

ORACLE

ORACLE RESPONSYS – WHATSAPP INTEGRATION



How To Get Started

Craft WhatsApp Business messages directly from Oracle Responsys using Mitto's integration. Easily communicate with contacts and improve customer engagement using one-way messaging for your transactional and promotional messages. Reach over 2 billion users in more than 190 countries worldwide.

PART 1 APP INSTALLATION & CONFIGURATION

Prerequisites:

- Oracle account
- Mitto account:
 - Guide How to create Mitto account and find API keys
 - Guide How to create WhatsApp templates

OPT- IN IS A MUST!

Keep in mind that WhatsApp insists on opt-in! You must obtain consent from any customer before sending them a message (especially for outbound messages initiated by company).

Integration supports sending only one-way messages with placeholders. The only thing you can receive <u>from a recipient is an opt-out message</u> as a "keyword" and a sign he no longer wishes to receive your messages.

Steps:

- To install the app, either the user can find the app in the Oracle marketplace or Mitto can provide the installation link for the same.
- By clicking the install link, the following prompt opens up: select the Responsys location for your instance for the app to be installed in and click "Continue".

Where do you want	to install the app MittoDev
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- Then it will ask for the consent for the terms and conditions.
- Following the terms and conditions, a list of permissible product APIs will be shown. Click on the "install" button in the right bottom corner as shown in the screenshot.

This app will use the following APIs.
reurever.isuvienders
getAccountSettings
mergeTableRecordsWithPK
retrieveSupplementalTables
▶ triggerCustomEvent
Cancel

- This shall start installing your app.
- After the installation, the **app configuration starts** and the following screen shows up.

App configuration		
Enter your Mitto credentials:		
Enter email		
Enter password		
Enter namespace		
		1
Don't have Mitto account? Signup	Save	

- The form asks for the user's Mitto account email/username, password and the namespace. You will get this from Mitto. Provide the credentials and click on the "save" button. NOTE: There is a link for the users who don't already have the Mitto account and need to signup first.
- After clicking the Save button, a message shows up in case of success.
- Click on the "proceed" button and you will be redirected to the Responsys instance.



• After your app is installed, you can see it in Oracle Responsys under "Account - App Management" that your App is listed. The two symbols on the right are for the reconfiguration and uninstalling the app.

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PART 2 CONFIGURING AND CREATING YOUR PROGRAM/CAMPAIGN

CONFIGURING APP IN PROGRAM - USE CASE 1: CUSTOMER ACTIVATED

Note: Each Program in Oracle Responsys needs an entry point (e.g. when a customer is activated, on a date etc.), <u>learn about it here.</u> We used an example for entry point "Customer activated" - so we want to send a message after the customer is activated in the system with a "welcome message".

• After the app is installed, start creating your Program.

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• As we can see in the above screenshot, we created a program using:

Entry point: Customer activated. You can set up an <u>entry point</u> according to your needs. In this example, as soon as we add the record into profile list the service will be invoked.

Apps: This is the most crucial step of the program and is explained in detail below. This is where our app is called, configured and invoked.

End: This step marks the completion of the campaign.

• In the second step, right-click on Apps to open a menu – go to Properties.



- Select the service of Mitto messaging service and click "Done"
- After clicking on the button, the next form will open:

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- You can provide description. Click on the "Configure app" button.
- After clicking on the button, a window will open containing the configuration form as shown in the below screenshot. This form is used to configure the service for sending WhatsApp messages to the recipients.

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6	8	•• mastep message	
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	ka Ka	Choose field for optin(yes/no)	
	ß	Choose your whatsapp template	
(0	Input Parameters	
		Output parameters (optional)	
		Last message status	
		Timeout for recieving message statuses: on 10m	
			5

• WhatsApp message settings:

- 1. Select the business account you want to send the campaign from.
- 2. Set up which field will be the opt-in field in the profile list.
- 3. The third dropdown will ask you to select which WhatsApp template to be used to send the template.

• Input Parameters:

- As soon as the template is selected, the template text opens in the container, followed by the dropdowns depending on the number of the placeholders in the templates.
- For each of the placeholders there will be a dropdown which gives the options to select the field from the profile list whose value will be used in the placeholder in the template.

• Output Parameters:

- The first dropdown asks to select the field for the last update for the message.
- The timeout range bar is given, so that you can select the timeout after which the data about the delivery status will be sent back to Responsys.

• After selecting all the fields in the configuration form click on the "Save" button in the bottom right corner. Here is an example:

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- If the configuration is saved successfully the following message is shown "App configured successfully".
- You can now close the configuration window and click on the "Done" button.

SERVICE INVOCATION

Note: In this example we decided to send a message when a new customer is activated. So we need to set a profile list and when the service is invoked. You can choose different entry points.

- The next step is to invoke the service selected in the campaign.
- To do so we need to first publish the Program. Click on the publish tab.
- Click on the Publish button on the top right corner and give the consent to publish the given version.



• As the entry point given for the program is "Customer activated", the service will be invoked by entrying the data into profile list. For profile list, in the menu of the Responsys click on "Data/Profile List".

The following screen will show up.

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• Select the "View records" option to open the following prompt.

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• Click on the "New Record" button and enter the mobile number field for the recipient, the fields selected for the input parameter while configuring service (in our case in was first name and value of the option field). After entering these values click on the "Save" button.

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Profile MODIFIED_DATE	
Profile FIRST_NAME Vaishali	
COUNTRY_CODE	
Profile OPTIN YES	
Drofile	
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Profile	*

 As soon as the the record is saved, the service is invoked and after a few moments the recipient receives the message with the selected template text, where placeholders are replaced by the value of the input parameter fields. The screenshot shows one such example in WhatsApp.

1 Unre	ad Message
	Today
Mitto Dashboard	
Dear Vaishali, your M account was success check your email inbo	litto Dashboard sfully created. Please ox.
Mitto team	06:21
REPORT BLOCK CONTINUE	
Massage	() ()

CONFIGURING APP IN PROGRAM - USE CASE 2: BULK MESSAGE

Similar to the use case described above, which is focused on an event, and each message is sent separately when a customer is activated, you can set up a program to send bulk messages to a targeted group of people plus you can set up to launch it at specific time.

• Step 1 – filter the data, you will need this to setup your program and target the right list. Navigate to **Data – Profile Lists – then go to Create Filter** and start building your list.

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List Information			and the second				
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• Now you can **go to Programs** and start building a new one. For bulk messaging you will need:

Entry point: Scheduled filter or view. You can set up an <u>entry point</u> according to your needs. In this example, everyone who you previously filtered will get your message.

App: This is where our app is called, configured and invoked.

Set data: Sets a list field or profile extension table (PET) field either to a value, changing it by a specified amount, or to a value supplied by an event or an entry tracking variable.

End: This step marks the completion of the campaign.

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Start configuring each step. First thing is to set up who you are targeting, so the filter that
you previously created. Select "Run filter" and select the one you need. Then you can choose
frequency, time and date for message launch. <u>Please note</u> – the time zone that your
list/contacts have assigned, will be the sent time, not yours.

Scheduled filter or view event Show all Stage	Scheduled filter or view event Show all Stage	Scheduled filter or view event Show all Stage
 Scheduled Filter 	 Scheduled Filter 	 Scheduled Filter uayr
This stage allows you to run a Filter against your Profile List and starts your Program at the specified time	Audience label Scheduled filter or view	- O Monthly
Run filter	Create a new audience	
qaNumbrFilter Select	Frequency	When a person is already in the program
O Refresh view	Once Time 02:26 am hh:mm am/pm	O Create a new entry in the program
Select view Select	O Daily On what 08/14/202	Do not create a new entry in the program and leave the existing entry where it is
Audience label	O Weekly	O Do not create a new entry in the program
Scheduled filter or view	O Monthly	and move the existing entry to this location
Cancel Done	Cancel Done	Cancel Don

- Moving on to the **App step. Click on the "Configure app"** button.
- After clicking on the button, a window will open containing the configuration form as shown in the below screenshot. This form is used to configure the service for sending WhatsApp messages to the recipients.
 - WhatsApp message settings: choose Mitto here and choose one of your registered WhatsApp templates which you want to send using this program. Below you will see a preview of your templated message.

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WhatsApp message settings		
Mitto		~
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UTILITY : account_created		~
Input Parameters		
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Dear customer, your account was successfully of	created. Please check your email.	
pear customer, your account was successfully t	areated. I reast circle your tinan.	

- The last step you need to configure is Set data. Under Program Settings you need to choose what info would you like to track per program entry. It will be "LAST_MESSAGE_STATUS". Now go to Set data activity and set values for entry tracking variables.
 - Field will be LAST_MESSAGE_STATUS and value LAST_MESSAGE_UPDATE

Now you have set it all up and your message is ready. It will be sent out according to your scheduling options in step one.

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