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Social Media Solution Guide

Sample Business Process: Twitter BP with iWD

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Contents

- 1 Sample Business Process: Twitter BP with iWD
 - 1.1 Requirements
 - 1.2 In Release 8.1.0
 - 1.3 In Release 8.1.1 and Later

Twitter BP with iWD is a sample Business Process that shows how Genesys Social Messaging can work with Genesys Intelligent Workload Distribution (iWD). Twitter BP with iWD is used together with two of the Business Processes that are supplied with iWD, as described below.

Requirements

To use Twitter BP with iWD:

- **Install Twitter BP.** This creates some configuration objects that are required by Twitter BP with iWD.
- Use the iWD Setup Utility to install these Business Processes:
 - Standard Genesys to iWD Adapter
 - IWDBP

For information on how to install and use the iWD Setup Utility, consult the [intelligent Workload Distribution Deployment Guide](#).

Important

iWD Setup Utility is no longer supported from iWD release 8.5.104 onwards. From that release onwards, all configuration is done manually. See [Manual Installation of IWDBP](#).

In Release 8.1.0

Twitter BP with iWD and its associated Business Processes do the following things:

1. Twitter BP with iWD performs initial processing, using the Twitter Inbound Strategy-iWD strategy to:
 1. Filter out tweets that already exist as interactions in the Universal Contact Server (UCS) database.
 2. Create an interaction in the UCS database.
 3. Pass the interaction to Standard Genesys to iWD Adapter.
2. Standard Genesys to iWD Adapter attaches some required key-value pairs to the interaction, then passes the interaction to IWDBP.
3. IWDBP performs classification, prioritization, distribution, and archiving.

For more information about the Standard Genesys to iWD Adapter and IWDBP Business Processes, see the [intelligent Workload Distribution 8.0 Deployment Guide](#).

In Release 8.1.1 and Later

1. Twitter Inbound Strategy-iWD
 1. Initializes the required variables.
 2. Ensures that the interactions will be delivered to agents in the order they were created.
 3. Checks whether the interaction already exists in the UCS database and, if not, creates it.
 4. Associates the interaction with the correct thread.
 5. Creates contacts in UCS.
2. Twitter Classify-Screen Strategy-iWD performs classification and screening, and attaches the resulting Actionability and Sentiment attributes to the interaction.
3. Twitter Influence Calculation Strategy-iWD calls up the **Klout** service and attaches the appropriate keys showing the influence values.
4. Twitter Calculation Strategy-iWD 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.
5. Standard Genesys to iWD Adapter attaches some required key-value pairs to the interaction, then passes the interaction to IWDBP.
6. IWDBP performs classification, prioritization, distribution, and archiving.

For more information about the Standard Genesys to iWD Adapter and IWDBP Business Processes, see the *[Intelligent Workload Distribution 8.0 Deployment Guide](#)*.