

Quick Guide: Understanding the Syndicated Proactive Chat Widget (SPAC)

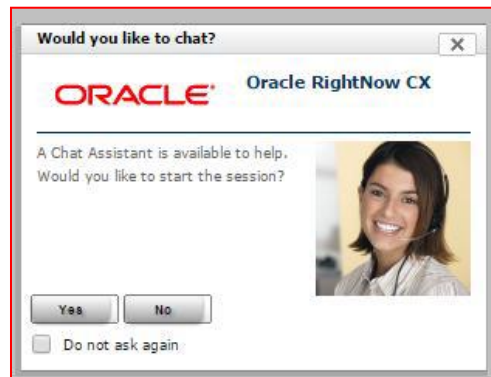
This document is specifically for those deploying the Syndicated Proactive Chat widget directly on their external web pages.

This document provides helpful insight into the Syndicated Proactive Chat widget and answers the following questions:

- *What is a Syndicated Proactive Chat widget?*
- *When should I offer Syndicated Proactive Chat on my website?*
- *Are there any requirements for deploying a Syndicated Proactive Chat?*
- *Do you have any hints for configuring the Syndicated Proactive Chat options?*
- *Where can I go for more information?*

What is a Syndicated Proactive Chat widget?

The Syndicated Proactive Chat widget (SPAC) is a chat invitation that is deployed on an external web page when defined conditions are met. Below is an example of the default proactive chat invitation that is displayed when the SPAC is triggered. The default proactive chat invitation can be replaced and/or styled to match the look and feel of the company's brand.



Companies use proactive chat in a variety of ways and most often to:

- Offer superior assistance
- Increase conversions
- Reduce abandonment

When should I offer a Syndicated Proactive Chat on my website?

Your business will determine the appropriate use of the Syndicated Proactive Chat invitation.



Some common use case examples are:

- If a website visitor remains on a page for an extended length of time, then offer a proactive chat invitation
- If a cart value is over a specific amount, then offer a proactive chat invitation
- If a website visitor is completing a form and does not proceed to the next defined step, then offer a proactive chat invitation
- If a website visitor navigates their cursor to a specific zone of the page, then offer a proactive chat invitation

NOTE: Conditional chats are not aware that a proactive chat has been offered. Consider this when creating rules as not to offer an invitation when a chat is already in progress. Also, syndicated proactive chat routing is pre-determined at the time the chat invitation is presented. It is routed to a queue based upon product/category, agent availability, incident custom field and CX chat rules.

Are there any requirements for deploying a Syndicated Proactive Chat widget?

- **Chat:** Oracle Service Cloud Chat must be enabled for your CX site
- **External Web Pages:** The SPAC is only available for use on non-Customer Portal pages, so it can be used on your company's website. For example:
 - The SPAC widget **can** be deployed on `//www.oracle.com`
 - The SPAC widget **cannot** be deployed on `//custhelp.oracle.com`

Do you have any hints for configuring Syndicated Proactive Chat Widget options?

There are many attributes that can be configured within the SPAC widget. We have provided a brief explanation of each attribute, as well as helpful tips.

- `avatar_image` – This is used to specify the avatar image that is used with this widget.
- `c` – The ID of the CX *Category* to use. Only a single category may be used with chat. Category is used in conjunction with Product for chat advanced routing and reporting.
- `chat_login_page` – When an end-user opts to chat by clicking the chat button or link, the chat login page is displayed to the end-user. If this field is left blank the default chat login page (`/app/chat/chat_launch`) is used. If you prefer to bypass the chat login page, meaning you do not want the end-user to fill out the form and you are fine with taking anonymous chats, set this attribute to `/app/chat/chat_landing`. If the chat login page is not used, after the end-user opts to chat they are immediately placed into the chat queue. The product/category defined for the widget is passed to the chat login page and used for routing.
- `chat_login_page_height` – The height, in pixels, of the window to display. If `open_in_new_window` is set to false, setting this value has no effect. The default is 686 pixels.
- `chat_login_page_width` – The width, in pixels, of the window to display. If `open_in_new_window` is set to false, setting this value has no effect. The default is 700 pixels.

- `div_id` – This is a required field and is used to specify the div element that defines where you want the widget to appear on the page. If the div element specified here does not exist on the page, system creates a div with the ID given here and adds it to the end of the DOM.
- `instance_id` – Must be a unique id for each widget on the page. This identifies the widget so that server calls related to polling will know which widget to return the response to. The default setting for the widget `instance_id` is “`spac_0`” but you can customize this. A suggested standard is to use “`spac_`” as a prefix for your Syndicated Proactive Chat Links, and increment the widget number thereafter.
- `custom_fields` – This attribute should be used if you want a default value for a custom field sent in with the chat request. JSON parsed array of custom fields is used. The array should be in the form of a key-value pair where the key is the Custom Field ID and the value of the custom field. Ex: `{"ID1":"VALUE1","ID2":"VALUE2"}` or:
`custom_fields: "{\"26\":\"1234\",\"20\":\"Test\",\"18\":\"2\"}"`,

Custom fields are defined in the CX console and need to be made visible for chat:

Path: Configuration | Database | Custom Fields. Chat visibility needs to be checked to become active.

The following incident custom field types are available for passing information within a chat:

- Text Field
- Date Field
- Integer
- Menu
- Text Area
- Yes/No
- Date/Time

Custom Field Example: You may wish to present the agent with the value of the consumers shopping cart or other information within the incident or chat pane. The Product/Category settings can also be changed using the custom field option (which will override the widget settings for these values).

- `label_accept_button` – This is the text label for the *Accept* button. The default label is *Yes*.
- `label_avatar_image` – This is used to specify the alternate text associated with the avatar image. This text is never displayed onscreen, but defined so that it can be read by screen readers to meet accessibility guidelines.
- `label_dialog_header` – This is used to specify the text used in the header of the invitation. The default label is *Oracle RightNow CX*.
- `label_logo_image` – This is used to specify the alternate text associated with the logo image. This text is not displayed onscreen, but defined so that it can be read by screen readers to meet accessibility guidelines.
- `label_question` – This is used to specify the text used in the chat invitation. The default label is *A Chat Assistant is available to help. Would you like to start the session?*

- `label_refuse_checkbox` – This is used to specify the text label for the refusal check box. The default label is *Do not ask again*.
- `label_reject_button` – This specifies the text on the refusal button. The default label is *No*.
- `label_title` – This is used to specify the text used in the title bar. The default label is *Would you like to chat?*
- `logo_image` – This is used to specify the logo image that is used with this widget. The default image size is 100px x 100px.
- `min_agents_avail` – This option specifies the minimum number of open agent sessions that must be available in order for the link to be actionable. If this option is to be used, it must be set to a value of 1 or greater. For example, if you do not want the consumer to wait in a queue after she has accepted a proactive chat invitation, then the widget should be configured for Minimum Sessions Available. If set to 0, the trigger is disabled. *Minimum Available Sessions* will always override *Wait Threshold*. Meaning, the minimum available sessions must be met even if the current wait time is under the defined threshold.
- `min_agents_avail_type` – This is used to specify whether to check the *Number of Agents* or the *Number of Sessions* available before offering a chat invitation to a visitor. The *Number of Agents* would mean agents that did not have any current interactions and were available. The *Number of Sessions* references agents that can handle multiple chat sessions simultaneously, have not reached their limit of chats, and have an open “session”. A selection box is presented to select either *Agent* or *Session* availability.
- `modal` – This is used to specify whether the widget is modal. If the widget is modal then it requires an action from the visitor in order to close the dialog and resume activity on the page. This option is either *Enabled* or *Disabled*; the default setting is *Disabled*.
- `open_in_new_window` – If set to *Yes*, the page defined by *chat_login_page* will be displayed in a new window. If *No*, the current window will navigate to that page. Chat window height/width pixels specified will not be used if set to *No*. The default value is *Yes* and is Oracle’s recommendation.
- `p` – This is used to specify the *CX Product ID* associated with this widget. Only a single product may be applied to this field. Product is used in conjunction with Category for chat advanced routing and reporting.
- `seconds` – Specifies the seconds until the chat invite pops up. If it is set to 0, the chat invite will not pop up unless it is called explicitly using the API.
- `wait_threshold` – Specifies the maximum wait time threshold where a SPAC widget will be displayed. If the current wait time exceeds this value, the SPAC widget will not be displayed. This trigger is disabled when set to 0. The number of available sessions will always override wait threshold; the available session criteria must also be met. The default value is 40 seconds and used if no value is specified. For example, if the wait threshold is set to 40 seconds and the current wait time is 45 seconds, the SPAC will not be displayed until the current wait time is below 40 seconds and the minimum number of agent sessions is also met.



Where do I find additional information?

- ✓ [Oracle Service Cloud User Guide - Chatting on the Customer Portal - Offering customers a chat session](#)
- ✓ [Oracle Service Cloud Community Forum - Syndication Widget](#)
- ✓ [Oracle Service Cloud Knowledge Base](#)