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# Web Services API Reference

Standard Responses API

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# Standard Responses API

This is part of the [Multimedia Interactions API](#) section of the [Web Services API](#).

## Overview

A Standard Response is a text template with keyword placeholders that are meant to be replaced, resulting in a standardized, yet custom message that is crafted according to the situation and customer.

The [Web Services API](#) caters to Standard Response features.

This section describes general concepts employed by the standard response portion of the [Web Services API](#) and provides guidance for developers building standard response into their client applications.

## Example

### Standard Response template transformed into a message

Hello <\$ Customer.FirstName \$> <\$ Customer.LastName \$>, I am <\$ Agent.FirstName \$> and I am happy to help you.

transforms into

Hello Clark Kent, My name is Lex and I am happy to help you.

#### Basic Standard Response Operations

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Retrieve information about standard responses

Render a Standard Response into a real message

Retrieve Standard Response data for UCS reporting

Retrieve the content of specific document

#### Favorites Control

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Get agents favorite responses

Add standard response favorite

Remove a standard response favorite

Delete all standard response favorites