

Introducing Business Chat

Developer Preview

Session 240

Grant Ritchie
Scottie Lopatin



Call



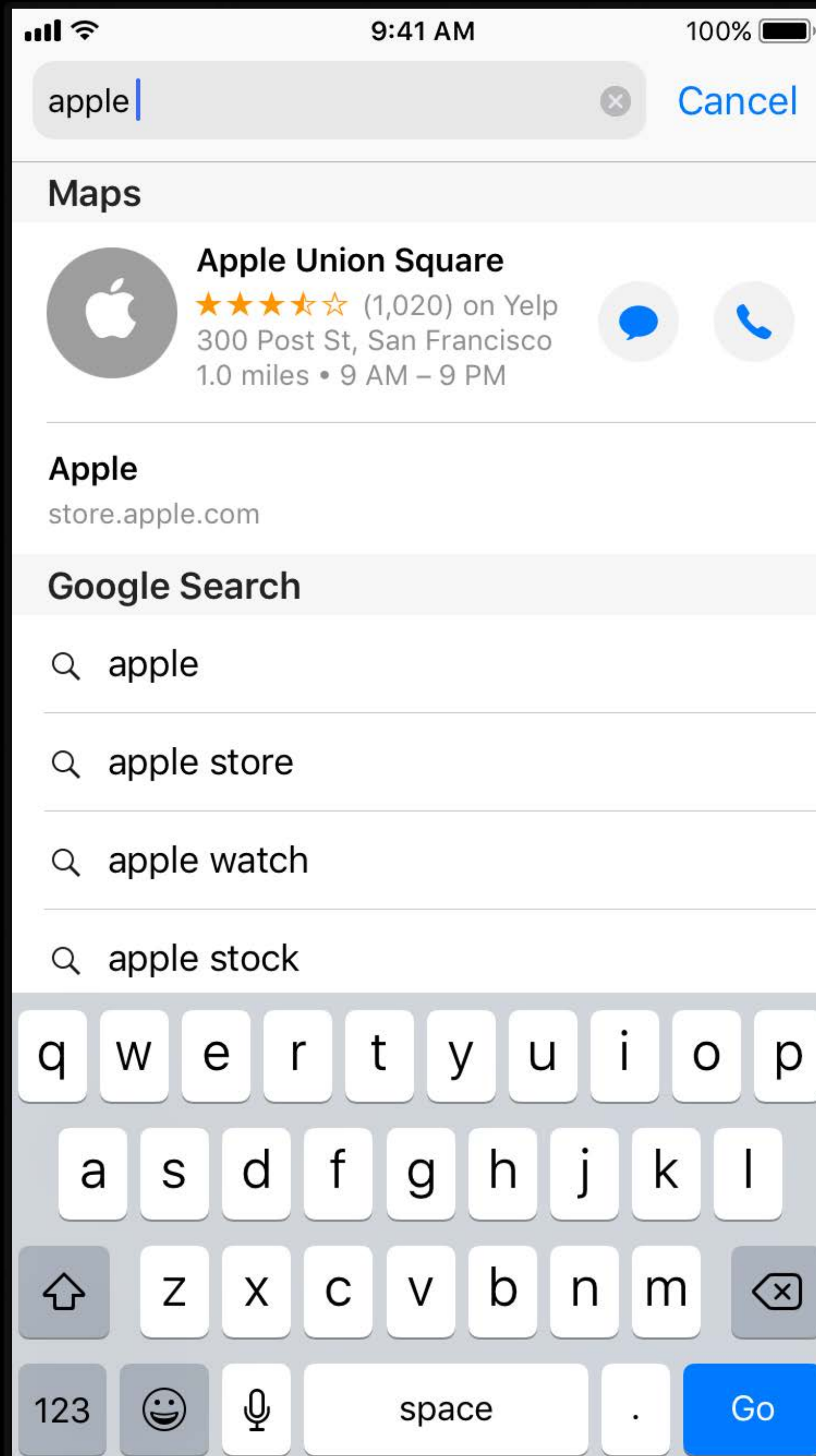


A powerful way for customers
to communicate and complete
tasks with businesses.

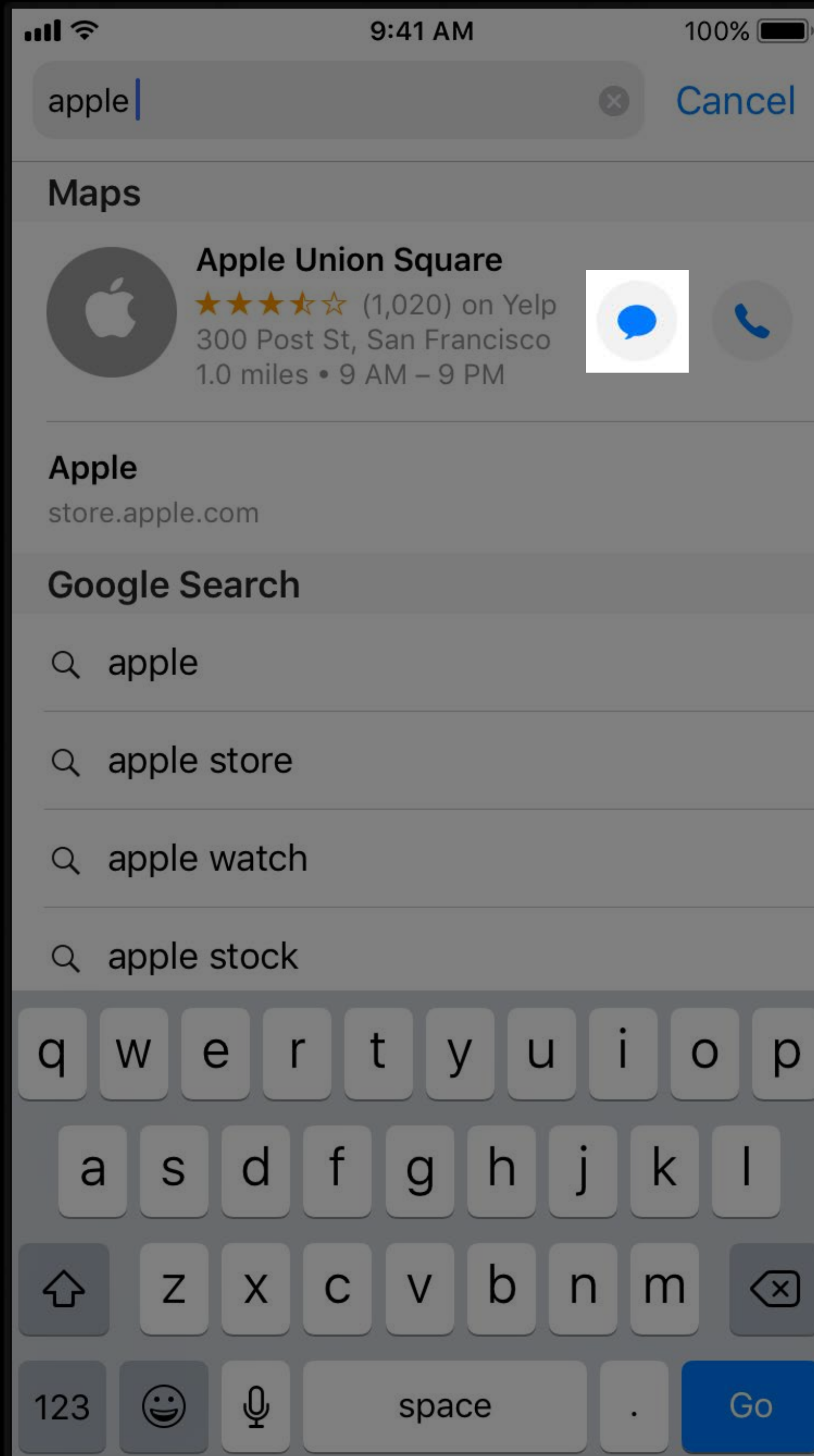
Developer Preview

Business Chat Discovery

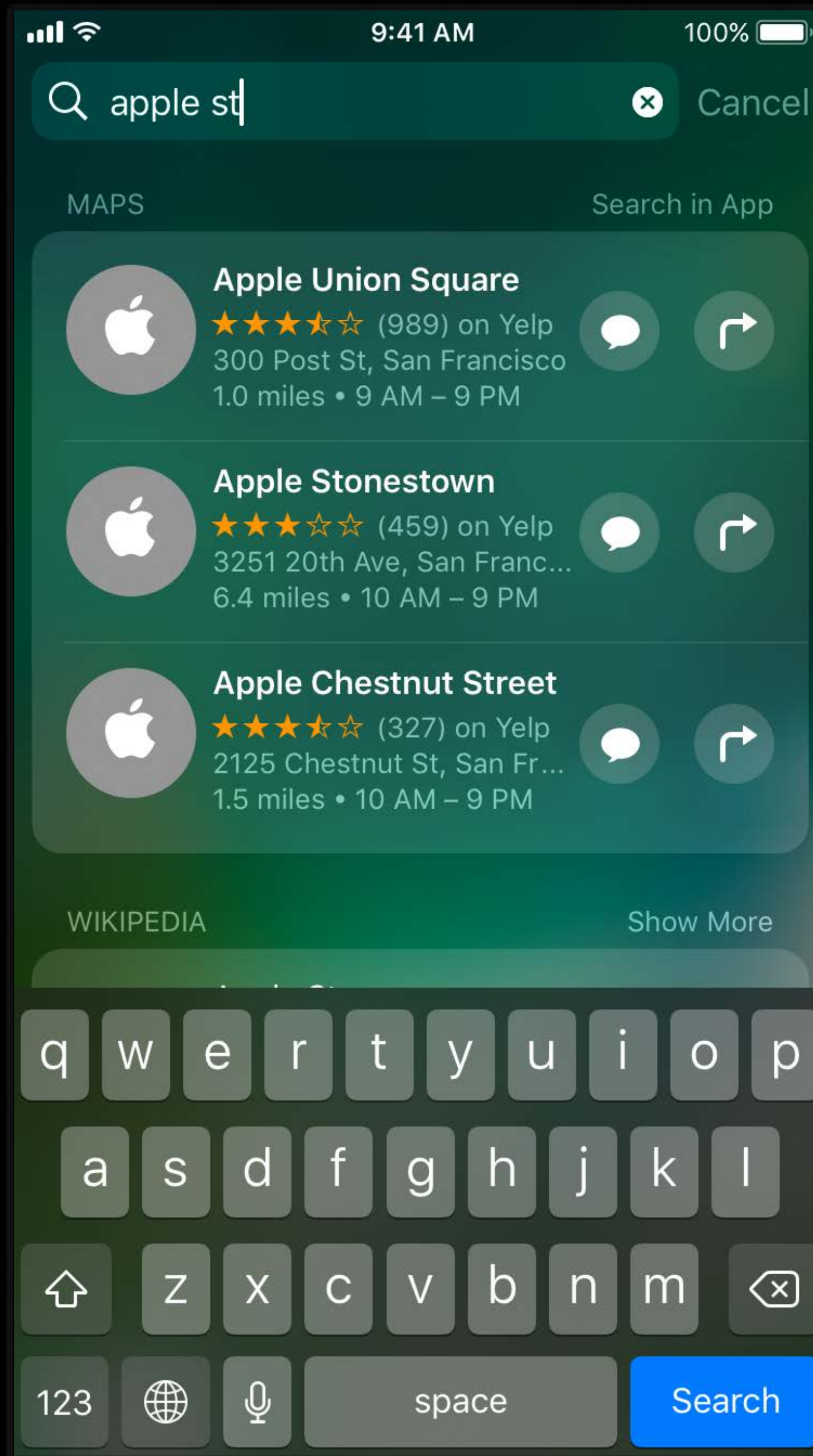
Safari



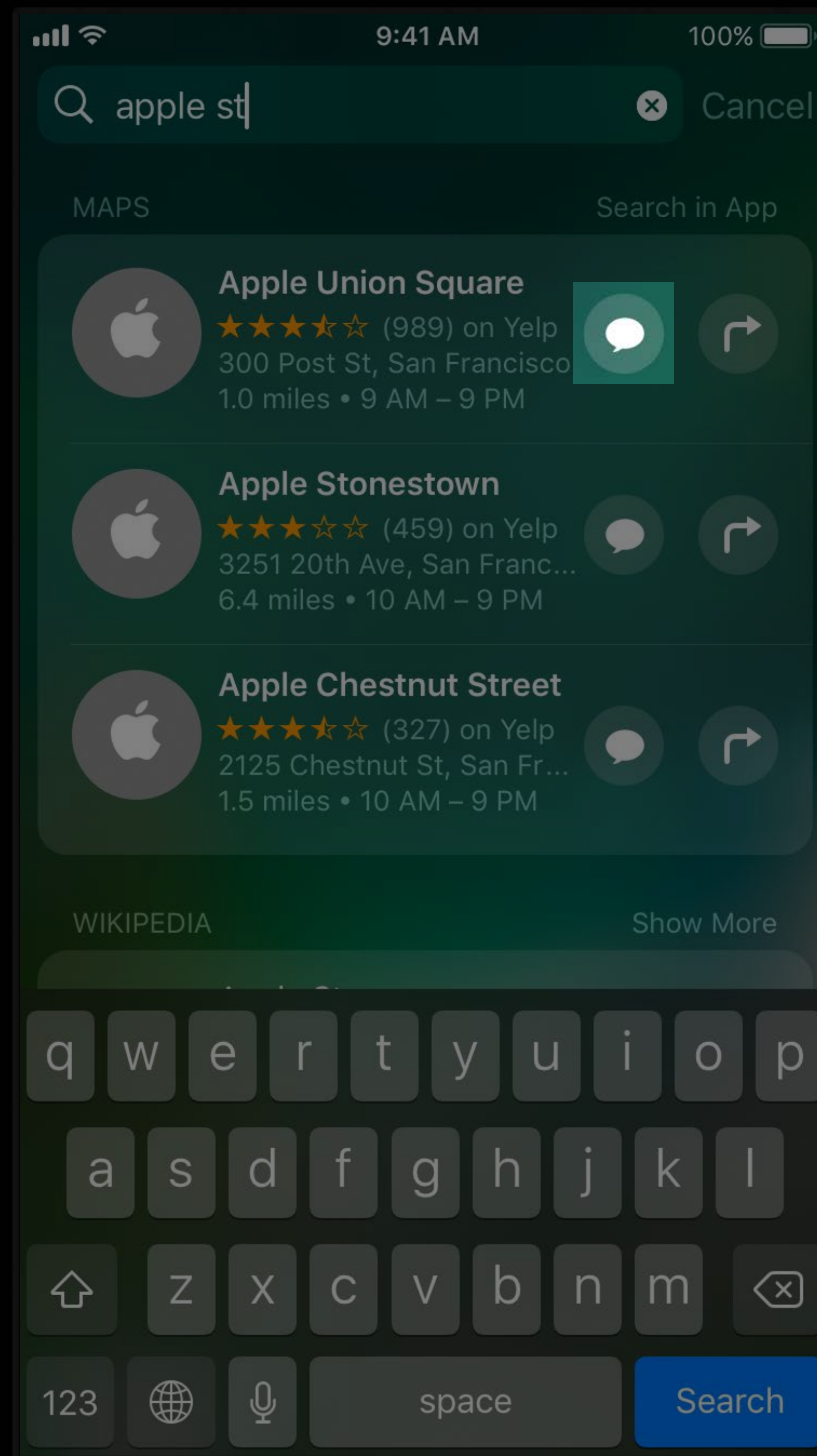
Safari



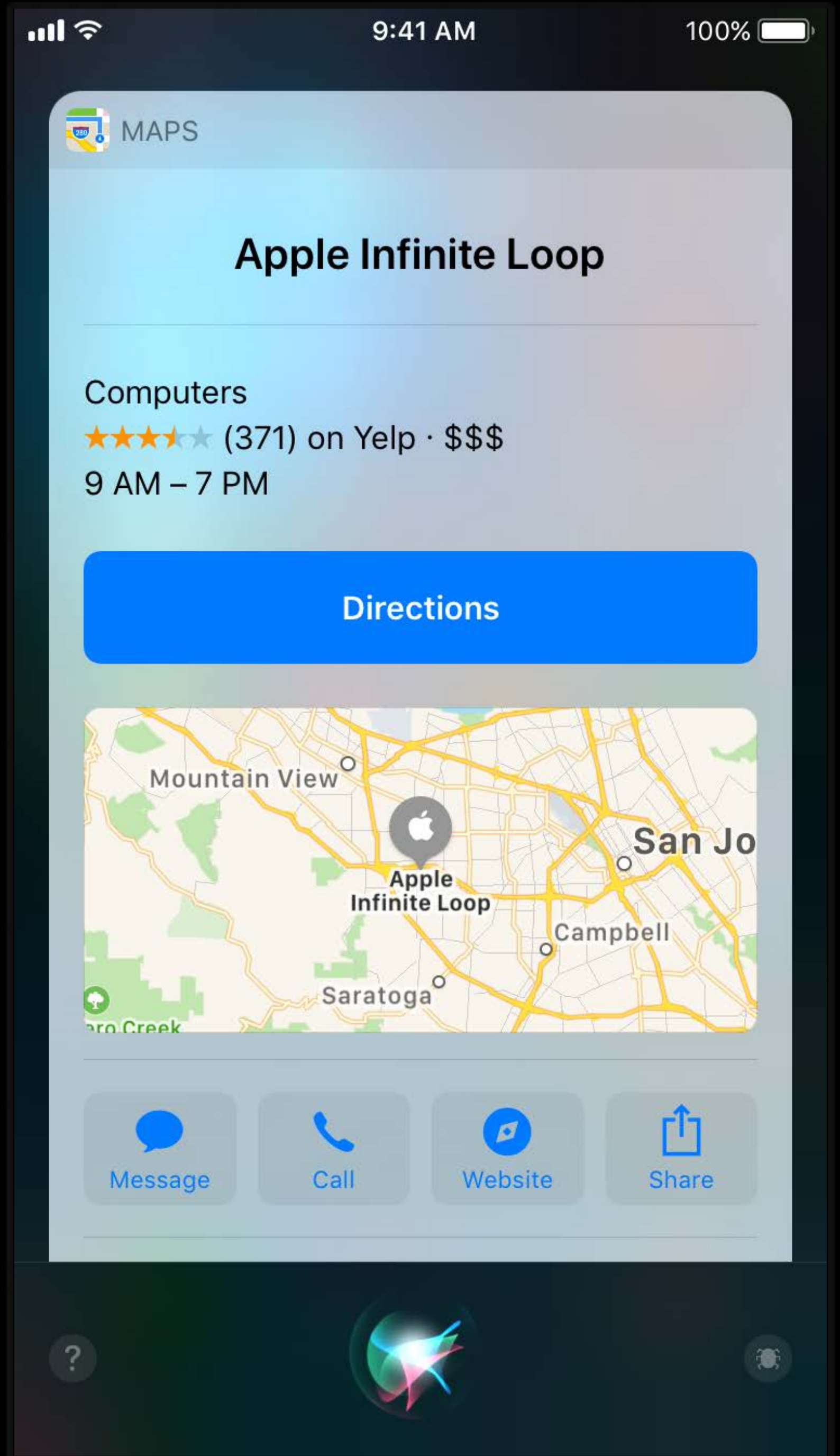
Search



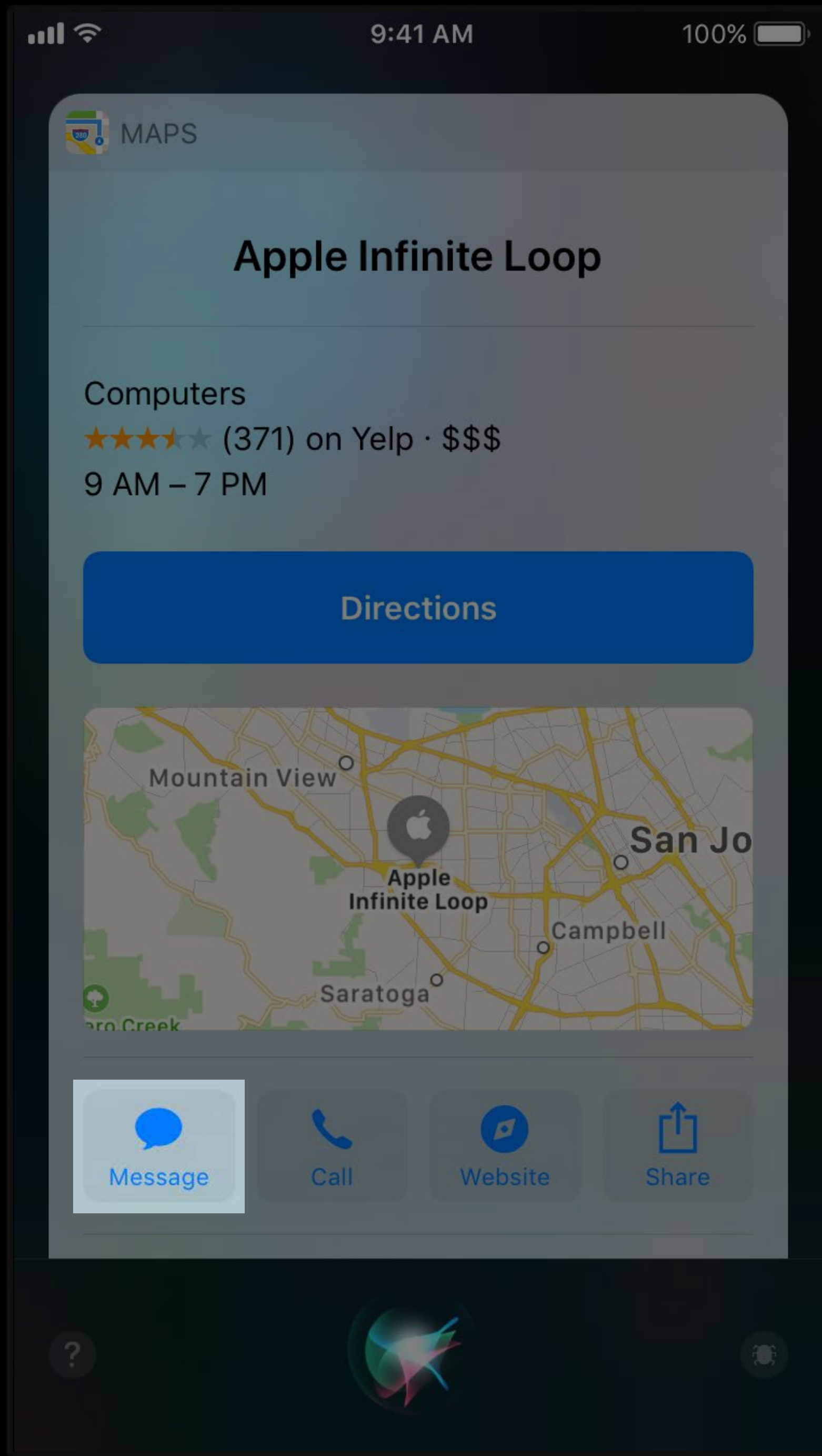
Search



Siri



Siri




Maps

9:41 AM 100%

Apple Union Square

Computers · 1.3 mi
★★★★★ (1006) on Yelp · \$\$\$

Directions
6 min drive



Photos on Yelp

Message Call Website Favorite Share

Messages
Usually responds in a few minutes

Phone
+1 (415) 486-4800

Address
300 Post St
San Francisco, CA 94110

Maps

9:41 AM 100%

Apple Union Square

Computers · 1.3 mi
★★★★★ (1006) on Yelp · \$\$\$

Directions
6 min drive

Photos on Yelp

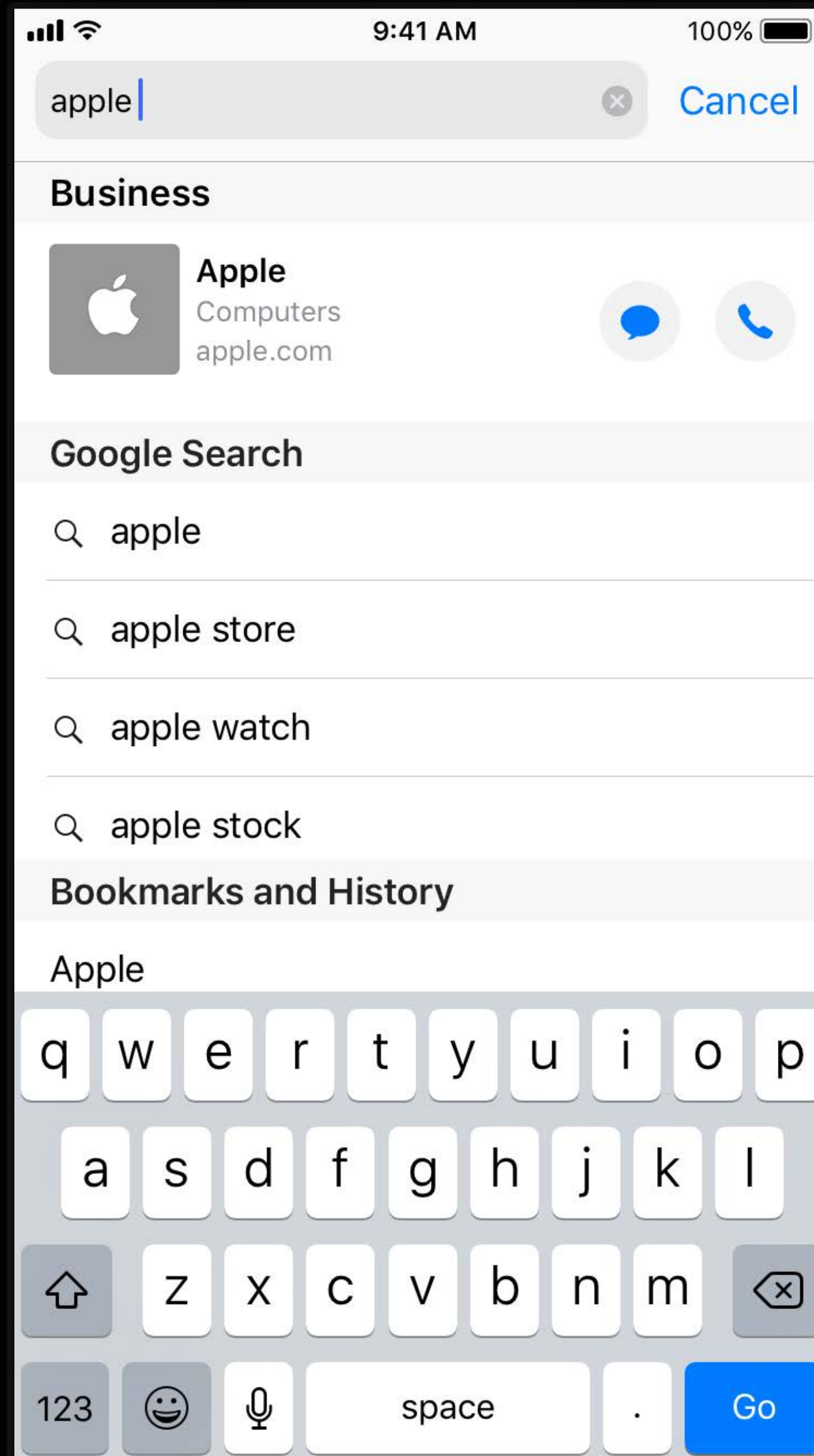
Message **Call** **Website** **Favorite** **Share**

Messages
Usually responds in a few minutes

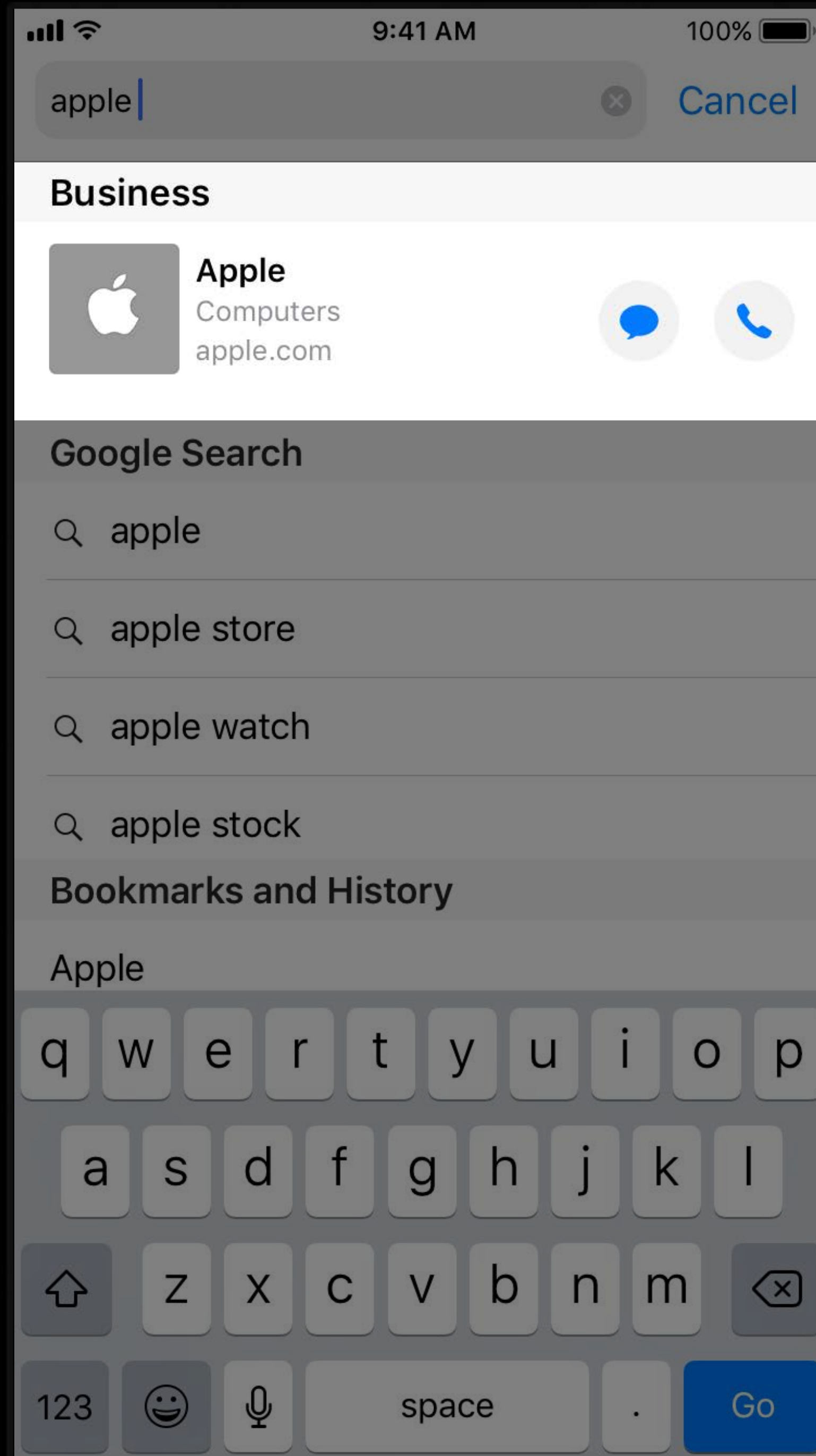
Phone
+1 (415) 486-4800

Address
300 Post St
San Francisco, CA 94110

New support for businesses without locations



New support for businesses without locations



Links in Websites and Apps

Add a message button to your app, webpages, or emails

Example:

<https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000>



Links in Websites and Apps

Add a message button to your app, webpages, or emails

Example:

<https://rw.apple.com/urn:biz:3>

3ce30191-3779-11e7-86c3-d71800000000



Chat Intent

Chat Intent in Links

`biz-intent-id` and `biz-group-id`

Values are passed with the next message

Example:

```
https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000?  
biz-intent-id=F00&biz-group-id=BAR
```

Chat Intent in Links

`biz-intent-id` and `biz-group-id`

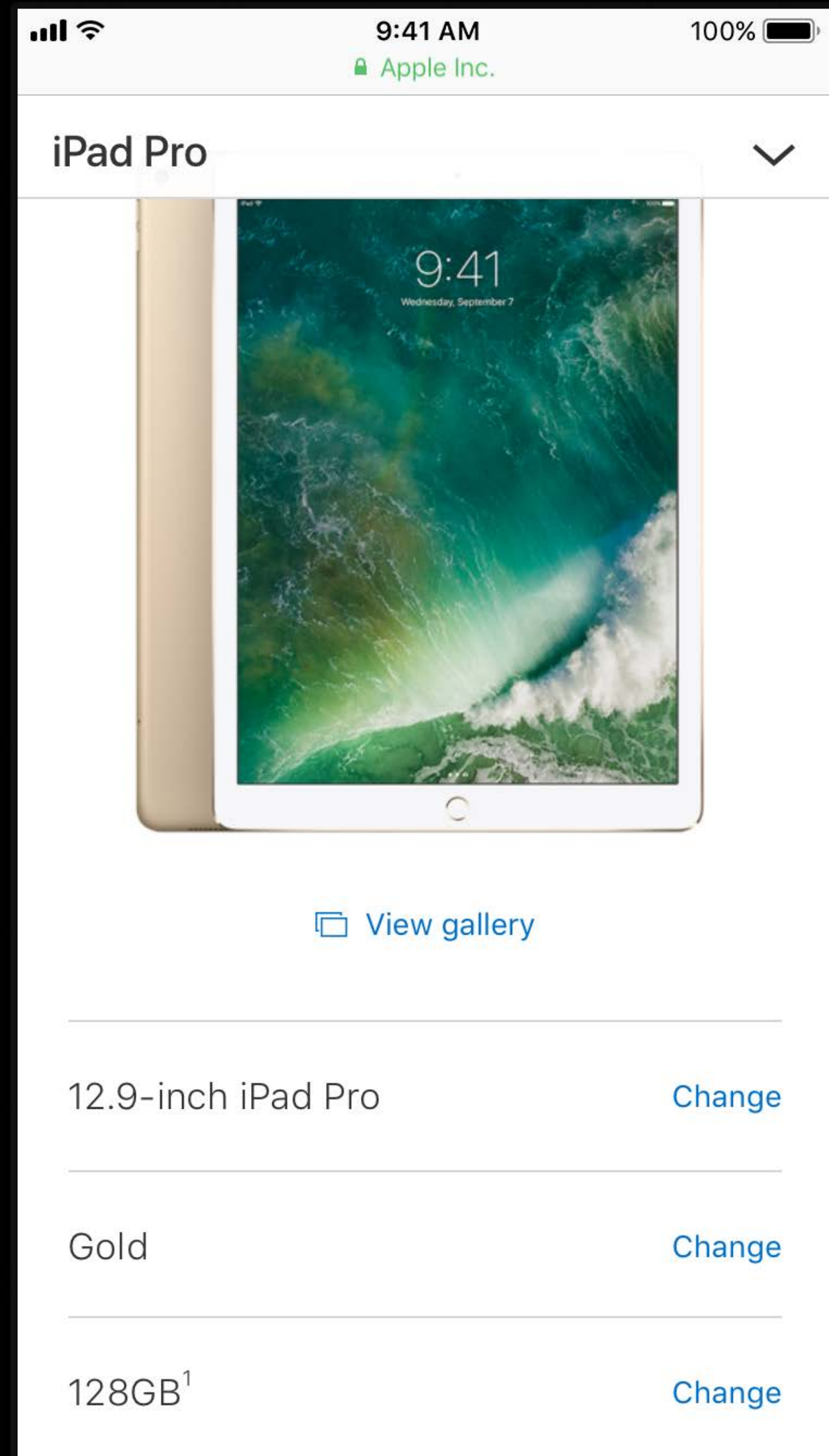
Values are passed with the next message

Example:

```
https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000?
```

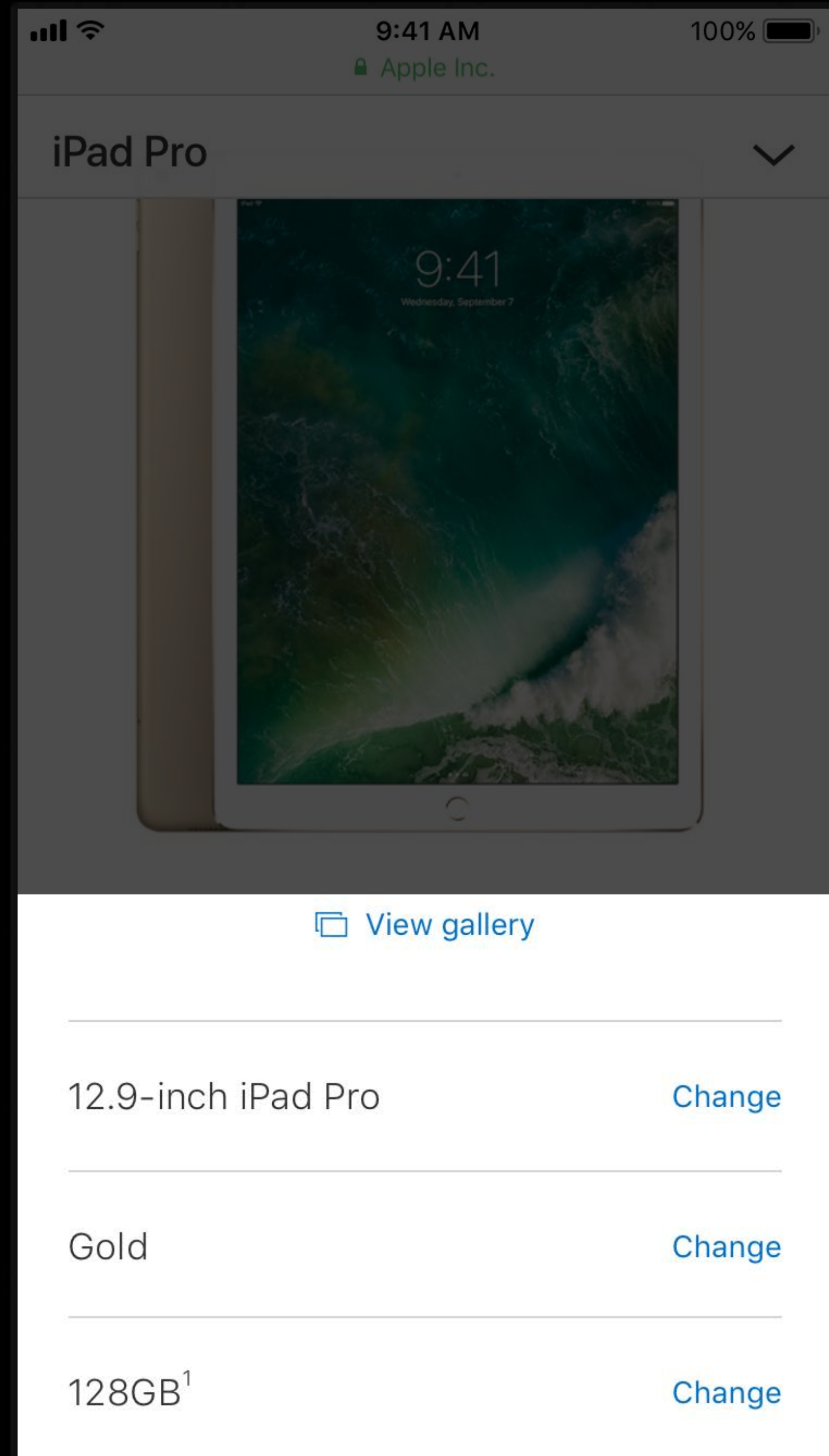
```
  biz-intent-id=F00&biz-group-id=BAR
```

Product Configuration

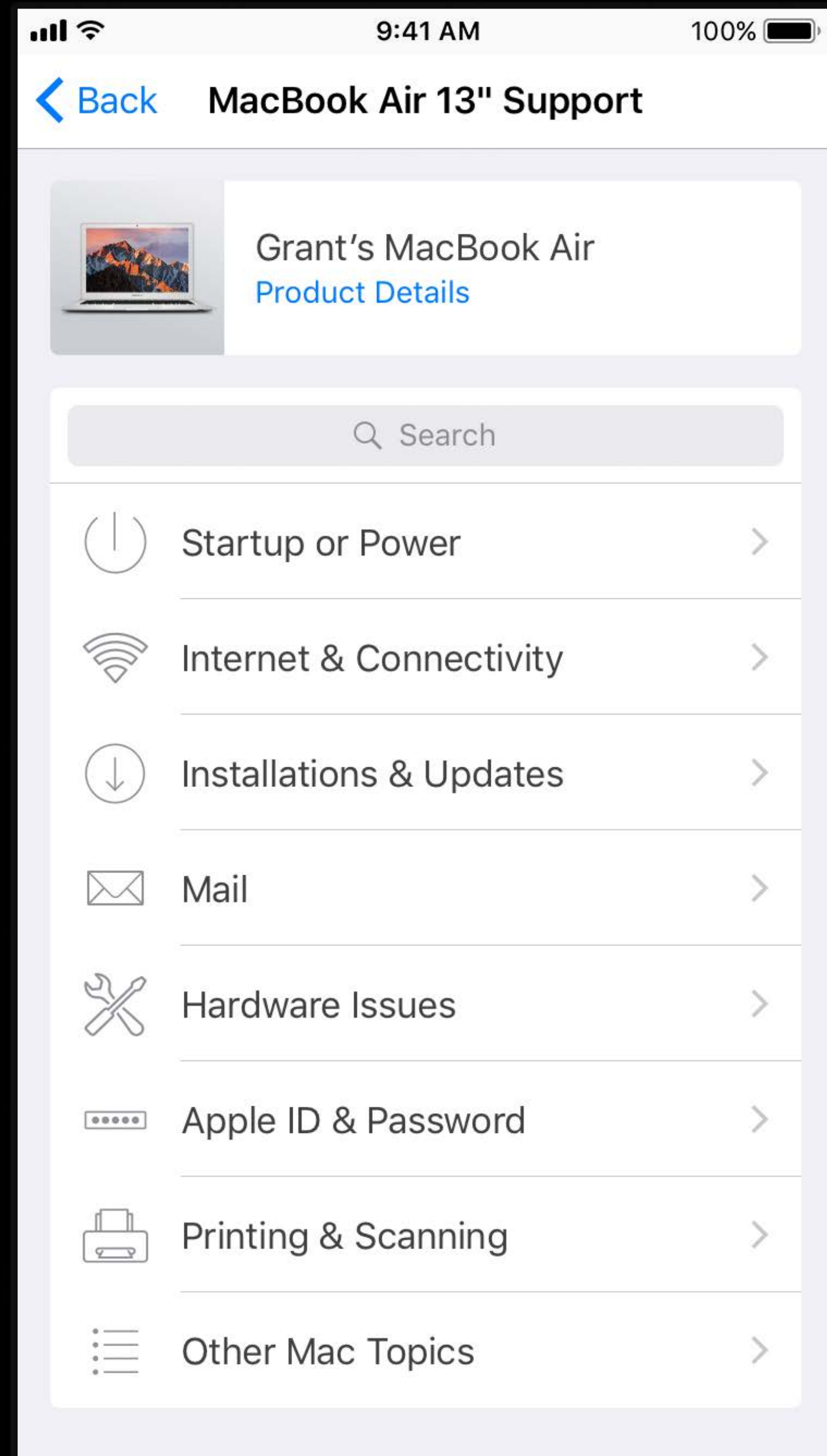


Product Configuration

?biz-intent-id=buy.ipad.pro.gold.12.128

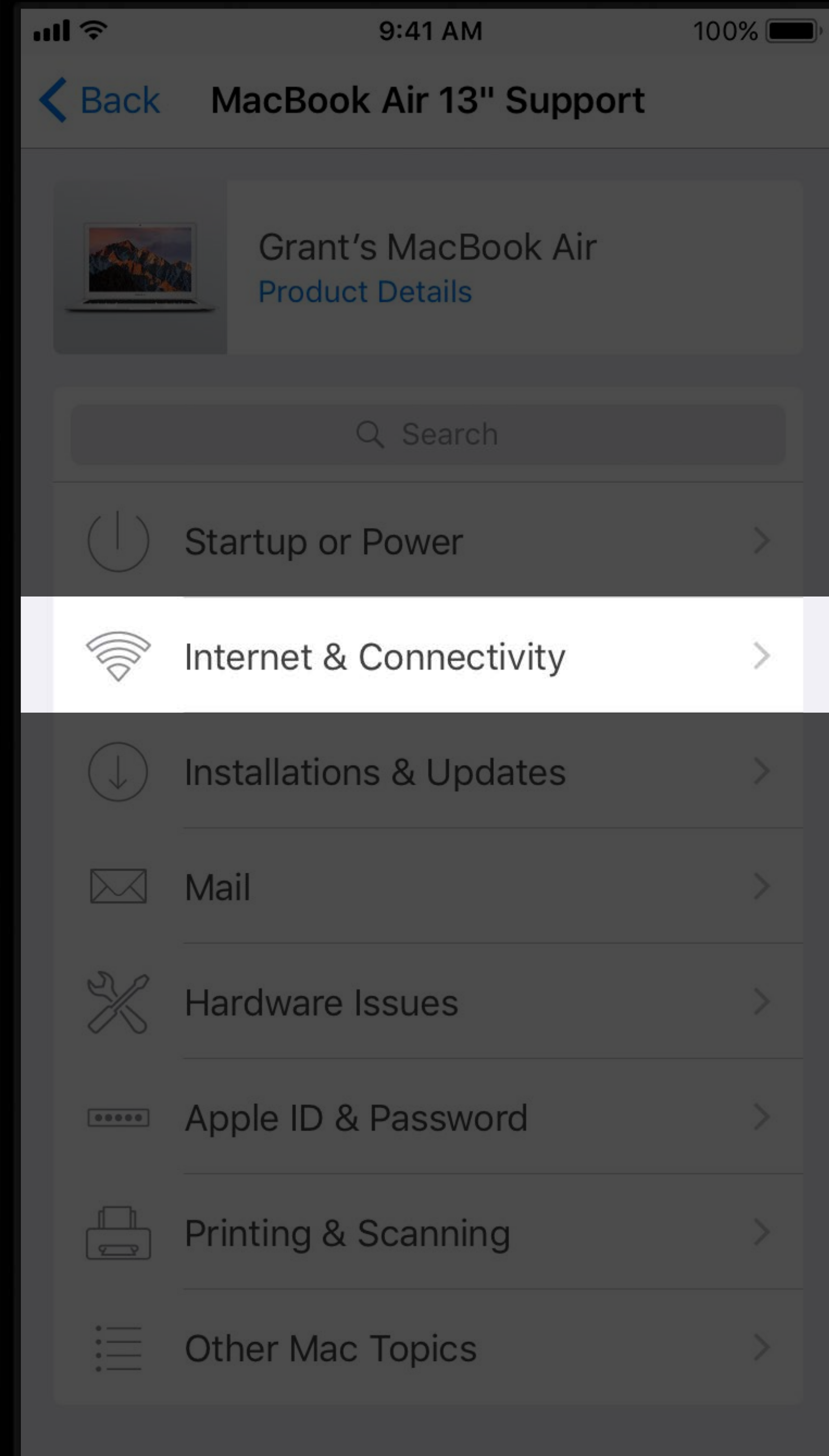


Routing to Internal Groups



Routing to Internal Groups

`?biz-group-id=support.internet`



Locations IDs

?biz-intent-id=store.12345

The screenshot shows a mobile application interface for a business listing. At the top, the status bar displays signal strength, Wi-Fi, the time 9:41 AM, and 100% battery. The listing is for 'Apple Union Square', categorized as 'Computers' and located 1.3 miles away. It has a 4.5-star rating from 1006 reviews on Yelp and is priced at '\$\$\$'. A blue 'Directions' button indicates a 6-minute drive. Below this are two photo thumbnails: one showing various Apple products like iPhones and iPads, and another showing the interior of an Apple store. A 'Photos on Yelp' label is visible under the first photo. At the bottom of the listing are five action buttons: 'Message', 'Call', 'Website', 'Favorite', and 'Share'. Below the listing is a grey section with contact information: 'Messages' (usually responds in a few minutes), 'Phone' (+1 (415) 486-4800), and 'Address' (300 Post St, San Francisco, CA 94110).

Apple Union Square
Computers · 1.3 mi
★★★★★ (1006) on Yelp · \$\$\$

Directions
6 min drive

Photos on Yelp

Message Call Website Favorite Share

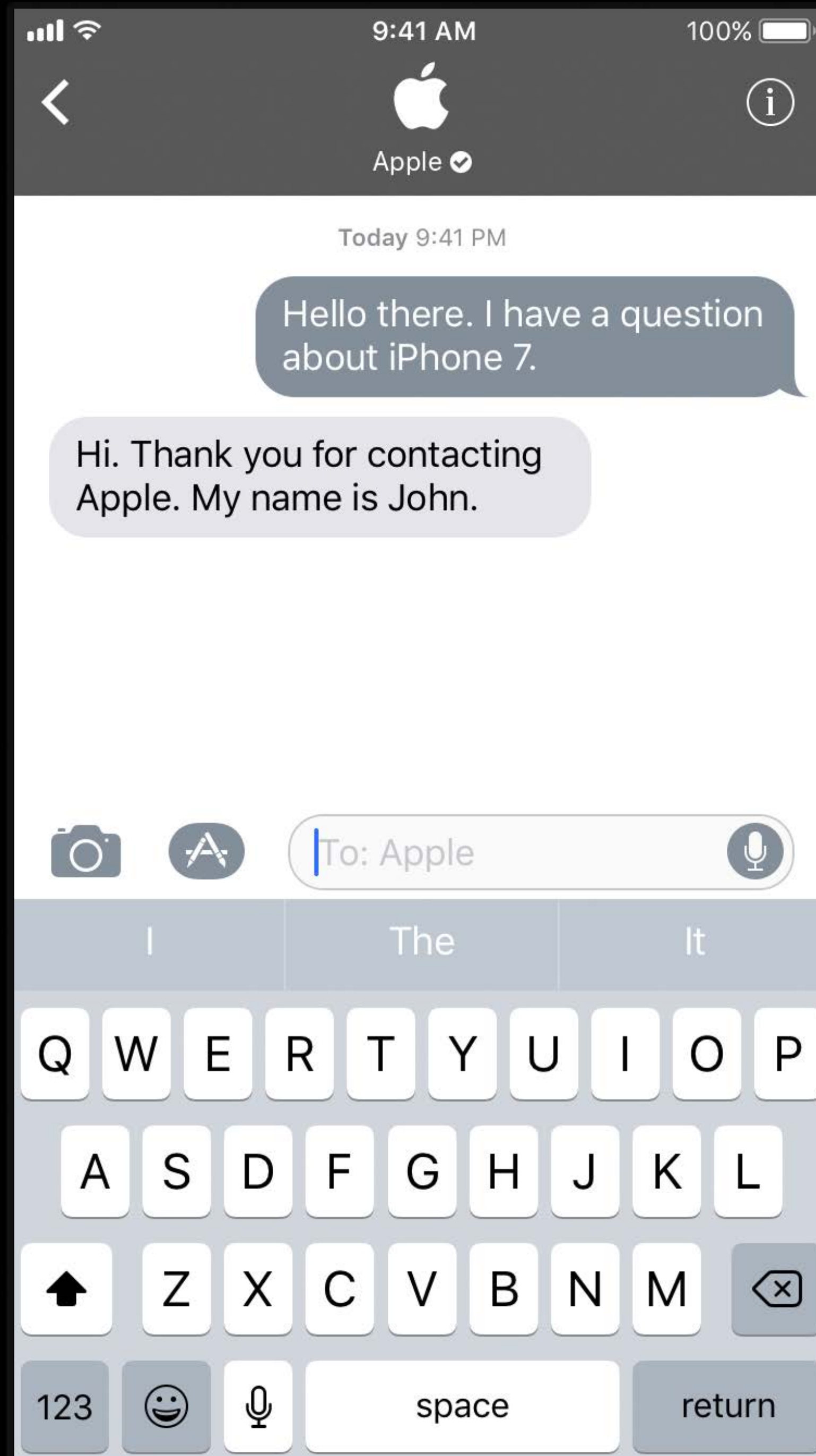
Messages
Usually responds in a few minutes

Phone
+1 (415) 486-4800

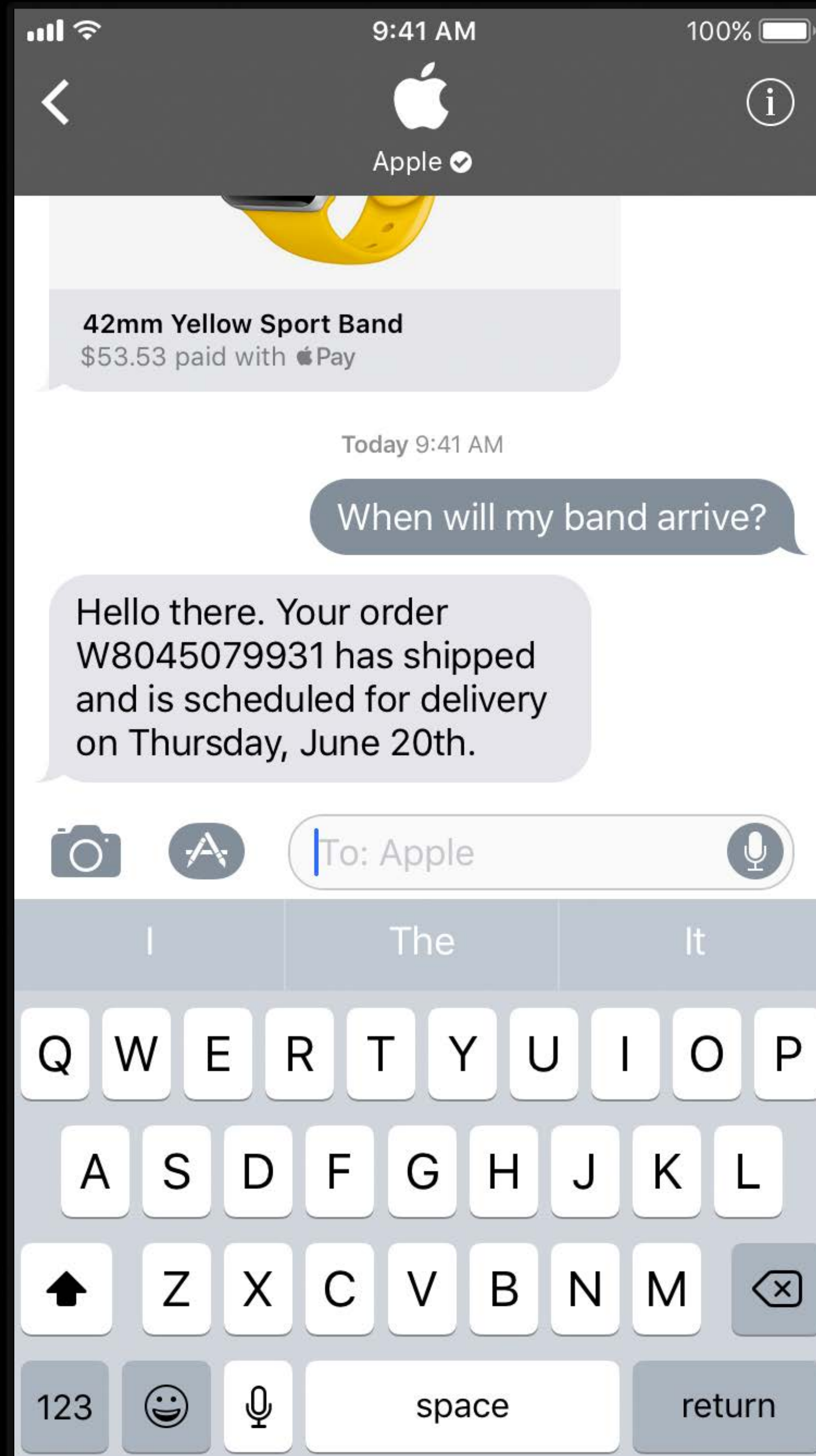
Address
300 Post St
San Francisco, CA 94110

Conversations

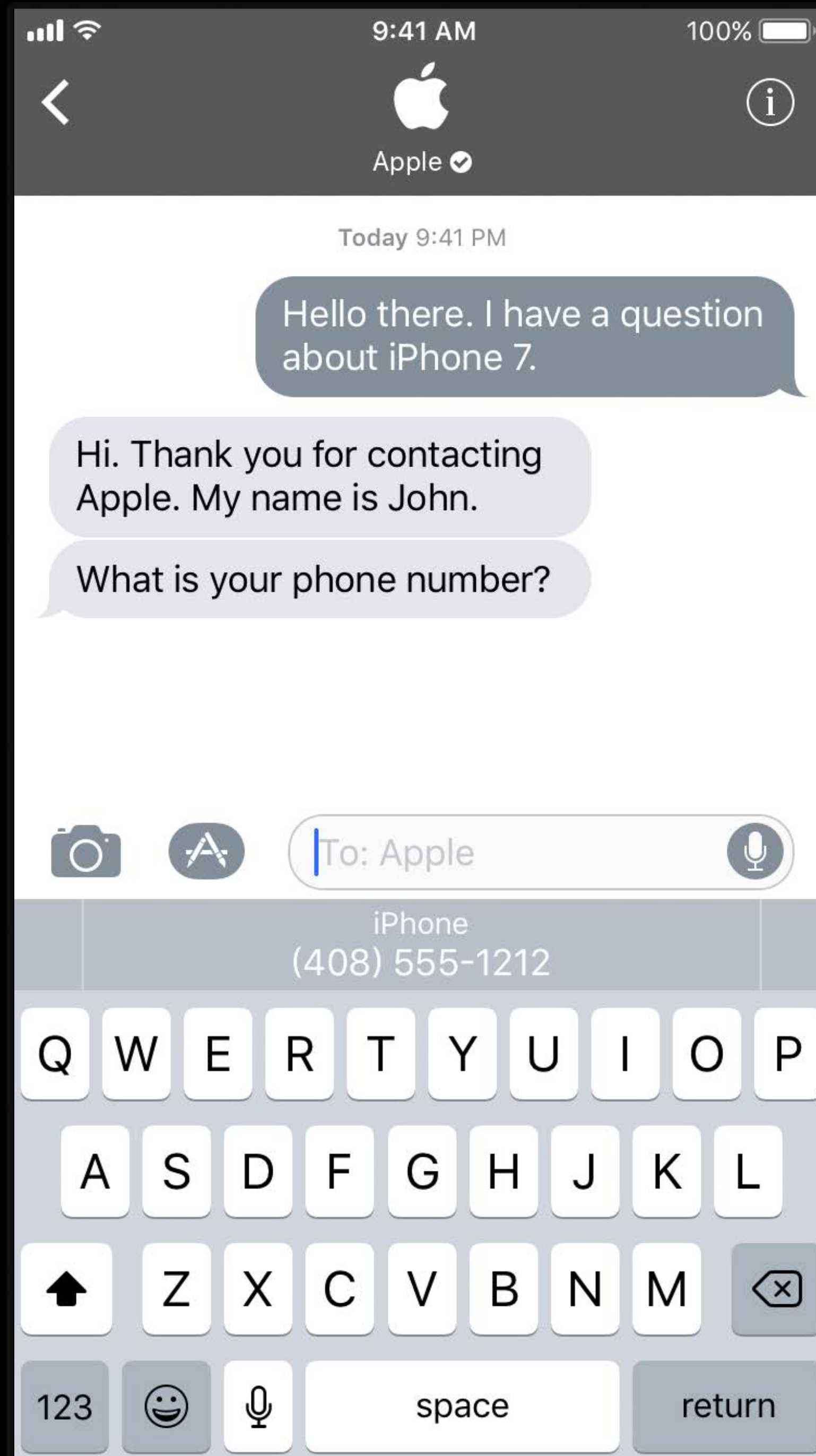
Users start conversations



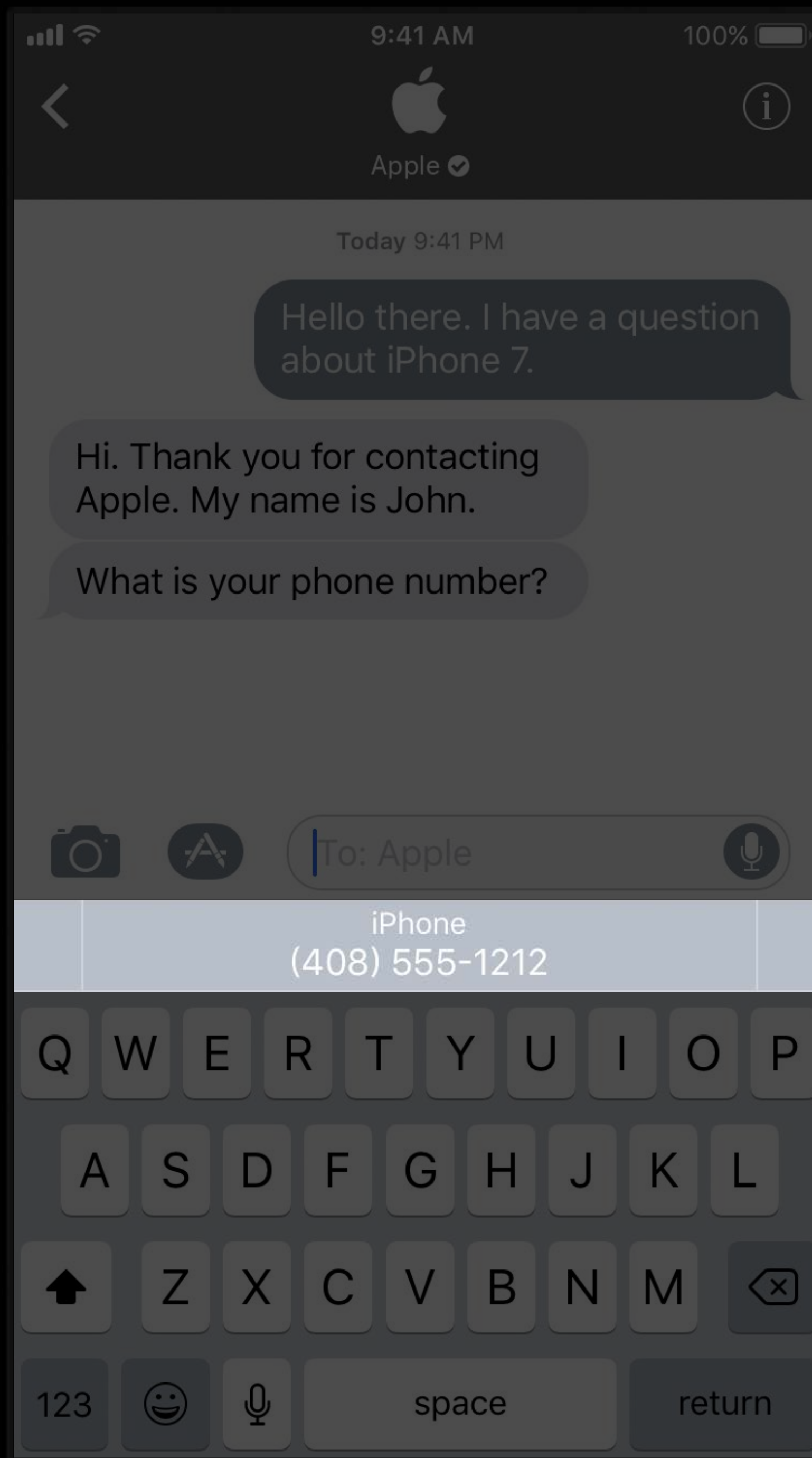
Long-lived sessions



Keyboard shortcuts phone



Keyboard shortcuts phone



Keyboard Shortcuts for Identification

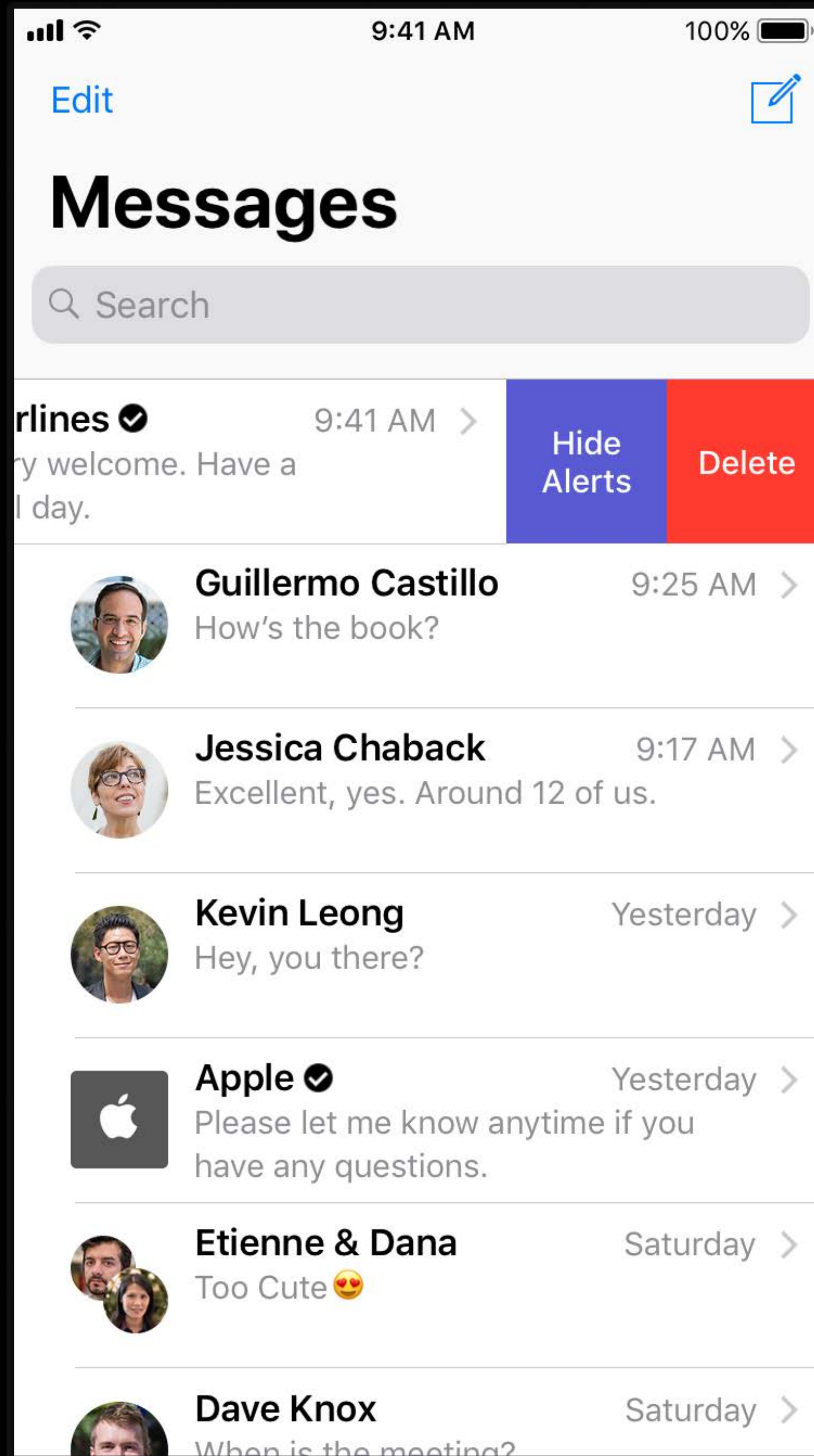
Email address

Phone number

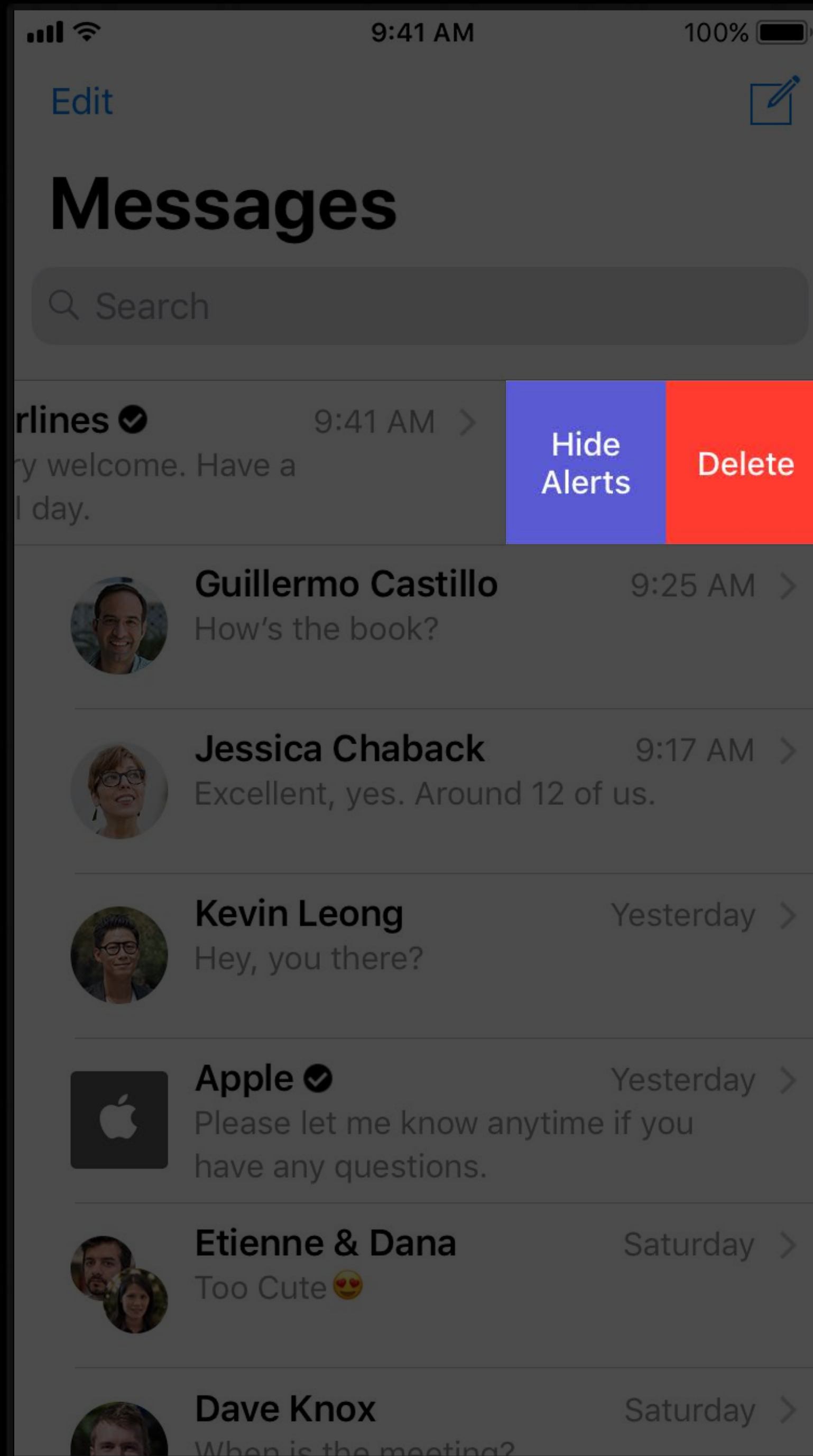
Postal address

Location

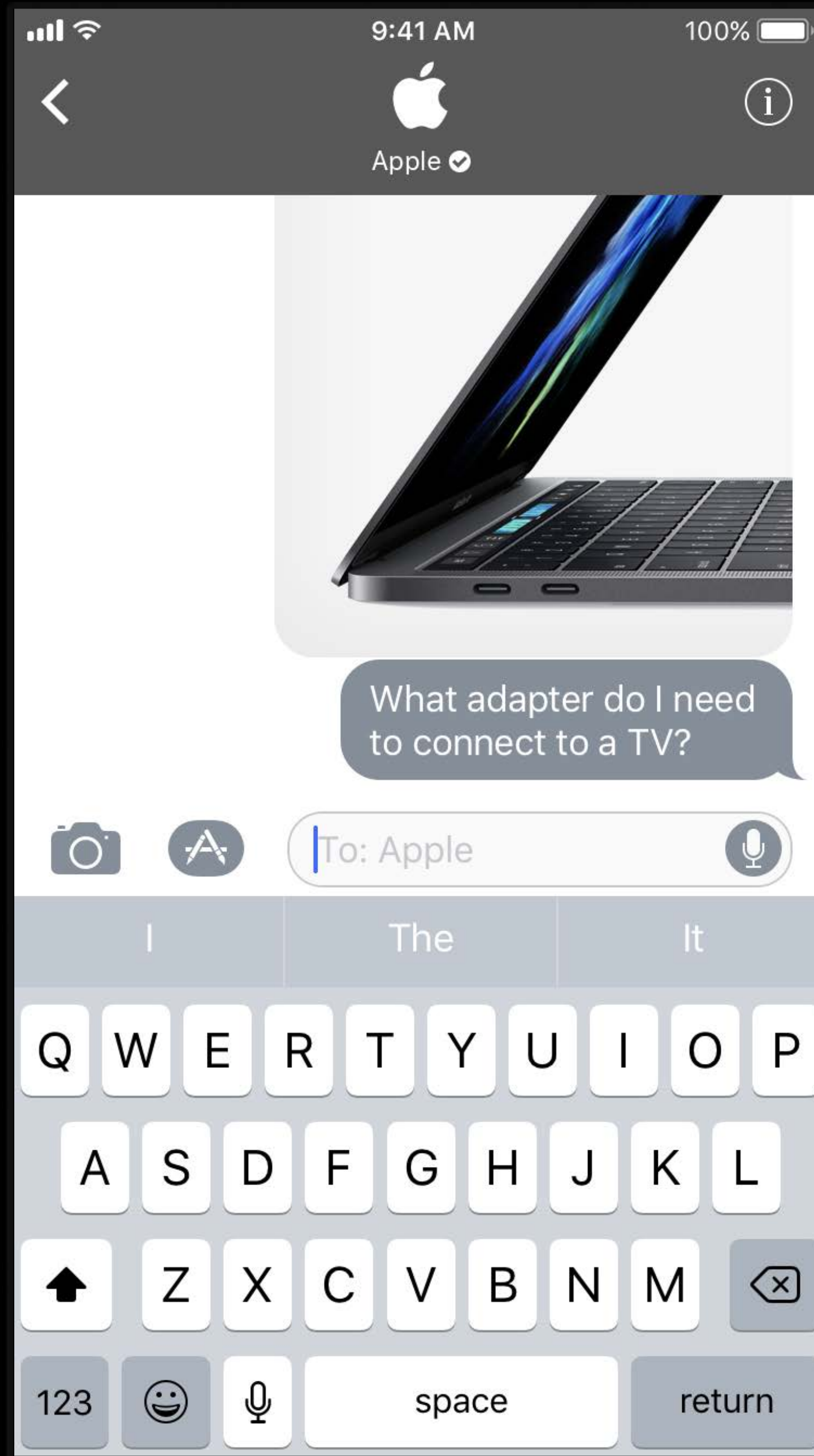
Hide and delete



Hide and delete

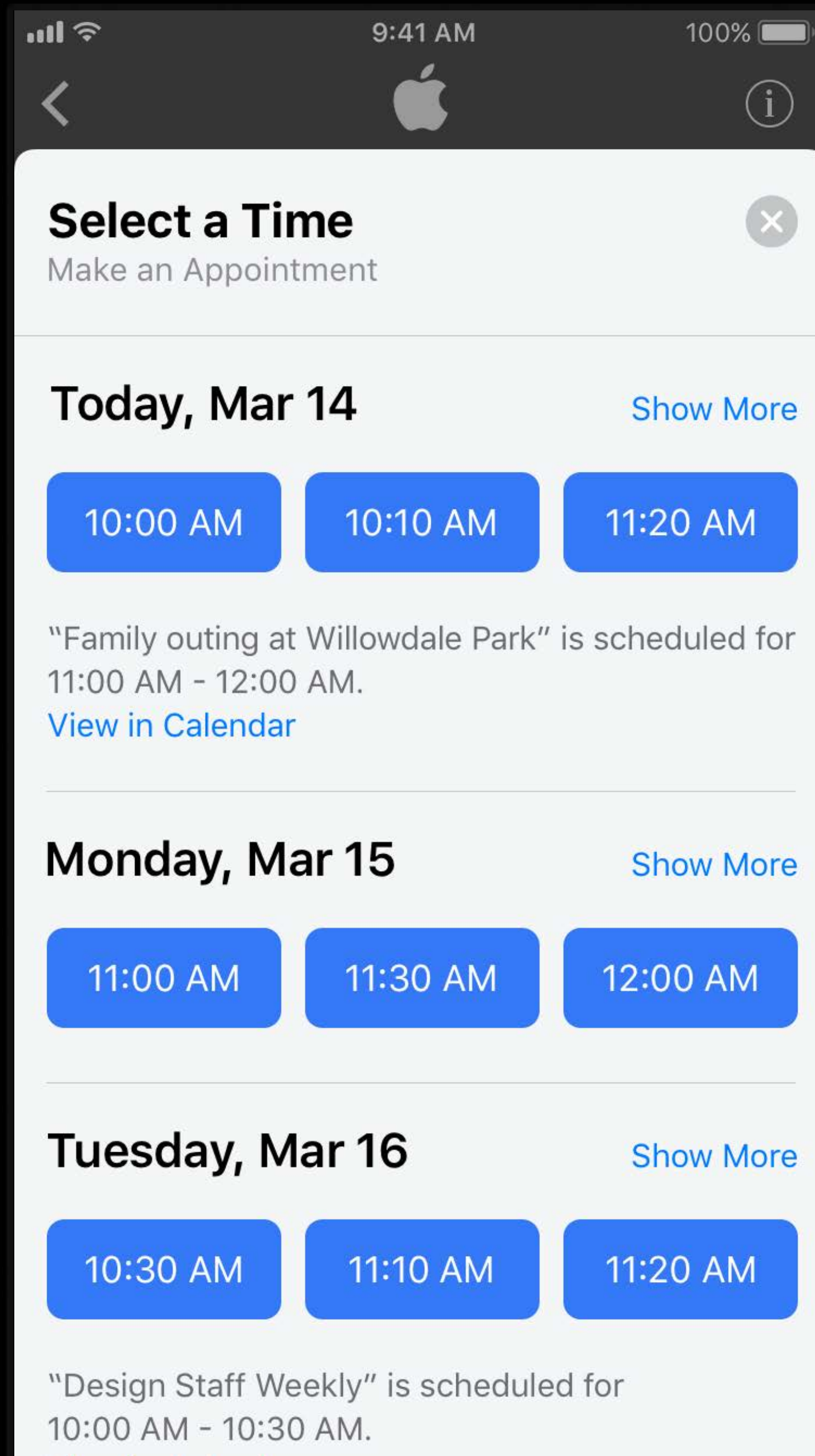


Attachments

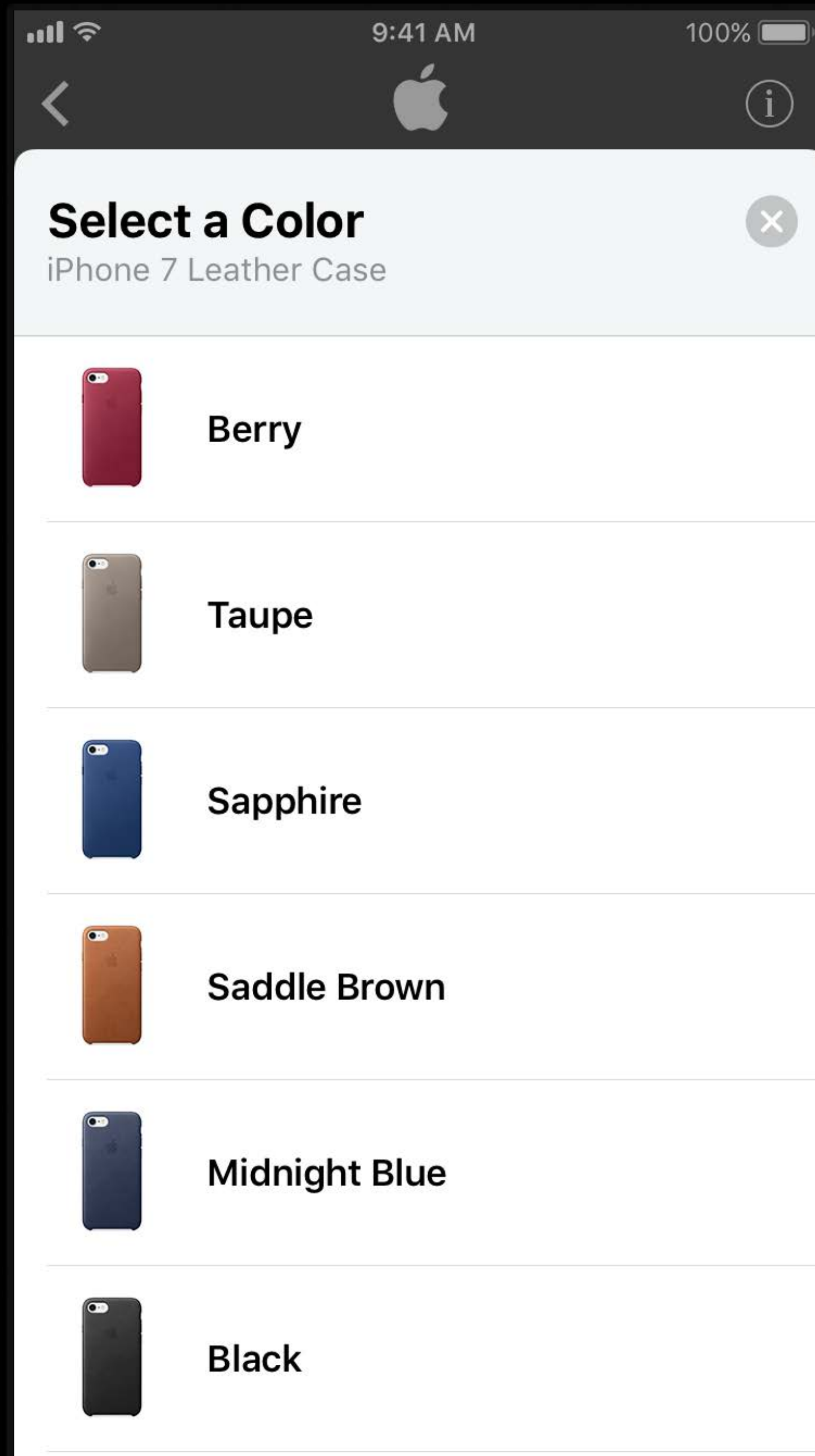


Built-In Features

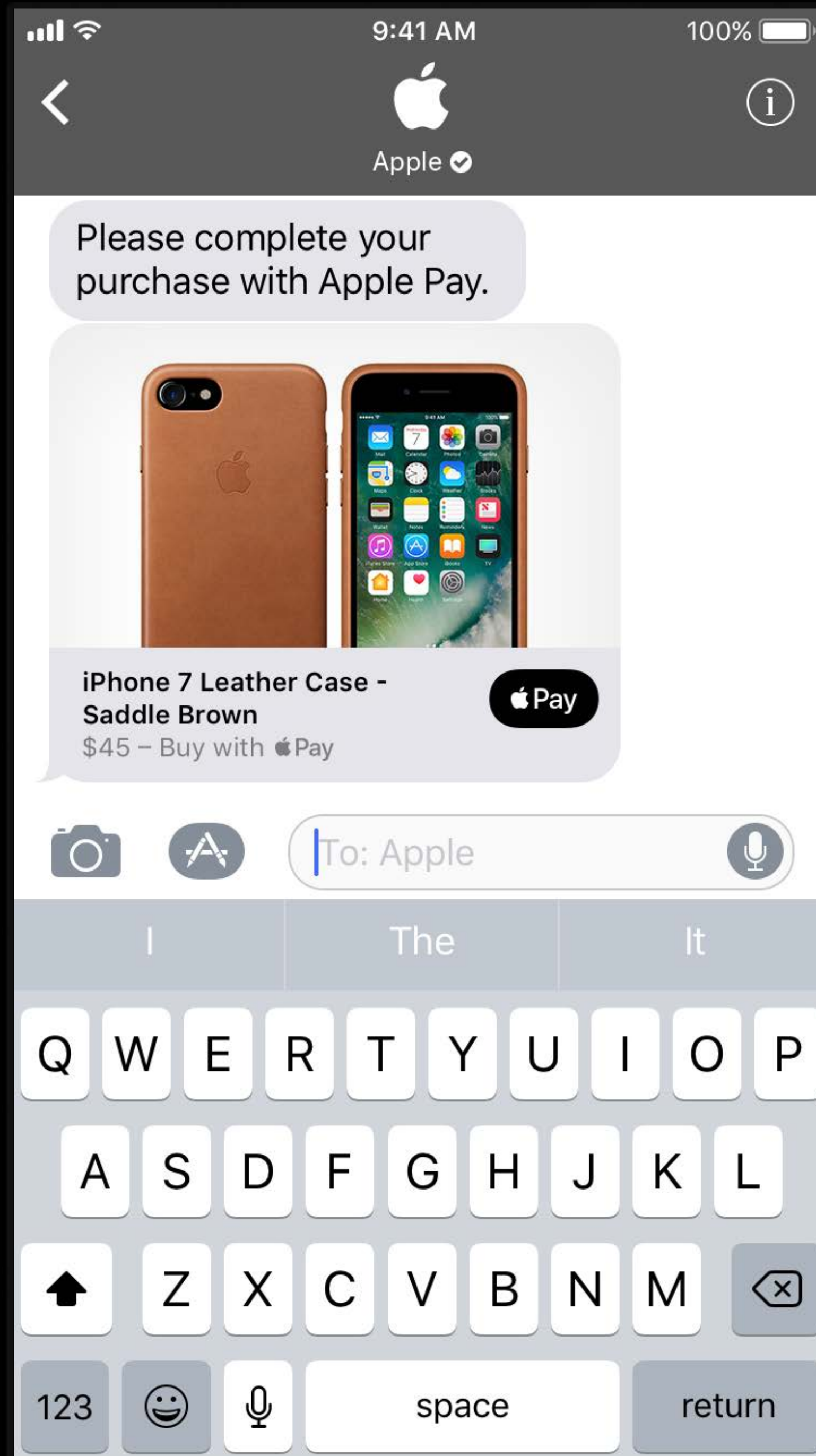
Time Picker



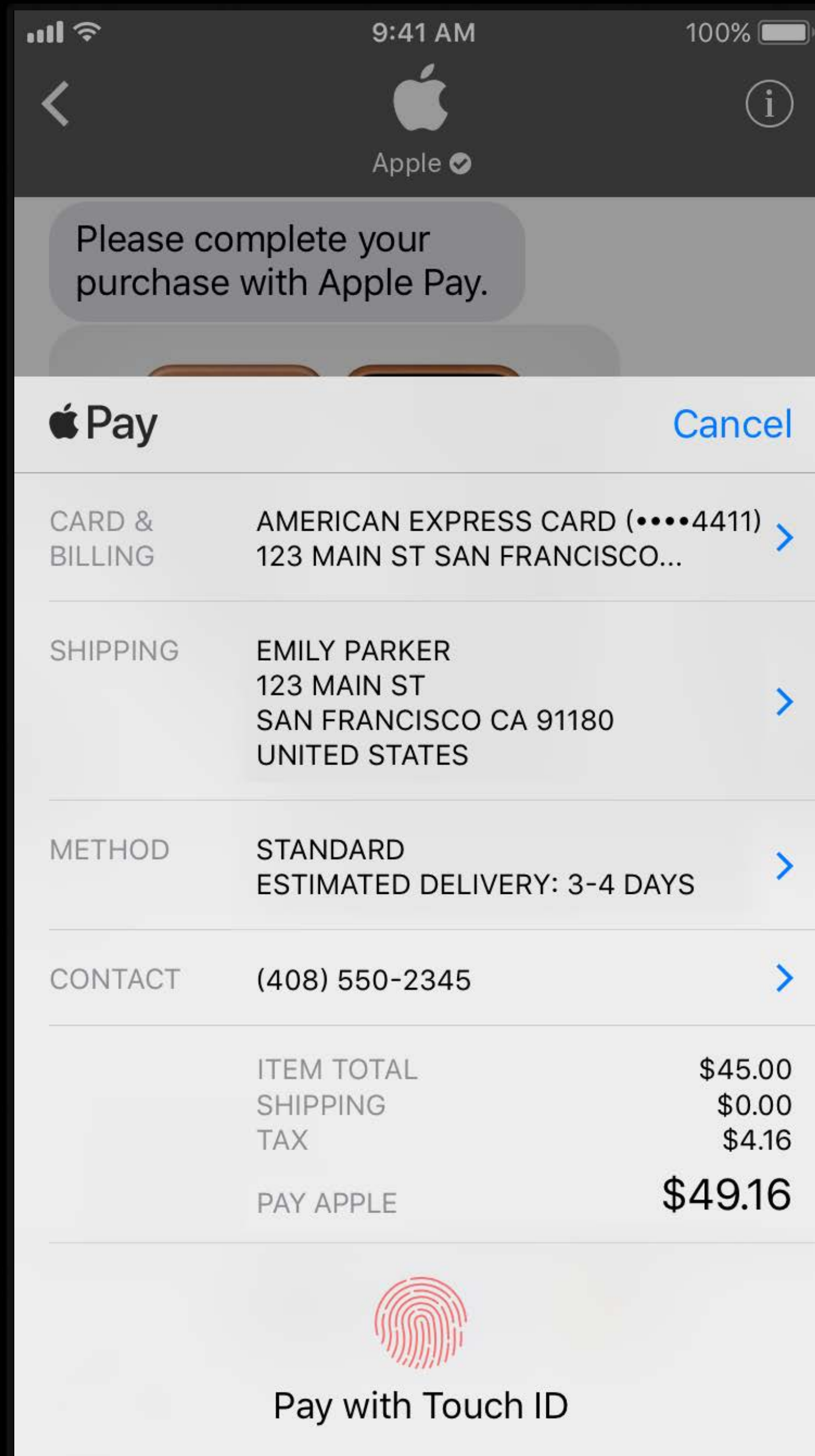
List Picker



Apple Pay

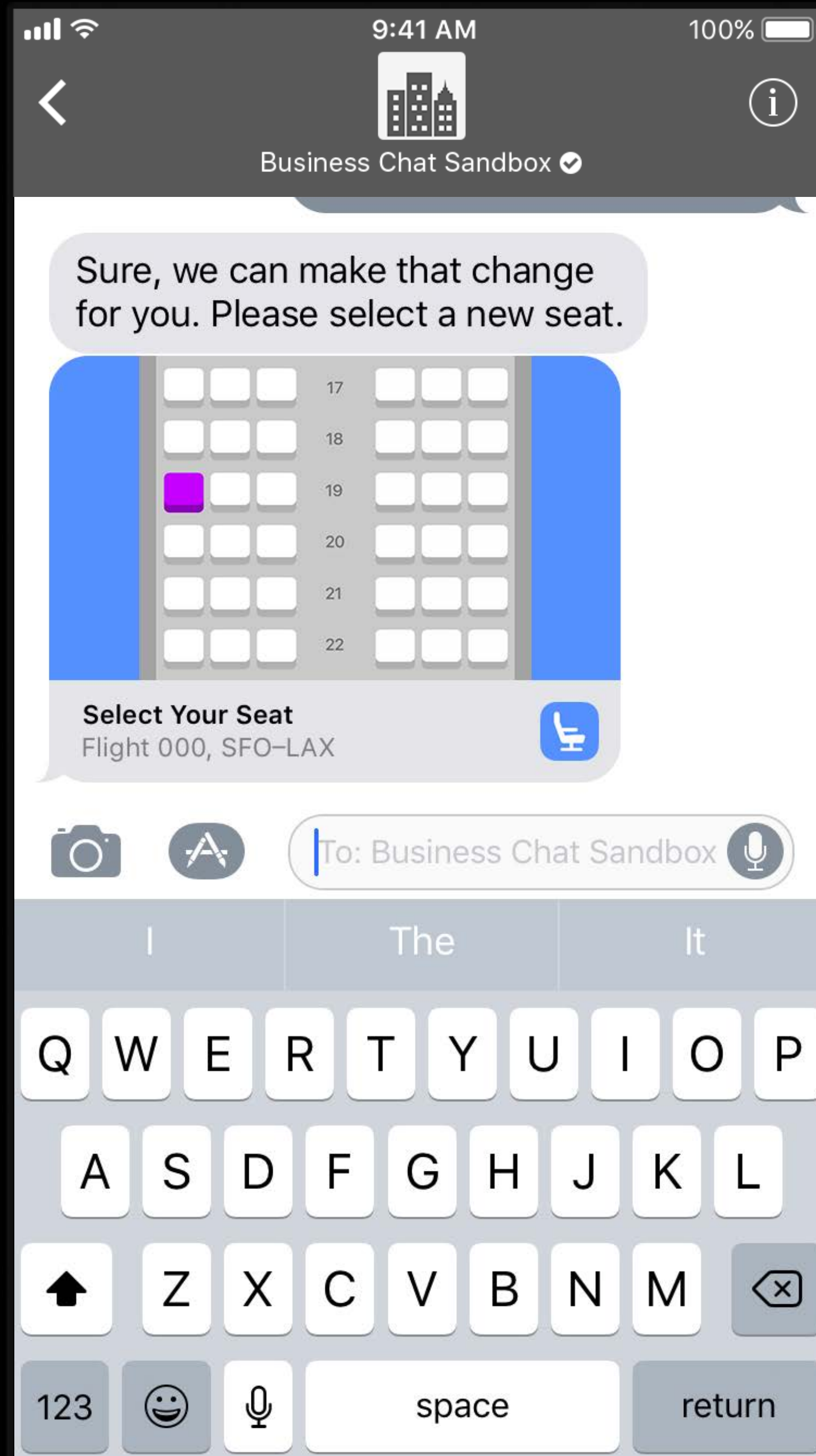


Apple Pay

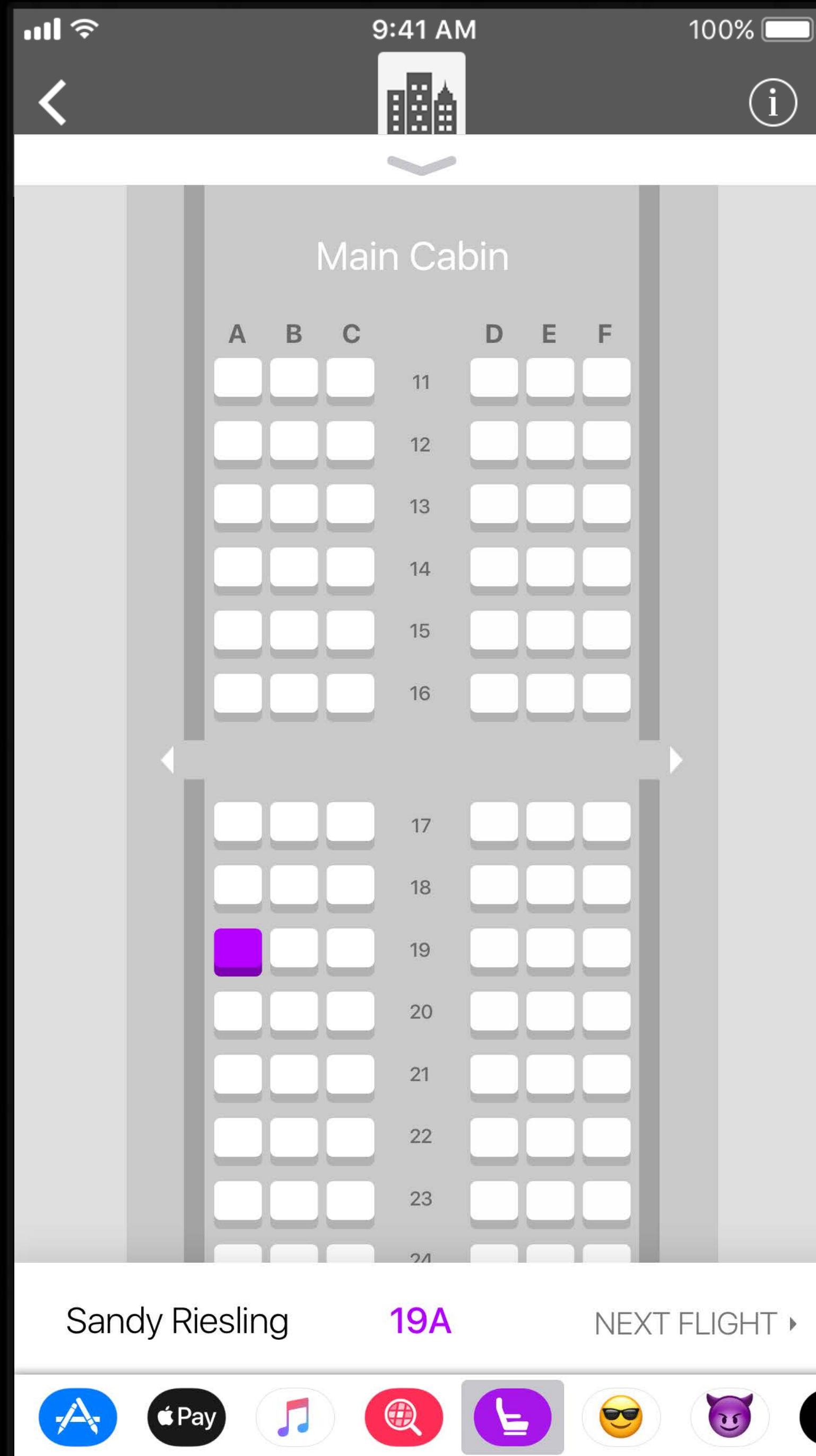


iMessage Apps

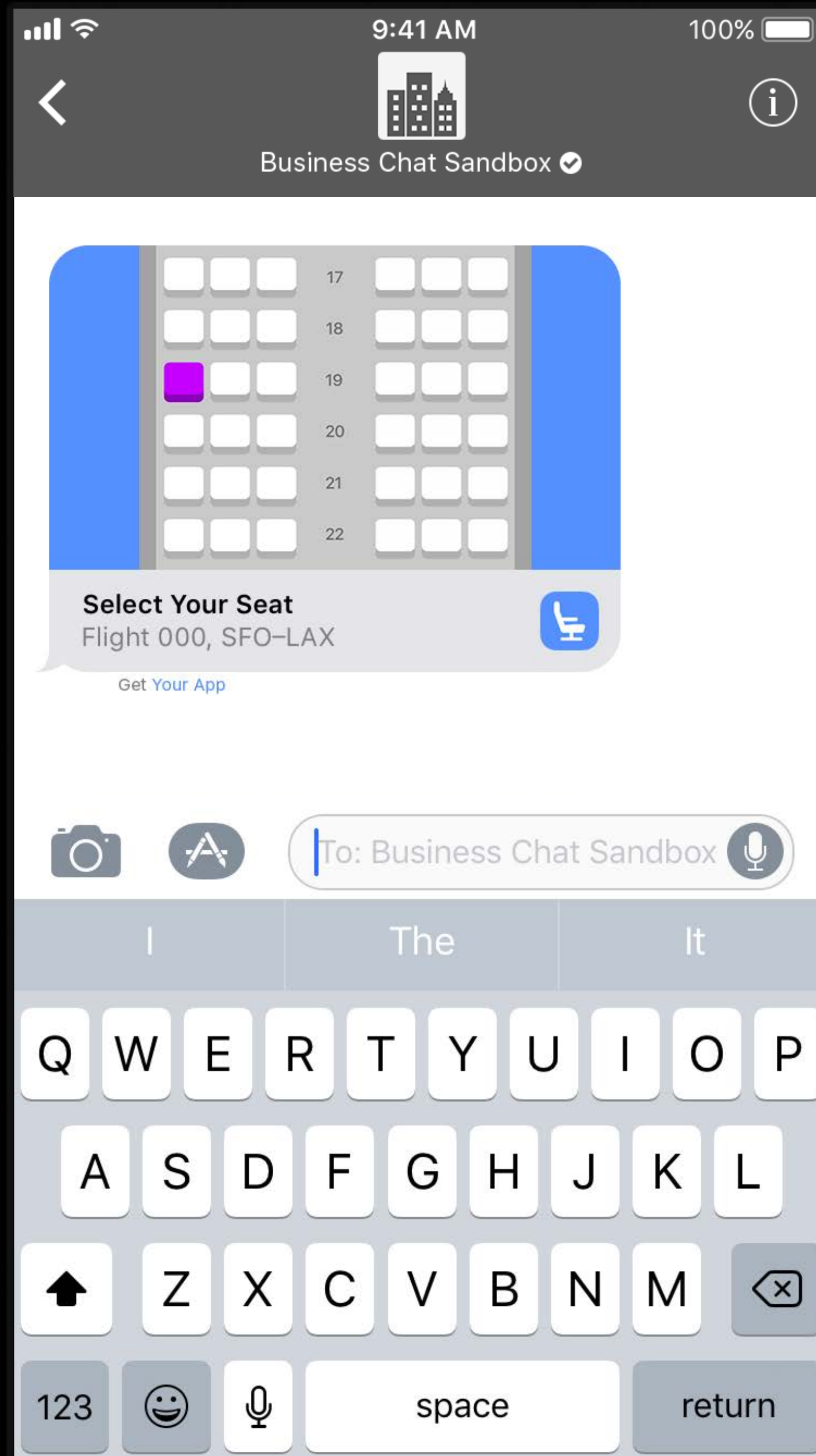
Your app



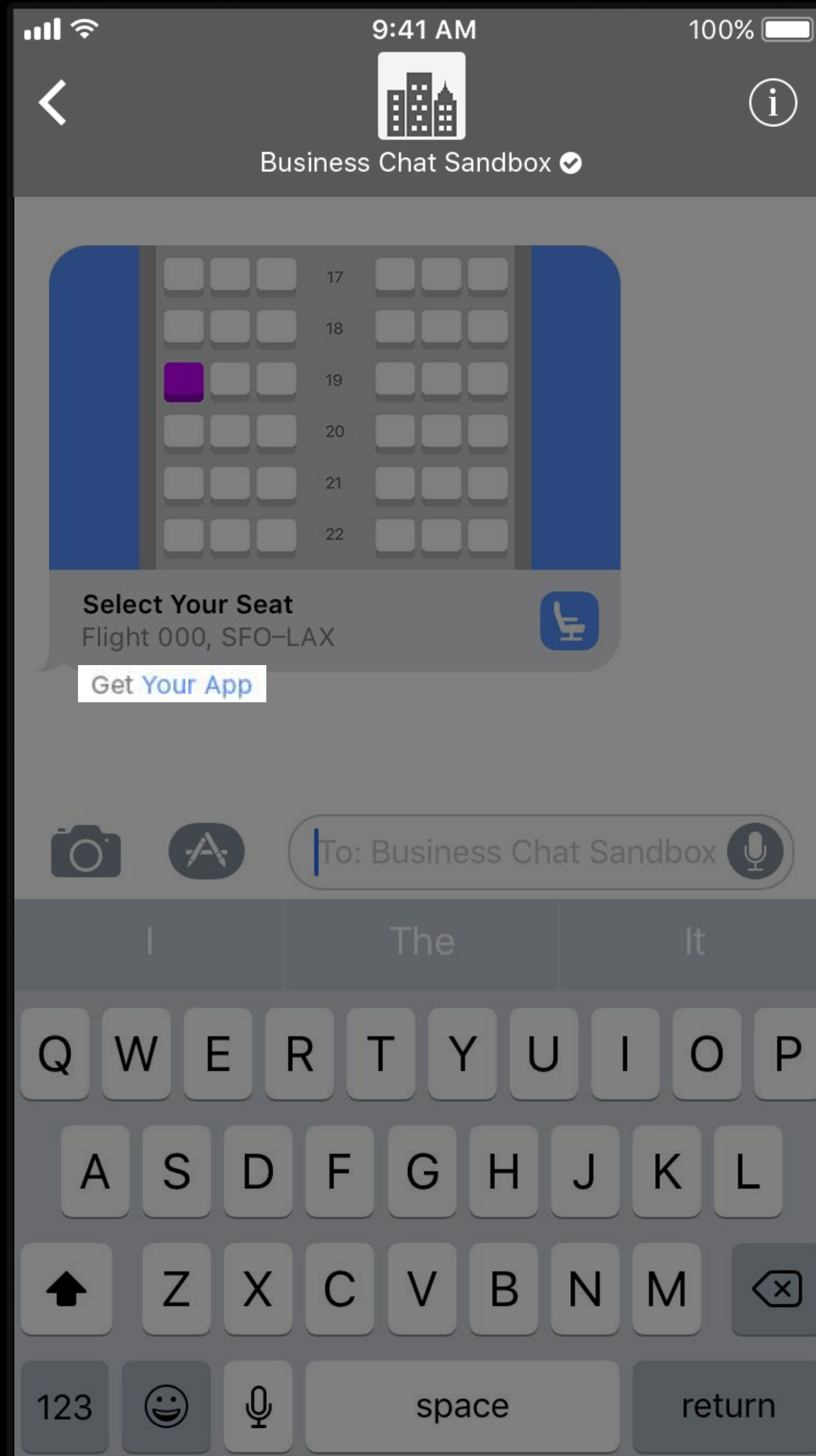
Your app



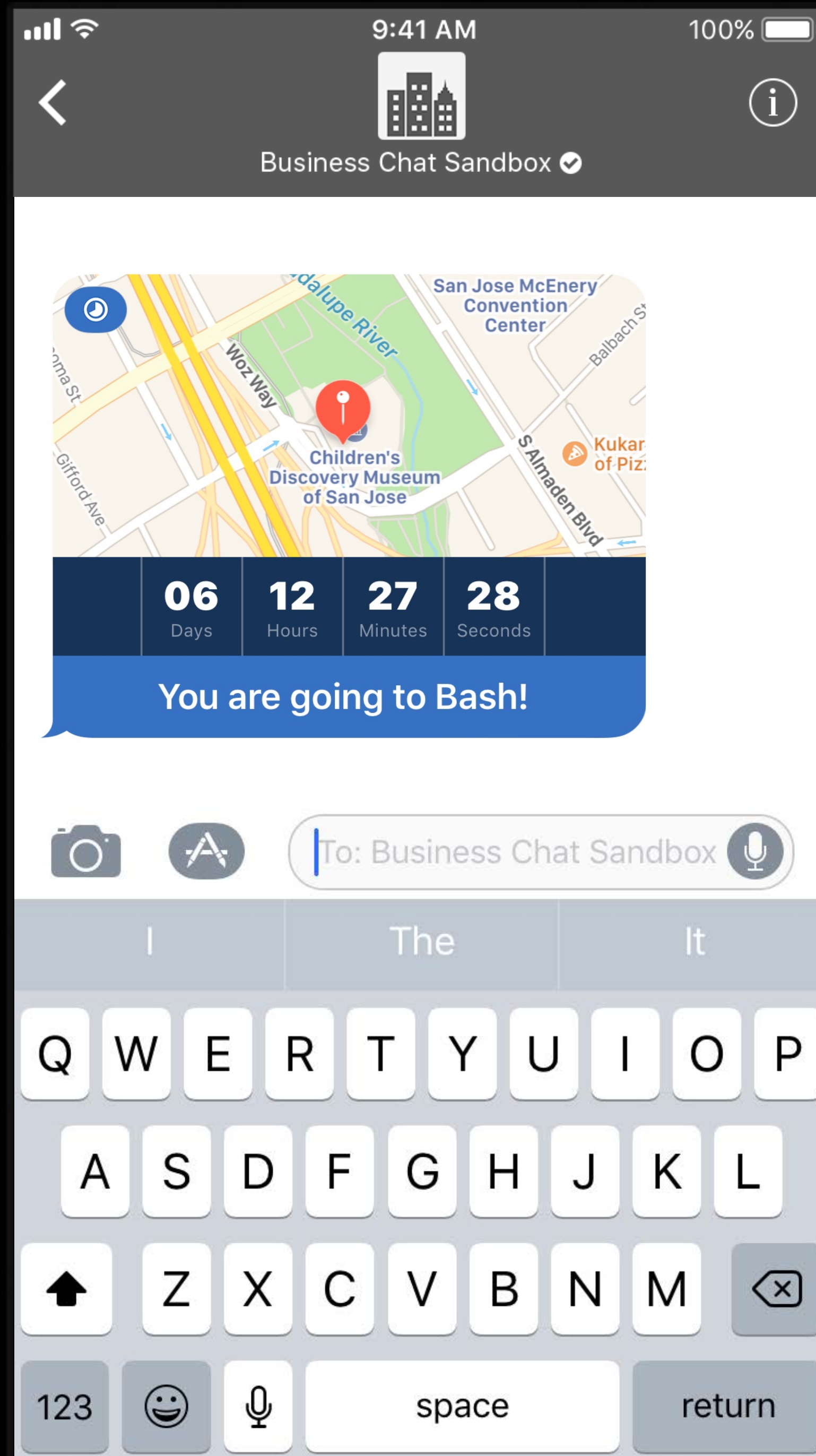
App not on device?



App not on device?



Live message layouts



iMessage + Apps

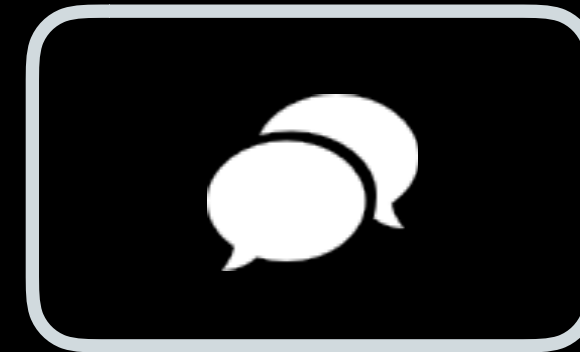
<https://developer.apple.com/imessage/>

Process Overview

Participants

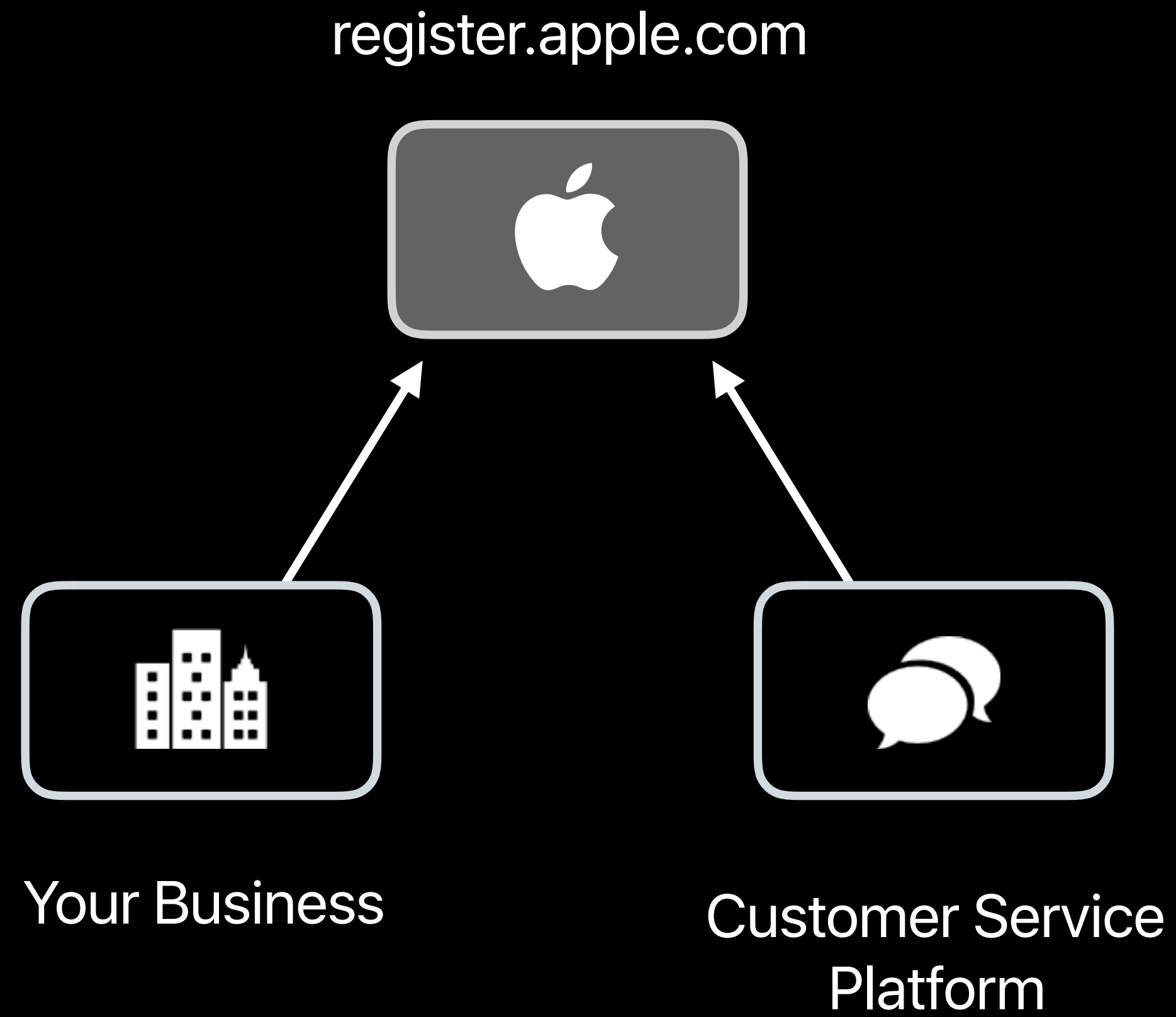


Your Business

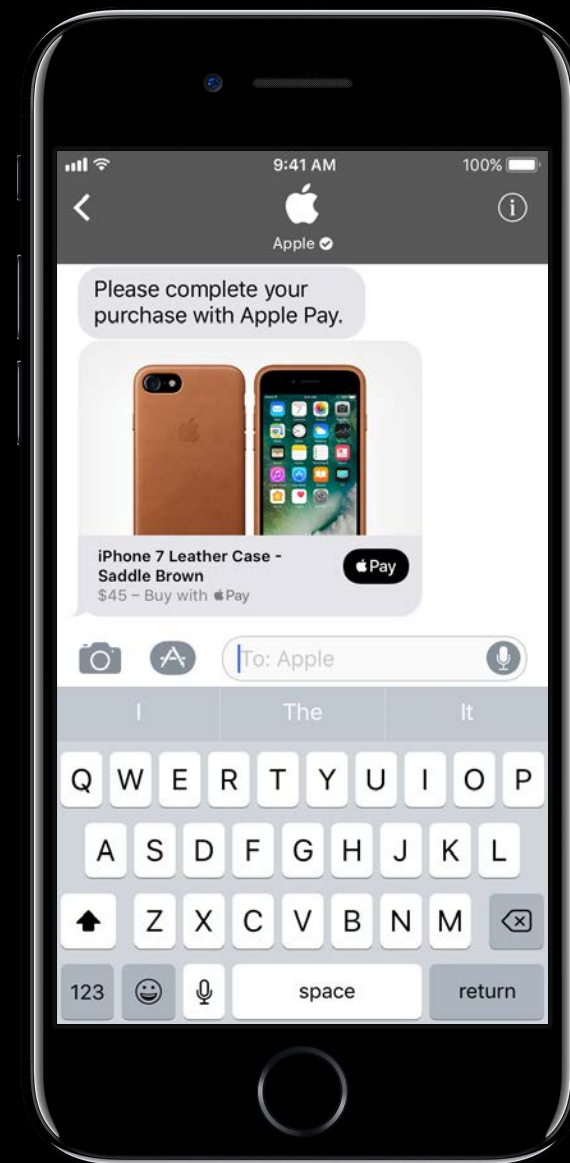


Customer Service
Platform

Registration



Message Exchange



Business
Chat Server

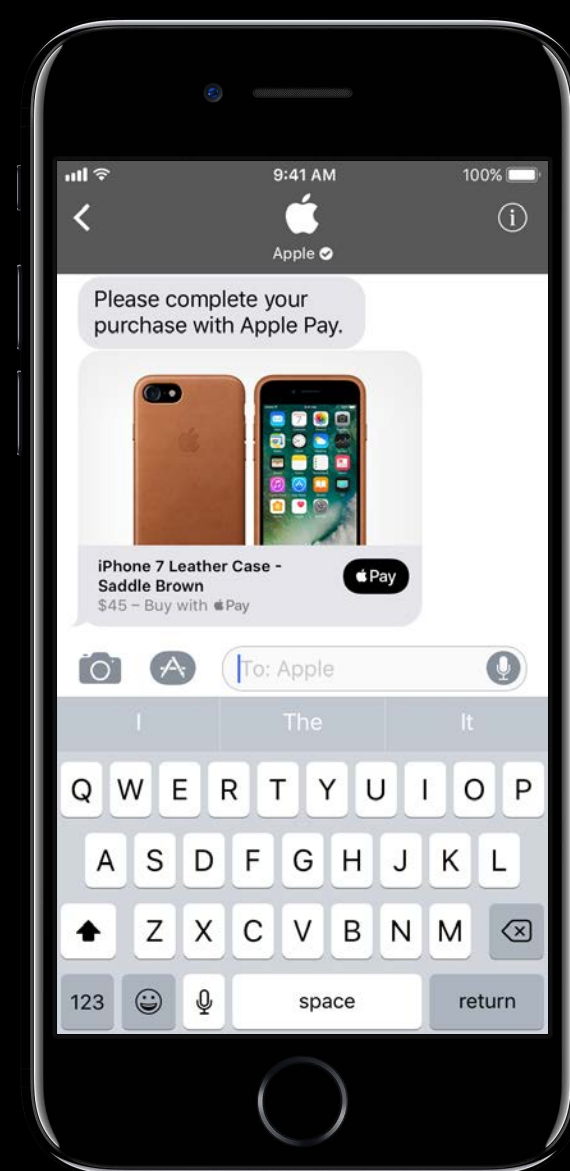


Your CSP

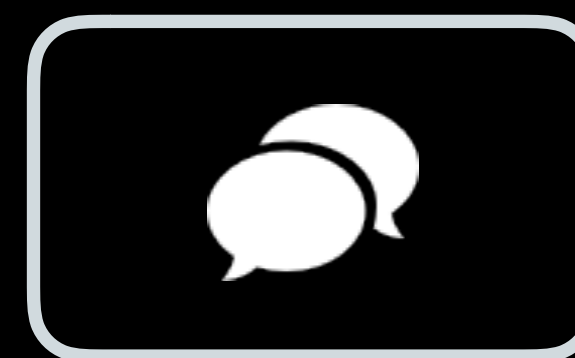


Your Business

Message Exchange



Business
Chat Server

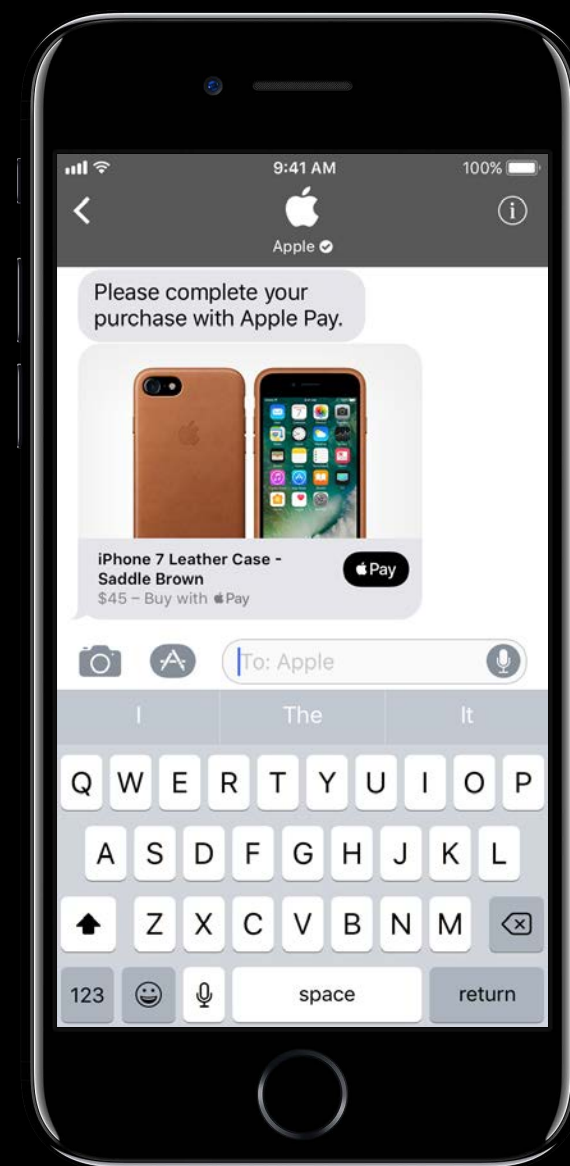


Your CSP

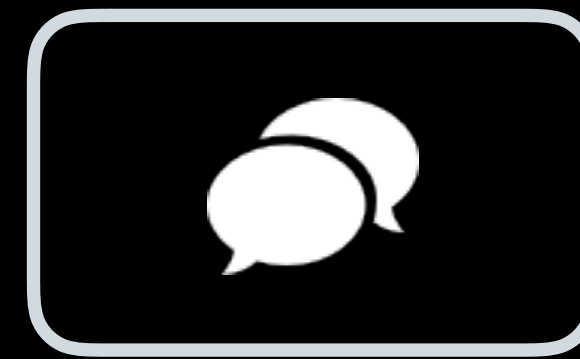


Your Business

Message Exchange



Business
Chat Server



Your CSP



Your Business

Getting Started

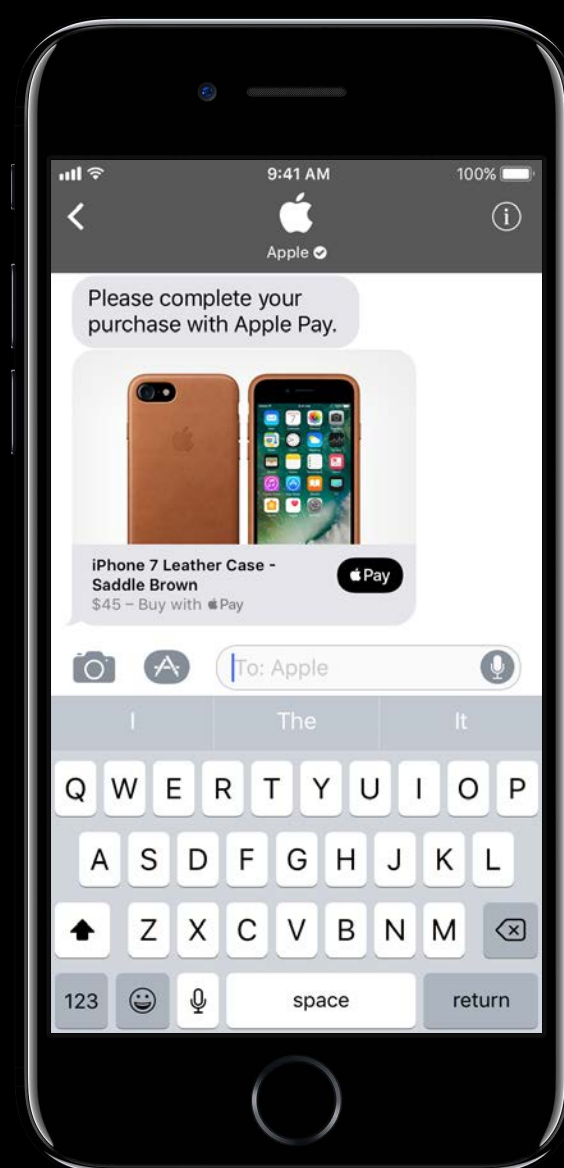
Checklist

1. Start developing
2. Get connected
3. Apply for early access

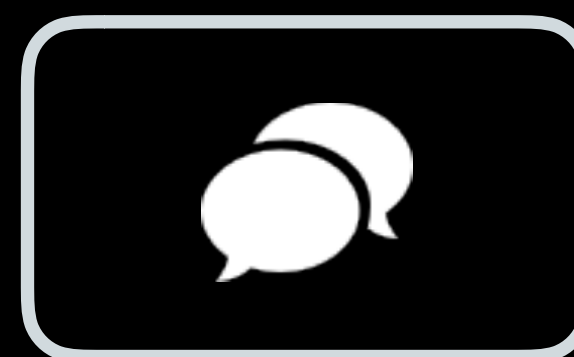
Start Developing Business Chat Sandbox

Scottie Lopatin

Message Exchange



Business
Chat Server

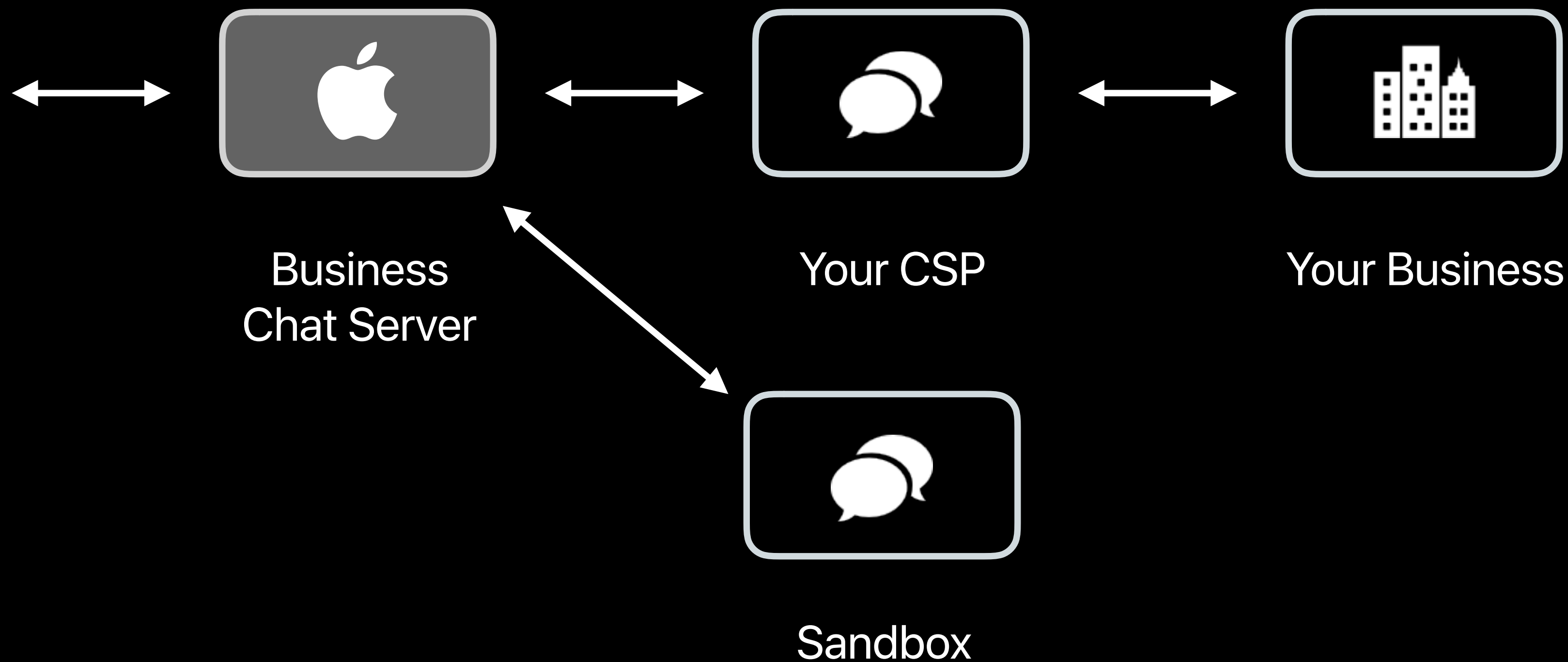
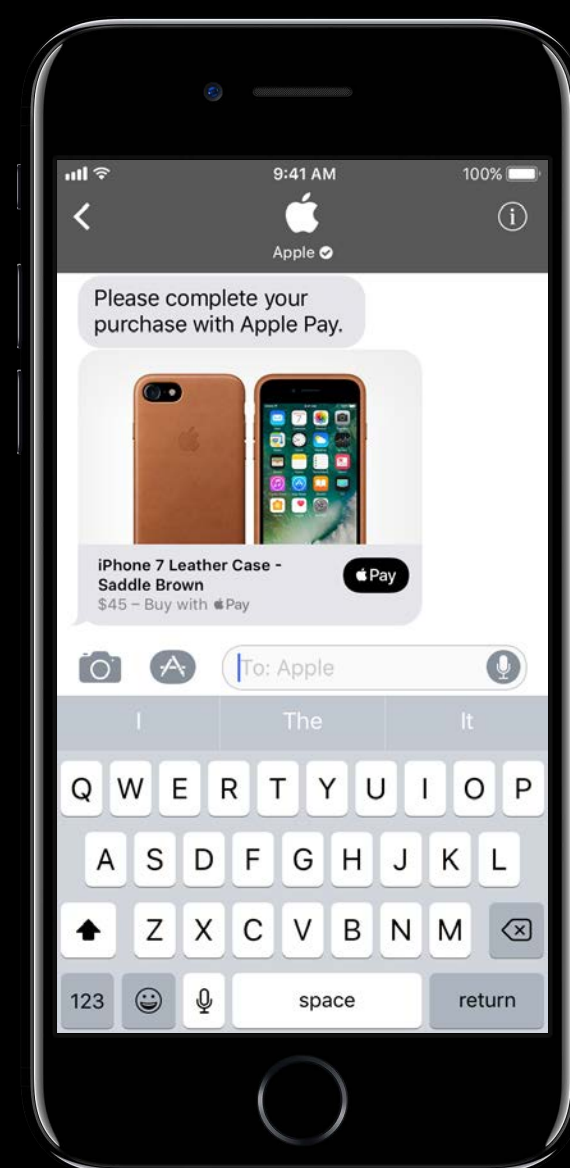


Your CSP

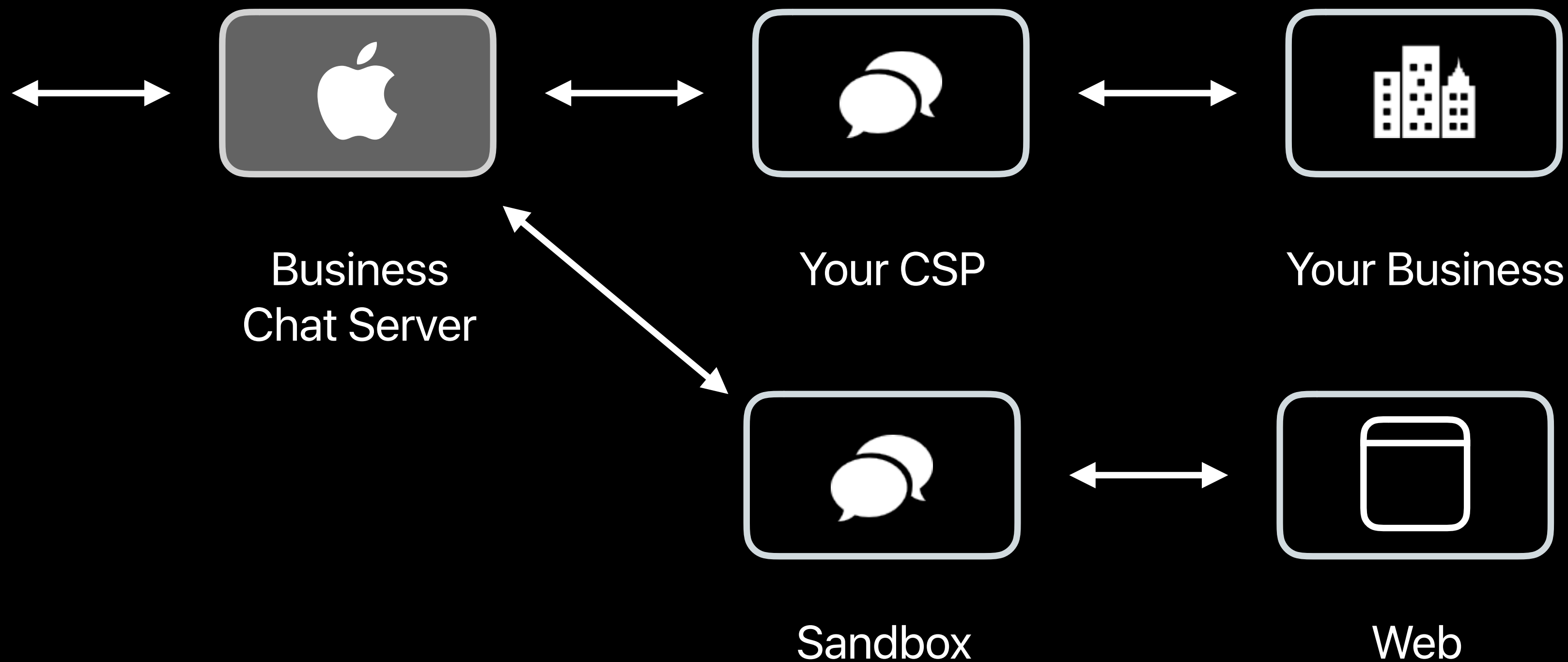
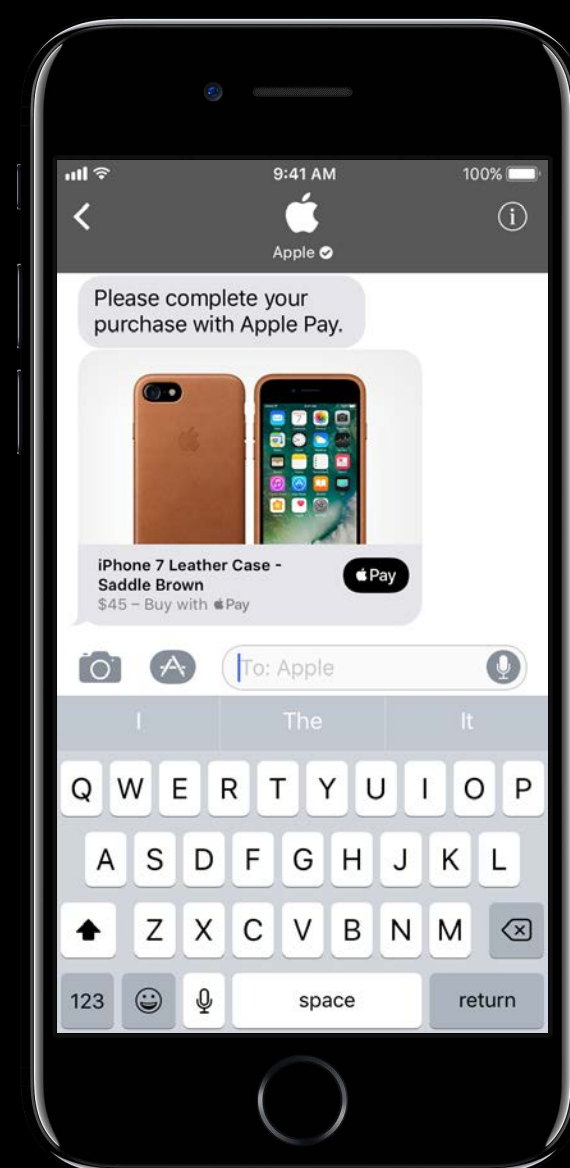


Your Business

Message Exchange



Message Exchange

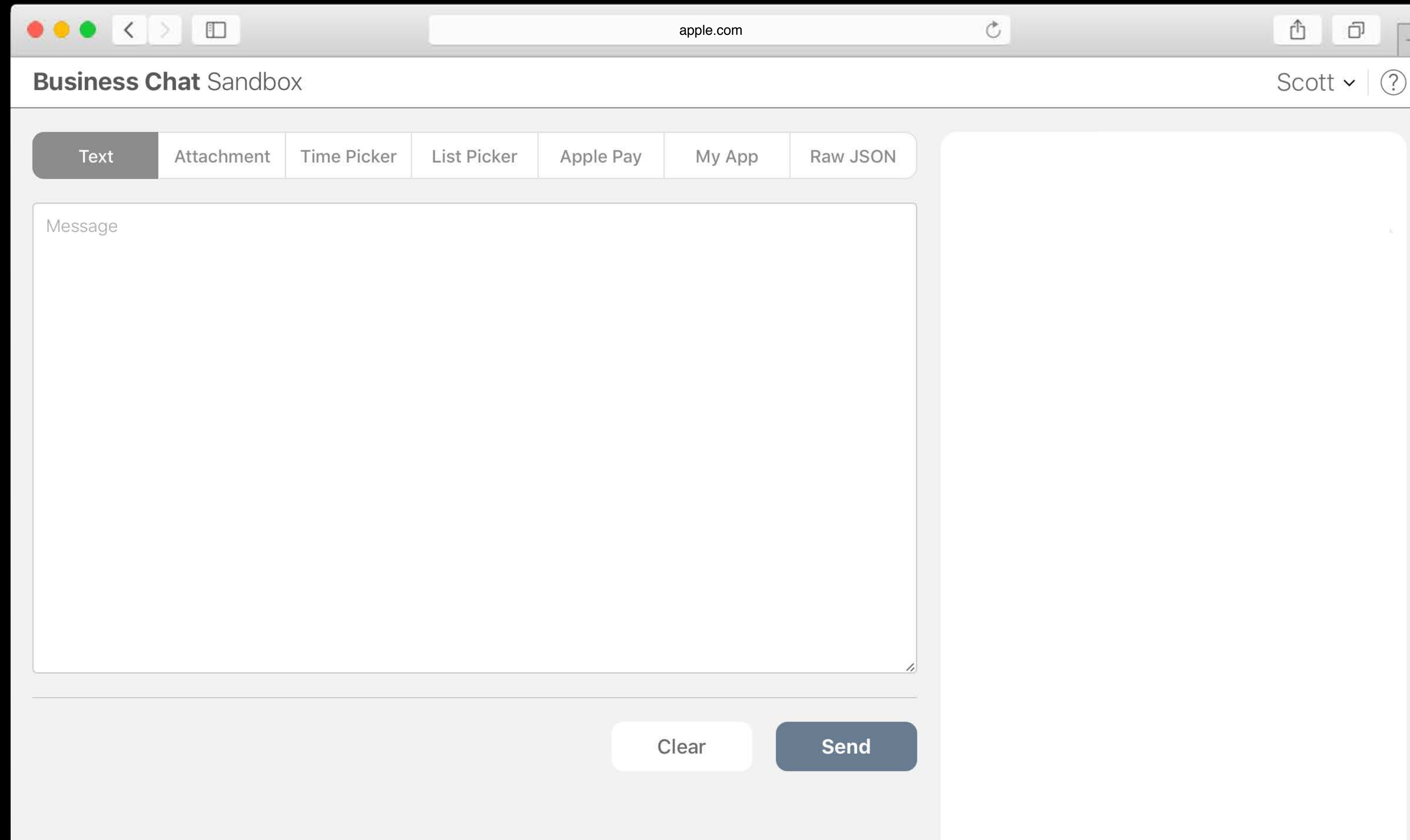


Demo

Business Chat Sandbox

Start Developing Business Chat Sandbox

<https://icloud.developer.apple.com/businesschat>



Get Connected



Apply to be a Customer Service Platform
register.apple.com

Apply for Early Access

register.apple.com



Call



Message



Call

Summary

Create a great user experience with built-in features and iMessage apps

Build a long-term, and personal, relationship with your customer

Start today at developer.apple.com/business-chat

More Information

<https://developer.apple.com/wwdc17/240>

Labs

iMessage Apps and Business Chat Lab

Technology Lab B

Fri 11:00AM-1:50PM

