



Product Release Training

CINNOX Version **V3.9.0**

Tentative Release Date: 5th January 2023



A new way to **humanise** your connections



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V3.9.0 Release Summary

V3.9.0 Release Summary

- **New Features:**

- 360dialog P2

- WhatsApp Enquiry

- 1. Identify enquiries from WhatsApp Campaigns
 2. Allow agents to send a template message in a chatroom to restart the conversation with visitors after 24 hrs.

- WhatsApp Campaign

- 1. Allow users to upload a media file (pdf/ image/ video) to the template header.
 2. New "**Replied**" message status for Sent WhatsApp Campaigns
 3. Added "**Enquiry Origin**" in report filter to filter all enquiries from WhatsApp Campaigns
 4. Added "**Campaign Response**" pie chart in Home Dashboard
 5. New CINNOXBot & Email notifications when a campaign was sent successfully or failed to send.

- **Improvements:**

- SMS Delivery Report
- CX Open API
- Zapier P2

02

SMS Delivery Report Improvement

SMS Delivery Report Improvement

Scope:

Function	CINNOX Page	Role	Platform
1. a. Amend the column title b. Add new column for "Carrier Status"	CXDB > Reports > SMS Report > Overview CXDB > Reports > SMS Report > Report Details	Admin	Dashboard
2. Improve the overview report UI & add the "Carrier Status" figure	CXDB > Reports > SMS Report > Overview	Admin	Dashboard
3. Add SMS report filter	CXDB > Reports > SMS Report > Report Details > Filter	Admin	Dashboard
4. Amend the SMS details report xls	CXDB > Reports > SMS Report > Report Details > Download	Admin	Download SMS detail report – xls file
5. Amend the SMS campaign report xls	CXDB > Campaigns > Smart Messaging > Sent Campaigns > Download	Admin	Download Campaign report – xls file

SMS Delivery Report Improvement

1. Amend the column title

The screenshot displays an 'SMS Report' interface with a table of data. The table has the following columns: SMS Sender ID, Source, Sent By, Recipient Country & Number, Status, Send Date & Time, and Carrier Network Status. The 'Recipient Country & Number' and 'Carrier Network Status' columns are highlighted with red boxes. A red arrow points from the 'Carrier Network Status' column to a list of delivery statuses on the right: Delivered, Queued, Undelivered, Undelivered, Delivered, and Delivered.

A 'Preview' window is open, showing a sample row of data. The 'Recipient Country & Number' column is highlighted with a red box in the preview. The data in the preview is as follows:

Field	Value
SMS Sender ID	+85292860801 Hong Kong
Sent By	cccccc
Recipient Country & Number	+886953830559 Taiwan (China)
Content	chad test contact01 被建立了

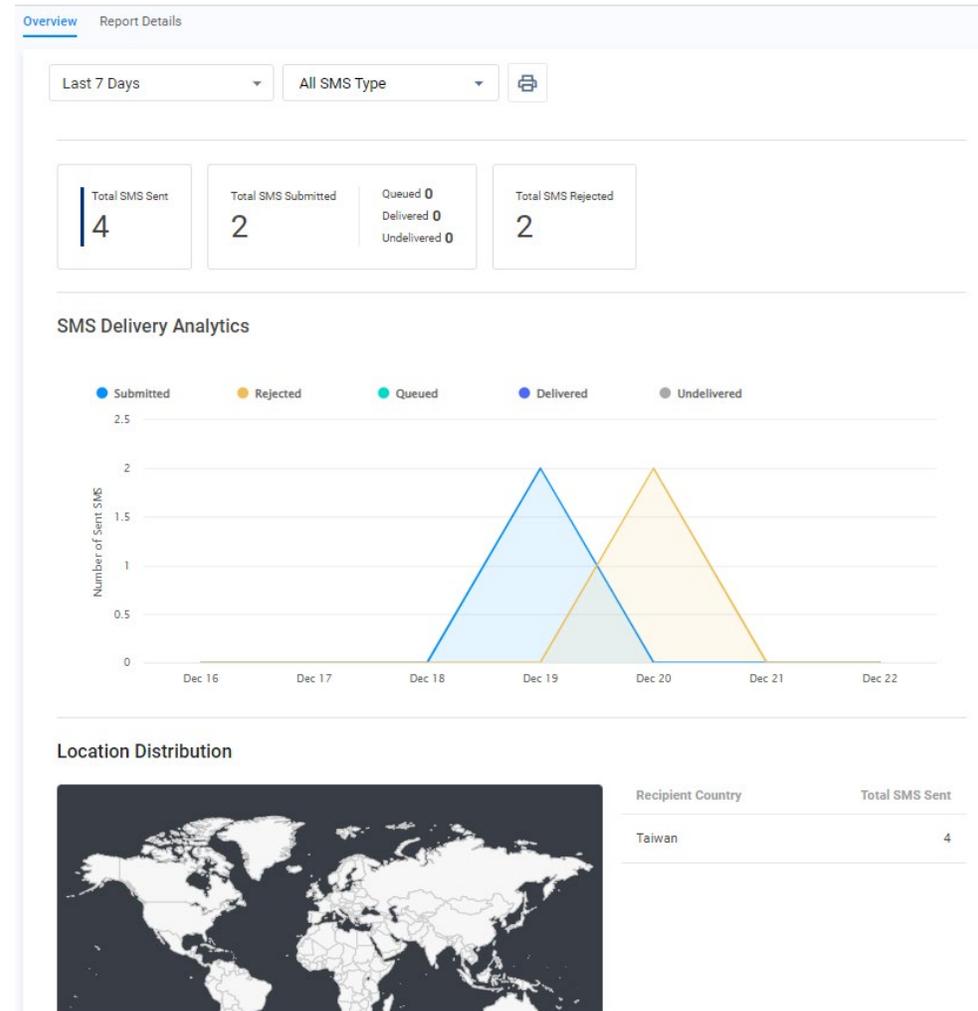
- Amended the column title to align the column name to: "Recipient & Number"
- Add a new column for the "Carrier Network Status" - "Queued", "Delivered" and "Undelivered"

SMS Delivery Report Improvement

2. Improve the overview report UI & add the "Carrier Status" figure

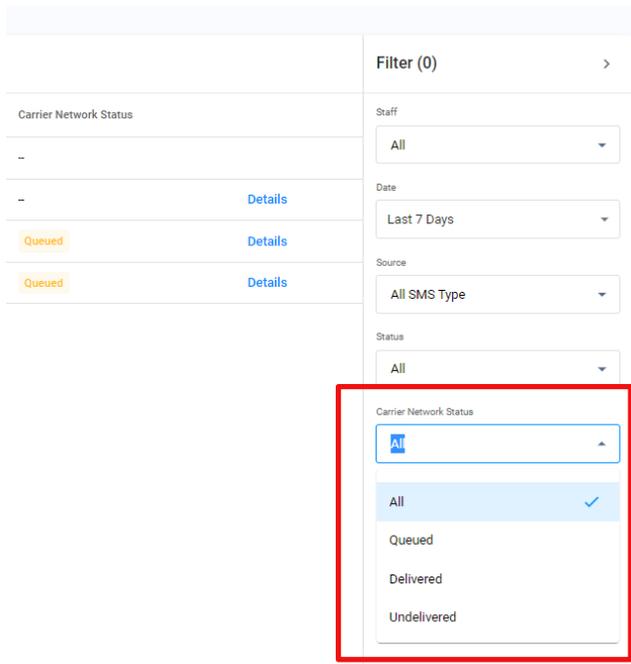
- Redesigned the Overview report UI
- Added the Carrier Status details

Status (M800)	Carrier Network Status
<ul style="list-style-type: none"> • Submitted • Rejected 	<ul style="list-style-type: none"> • Queued • Delivered • Undelivered



SMS Delivery Report Improvement

3. Add SMS report filter



4. Amend the SMS details report xls

- Added the "Content", "Number of SMS", "Carrier Network Status" and "Last updated date time" columns

	A	B	C	D	E	F	G	H	I	J	K
1	Date	Source	Sender Name	Sender EID	Recipient	Recipient Country	Content	Number of SMS	Status	Carrier Network Status	Last updated date time
2	2022-12-20	verification	Kiwi Wang	v7UMPPDnD V5k6NkIn	4886012345788	TW	250867 is your	1	Delivered		2022-12-20 08:38:41

5. Amend the SMS campaign report xls

- Added the "Sender EID", "Recipient Country", "Carrier Network Status" and "Last updated date time" columns

	A	B	C	D	E	F	G	H	I	J
1	Date and Time (UTC+0)	Sender	Sender EID	Recipient	Recipient Country	Content	Number of SMS	Status	Carrier Network Status	Last updated date time
						web link:				

03

CX Open API - Improvement

Open API – Improvement

Introduction

Allow enterprise to manage (Create/Edit) the external contact from their platform to CXDB to automate some workflow. And allowing the enterprise to retrieve the enquiry details with more info.

Possible use case:

- Allow 3rd party to synchronise & managing the external contact in CX without accessing CXDB to integrate with their in-house CRM platform.
- Allow 3rd party to retrieve the enquiry deep link to enrich their operation flow to allow their support team to easily access and follow up.

Reference:

Doc - <https://docs.cinnox.com/docs/open-api>

Spec - <https://docs.cinnox.com/reference/management>

Open API – Improvement

Scope:

Function	Description	Remark
1. Create External Contact	This endpoint allows you to create external contact	- Not support custom field
2. Update External Contact	This endpoint allows you to update the external contact	- Not support custom field
3. Get enquiry detail	This endpoint allows you to query the enquiry details. In v3.9.0 we added the Label ID, enquiry duration and enquiry deep link in the response object	- Improvement on the existing Get enquiry detail endpoint

04

Zapier P2

CINNOX x Zapier Introduction

Introduction

At CINNOX we would like to reduce the development time we spend on actual integration work & look for an easy, powerful & cost-effective automation solution.

Hence, by looking at automation software/platforms, we could create a CINNOX app within their platform that maximises the use of their triggers & actions to automate current CX repetitive tasks & workflows, integrating them into other platform workflows, thus reducing the need for long periods of development time for actual integration

Available package: Business, Enterprise, Omnichannel Contact Centre and The Ultimate CX Hub

Ref: <https://zapier.com/>

Doc: <https://docs.cinnox.com/docs/zapier>

Possible use cases:

Improvement on Zapier phase 2:

1. Send a notification message to a specific CINNOX staff/group space when the item status changed to critical
2. Send a notification message to a specific CINNOX staff/group space when a new item is created in a specific board
3. Create a new item when there is a new enquiry together with the enquiry deep link, to allow user to visit CXDB for follow up purposes.
4. Create an external contact when there is new contact created in HubSpot

(Monday.com Trigger) Specific
Column Value Changed in Board



(CINNOX Action) Send a message to a specific
CINNOX staff/group space

(Monday.com Trigger) New Item in Board



(CINNOX Action) Send a message to a specific
CINNOX staff/group space

(CINNOX Trigger) Enquiry status changes (e.g.
handling/missed)



(CINNOX Action) Get enquiry
detail (With enquiry deep link)



(Monday.com Action) Create new
item

(HubSpot Trigger) New contact created



(CINNOX Action) Create new external contact

CINNOX x Zapier phase 1 scope

Scope: Triggers

Function	Description
1. New Label created	Trigger the label event when the label is created
2. Label updated	Trigger the label event when the label is updated
3. Label deleted	Trigger the label event when the label is deleted

Scope: Actions

Function	Description
1. Get enquiry detail	Allow you to query the enquiry detail deep link
2. Create External contact	Allow you to create the external contact
3. Update External contact	Allow you to update the external contact
4. Send IM message to Staff / Group space	Allow you to send IM message to CX Staff / CX group space

05

360dialog P2

360dialog P2

New Features & Improvements

WhatsApp Enquiry

1. **Identify enquiries from WhatsApp Campaigns** and display the campaign message content to the agent in the enquiry room.
2. Added "**Restart Conversation Template Message**" in the WhatsApp channel settings (support 360dialog WABA only). Admin can select and set up a pre-selected template list for agents to use.
3. When 24 hrs messaging time limit expires, agents can choose one of the message templates to send to visitors in a chatroom to restart the conversation.

WhatsApp Campaign

1. Allow users to upload a media file (pdf/ image/ video) to the template header
2. Added "**Replied**" message status to count how many enquiries replied to the Sent WhatsApp Campaigns
3. Added "**Enquiry Origin**" in the filter to filter all enquiries from WhatsApp Campaigns
4. Added "**Campaign Response**" pie chart in Home Dashboard for enquiries from WhatsApp Campaigns
5. Send CINNOXBot messages & Emails to staff when a campaign was sent successfully or failed to send.

360dialog P2 – WhatsApp Enquiry

Scope:

Function	CINNOX Page	Roles	Platform
1. Identify enquiries from a WhatsApp Campaign: (a) Display campaign name in enquiry info. (b) Display campaign content in chatroom	(a) Side panel of the enquiry chatroom & the "Channel Additional Info." field in Enquiry Report (b) Enquiry chatroom & Enquiry Overview	All Roles can view the enquiry	Dashboard, IOS, Android
2. "Restart Conversation Template Message" channel settings (support 360dialog WABA only)	WhatsApp Channel Detail > Restart Conversation Template Message	Admin	Dashboard
3. "Send Template" in an enquiry chatroom (only when 24 hrs messaging time limit expires)	The "Send Template" button will be displayed to the agent when the visitor's last message in the enquiry chatroom is more than 24 hours.	Agent	Dashboard

360dialog P2

Identify enquiries from a WhatsApp Campaign

1. Replied via "Reply button"

The screenshot shows a WhatsApp chat interface with a bot response and a side panel with enquiry details. The bot message contains a campaign link and a button. The side panel shows the enquiry was made via Social (WhatsApp) and includes the campaign name and input variables.

Original campaign message content (with variable values)

The button visitor clicked

Campaign name

Enquiry Information

- INQ-0003LL Ongoing
- Broadcast Chat Enquiry
- Enquired via Social
- WhatsApp (QA_Lucas's 360dialog WA Channel)
- Cinnox-test (+886971609210)
- Campaign (WhatsApp) 17.060.050 input variables - header(text)+body+footer+button Campaign

Contact Profile

- Tony Lead
- +886988319520

2. Replied via "Web link"

The screenshot shows a WhatsApp chat interface with a bot response and a side panel with enquiry details. The bot message contains a campaign link and a placeholder for an image. The side panel shows the enquiry was made via Web link and includes the campaign name and input variables.

Original message template used by the campaign (without variable values)

Enquiry Information

- INQ-0003J6 Ongoing
- Direct call enquiry
- Enquired via Web link
- Staff (Rita Li)
- cxwc.cx-tb.cinnox.com
- Campaign (WhatsApp) 12.020.110 - manually input Campaign

Contact Profile

- rita visitor 17.040.011 Lead

360dialog P2

"Restart Conversation Template Message" channel setting (Only support channel source is 360dialog WABA)

WhatsApp Channel Details

The screenshot shows the 'Channel Details' page for a WhatsApp channel. The left sidebar contains navigation options: Channels, Directory, Numbers, Social, Email, and Third Party Channel. The main content area is titled 'Channel Details' and contains several sections: Basic Information, Routing Settings, Sticky Routing, Message Settings, and a highlighted 'Restart Conversation Template Message' setting. The 'Restart Conversation Template Message' setting is currently 'Enabled' and has an 'Edit' button next to it. A red box highlights this setting, and a red arrow points from it to the 'Select Template' dialog shown in the next image.

The 'Select Template' dialog is shown with a search bar and a dropdown menu set to 'All'. Below the search bar, it indicates '6 Item(s) selected'. A list of templates follows, each with a checkbox and a preview of the message content. The templates include '10variables', 'doc_opt_out', 'doc_var_button', 'doc_variable_url', 'dynamic_url', '_header_variable', 'header_variable_button', 'image_variable', 'one_reply_button', 'opt_out_button', and 'release_announcement_doc'. A 'Confirm' button is located at the bottom right of the list. Below the list, there is a section for 'Restart Conversation Template Message' which is currently 'Enabled'. Below this, there is a toggle switch for 'Select WhatsApp message templates for your agents to choose when sending restart conversation message template to your visitors when the 24-hour message window has lapsed.' which is also turned on. Below the toggle, there is a list of selected templates, with 'editable' being the only one visible. A 'Select Template' button is highlighted with a red box, and a red arrow points from it to the 'Restart Conversation Template Message' setting in the previous image.

Up to 20 message templates can be selected

The Admin must enable this setting in the WhatsApp channel first so that agents can send a template in an enquiry chatroom when 24 hrs time limit expired.

360dialog P2

"Send Template" in the enquiry chatroom when 24 hrs time limit expires

Enquiry chatroom (the visitor's last message is more than 24 hrs)

Agents are not allowed to send free-form messages, only template messages.

Reached the time limit on WhatsApp
You can no longer reply to this WhatsApp message as the 24 hours limit from WhatsApp has lapsed. You can still reach the customer by sending a WhatsApp template message.

[Send template](#)

Select Template

Search Template: [] All Category: [v]

Template Name	Language
Mother's day %category	English (US) Your package has been shipped. It will be delivered in ...
Mother's day %category	Chinese (HK) 您的包裹已寄出, 預計將在((2))抵達, 感謝您的耐心等...
Mother's day %category	Chinese (TW) 您的包裹已寄出, 預計將在((2))抵達, 感謝您的耐心等...

Template message sent by the agent

Select a template from the "Restart Conversation Template Message" list.

360dialog P2 – WhatsApp Campaign

Scope:

Function	CINNOX Page	Roles	Platform
1. "Upload file" to template header	Submitted/ Draft/ Sent Campaigns > Create Campaign > Select Recipients and Edit Template Variables	Admin	Dashboard
2. "Replied" message status (only for WhatsApp Campaign)	Campaigns > Sent Campaigns > "Replied" status - Reply via button - Reply via web link	All Roles can view the campaign	Dashboard
3. "Enquiry Origin" Filter	- Reports > Enquiry Report > Filter - Home Dashboard > Filter - Enquiry Overview > Filter by	All Roles can view the enquiry	Dashboard, IOS, Android
4. "Campaign Response" pie chart	Home Dashboard > Campaign Response pie chart - 1st layer: campaign name - 2nd layer: channel type	All Roles can view the campaign	Dashboard
5. CINNOXBot message & Email notification		Admin/ Manager/ Leader/ Agent	Dashboard

360dialog P2

"Upload file" to template header

Create WhatsApp Campaign > Select Recipients and Edit Template Variables

Edit Campaign Guide on how to create a WhatsApp Campaign

Information 2 Content 3 Schedule

Select Recipients and Edit Template Variables

You can input recipients one by one or select recipients from the contact list and edit the variables for the template. You can also import a CSV file containing the recipients and the custom variables.

Recipients*

+886 912 571 482 , +852 5704 0305 e.g., +85260578655 or select a Contact

Header

Type: Document

[Upload File](#)

URL*

https://

Body

Variable {{(1)}}*

WhatsApp Campaign

[+ Insert Link](#)

Variable {{(2)}}*

01/05/2023

您好Admin,
榮幸向您介紹CINNOX最新功能
WhatsApp Campaign
預計將於 01/05/2023 正式上線
如有任何疑問請洽CINNOX專員
不感興趣嗎? 請點按停止推廣

03:10 pm

[看最新功能介紹](#)

[洽詢專員](#) [停止推廣](#)

Edit Campaign Guide on how to create a WhatsApp Campaign

Information 2 Content 3 Schedule

Select Recipients and Edit Template Variables

You can input recipients one by one or select recipients from the contact list and edit the variables for the template. You can also import a CSV file containing the recipients and the custom variables.

Recipients*

+886 912 571 482 , +852 5704 0305 e.g., +85260578655 or select a Contact

Header

Type: Document

[360dialog Onboarding Setup scenarios.pdf](#)

URL*

https://szaws-tb-fm.cx.tb.cinnox.com/tb-sz-02/other/63a35d1f3fa86e

Body

Variable {{(1)}}*

WhatsApp Campaign

[+ Insert Link](#)

Variable {{(2)}}*

01/05/2023

[ORIGIN.pdf](#)

您好Admin,
榮幸向您介紹CINNOX最新功能
WhatsApp Campaign
預計將於 01/05/2023 正式上線
如有任何疑問請洽CINNOX專員
不感興趣嗎? 請點按停止推廣

03:10 pm

[看最新功能介紹](#)

[洽詢專員](#) [停止推廣](#)

360dialog P2

"Replied" message status on Sent Campaigns

Sent Campaigns

Sent Campaigns ⊕

✕
All ▼
Get Latest Data Create Campaign

Sender	Subject	Total Recipients	Delivered ¹	Read ¹	Replied ¹	Pending ¹	Failed ¹	
QA_Lucas's 360dialog WA Channel Cinnox-test - +886971609210	doc_opt_out zh_TW	2	1	1	1	0	1	↓
RD_天使拉_US 天使拉 For Cinnox_US - +12173933941	sample_issue_resolution es	3	0	0	0	2	1	↓
RD_天使拉_US 天使拉 For Cinnox_US - +12173933941	sample_happy_hour_announcement en_US	1	0	0	0	1	0	↓
RD_天使拉_US 天使拉 For Cinnox_US - +12173933941	sample_happy_hour_announcement en_US	1	0	0	0	1	0	↓
QA_M800SHELLY M800shelly - +886910719204	sample_flight_confirmation en_US	8	7	0	0	0	1	↓
QA_M800SHELLY M800shelly - +886910719204	1121_ritatemplate zh_TW	1	1	0	0	0	0	↓
QA_Lucas's 360dialog WA Channel Cinnox-test - +886971609210	header_variable_button zh_TW	2	2	1	0	0	0	↓
QA_M800SHELLY M800shelly - +886910719204	one_reply_button zh_TW	1	1	1	0	0	0	↓
QA_Lucas's 360dialog WA Channel Cinnox-test - +886971609210	three_reply_button zh_TW	1	1	1	0	0	0	↓
+852800906254	--	2	0	--	--	--	2	↓

Message Status

- Total Recipients:** The total number of campaign messages sent to unique recipients
- Delivered:** The total number of campaign messages that were successfully sent to recipients.
- Read:** The total number of campaign messages read by recipients.
- Replied:** The total number of enquiries that replied to the campaign message by clicking buttons or web links. **(multiple clicks on the button to reply are counted only once, while web link are counted multiple times.)**
- Pending:** The campaign message was successfully sent from CINNOX, but it is still waiting for a "Delivered" response from the 360dialog to the recipients.
- Failed:** The total number of campaign messages that failed to send to recipients.

Download csv file for sent campaign details, status & failed reason for each recipient.

360dialog P2

"Enquiry Origin" Filter

Enquiry Report

Enquiry Report

Report Details

Type	Channel Type	Channel Detail	Channel Additional Info
1st Chat Enquiry	Social	WhatsApp Summer WA 360 demo	CX_Demo (+14109899454) Campaign (WhatsApp)
1st Chat Enquiry	Social	WhatsApp QA_Lucas's 360dialog WA Channel	Cinnox-test (+886971609210) Campaign (WhatsApp)
1st Chat Enquiry	Social	WhatsApp QA_M800SHELLY	M800shelly (+886910719204) Campaign (WhatsApp) (header: document+footer+button: quick reply)
1st Chat Enquiry	Social	WhatsApp QA_Lucas's 360dialog WA Channel	Cinnox-test (+886971609210) Campaign (WhatsApp) (header: video+footer+button: quick reply)
1st Chat Enquiry	Social	WhatsApp QA_M800SHELLY	M800shelly (+886910719204) Campaign (WhatsApp) shelly campaign
1st Chat Enquiry	Social	WhatsApp QA_M800SHELLY	M800shelly (+886910719204) Campaign (WhatsApp) verna test - trigger
all enquiry	Web link	Staff Vernaqq \ \ Hi Five! / /	cxwc.cx-tb.cinnox.com Campaign (WhatsApp) test - button
1st Chat Enquiry	Social	WhatsApp	M800shelly (+886910719204) Campaign (WhatsApp)

Filter (3)

Enquiry Origin

Campaign (WhatsApp) ▲

All

General Enquiry

Campaign (WhatsApp) ✓

Campaign (SMS)

Select

▼

Last Handled Group

Select

▼

Last Handled Party

Select

▼

Clear

Apply

Enquiry Origin:

1. **General Enquiry** is the visitor-initiated enquiries.
2. **Campaign (SMS)** is the enquiry initiated by visitors clicking the web link of the campaign message.
3. **Campaign (WhatsApp)** is the enquiry initiated by visitors clicking the web link or the button of the campaign message.

Home Dashboard

Dashboard

Enquiry Overview

Total Received: 156 + 185%

Total Ongoing: 48 + 220%

Average Ongoing (7)

Total Missed: 42 + 200%

Average Missed (6)

Total Followed-up: 5 + 40%

Average Followed-up (1)

Filter

Date: Last 7 Days

Enquiry Origin: All

General Enquiry

Campaign (WhatsApp)

Campaign (SMS)

Matches any labels

Select

Clear Apply

Popular Channels

Popular Destinations

Enquiry Overview

Enquiry Overview

Open (0)

Closed (2696)

No Open Enquiries

Filter by

Select enquiries for filter: All Open Handling Missed Closed

Match All Enquiries

Staff Name:

Enquiry Origin: All

Channel Type: All

General Enquiry ✓

Campaign (WhatsApp)

Campaign (SMS)

Duration: All

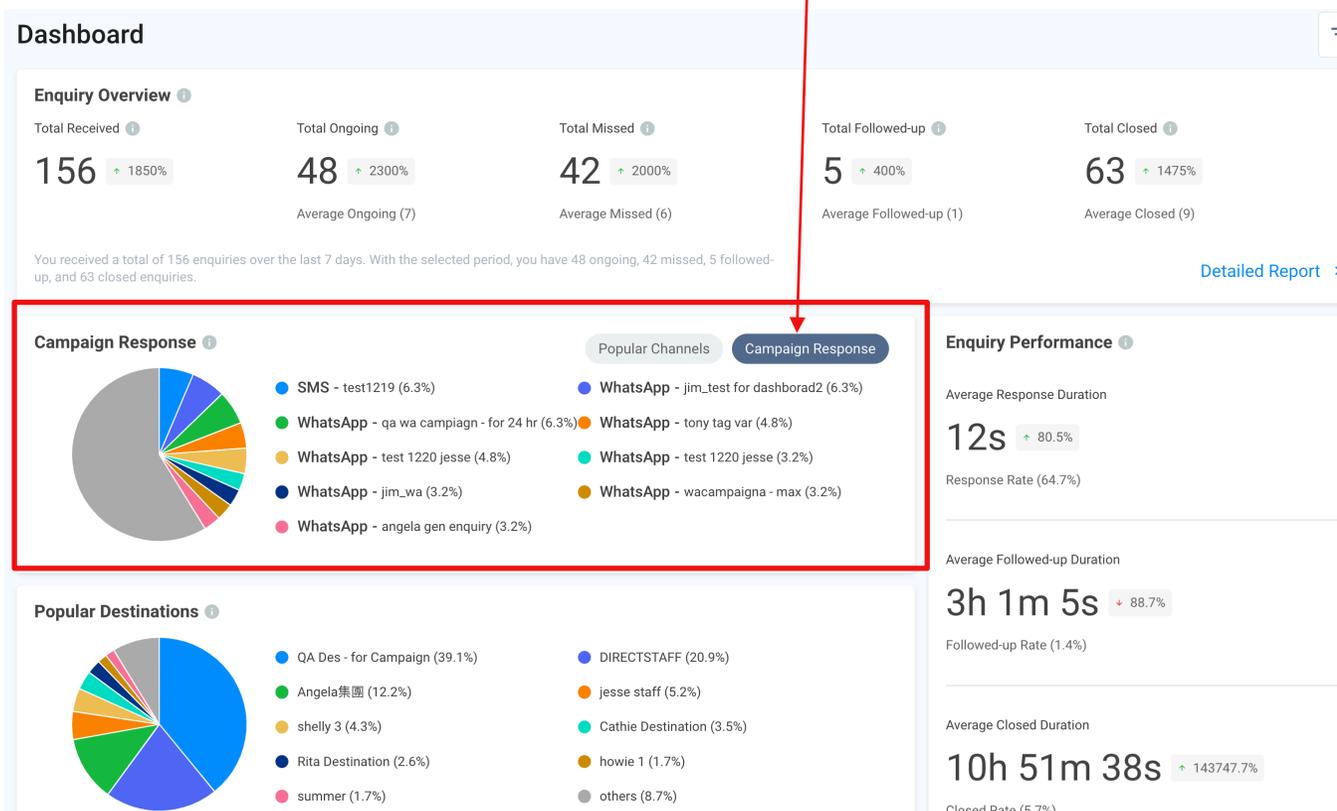
Created Date & Time: All

Clear Apply

360dialog P2

"Campaign Response" pie chart

Home Dashboard



- Click the **"Campaign Response"** button to check the response rate of each campaign within the selected date range.
- Only when visitors replied to the campaign messages by **clicking web links or buttons** are counted in the pie chart.

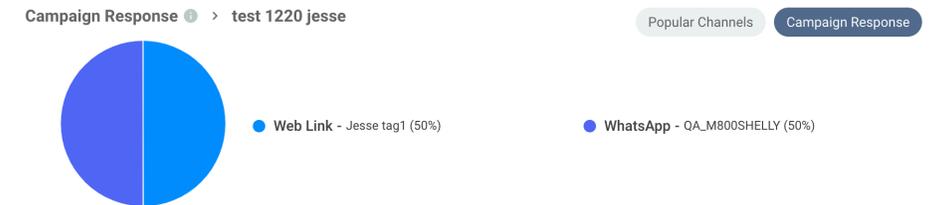
1st layer: Campaign Name

- Display the total number of enquiries by campaign type & campaign name



2nd layer: Channel Types

- Display the total number of enquiries for the selected campaign name by channel type

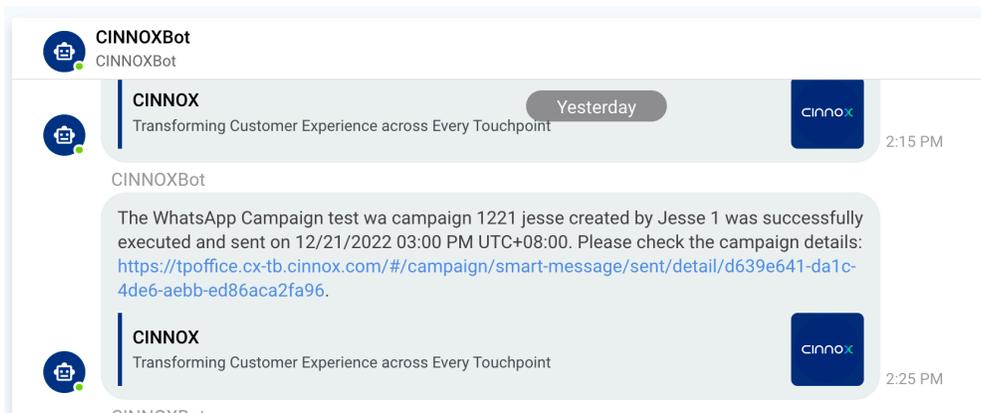


- Staff can monitor peak periods and duration of campaign responses.
- Understand what kind of channel type their target recipients prefer and redesign their campaign content to get high response rate.

360dialog P2

CINNOXBot message & Email notifications

CINNOXBot message



Send notifications to **campaign creator**, the **manager** or **leader** of the creator and **Admin users** when the campaign sent successfully or failed to send.

Email



Dear Summer Chen,

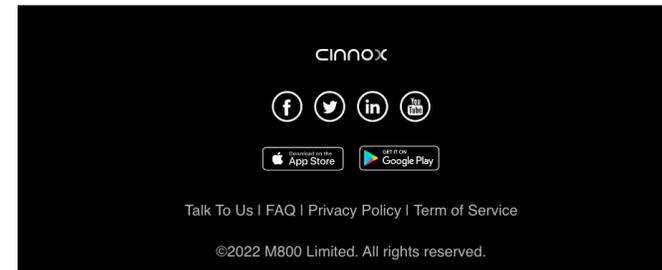
The WhatsApp Campaign sdvdvw created by Josh Fu was successfully executed and sent on 12/21/2022 08:00 PM UTC+08:00.

Please check the campaign details by clicking this link:

<https://tpoffice.cx-tb.cinnox.com/#/campaign/smart-message/sent/detail/9f178110-abb6-4686-b929-ab96544582e9>.

Thank you,

Your CINNOX team



360dialog P2

Other details & limitations

1. "Upload file" to the template header will consume the CINNOX storage. If users delete the file, the file will be displayed to the recipient when they receive the campaign message.
2. Only the "Approved" message template can be sent to the visitor. If the template has been deleted or edited on Meta or 360dialog client hub, the message or campaign may fail to send or execute.
1. Admin must first enable "**Restart Conversation Template Message**" setting in the WhatsApp channel (support 360dialog WABA only) for agents to send a template message in chatrooms. Agents can only send a template message when the 24 hrs messaging window expires, and only supported on CINNOX Web Dashboard.
3. Only enquiries initiated by **clicking buttons** or **web links** in campaign messages will be recognized as enquiries from WhatsApp/SMS campaigns and counted into the "**Replied Status**" & "**Campaign Responses**". If the recipient replied to the campaign message by typing a new WhatsApp message, that will be considered a new "General Enquiry".
4. (Extreme use case) When a campaign message contains web links, the number of the "Replied Status" for the Sent WhatsApp Campaign may be greater than "Read" or "Delivered" numbers if the (same) recipient repeatedly clicks on the web link too many times.
5. Other Improvements:
 - (PDC-842) Add a new "Sending Option" to send WhatsApp Campaign immediately
 - (PDC-840) Any campaign sent to the visitor during the ongoing enquiry, also displaying the content to the agent

06

Demo

07

Q & A



THANK YOU

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