



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.

APP INSTALLATION & CONFIGURATION

Prerequisites:

- Mitto account
- Oracle account
- WhatsApp Business profile

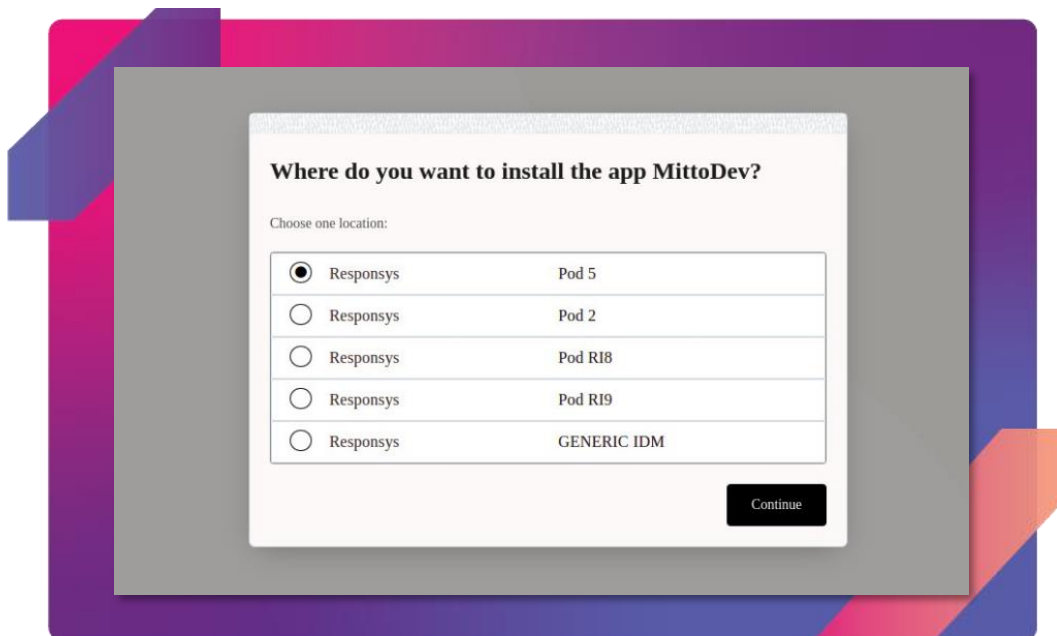
OPT- IN IS A MUST!

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 from a recipient is an opt-out message 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”.

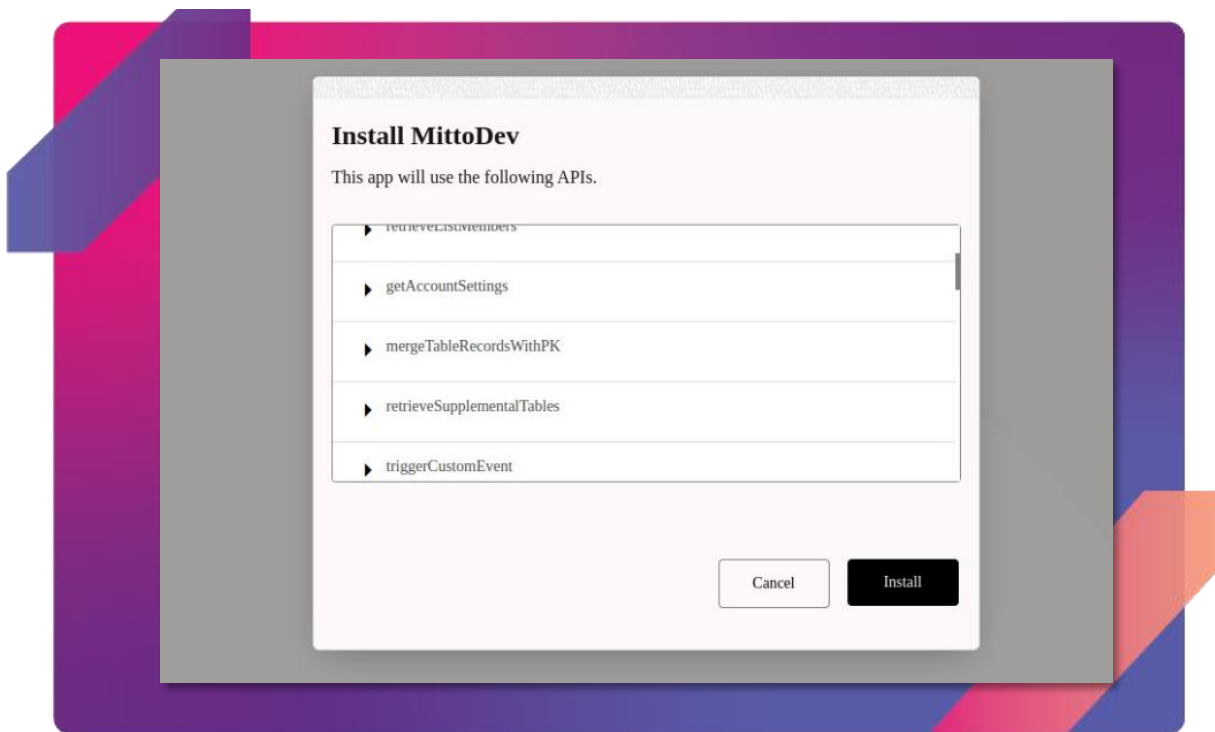


The screenshot shows a dialog box titled "Where do you want to install the app MittoDev?". Below the title, it says "Choose one location:". There is a table with five rows, each containing a radio button, the word "Responsys", and a location name. The first row, "Pod 5", is selected. At the bottom right of the dialog is a "Continue" button.

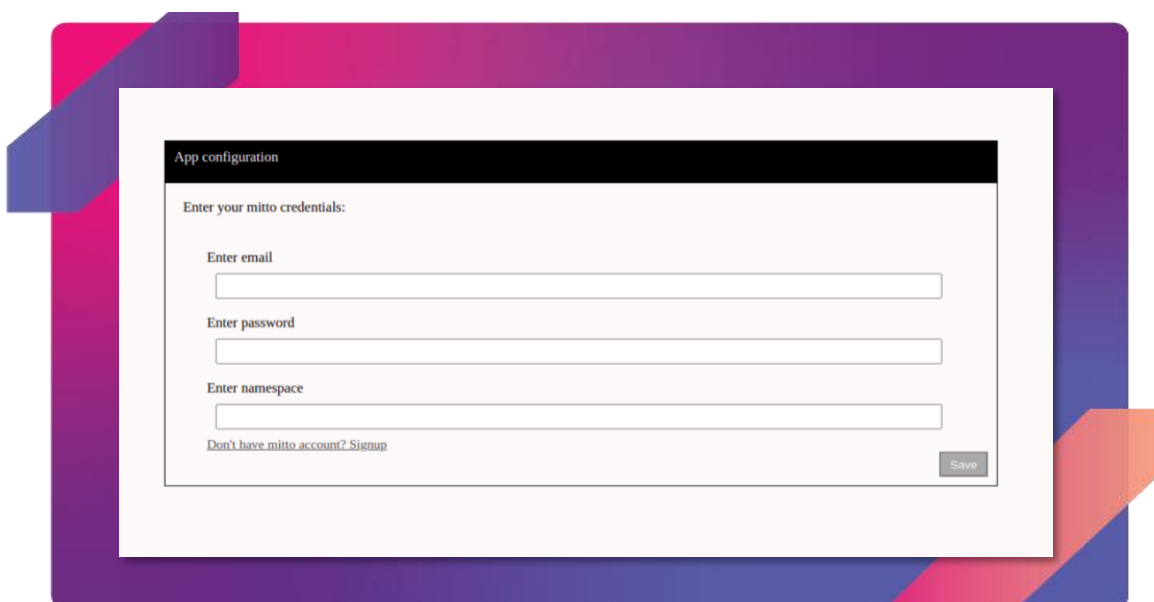
Where do you want to install the app MittoDev?	
<input checked="" type="radio"/>	Responsys Pod 5
<input type="radio"/>	Responsys Pod 2
<input type="radio"/>	Responsys Pod RI8
<input type="radio"/>	Responsys Pod RI9
<input type="radio"/>	Responsys GENERIC IDM

Continue

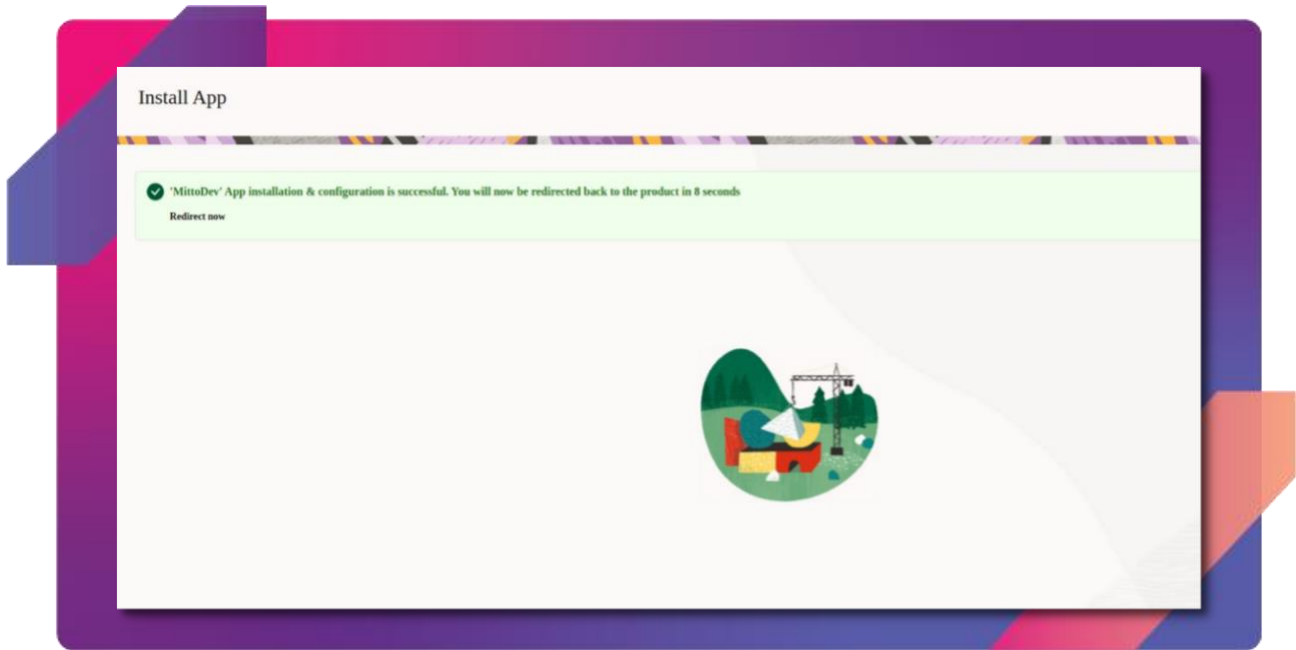
- Then it will ask for the consent for the terms and conditions.
- Following the terms and conditions, a list of permissible product APIs will be shown. Click on the “install” button in the right bottom corner as shown in the screenshot.



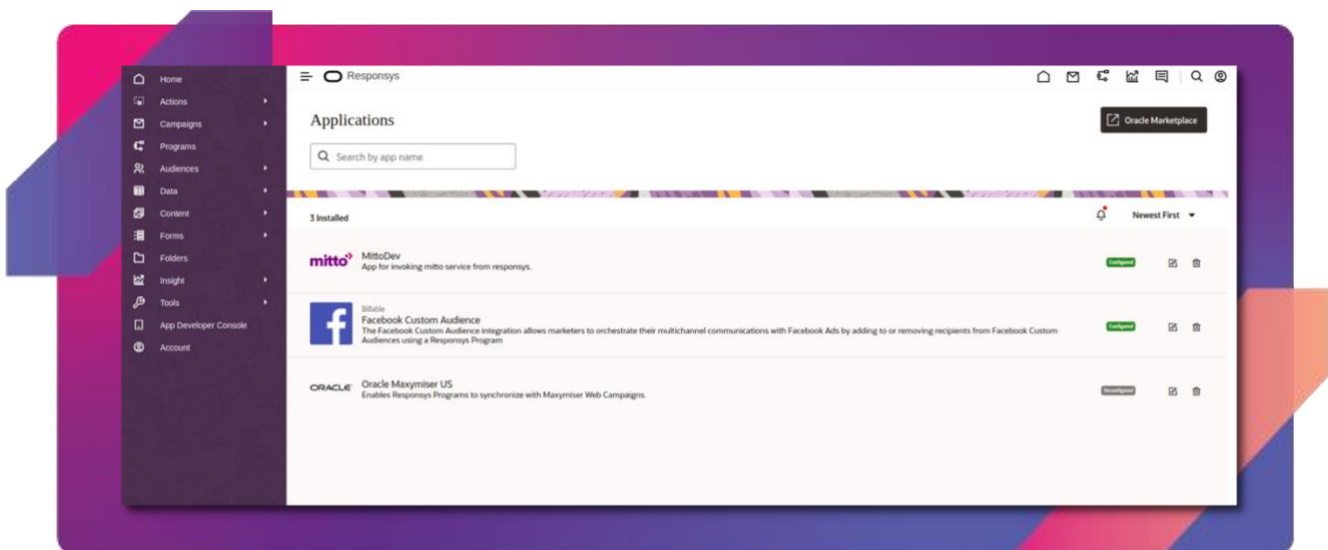
- This shall start installing your app.
- After the installation, the **app configuration starts** and the following screen shows up.



- 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 side are for the reconfiguration and uninstalling the app.



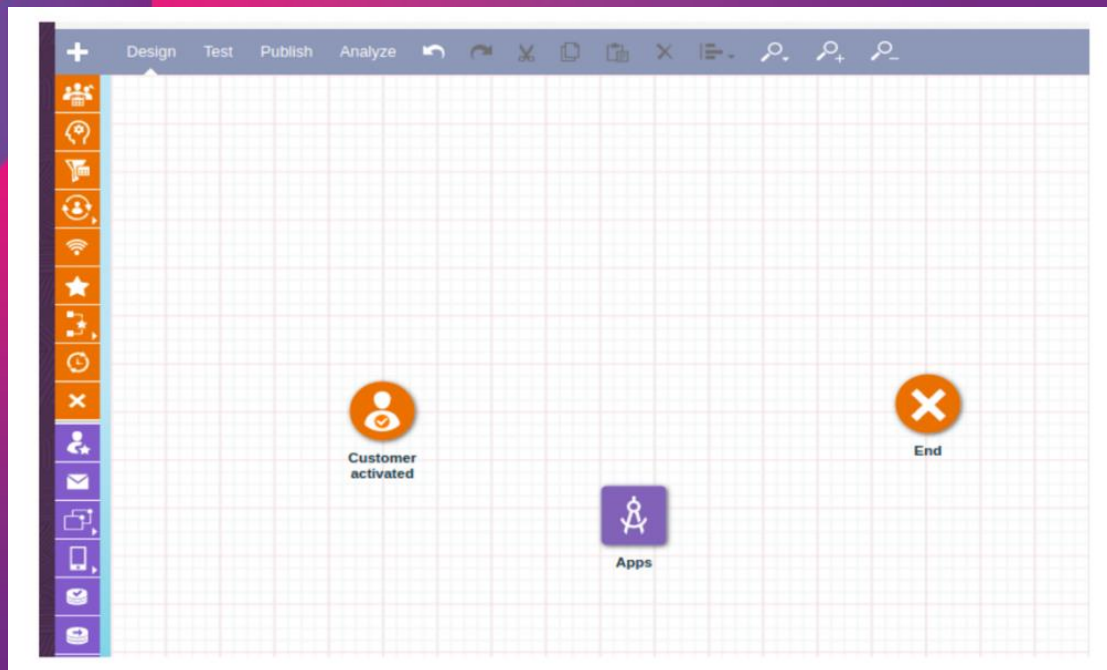
PART 2

CONFIGURING AND CREATING YOUR PROGRAM/CAMPAIGN

CONFIGURING APP IN PROGRAM

Note: Each Program in Oracle Responsys needs an entry point (e.g. when a customer is activated, on a date etc.), [learn about it here](#). 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.



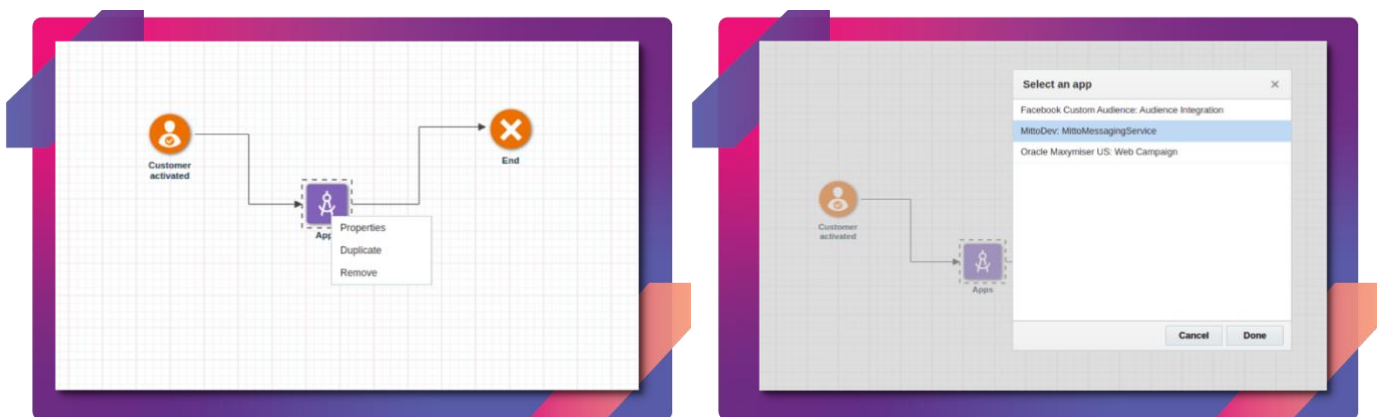
- As we can see in the above screenshot, we created a program using:

Entry point: Customer activated. You can set up an [entry point](#) according to your needs. In this example, as soon as we add the record into profile list the service will be invoked.

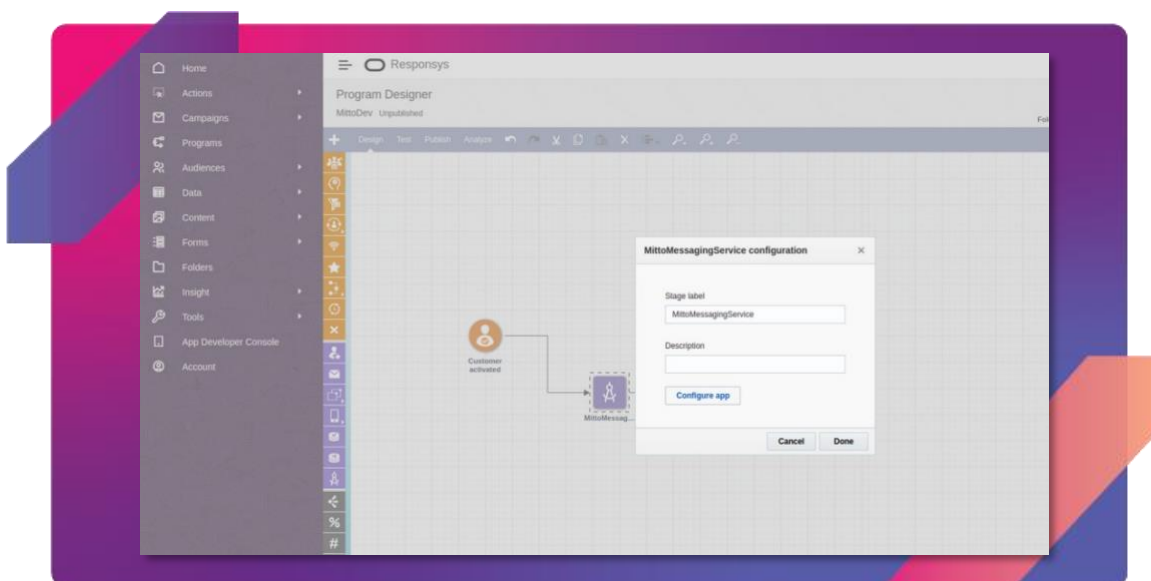
App: This is the most crucial step of the program and is explained in detail below. This is where our app is called, configured and invoked.

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:



- 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.

- **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:**

1. 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.
2. 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:**

1. The first dropdown asks to select the field for the last update for the message.
2. 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:

The screenshot shows a configuration window titled "App configuration". It contains three main sections:

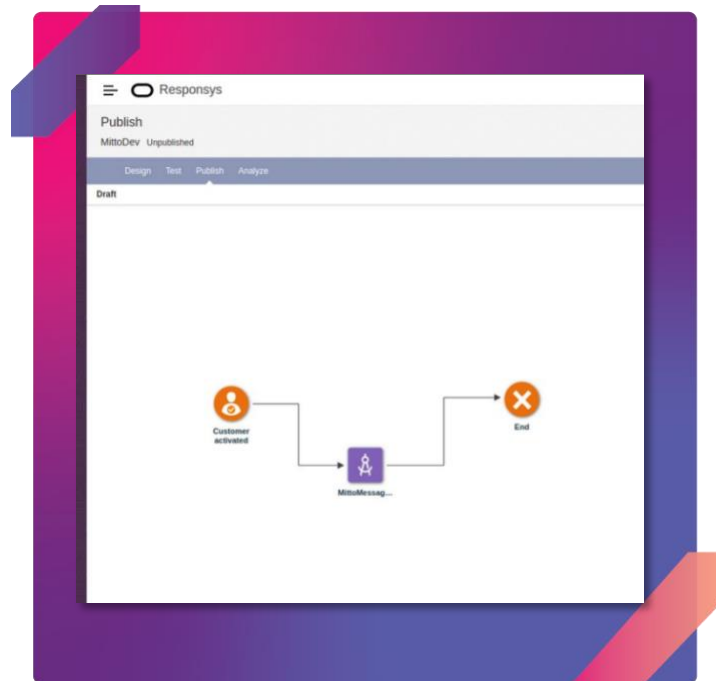
- WhatsApp message settings:** Includes fields for "Mitto", "OPTIN", and "ACCOUNT_UPDATE : mcp_account".
- Input Parameters:** Shows "Template selected: mcp_account" and a message preview: "Dear {{1}}, your Mitto Dashboard account was successfully created. Please check your email inbox." with a dropdown for "FIRST_NAME".
- Output parameters (optional):** Includes "Last message status" with a field for "LAST_MESSAGE_UPDATE" and a "Timeout for recieving message statuses: 0h 11m" with a slider.

- 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

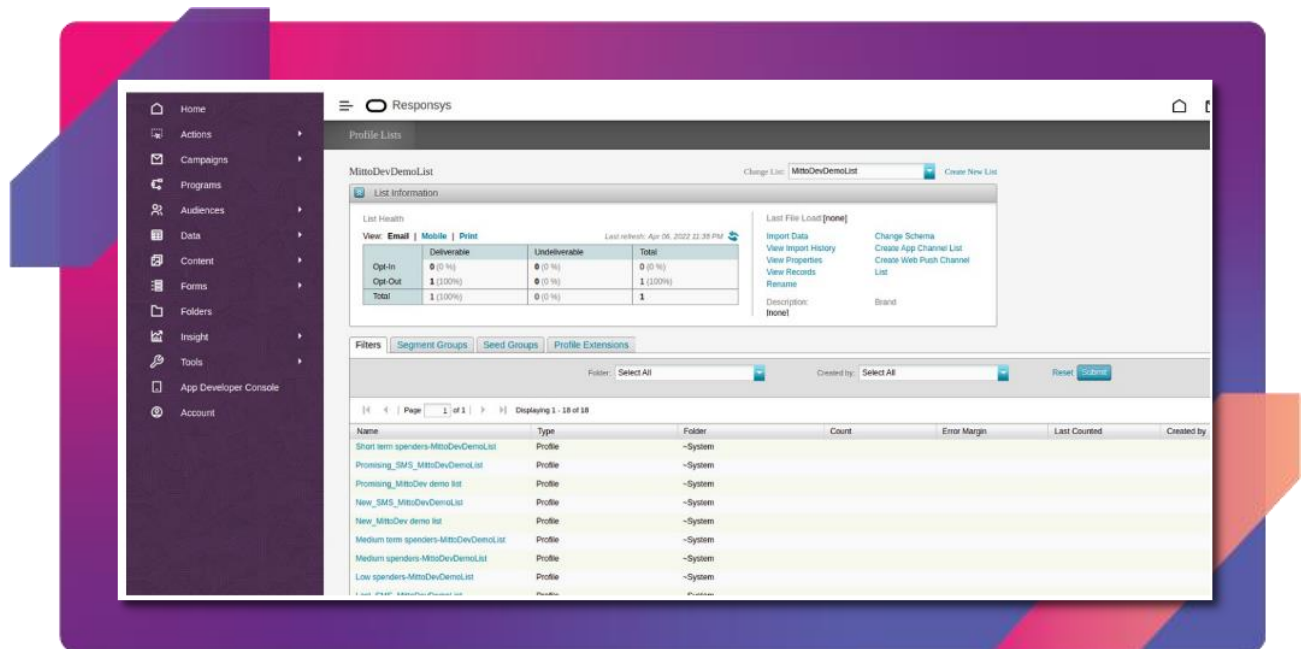
Note: In this example we decided to send a message when a new customer is activated. So we need to set a profile list and when the service is invoked. You can choose different entry points.

- 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.

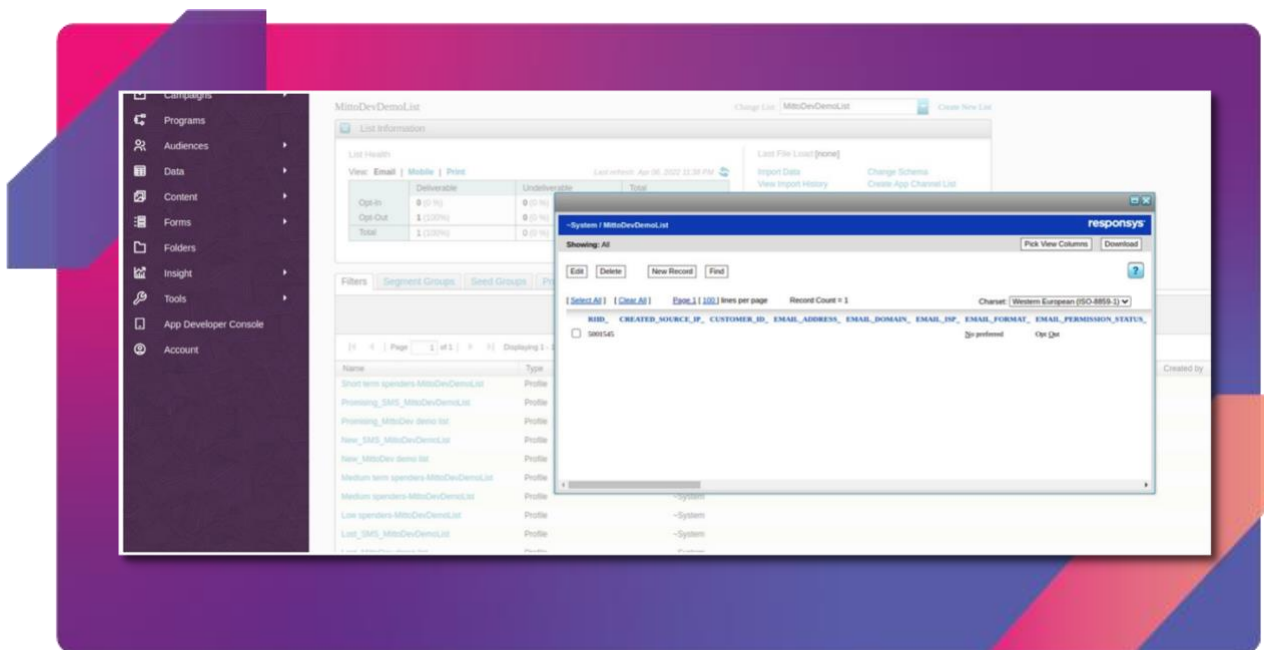


- As the entry point given for the program is “Customer activated”, the service will be invoked by entering the data into profile list. For profile list, in the menu of the ResponSys click on “Data/Profile List”.

The following screen will show up.

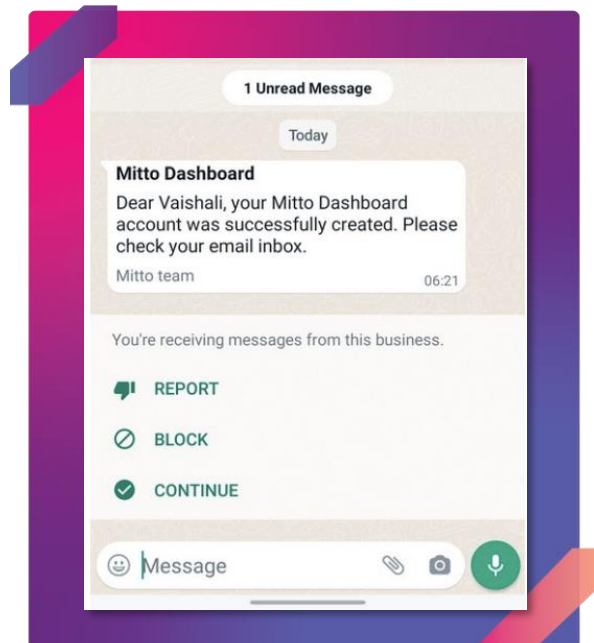


- Select the “View records” option to open the following prompt.



- 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.

- 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.



- Oracle programs - [documentation](#)

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