

Facebook Messenger Integration Example

May 2021

sinch.com



Table of Contents

2
6
3
\$
3
3
3
ŀ
ŀ



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.

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.



2 Facebook Configuration

- Open <u>https://developers.facebook.com</u> 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	ļ
Display Name	
YourPageName	ļ
Contact Email	ļ
your.email@address.com	
By proceeding, you agree to the Facebook Platform Policies Cancel Create App ID	

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)

App Dashboard	
ACME social chat	
Dashboard	Token Generation
🏠 Settings	
🖪 Roles 🛛 🕨	Page token is required to start using the APIs. This page token will have all mes
Alerts >	Facebook Login.
 App Review 	
products (+)	Page Page Access Token
Secebook Login	Select a Page You must select a Page to generate an access token
Settings	A Select a Dage C sale a new page
i Activity Log	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'

Webhooks	Setup Webhooks
To receive messages and other events sent by Messenger users, the app should enable webhooks integration.	



- 8. New Page Subscription configuration
 - 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

webbenger, buring developmen	it you will be able to seria messages to	o anyone that has been granted either the Auffinn
New Page Subscription		×
Callback URL https://dev-na.sapcctr.com/cecenterte	estman/sms/facebook/facebook	
Verify Token		
12345678		
Subscription Fields		
✓ messages	messaging_postbacks	messaging_optins
message_deliveries	message_reads	messaging_payments
messaging_pre_checkouts	messaging_checkout_updates	messaging_account_linking
messaging_referrals	message_echoes	messaging_game_plays
standby	messaging_handovers	messaging_policy_enforcement
Learn more		~
		Cancel Verify and Save



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



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

Add a button to your Page	×
Preview	
If Like Follow Share Send Message Step 1: Which button do you want people to see? The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it at any time. Send Message	
⊞ Make a booking with you	~
✓ Contact you	^
Call Now Contact Us Send Message Sign Up Get Quote Send Email	
Learn more about your business	~
Bhop with you or make a donation	~
🗄 Download your app or play your game	~
Jak Join your community	~
Step 1 of 2 Cancel	Next



11. Select Facebook Messenger and Finish

cricw			Contraction of the second		
	-16		and see		
	138	1	X + 1	Page 1	
ut Like	S Follow	A Share	***	Send Me	ssage
1997					
Vour	button Sen	nd Message	e		Edit
✓ Your	button Sen	nd Message	9		Edit
✓ Your	button Sen	nd Message	9		Edit
✓ Your Step 2: V	button Sen	nd Message d you like t	e his button to send people	to?	Edit
 Your Step 2: V When cust 	button Sen Vhere would	nd Message d you like t	his button to send people they will be directed to a place	to? e where they can take an a	Edit
✓ Your Step 2: V When cust information	button Ser Vhere would tomers click y	nd Message d you like t your button,	e his button to send people they will be directed to a place	to? e where they can take an a	Edit
✓ Your Step 2: V When cust information	button Sen Vhere would tomers click y n. Facebook M	nd Message d you like t your button, essenger	e his button to send people they will be directed to a place	to? e where they can take an a	Edit
Your Step 2: V When cust information	button Sen Vhere would tomers click y n. Facebook M You will receive	d Message d you like t your button, essenger e messages fi	his button to send people they will be directed to a place rom customers in the Messages	to? e where they can take an a section of your Page	Edit

Congratulations! You have now finished the Facebook configuration.



3 Adding Facebook Channel

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.10.0/me/messages

NOTE Version in the URL above might change. Please always use latest provided by Facebook.

Name	facebook direct integration
Туре	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:



	🖬 Like 🔊 Follow 🌶 Share \cdots	Send Message 🖍
ED ED	About	✓ Edit Page Info
1	GENERAL	STORY Edit
0	Category Sport & recreation Edit	+ Edit story
ikes 62	Name Bikes 62 Edit	TEAM MEMBERS
Bikes62	Username @Bikes62 Edit	These people manage the Bikes 62 Page and have chosen to have
ome		the Page appear on their profile and their name and profile picture shown on the Page.
osts	 + Edit Dusiness details Edit Start date 	Add yourself as a team member
deos	Edit business types	
hotos	CONTACT DETAILS	
ommunity	& + Enter phone number	
ffers	© @Bikes62 Send Message	
Promote		
inage promotion.	+ Enter website	
	Edit Other Accounts	
· · · ·	MORE INFO	
	Edit About	
	Edit Impressum	
	YI Add menu	
	Edit Privacy policy	
	Page ID 562234307482380	
	Sport & recreation	

• /	Authentications				
Dele	Delete				
Ŀ,	Authentication ID =	Password			
	2035607336666570	****			
	280630251515062	****			
	562234307482380	****			

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

PRODUCTS (+)	
🧭 Messenger 🛛 👻	Get started
Settings	
Webhooks	Check out some resources that may help you in development: Quick Start (build a Messenger app in 10 minutes) and Complete Documentation.
≔ Activity Log	Also join our Messenger Platform Developers Community on Facebook to get latest news and learn more!
	Token Generation
	Page token is required to start using the APIs. This page token will have all messenger permissions even if your app is not approved to use them yet, though in this case you will be able to message only app admins. You can also generate page tokens for the pages you don't own using Facebook Login.
	Page Page Access Token Bikes 62 EAAB4NdVRrXwBAN5BtGQo9PhGT7vZCaHDW7ZAFrvddywSsWVa05vSnKwB6aVaPZBJc6yZB7PNpcZBbTZBXAkXAfxDdSdZCztW Lesb a new nace

•	Authentications		
De	Delete		
Ŀ.	Authentication ID A	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 崎 Reset 🗙 Close				Show ID 🛛 🏭 👫 🕨
Basics				
Vumbers/Addresses				
Delete				
G.	Address =	Priority	Extension Language	Skills
1442431099149842@facebook.com				
2005007030000070@facebook.com				
562234307	7482380@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.

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.

- 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





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 <u>https://graph.facebook.com/v.10.0/me/messages</u> - 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 <u>https://m.me/Facebook_ID</u> 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



