



# Facebook Messenger Integration Example

Version 2011 - November 2020



# Table of Contents

<b>1 Integration Overview</b> .....	<b>2</b>
<b>2 Facebook Configuration</b> .....	<b>3</b>
<b>3 Adding Facebook Channel to Contact Center 365</b> .....	<b>8</b>
<b>4 Securing Your Facebook Connection</b> .....	<b>11</b>
<b>5 Troubleshooting and Tips</b> .....	<b>13</b>
5.1 Facebook certificate .....	13
5.2 Testing the interface .....	13
5.3 Facebook shortcut .....	13
5.4 Facebook ID vs. Facebook Name.....	14
5.5 Issues and log reading.....	14



# 1 Integration Overview

The integration utilizes three different components: SMS Server, Facebook Messenger, and Facebook Webhook service. The purpose of the Webhook service is to monitor Messenger account. If a new chat is initialized, the Webhook delivers the chat to a preconfigured destination. SMS Server configuration is carried out by the DevOps team.

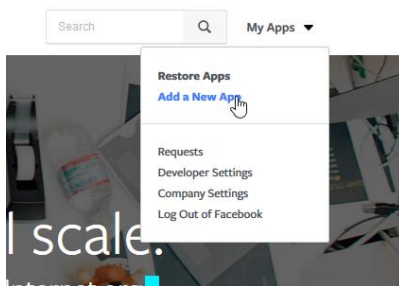
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**NOTE** NOTE: This configuration is an example so the look and feel of the Facebook pages may change from pictures below. For the latest information, check Facebook documentation.

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## 2 Facebook Configuration

1. Open <https://developers.facebook.com> if you have a developer account already - log in, otherwise create or promote an existing FB account by clicking the 'Log In' button
2. Once the Developer account is created you can move on to create a new application.



3. Insert details for your new application

**Create a New App ID**

Get started integrating Facebook into your app or website

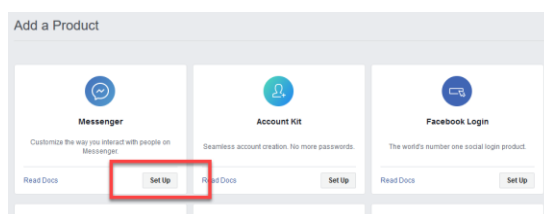
Display Name

Contact Email

By proceeding, you agree to the [Facebook Platform Policies](#)

4. Assign new products to your application.

Navigate to the 'Add a Product' section and look for Messenger then press Set Up.



5. New application with Messenger product is created.

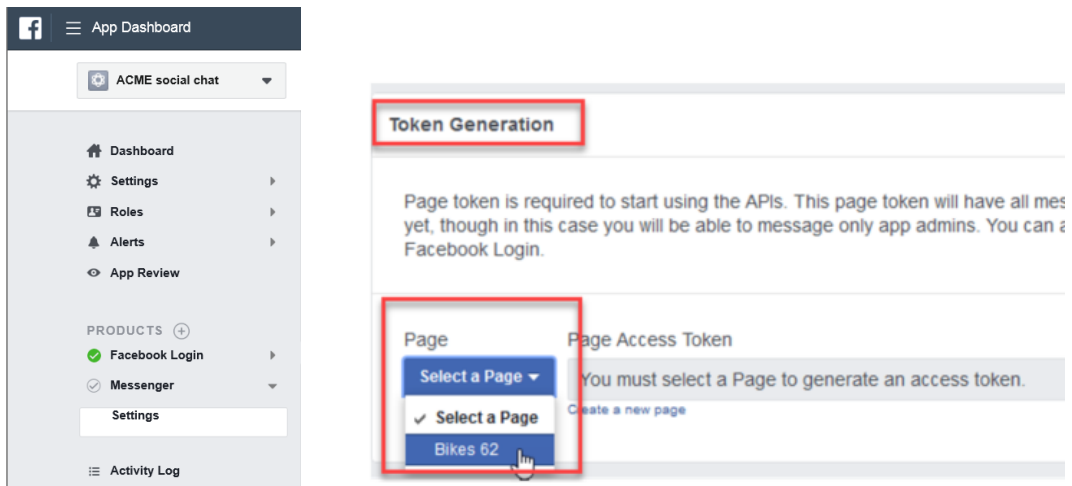
Now the administrator needs to connect this application to a Facebook page. If you don't have one already, create new one at

<https://www.facebook.com/pages/create>.

In this example, we use page called *Bikes 62*.

6. Now assign the Facebook page with *Messenger*.

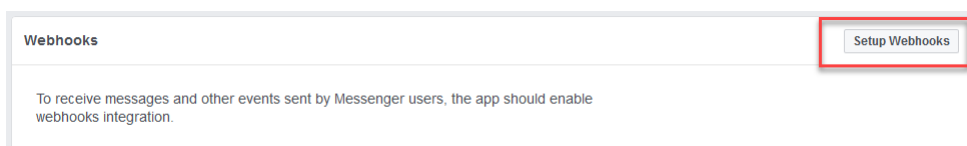
From the App Dashboard page > Select from your products (eg Messenger) > Settings > Token Generation > Your FB page (eg Bikes 62)



Popup will be opened with a request to give permission. Accept these.

7. Enable the Webhooks service

Scroll down the page to the Webhooks section and select 'Setup Webhooks'






## 8. New Page Subscription configuration

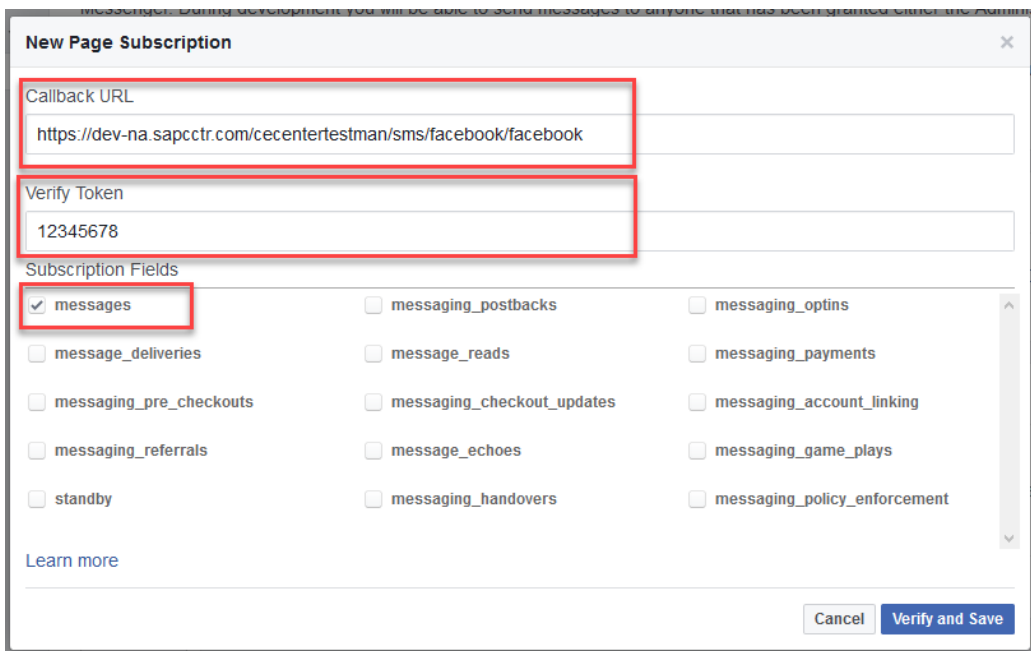
1. Insert a Callback URL that points to your CCtr SMS server.

Typically `http[s]://smsserverlocalhttpserverip:port/sms/facebook/facebook`

Contact Center 365 customer gets this address from DevOps

2. A 'Verify Token' is required, although not used by CCtr a random string can be added, for example 12345678.
3. From the 'Subscription Field' section check: messages.
4. Once done, click Verify and Save. If Facebook fails connecting to SMS server, the page will let you know. –See troubleshooting section in case an error message is returned– If everything goes ok you should be able to see Webhooks icon turning to green on the left pane.

 Webhooks



**New Page Subscription**

Callback URL  
`https://dev-na.sapcctr.com/cecenterestman/sms/facebook/facebook`

Verify Token  
12345678

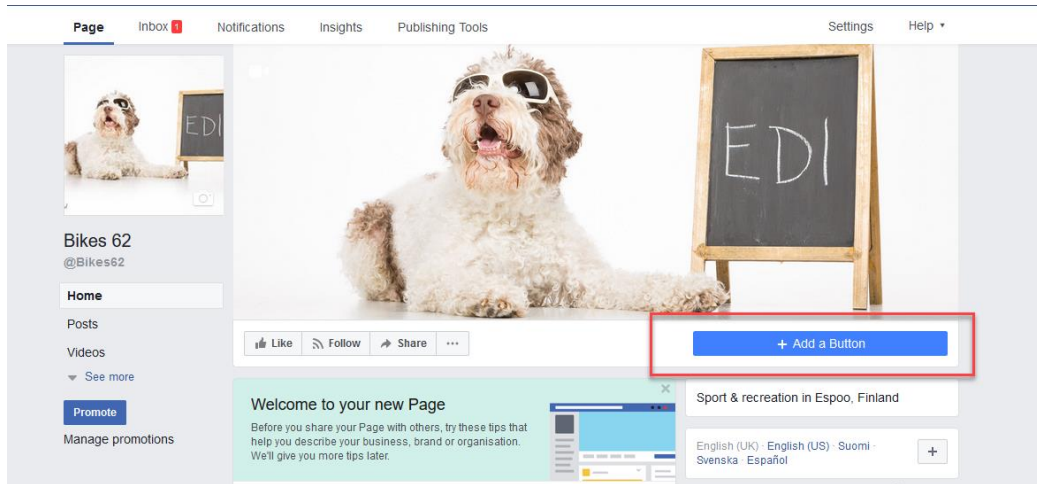
Subscription Fields

<input checked="" type="checkbox"/> messages	<input type="checkbox"/> messaging_postbacks	<input type="checkbox"/> messaging_optins
<input type="checkbox"/> message_deliveries	<input type="checkbox"/> message_reads	<input type="checkbox"/> messaging_payments
<input type="checkbox"/> messaging_pre_checkouts	<input type="checkbox"/> messaging_checkout_updates	<input type="checkbox"/> messaging_account_linking
<input type="checkbox"/> messaging_referrals	<input type="checkbox"/> message_echoes	<input type="checkbox"/> messaging_game_plays
<input type="checkbox"/> standby	<input type="checkbox"/> messaging_handovers	<input type="checkbox"/> messaging_policy_enforcement

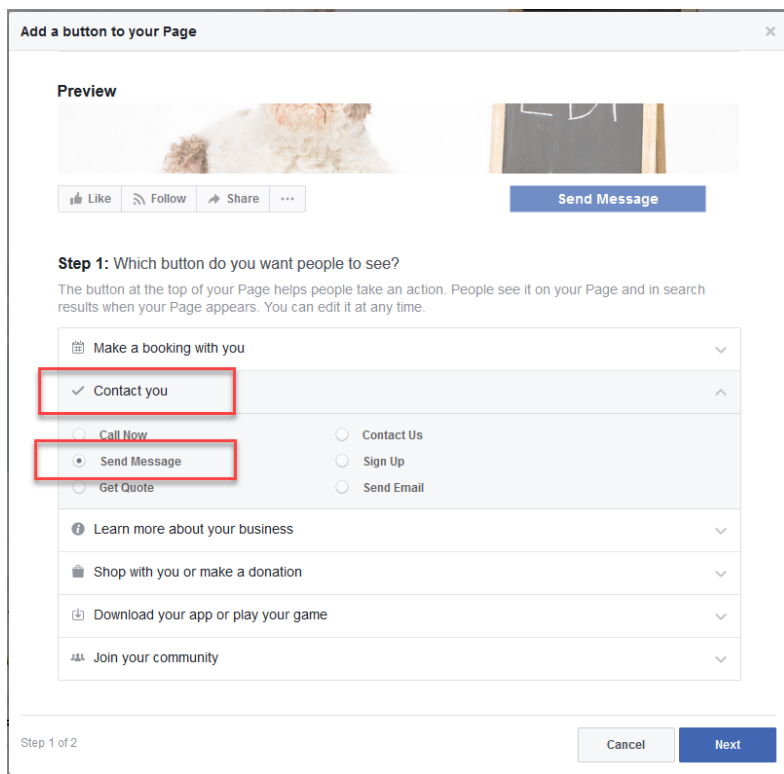
[Learn more](#)



- Next, a send message button should be created to your Facebook site. Open the page and click Add Button.

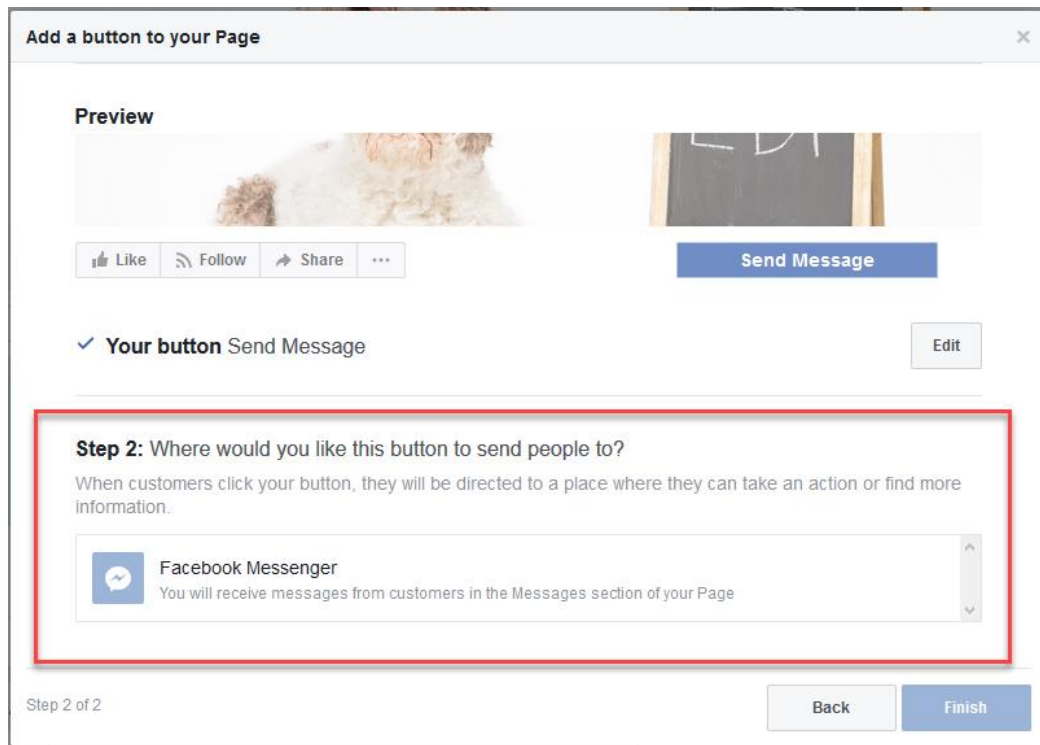


- Select Contact You tab and Send Message, then Next.'





## 11. Select Facebook Messenger and Finish



Congratulations! You have now finished the Facebook configuration.





## 3 Adding Facebook Channel to Contact Center 365

From the System Configurator, the Administrator should also configure the Service Connection to Facebook and define the User credentials for associated Facebook account.

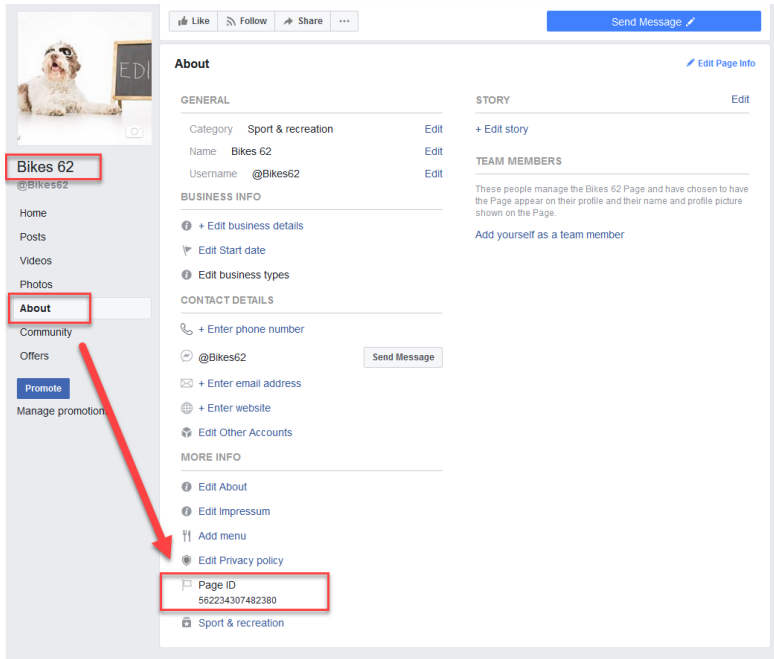
1. Open SC – System Management – Messaging Services
2. Add a new service connection by clicking Add New then select Facebook.
3. Provide a name and URL. *https://graph.facebook.com/v.2.6/me/messages*

A screenshot of a web-based configuration interface. At the top, there is a dropdown menu labeled 'Basics'. Below it, there are five rows of configuration fields. The first row is 'Name' with the value 'facebook direct integration'. The second row is 'Type' with the value 'facebook'. The third row is 'Service Connection' with the value 'https://graph.facebook.com/v2.6/me/messages'. The fourth row is 'Authentication URL' which is empty. The fifth row is 'Authentication Scope' which is empty.

Name	facebook direct integration
Type	facebook
Service Connection	https://graph.facebook.com/v2.6/me/messages
Authentication URL	
Authentication Scope	

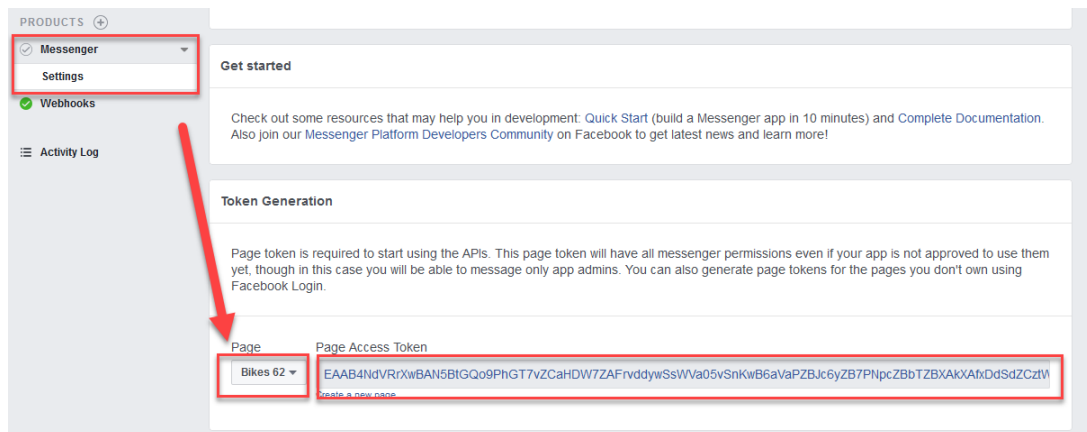
4. In the Authentications section insert the Page ID from your Facebook page and provide password. (see next step for password)

**PAGE ID, can be found from Facebook.com side:**



Authentication ID	Password
2035607336666570	****
289639251515062	****
562234307482380	****

**PASSWORD, can be found from developers.facebook.com side**



Authentication ID	Password
2035607336666570	****
289639251515062	****
562234307482380	.....

**NOTE: Entered password will be hidden from view.**



## 5. Create a CHAT queue with following Address configuration.

Queue Management : Chat Queue : CEC Facebook Messenger

Save Save and Close Delete Add New Copy Reset Close Show ID

Basics

Numbers/Addresses

Delete

	Address	Priority	Extension Language	Skills
	1442431099149842@facebook.com			
	20250739666670@facebook.com			
	562234307482380@facebook.com			

CCtr SC configuration is ready! You are ready to test the integration.

## 4 Securing Your Facebook Connection

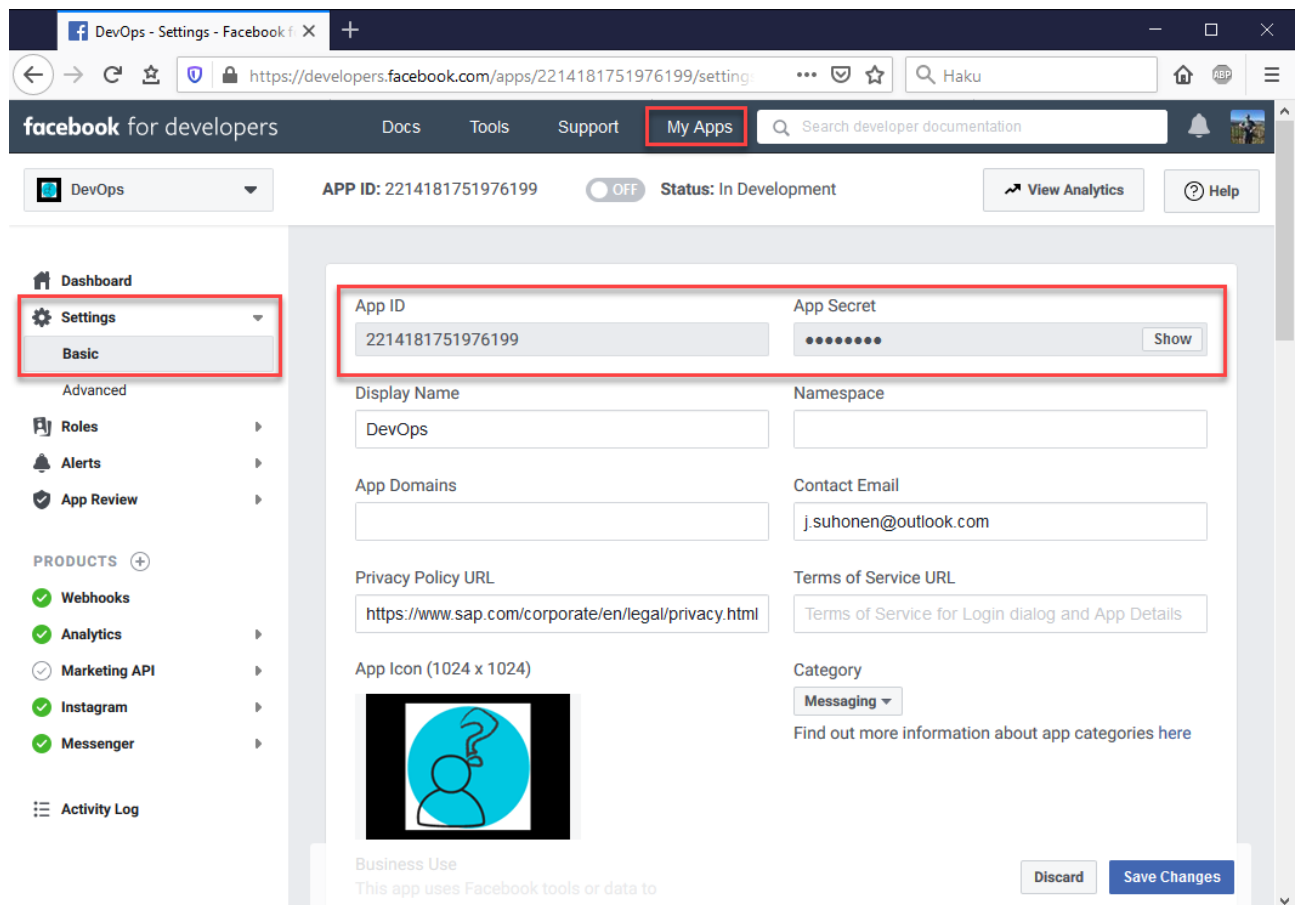
The example given above creates an unsecure connection and messaging is transferred in plain text format over the internet. This allows anyone to listen the messaging in internet. We do not recommend exchanging confidential information over unsecure connection. This chapter describes how to enable secure integration with Facebook.

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**NOTE** NOTE: The system allows only one account to be configured like this. Therefore, recommendation is to group all Facebook pages under one App ID.

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1. Open <https://developer.facebook.com> and login.
2. Open your app, navigate to Settings – Basics
3. Copy the App ID and App Secret to Notepad for example



The screenshot shows the Facebook Developer console for an app named 'DevOps'. The 'My Apps' tab is selected in the top navigation bar. The 'Basic' settings are expanded in the left sidebar. The main content area displays the following information:

- App ID:** 2214181751976199
- App Secret:** [Redacted]
- Display Name:** DevOps
- App Domains:** [Empty]
- Contact Email:** j.suhonen@outlook.com
- Privacy Policy URL:** https://www.sap.com/corporate/en/legal/privacy.html
- App Icon:** [Image of a person with a question mark]
- Category:** Messaging

At the bottom right, there are 'Discard' and 'Save Changes' buttons.



In System Configurator navigate to System Management – Messaging Services and open your messaging service.

4. Insert

- App ID to Authentication ID field
- App Secret to Password field

5. Save the changes.

6. Use the same App ID at queue level config as well.



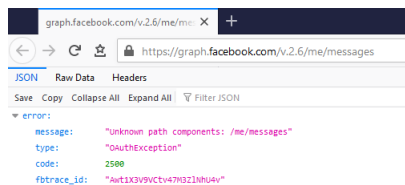
# 5 Troubleshooting and Tips

## 5.1 Facebook certificate

For http connections Facebook uses a certificate. It may happen that you don't have this certificate at Contact Center application server. Easiest way to find out if this the issue is to:

Open following webpage at server <https://graph.facebook.com/v.2.6/me/messages> - if browser indicates that certificate is not trusted then you don't have the certificate -- you can use the browser to obtain the cert. Look for certificate details and use copy function to obtain it. Store to your server certificate store. After certificate is installed try to refresh the browser.

When all are ok , you should see following:



## 5.2 Testing the interface

The connection is all about HTTP GET and POST commands. Therefore, opening the URL in browser doesn't return anything. If you wish to check if interface is returning anything, you can try with SOAP UI tool.

## 5.3 Facebook shortcut

Facebook allows you to make short URL to your messenger account. The format is [https://m.me/Facebook\\_ID](https://m.me/Facebook_ID) With the link you can easily create Facebook us buttons to your webpage. Please anyhow remember to check Facebook branding guidelines before implementing this feature.



## 5.4 Facebook ID vs. Facebook Name

Facebook communicates with IDs, like Contact Center has GUIDs for everything. In FP14 release we enhanced the system to query customer name as well. However, in some cases user might have tight security setting in Facebook and it doesn't allow displaying Facebook name. In such a case ID is displayed instead. This applies to Communication Panel user interface.

## 5.5 Issues and log reading

When reporting issues to Support, most valuable information is SMS Server at trace level.

You may also try to troubleshoot it by yourself, by sorting errors and warning (ERR|WRN in BLV).

Incoming message can be seen with following filter:

```
HttpSmsServer::OnRequest /sms/facebook/facebook
```





