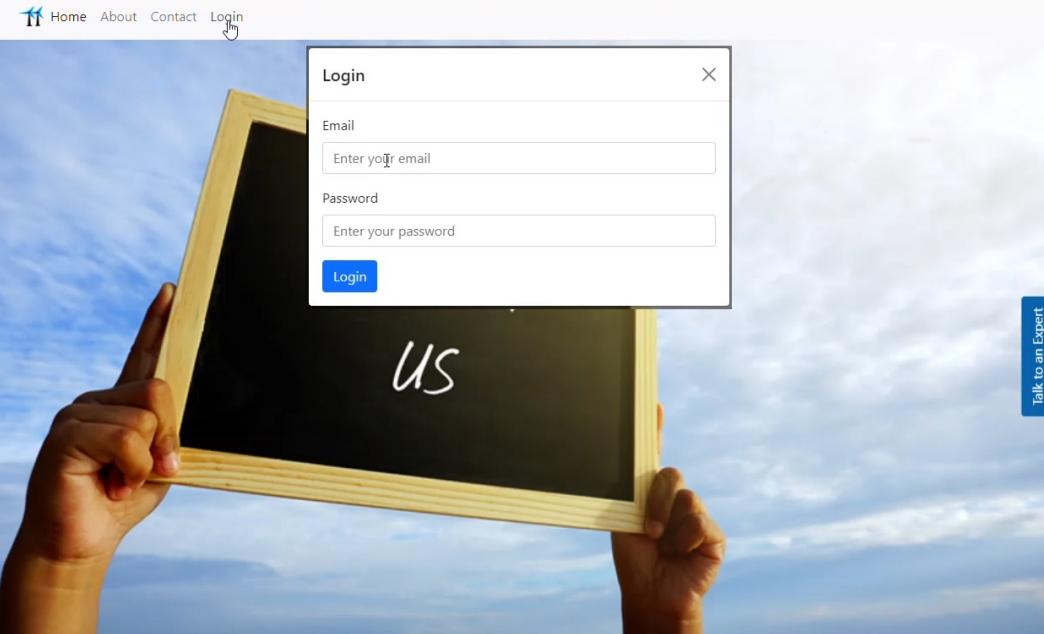
OTP OTP-pass 5/22/2023 4:56 PM

product info Information 5/22/2023 4:56 PM

youtube about us Information 5/22/2023 4:56 PM

Test 5 - My title Test 5 5/22/2023 4:56 PM

temporaryId Events - Login



A hand holds a blackboard with "US" written on it, set against a background of a cloudy sky. A login form is overlaid on the blackboard.

Login

Email
Enter your email

Password
Enter your password

Login

Talk to an Expert

Customer Journey Widget

Customer ID 4689557617731186
Customer ID 18505598991

Journey

All Last 24 Hours Last 7 Days Last 30 Days

Livestream

5/22/2023

SendNotes Notes 5/22/2023 4:57 PM

OTP OTP-pass 5/22/2023 4:56 PM

product info Information 5/22/2023 4:56 PM

youtube about us Information 5/22/2023 4:56 PM

Test 5 - My title Test 5 5/22/2023 4:56 PM

temporaryId Events - Collapsible Journey

- All web events tracked as one collapsible entry
- Color coded icon to denote last web selection

The screenshot shows the Customer Journey Widget interface. At the top, there are navigation icons (three horizontal lines, three dots, a phone, a bell, and a checkmark labeled "Engaged") and a dropdown arrow. Below this is the title "Customer Journey Widget". Underneath the title, there are two sections of contact information:

Email	mclellandemo@gmail.com
Phone	+18505598991
Customer ID	4689557617731186
Customer ID	18505598991

Below this is a section titled "Journey" with a collapse arrow. It includes a time filter bar with "All", "Last 24 Hours", "Last 7 Days", and "Last 30 Days" buttons, and a "Livestream" toggle switch which is turned off. A date selector shows "5/22/2023". The main area displays a list of events in a timeline:

- login-successful (green circle icon) on 5/22/2023 at 5:01 PM. A hand cursor icon is positioned over this item.
- SendNotes (orange circle icon) on 5/22/2023 at 4:57 PM.
- OTP (green circle icon) on 5/22/2023 at 4:56 PM.
- product info (yellow circle icon) on 5/22/2023 at 4:56 PM.

temporaryId Events – Site Interactions

- Expanded events show 5 clicks to website locations
- Yellow denotes unidentified website user
- Use chose SMS channel and we were able to tie back SMS number with user profile
- login-successful with already identified user

The screenshot shows the Customer Journey Widget interface. At the top, there are navigation icons and a status bar indicating "Engaged". Below this is the "Customer Journey Widget" title and a "Journey" section. The journey timeline shows the following events:

Event	User Type	Date	Time
login-successful	IdentifiedWeb	5/22/2023	5:01 PM
send sms	IdentifiedWeb	5/22/2023	5:00 PM
Contact-link	RandomWeb	5/22/2023	5:00 PM
About-link	RandomWeb	5/22/2023	5:00 PM
Visit Site	RandomWeb	5/22/2023	4:59 PM
SendNotes	Notes	5/22/2023	4:57 PM

temporaryId Events - Expanded Event

- Website information sent to event
- Include identity type of identified user

The screenshot shows the Customer Journey Widget interface. At the top, there's a header with a menu icon, a phone icon, a bell icon, and a status indicator 'Engaged'. Below the header, the title 'Customer Journey Widget' is displayed. A 'collapse events' button is located above a list of events. The first event is 'login-successful' (IdentifiedWeb) from 5/22/2023 at 5:01 PM. It includes detailed information such as taskID, identityType, appName, appVersion, userAgent, platform, origin, url, channelType, and channelBreakout. The second event is 'send sms' (IdentifiedWeb) from 5/22/2023 at 5:00 PM. The third event is 'Contact-link' (RandomWeb) from 5/22/2023 at 5:00 PM. The fourth event is 'About-link' (RandomWeb) from 5/22/2023 at 5:00 PM. The fifth event is 'Visit Site' (RandomWeb) from 5/22/2023 at 4:59 PM.

Event Type	Identity Type	Date	Time
login-successful	IdentifiedWeb	5/22/2023	5:01 PM
send sms	IdentifiedWeb	5/22/2023	5:00 PM
Contact-link	RandomWeb	5/22/2023	5:00 PM
About-link	RandomWeb	5/22/2023	5:00 PM
Visit Site	RandomWeb	5/22/2023	4:59 PM

temporaryId Events to track unknown users

Website Visit

```
{ "id": "{$guid}",  
  "specversion": "1.0",  
  "type": "webvisit",  
  "source": "home.com:website",  
  "identity": "954fc6c-d-047ddb909",  
  "identitytype": "temporaryId",  
  "datacontenttype": "application/json",  
  "data": {  
    "notes": "Website Visit",  
    "origin": "Website",  
    "channelType": "NewVisit",  
    "channelBreakout": "Web"  }  
}
```

Need to keep track of identity
New type: identitytype as temporaryId

Website Review Mortgage Rates

```
{ "id": "{$guid}",  
  "specversion": "1.0",  
  "type": "webvisitMortgage",  
  "source": "home.com:web:mortgage",  
  "identity": "954fc6c-d-047ddb909",  
  "identitytype": "temporaryId",  
  "datacontenttype": "application/json",  
  "data": {  
    "notes": "Website Mortgage Rates",  
    "origin": "Mortgage Rates",  
    "channelType": "MortgageRates",  
    "channelBreakout": "Web"  }  
}
```

Need to keep track of identity
New type: identitytype as temporaryId

Log into Website

```
{ "id": "{$guid}",  
  "specversion": "1.0",  
  "type": "webvisitLogin",  
  "source": "home.com:login",  
  "previousidentity": "954fc6c-dd047ddb909",  
  "identity": tayadi@cisco.com",  
  "identitytype": "email",  
  "datacontenttype": "application/json",  
  "data": {  
    "notes": "Website Login",  
    "origin": "Website Login",  
    "channelType": "LoginUser",  
    "channelBreakout": "Web"  }  
}
```

Once user is recognized next post must contain the previous key (identity) which will link the 2 previous journeys

Filters

Event Feed Filtering to alter flow

[https://api-jds.prod-useast1.ciscowxdap.com/v1/api/events/workspace-id/XXXXX?identity=\(URI Encoded\) &filter=type=='Payment'&data=category=='Water'&pageSize=1](https://api-jds.prod-useast1.ciscowxdap.com/v1/api/events/workspace-id/XXXXX?identity=(URI Encoded) &filter=type=='Payment'&data=category=='Water'&pageSize=1)

- Return last record based on identity
.../events/workspace-id/{{id}}?identity={{id}}&pageSize=1
- Filter based on Source in the URL
.../events/workspace-id/{{id}}?filter=type=='Payment'
- Filter based on Data in the URL
.../events/workspace-id/{{id}}?data=category=='Water'
- Combine Filters
.../workspace-id/{{id}}?filter=type=='Payment'&data=category=='Water'

```
{ "id": "{$guid}",  
  "specversion": "1.0",  
  "type": "Payment",  
  "source": "SMS%20Notifcation",  
  "identity": "+12263762555",  
  "identitytype": "phone",  
  "datacontenttype": "application/json",  
  "data": {  
    "phone": "+12263762555",  
    "Reason": "Late Payment Notification Sent",  
    "category": "Water",  
    "status": "overdue",  
    "origin": "Past Due - 1st Notification",  
    "channelType": "Payment Notify",  
    "channelBreakout": "sms"  
  }  
}
```

Customer journey configuration

BASIC DESKTOP LAYOUT

```
{ "comp": "md-tab-panel",
  "attributes": {
    "slot": "panel",
    "class": "widget-pane"
  },
  "children": [
    {
      "comp": "customer-journey-widget",
      "script": "https://journey-widget.webex.com",
      "attributes": {
        "show-alias-icon": "true",
        "condensed-view": "true"
      },
      "properties": {
        "interactionData": "$STORE.agentContact.taskSelected",
        "bearerToken": "$STORE.auth.accessToken",
        "organizationId": "$STORE.agent.orgId",
        "dataCenter": "$STORE.app.datacenter"
      },
      "wrapper": {
        "title": "Customer Journey Widget",
        "maximizeAreaName": "app-maximize-area"
      }
    }
  ]
}
```

[cjaas-widgets/CustomerJourney/src/assets/JDSDesktopLayout10.json at main · CiscoDevNet/cjaas-widgets · GitHub](https://github.com/CiscoDevNet/cjaas-widgets/blob/main/cjaas-widgets/CustomerJourney/src/assets/JDSDesktopLayout10.json)

Common desktop Fields and CAD variables

See XXXX for full sample layout to be added into your desktop config

```
"icon-data-path": "https://wxcc-dem.glitch.me/icons.json",
"disable-user-search": "true",
"read-only-aliases": "true",
"cad-variable-lookup": "customerID"
"project-id": "6463c60771faa61fd63a0383", <- workspaceId in all API posts / project-id in Control Hub
"template-id": "journey-default-template2",
"condensed-view": "true",
"enable-user-search": "true"
```

- CAD Variables

JDSDefaultFilter -> Setting this value defaults your desktop search filter

JDSDivision -> This sets a higher level filter and only allows entries that match the division

Link to more desktop configuration options

https://github.com/CiscoDevNet/cjaas-widgets/blob/main/CustomerJourney/README_VERSION_10.0.0.md



Getting started and References

Want to know more on JDS ?

JDS Education series - Step by step video series testing and building use cases.

BRKCCT-2029 - Unleash the power of Customer Journey Data Service (JDS) and its APIs for amazing customer experience (Las Vegas June 2023)

Custom Icons



- All icons that can be used are located at <https://momentum.design/icons>
 - Click the icon and copy the CSS Class Name. We've found size 16 looks the best.
- Host your icon file on any accessible site.
 - Ensure you are handling any CORS configurations with your cloud provider.
- ChannelType in your event feed must equal the name you give your icon.
- Pick from 17 different colors:
blue, green, black, olive, cyan, violet, red, gray, orange, lime, cobalt, purple, yellow, gold, mint, slate, pink

```
ChannelType      ->    "Telephony": {  
CSS Class Name   ->        "name": "icon-handset-active_16",  
Color            ->        "color": "green"  
}
```

Sample file: Sample icon file – icons

<https://github.com/CiscoDevNet/cjaas-widgets/blob/592aab211e332d8af13d4b0c830443e38a50aa09/Customer.Journey/src/assets/icons.json>

See video for an example and demonstration

<https://app.vidcast.io/share/b12ce3a4-848a-4312-8d46-67cf59156e53>

Important Resources - CiscoDevNet

The screenshot shows a GitHub repository page for `CiscoDevNet/webex-contact-center-api-samples`. The repository is public and contains code samples for Customer Journey Data Services (CJDS) Samples. The main folder structure includes `main`, `.github`, `app-auth-sample`, `call-recording-samples`, `callback-sample`, `configuration-samples`, and `customer-journey-samples`. The `customer-journey-samples` folder is expanded, showing sub-folders `UC1-directing-customer-input`, `UC2-tracking-the-repeat-caller`, `manage-identities-and-aliases`, and `postman-examples`. A `README.md` file is also present. A recent merge commit from `aruhatt` is visible, merging `'main'` into `reorg-samples` two hours ago. The right panel displays the `Customer Journey Data Services (CJDS) Samples` section, which is described as the main folder for CJDS API Samples. It lists four samples: `CJDS Postman Example` (Postman call examples to CJDS), `Video: JDS APIs in Postman and how to use them`, and two other samples whose descriptions are partially visible. There is also a table with columns for #, Sample, Description, Vidcast, and Read Me.

#	Sample	Description	Vidcast	Read Me
1	CJDS Postman Example	Postman call examples to CJDS	Video: JDS APIs in Postman and how to use them	

<https://github.com/CiscoDevNet/webex-contact-center-api-samples/tree/main/customer-journey-samples>



Getting Started

To get started with JDS

<https://developer.webex-cx.com/documentation/guides/journey---getting-started>

- This will give you a link to a smartsheet you need to fill
<https://app.smartsheet.com/b/form/7776df72239e47d0bbb73a392e32927f>
- Location of the latest desktop widget
<https://github.com/CiscoDevNet/cjaas-widgets/tree/main/CustomerJourney>
- Authentication for JDS API's
<https://app.vidcast.io/share/861a3320-669c-4edb-b284-3c1300130583>
- Event Schemas
<https://developer.webex-cx.com/documentation/journey>



Coding Language

- Widget uses lit-element JS framework for development
- lit-element is a lightweight library for web components
- Responsive and fast with lit-element
- CSS used for widget's styling and layout
- Widget Source Code:

<https://github.com/CiscoDevNet/cjaas-widgets>



Important Resources

JDS APIs - <https://developer.webex-cx.com/documentation/journey>

JDS Overview more on Vidcast - <https://app.vidcast.io/share/889c2cbf-51b2-4cc9-94f8-9143078dca83>

JDS Use Case and example Vidcast

- <https://app.vidcast.io/share/b90e50f4-d085-416c-9aae-29426fa18f53>
- <https://app.vidcast.io/share/0052e897-6d7a-4de5-8795-8926f0516503>
- <https://app.vidcast.io/collections/share/a3d5d3c9-faf8-4773-a16d-1abc27361113>

CloudEvent Spec Details - <https://github.com/cloudevents/spec/blob/v1.0.2/cloudevents/spec.md>

JDS Widget GitHub Link - <https://github.com/CiscoDevNet/cjaas-widgets>

Cisco Momentum Design (icons) - <https://momentum.design/icons>



Handy Resources

Javascript Tester- <https://webtoolkitonline.com/javascript-tester.html>

JSON Beautifier- <https://jsonbeautifier.org/>

JSON UnEscape - <https://www.freeformatter.com/json-escape.html#before-output>

JSONToString Format to 1 line - <https://jsontostring.com/convert-json-to-one-line>

Test Database - <https://mockapi.io/projects>

Webhook Testing - <https://webhook.site/>

GraphQL to JSON - <https://datafetcher.com/graphql-json-body-converter> or

<https://insomnia.rest/> (free for one cloud project) or

<https://altairgraphql.dev/> Altair GraphQL Client



What about the Surveys ?

Experience Management





Survey Builder through Control Hub

What you get:

1. Central view of surveys created
2. Create New Survey
3. Fields:
 - Survey Name
 - Type of Survey
 - # of Responses
 - Creator of Survey
 - Last Modified Date
4. Survey results download

The screenshot shows the webex Control Hub interface. The left sidebar contains a navigation menu with the following sections and items:

- Main menu: Contact Center (highlighted with a red box)
- USER MANAGEMENT: Overview, Getting started guide, Sites, Skill profiles, Skill definitions, User profiles, Teams, Contact Center users.
- CUSTOMER EXPERIENCE: Survey (highlighted with a red box)
- AGENT EXPERIENCE: Multimedia profiles, Desktop layout, Outdial ANI, Dial plans, Address books, Idle/Wrap-up types, Idle/Wrap-up codes.

The main content area is titled "Title" and displays a table of surveys:

Survey name	Type	Response	Creator	Last modified
CSAT survey	IVR survey	79	Me	26-Apr-2021
NPS survey	Digital survey	802	ss-intgus-org-1@mailinator.com	20-May-2021
Service satisfaction	Digital survey	1096	ss-intgus-org-2@mailinator.com	10-Aug-2021

At the bottom left is a "Company Ltd" logo, and at the top right are user profile icons and a search bar.



Survey Builder – Digital Survey or PCS IVR

What you get:

1. A guided tour to create a survey
2. A choice between
 - PCS IVR
 - Digital Surveys
3. Languages to be supported

Create a new survey

Summary Questions

Survey type

Please select one survey option:

Summary

Survey type

Please select one survey option:

IVR surveys

An audio-based survey that allows multiple questions to be collected at the end of a call flow for quick customer feedback.

Digital surveys

A visual based survey that allows multiple questions to be collected at the end of customer interaction through digital channels (email, SMS, chat, etc).

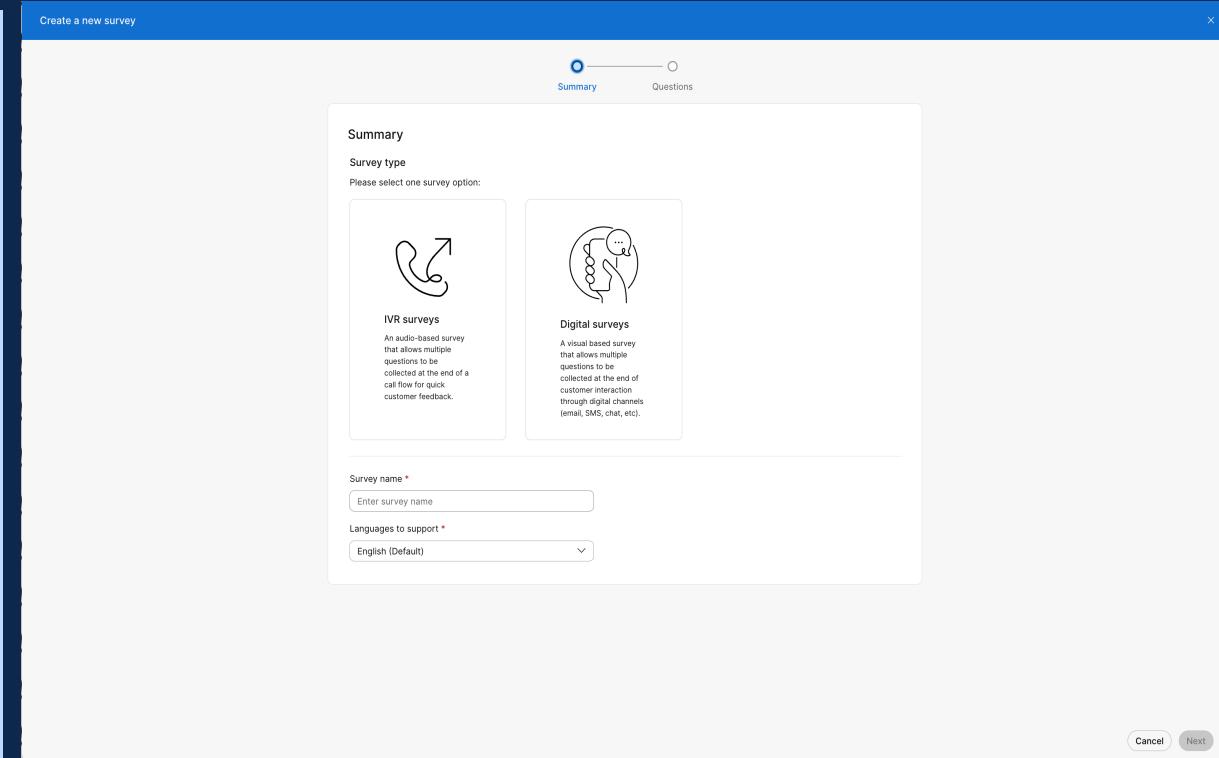
Survey name *

Enter survey name

Languages to support *

English (Default)

Cancel Next





Survey Builder – PCS IVR

What you get:

1. Question type

- NPS
- CSAT
- CES

2. IVR for survey

3. Audio file for invalid response

4. Audio file for timeout handling

Create a new survey

Summary Questions Error handling

Q1 CSAT

Rating NPS

1-5 CSAT CES Other

IVR audio upload

Drag and drop a file to upload or Choose a file (WAV files in u-law format – max 25 MB)

Question to show on reporting *

How would you rate your overall satisfaction with the service you received?

+ Add a question

Thank you note

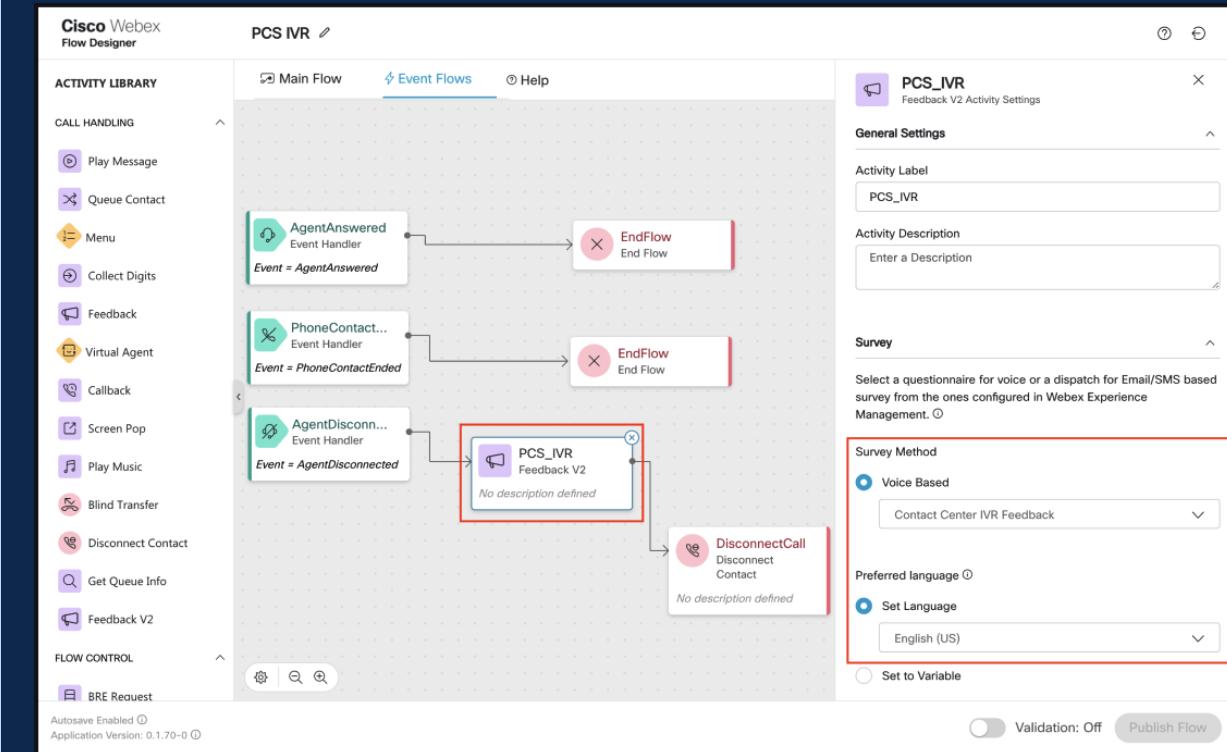
Previous Next



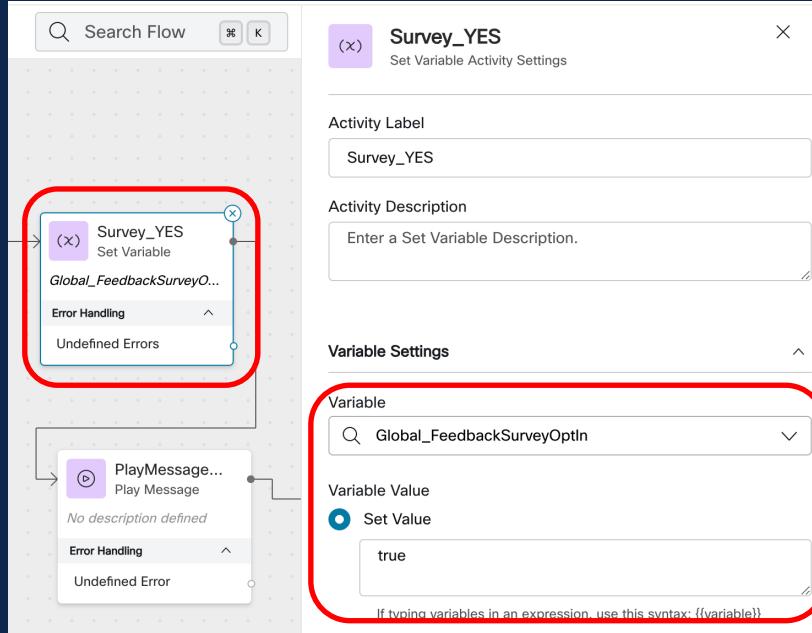
PCS IVR Through Flow Designer

What you get:

1. Feedback V2 node in flow designer of WXCC software



Tip : don't forget the Survey Opt-In Global Var...



PCS IVR Survey results



webex Control Hub

Search

Main Menu

Contact Center

Overview

CUSTOMER EXPERIENCE

Channels

Queues

Business Hours

Audio Prompts

Flows

Call Recording Schedules

Surveys

Name	Type	Responses	Status	Updated At
joewon_Customer_Survey	IVR			
Tayadi_Survey_SP	IVR			
Tayadi_Survey	IVR			
HKESMS	DIGITAL			
shadabXMDigitalv2	DIGITAL			
mnavthic_PCS	DIGITAL			

Create new survey

Download responses

Select the response period to download for Tayadi_Survey survey.

Survey response period

Last 30 days | 04/14/2024 → 05/14/2024

Today	< April 2024 >					May 2024 >								
S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6		1	2	3	4			
	7	8	9	10	11	12	13	5	6	7	8	9	10	11
	14	15	16	17	18	19	20	12	13	14	15	16	17	18
	21	22	23	24	25	26	27	19	20	21	22	23	24	25
	28	29	30					26	27	28	29	30	31	

Custom range

Response Date & Time	Questionnaire	Response Completion	How would you rate your overall satisfaction with the service you received today? (Rating: Scale)	How easy was it to deal with our agent today? (Rating: Scale)	How likely are you to recommend us to your friend and family? (Rating: NPS)	Contact_Session_ID
09-May-2024 20:07	Tayadi_Survey	Complete	5	3	9	9c09f66f-4ee4-43ee-a15d-aba654b2ca92
09-May-2024 21:31	Tayadi_Survey	Complete	3	1	9	8c97f379-21c8-4273-8b98-17dbf4562283
10-May-2024 14:33	Tayadi_Survey	Complete	1	1	0	5da95246-c9e8-4aba-acbd-aff27b429c01

Conclusion



Conclusion

- JDS highly contributes to improve the CX
 - Agents can see the journey
 - The journey can be leveraged to personalize it
 - Token Mgmt inside Flow builder will ease the API calls
- Use Surveys to evaluate your journeys
 - Survey results will be added to Analyzer

=> Boost your Customer satisfaction!



The bridge to possible

Thank you

