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Social Media Solution Guide

Sample Business Process: Facebook BP

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Contents

- **1 Sample Business Process: Facebook BP**
 - 1.1 In Release 8.1.0
 - 1.2 In Release 8.1.1
 - 1.3 In Release 8.1.4
 - 1.4 In Release 8.5.1

Facebook BP submits Facebook interactions to a configured agent group. It consists of eight strategies, four subroutines, and nine queues.

Important

If the `x-submit-comments-itx` option is set to `true`, you must use the [Sample Business Process: Facebook BP - Single Comment Routing](#). You can use Facebook BP only if the `x-submit-comments-itx` option is `false`.

In Release 8.1.0

In broad terms, processing proceeds as follows:

1. The first step depends on whether you want to create a contact record for each author of a comment to a Facebook post. If you do, you must set the `x-submit-comments-itx` option to `true`, which makes the system create an interaction for each comment (this is in addition to the interaction that it creates containing both the base post and all of the comments on it).
 - If the interaction being processed is one of these comment-only interactions, it is sent to the `Stop Interaction Comments in Parking Queue` strategy, which creates a contact for the author of the comment, then terminates.
 - If the interaction consists of a post plus comments, it continues to the next step.
2. This step determines whether this interaction contains comments on some post that is already in the strategy and so should be merged with it.
3. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.
4. Then,
 - If such an interaction is found, it is updated with the content of (merged with) the newer interaction, then the newer interaction is terminated.
 - If no such interaction is found in the strategy, then this current interaction proceeds into the buffer stage, which delays the delivery of the interaction to the agent queue.
- The buffer stage is similar to the preceding, but it determines whether this interaction contains comments on some post that has already been delivered to an agent. If it does, the interaction is held until that agent can accept delivery of it.
 - a. The buffer stage periodically checks if there is an interaction with the same Post ID being processed by any agent in the group.
 - b. Then,
 - If there is such an interaction, the current interaction is delayed in the buffer stage until it can be delivered to the agent who is processing the earlier related interaction.
 - If there is no such interaction, it proceeds to the classify and screen stage.
- This stage tries to classify and screen the interactions that will be delivered to the agent group. Note the

following:

- This stage uses:
 - One subroutine that screens for sentiment and actionability.
 - One subroutine that classifies for sentiment.
- Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.
- Finally the interaction is created in UCS and is delivered to an agent's virtual queue.

Important

For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

In Release 8.1.1

1. Facebook Inbound Strategy can be described in two main steps.
 - a. The first step depends on whether you want to create a contact record for each author of a comment to a Facebook post. If you do, you must set the `x-submit-comments-itx` option to `true`, which makes the system create an interaction for each comment (this is in addition to the interaction that it creates containing both the base post and all of the comments on it).
 - If the interaction being processed is one of these comment-only interactions, it is sent to the Stop Interaction Comments in Parking Queue strategy, which creates a contact for the author of the comment, then terminates.
 - If the interaction consists of a post plus comments, it continues to the next step.
 - b. This step determines whether this interaction contains comments on some post that is already in the strategy and so should be merged with it.
 - c. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.
 - d. Then,
 - If such an interaction is found, it is updated with the content of (merged with) the newer interaction, then the newer interaction is terminated.
 - If no such interaction is found in the strategy, then this current interaction proceeds into the buffer stage, which delays the delivery of the interaction to the agent queue.
- Facebook Inbound Buffer Strategy is similar to the preceding, but it determines whether this interaction contains comments on some post that has already been delivered to an agent. If it does, the interaction is held until that agent can accept delivery of it.

- a. The buffer stage periodically checks if there is an interaction with the same Post ID being processed by any agent in the group.
- b. Then,
 - If there is such an interaction, the current interaction is delayed in the buffer stage until it can be delivered to the agent who is processing the earlier related interaction.
 - If there is no such interaction, it proceeds to the classify and screen stage.
- Classification-Screen Strategy tries to classify and screen the interactions that will be delivered to the agent group. Note the following:
 - The strategy organizes the task as follows:
 - The strategy itself screens and classifies posts for sentiment and actionability.
 - One subroutine screens comments for sentiment and actionability.
 - One subroutine classifies comments for sentiment and actionability.
 - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.
- Facebook Calculation Strategy processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
- Facebook Agent Delivery Strategy delivers the interaction to the agent desktop.
- Finally,
 - If there is a reply, Facebook Outbound Strategy dispatches it to Digital Messaging Server, for delivery to Facebook.
 - If there is no reply, Facebook Stop Strategy terminates the interaction.

Important

For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

In Release 8.1.4

There are the following changes in this release:

- The Facebook BP now filters out interactions of type `question`. That is, if the substring "`<type>question</type>`" occurs in the `_facebookXML` value of an interaction, the interaction is terminated.

- The Facebook BP now checks for interactions of type `facebooksession` (Facebook chat) in inbound strategies: `FacebookItxType=10`. If the type is `facebooksession`, the interaction skips the rest of the inbound strategy and Buffer strategy, and goes straight to the Classify-Screen strategy.
- The new Facebook Outbound Init Queue acts as a virtual queue that provides a temporary placeholder for an outbound interaction for the plug-in while agents work on their content. If the plug-in crashes, the interaction remains in that queue and could potentially be routed to a custom supervisor's desktop, for example. The interaction sits in the strategy for one month (60x60x24x31 sec) and is terminated, but the logic of this strategy can be extended.

In Release 8.5.1

Facebook Agent Delivery Strategy

- Target objects, rather than delivering to a specific group, use the skill-based expression `1=1`, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.
- The first object in the strategy has been updated with `FacebookContentCreatedOnlyByAdmin'= UData['_facebookContentCreatedOnlyByAdmin']`
- Right before the target object, the following were added:
 - If object: `if(FacebookContentCreatedOnlyByAdmin != 1)`
 - Stop Interaction object: `if FacebookContentCreatedOnlyByAdmin =1`

Facebook Outbound Strategy

In order to enable editing of outbound comments and posts, `_facebookPostId` and `_facebookCommentId` are included for all newly created posts and comments.

Facebook Classify-Screen Strategy and Facebook Calculation Strategy

Instead of the `KVListAddData` function, these strategies use `KVListSetData`, which does not create duplicate keys.