

#WWDC18

Getting Ready for Business Chat

Session 232

Dan Servos, Business Chat Management
Scottie Lopatin, Business Chat Engineering

Business Chat Developer Preview WWDC 2017



register.apple.com/
business-chat



Apple Inc.



Apple Business Register

Business Chat Beta

Apple's Business Chat is a powerful new way for businesses to connect directly with customers using iPhone, iPad, Mac, and Apple Watch. With Business Chat, your customers can easily get assistance, schedule appointments, and complete purchases with Apple Pay, right from within Messages.

Sign In

[Forgot Apple ID or password?](#)

Don't have a free Apple ID? [Create one](#)

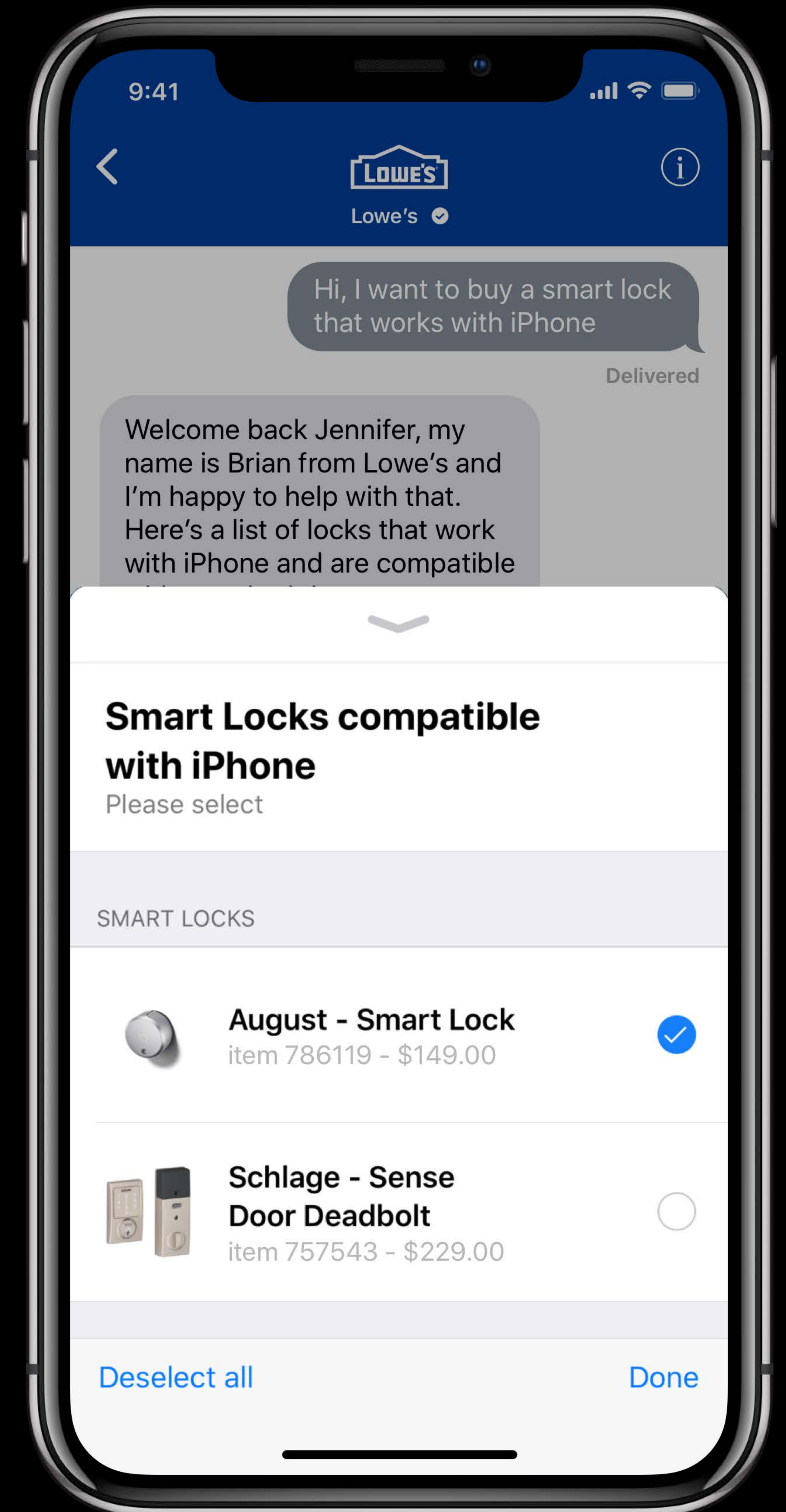
Get started today.

During Business Chat Beta, you can get connected, integrate with your contact center, and get ready for public release.

MacBook Pro

Thank
you!

Business Chat Beta March 2018





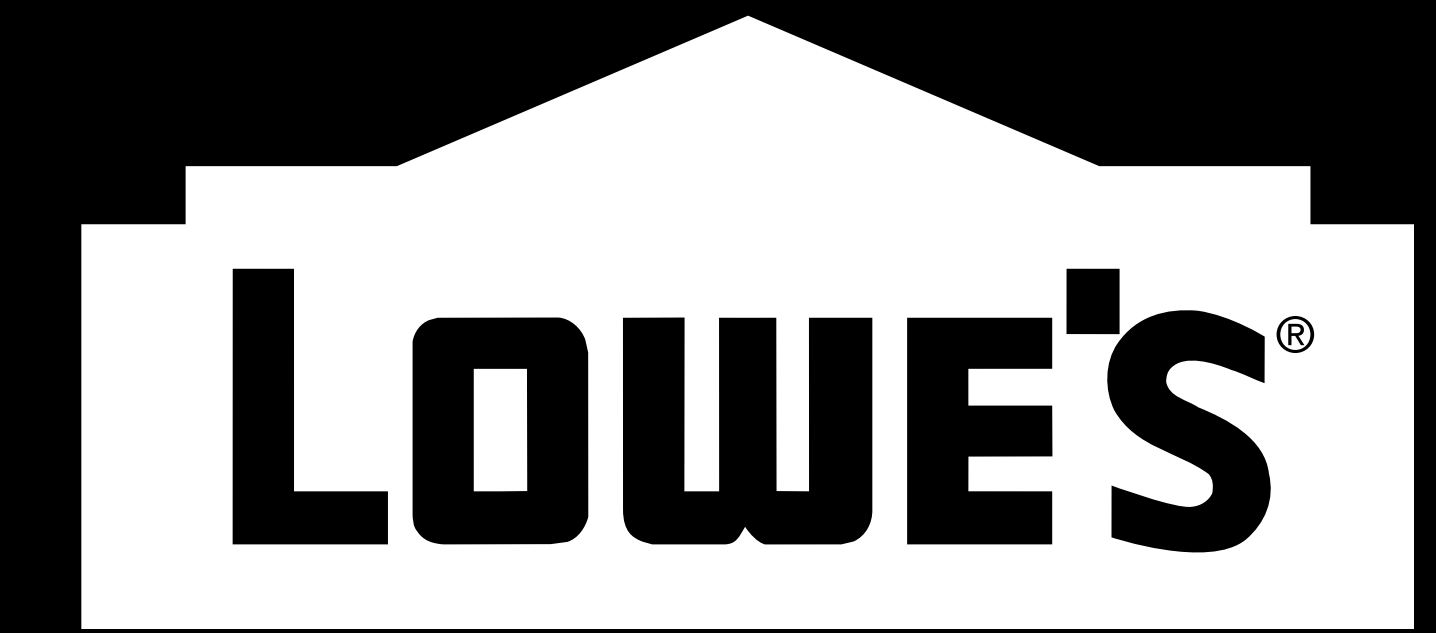
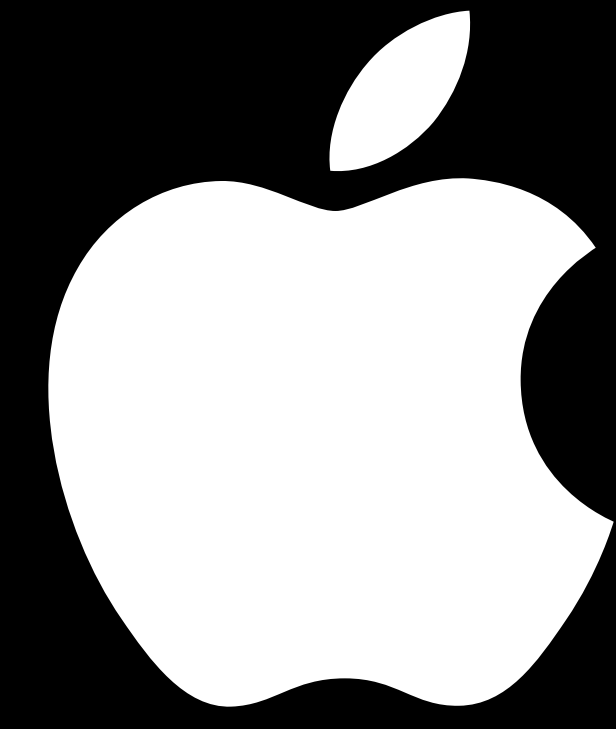
iOS
11.3

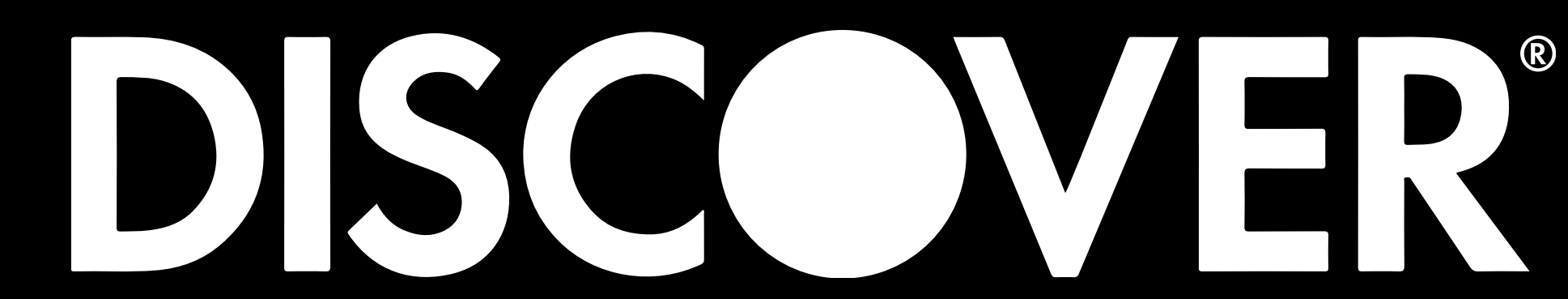
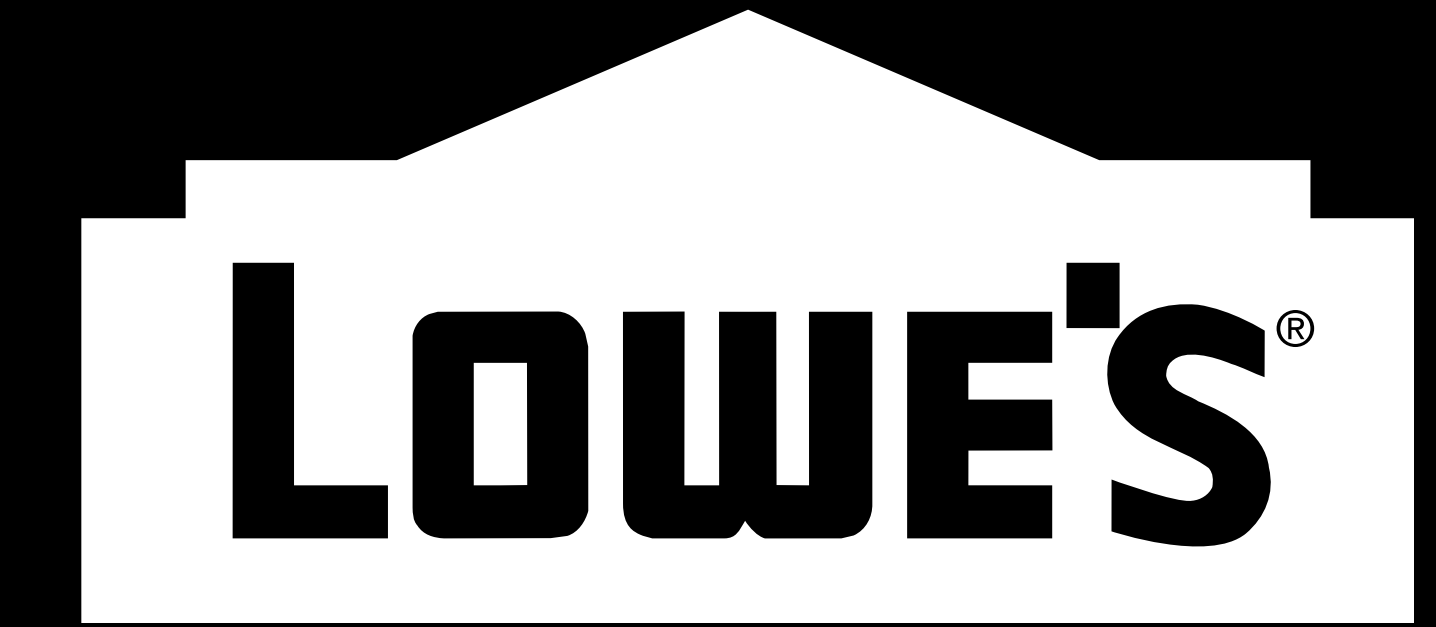
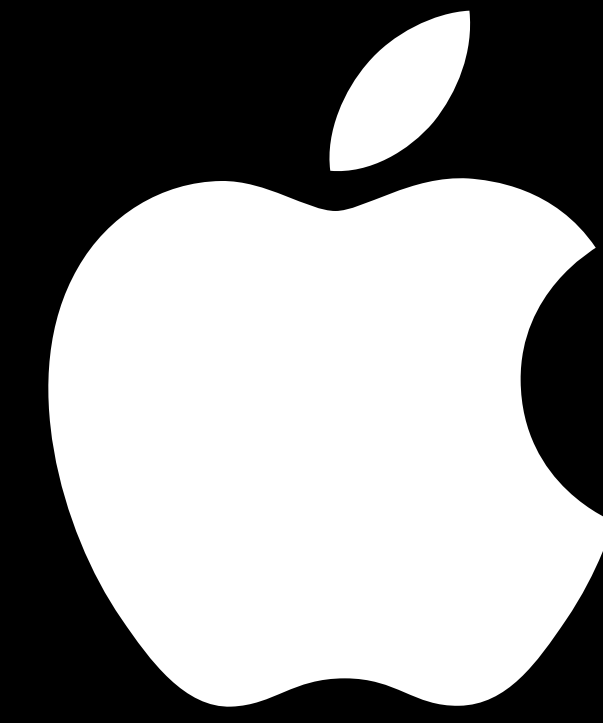


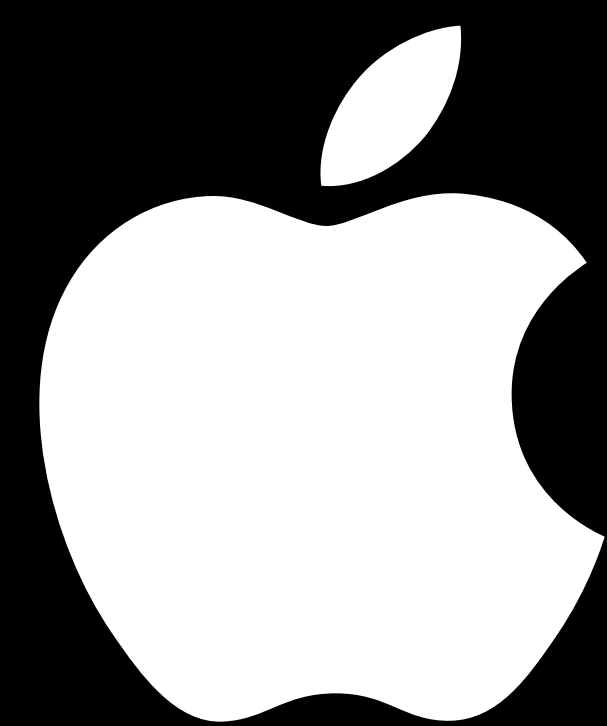
macOS
10.13.4

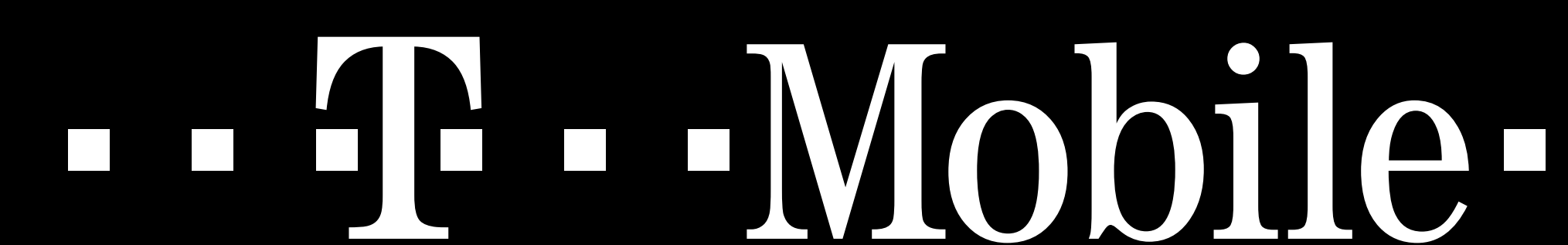


watchOS
4.3









9:41



Q tmobile



Cancel

CALENDAR

Search in App



T-Mobile

3/8/18, 11:30 PM - 3/9/18, 12:00 AM

BUSINESS

Search in App



T-Mobile

Mobile Phones
www.t-mobile.com



WEBSITES

T-Mobile (@TMobile) | Twitter



The latest Tweets from T-Mobile (@TMobile). We are the Un-carrier and...
twitter.com/tmobile?lang=en

Show Google Results



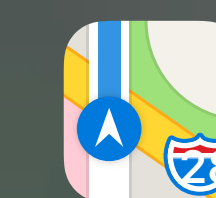
Search Web

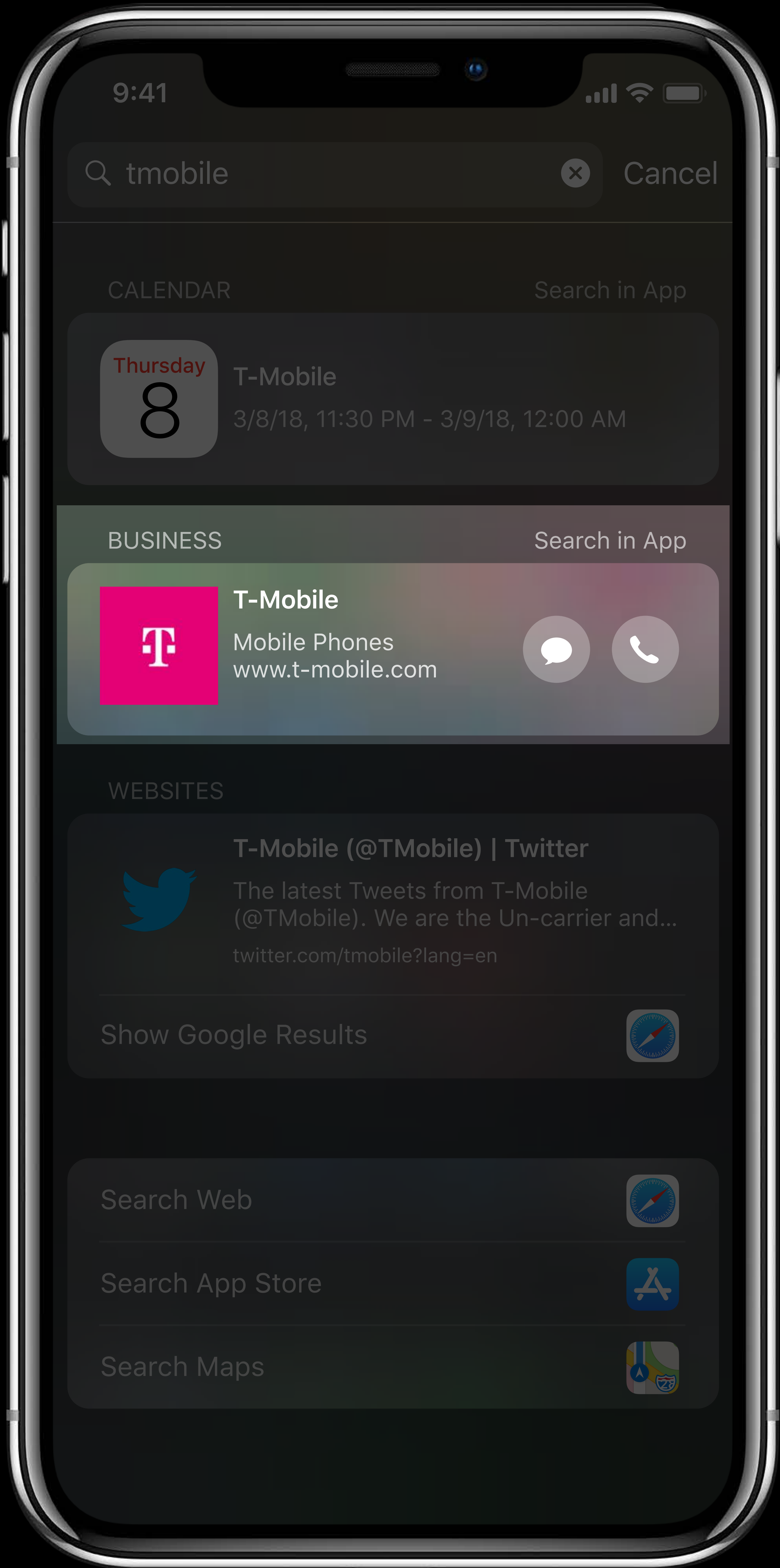


Search App Store



Search Maps





9:41




Q tmobile Cancel

CALENDAR Search in App


Thursday
8
T-Mobile
3/8/18, 11:30 PM - 3/9/18, 12:00 AM

BUSINESS Search in App


 **T-Mobile**
Mobile Phones
www.t-mobile.com





WEBSITES

 **T-Mobile (@TMobile) | Twitter**
The latest Tweets from T-Mobile (@TMobile). We are the Un-carrier and...
twitter.com/tmobile?lang=en

Show Google Results 

Search Web 

Search App Store 

Search Maps 

9:41

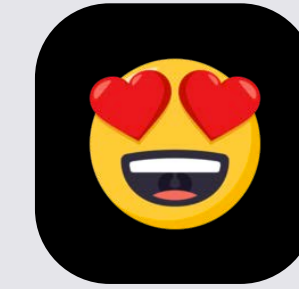


T-Mobile

Hi T-Mobile!

Thanks for hitting up T-Mobile!
Before we get started, it would be helpful to know if you are a T-Mobile customer.

Are you a T-Mobile customer?



Heck yeah!

Delivered

Awesome! Please login to your T-Mobile account so I can better assist you.



Thanks! Connecting you with an agent now.

Hey there! My name is Nick!
How can I help today?



To: T-Mobile



✎

To: T-Mobile Details

T-Mobile 9:41 AM
Hi. Thank you for messaging T-Mobile. My name is Nick..

Tom Clark 9:26 AM
Sounds great!

Anna Lisa Moreno 9:21 AM
Ok, see you then.

1-800-Flowers 9:05 AM
Have a great day!

Marriott 9:01 AM
It was a pleasure assisting you today. Let us know if th..

Stan Sky 9:01 AM
Good luck on your meeting today!

Heck yeah!
Delivered

Awesome! Please login to your T-Mobile account so I can better assist you.

Connected! Thanks,

Thanks! Connecting you with an agent now.

Hey there! My name is Nick! How can I help today?

😊 🎤



✎

- T

T-Mobile 9:41 AM

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Sounds great!
- Anna Lisa Moreno** 9:21 AM

Ok, see you then.
- 1-800
flowers.com

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Have a great day!
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It was a pleasure assisting you today. Let us know if th..
- Stan Sky** 9:01 AM

Good luck on your meeting today!

To: T-Mobile Details

T

Connected! Thanks,

Thanks! Connecting you with an agent now.

Hey there! My name is Nick! How can I help today?

Hi Nick, I've got a question on my last bill.

Ok John, happy to look into this for you.

😊 🎤

MacBook Pro



Messages 10:09

● **T-Mobile**
Ok John, happy...
9:22 AM

Mathieu
Ok.
8:54 AM

Team
📎 You liked an i...



< T-Mobile

10:09

Ok John,
happy to look
into this for
you.



Today...we're opening the doors wider!

Getting Ready for Business Chat



Customer Service
Platform



Consumer Brand



Brand Developer

Getting Ready for Business Chat



Customer Service
Platform



Consumer Brand



Brand Developer

Customer Service Platform Provider

Steps to get ready

Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands

Provide a fully featured platform

Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands

Provide a fully featured platform

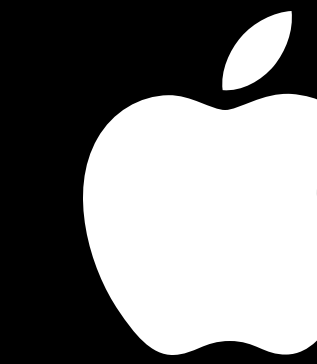
Train sales and engineering teams

Integrate with consumer brand customers

Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands



Provide a fully featured platform

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Customer Service Platform Provider

Service medium to large consumer brands



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Steps to get ready

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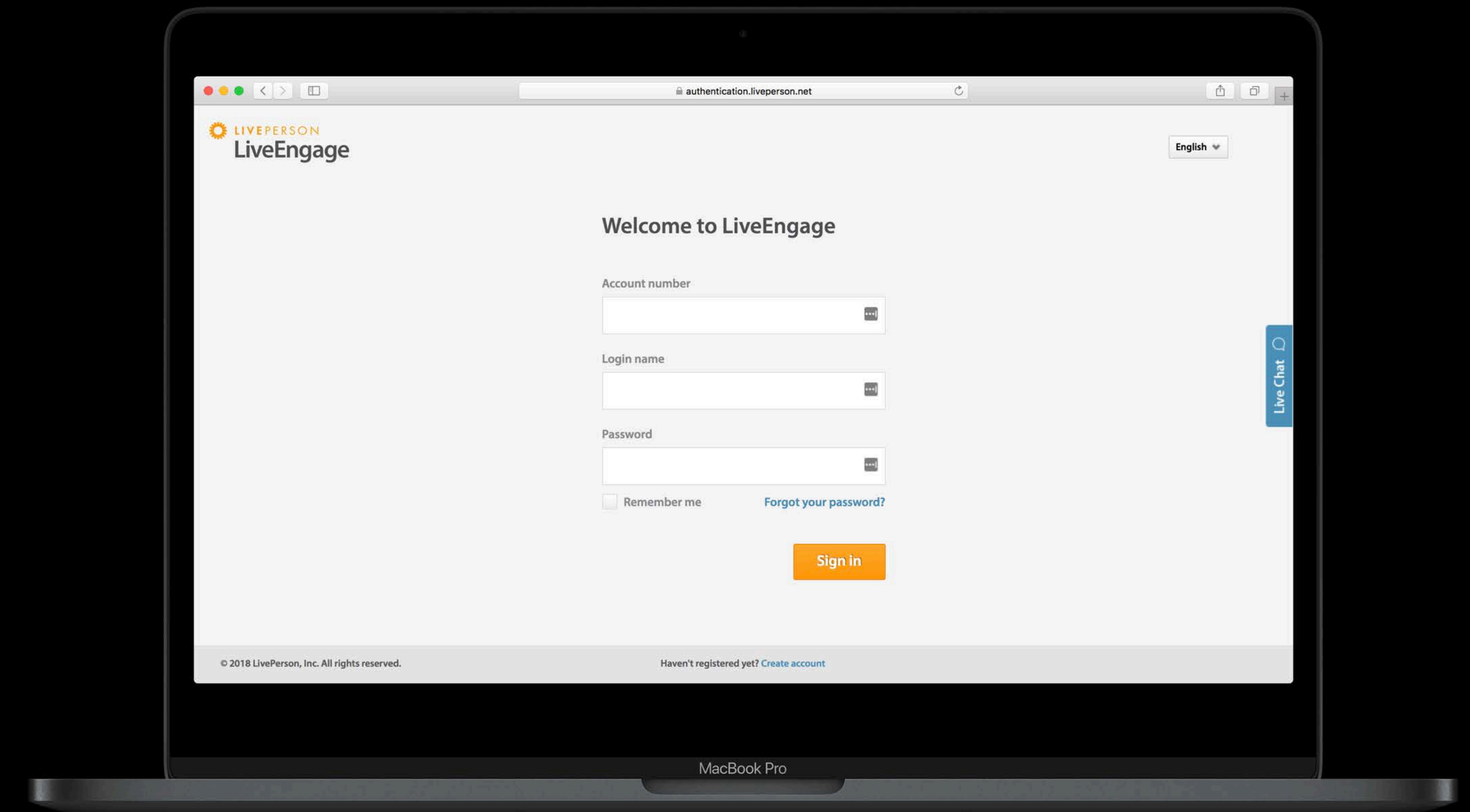
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Integrate with consumer brand customers



Customer Service Platform Provider

Fully featured platform



Customer Service Platform Provider

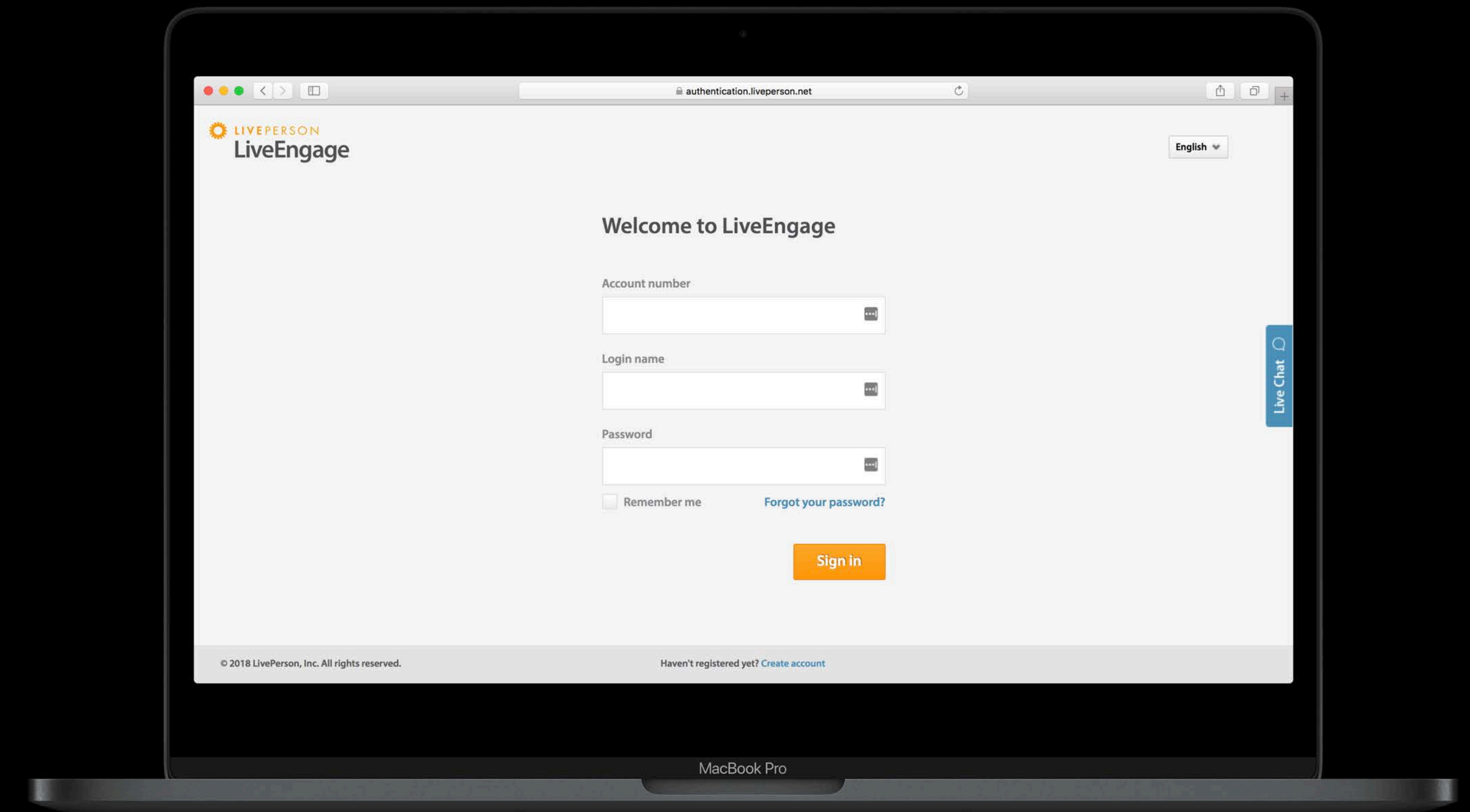
Fully featured platform

Agent console with built-in features support

Back-end systems integration

Intelligent message routing

QoS monitoring



Customer Service Platform Provider

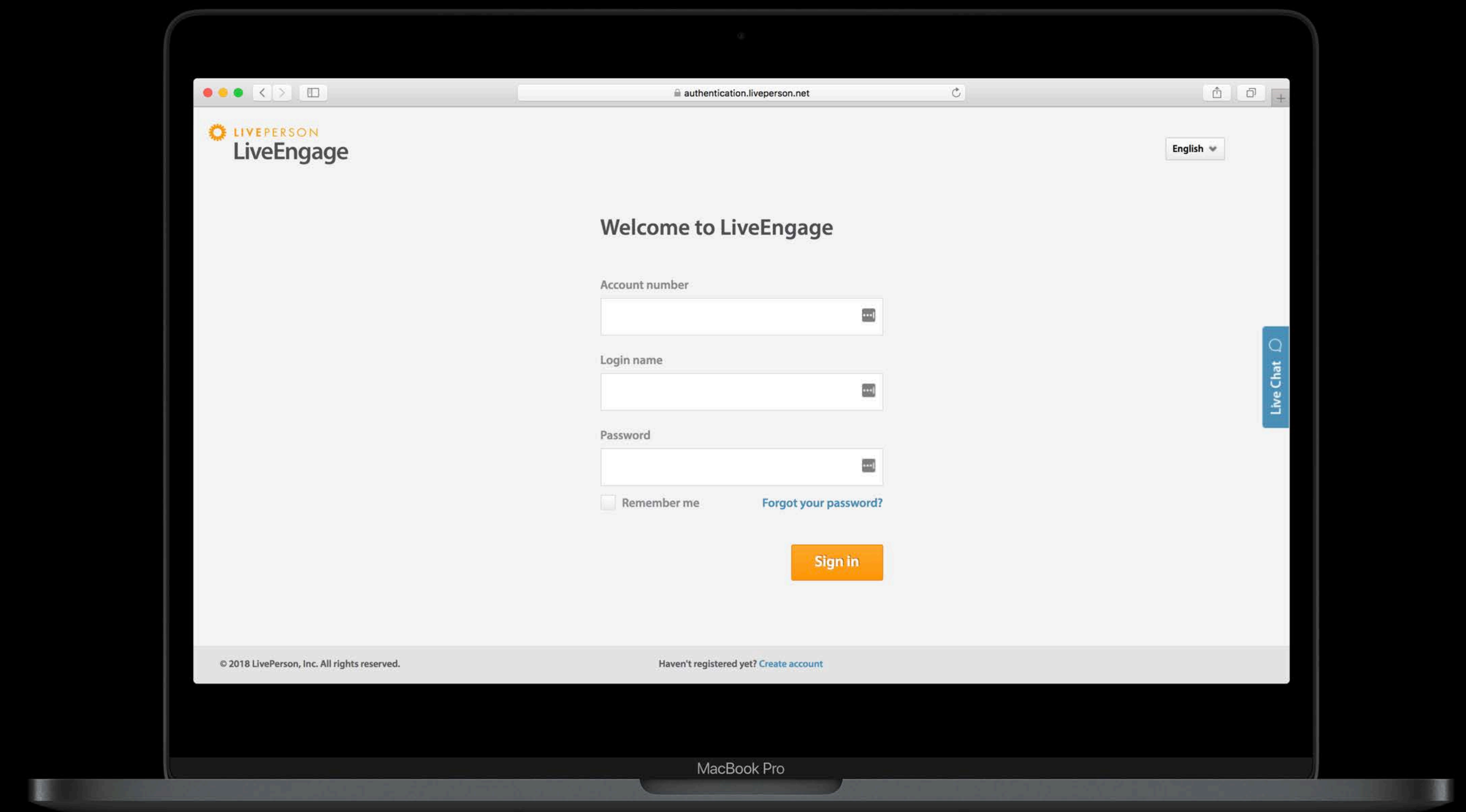
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z1.le.liveperson.net

VISITORS 5 OPEN | CAMPAIGNS | USERS | org

4 PENDING | 0 OVERDUE | 1 SOON TO BE OVERDUE | 90% CSAT

Jennifer Bell 9:40am

4 June 2018

Jennifer Bell 9:40am
Hi, I want to buy a smart lock that works with iPhone

Tom Davidson 9:41am
Welcome back Jennifer, my name is Brian from Lowe's and I'm happy to help with that. Here's a list of locks that work with iPhone and are compatible with iOS.

August - Smart Lock
Item: 786119 - \$149.00

Schlage - Sense Door Deadbolt
Item: 757543 - \$229.00

LP Lowe's Product List Picker

Product List

smart locks compatible with iPhone Send Items

- August - Smart Lock
Item: 786119 - \$149.00
- Schlage - Sense Door Deadbolt
Item: 757543 - \$229.00
- Kwikset - Premis Deadbolt
Item: 960341 - \$149.00
- August - Entry Door Deadbolt
Item: 812692 - \$229.00

0 WAITING | Jennifer... | Jeff Hen... 9m | Eunice P... 23m | Betty Mi... 44m | Lewis Sn... 49m

9:41

LOWE'S
Lowe's

Hi, I want to buy a smart lock that works with iPhone
Delivered

Welcome back Jennifer, my name is Brian from Lowe's and I'm happy to help with that. Here's a list of locks that work with iPhone and are compatible

Smart Locks compatible with iPhone
Please select

SMART LOCKS

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Deselect all Done

MacBook Pro

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VISITORS 5 OPEN CAMPAIGNS USERS 4 PENDING 0 OVERDUE 1 SOON TO BE OVERDUE 90% CSAT

Nancy Franklin 9:10am

Tom Davidson 9:40am
Would you like to pick up in store or buy online now?

Nancy Franklin 9:40am
Sure, I'll buy online now.

Tom Davidson 9:41am
Please complete your purchase with Apple Pay.


Red Heel
\$149.99 - Buy with Apple Pay

Consumer info

Consumer info

Consumer name Nancy Franklin

Consumer ID apple_88462949_d8da4d74bec4d43458de447a7e47a8f2cd03d5248d49b55fb71f7def5661e14c

Conversation info

Skill Customer_Care

Start time 4 June, 2018 - 9:10am

Source Apple Business Chat

ID 63d797a2-94d7-4851-8505-c8949387d140

Customer info

Customer type Intent: Women_Heels

Customer status Group: WestCoast_Care

Predefined content

Greeting

Conversational

Closing

Transfer

Abuse

Privacy


0 WAITING Nancy Fr... Curtis Fr... 4m Alma Hi... 17m Luella Si... 35m Isaac Flo... 54m

9:41

Acme Shoes

Acme Shoes

Please complete your purchase with Apple Pay.



Red Heels
\$149.99 - Buy with Apple Pay

To: Acme Shoes

thank hey

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space @ . return

MacBook Pro

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VISITORS 5 OPEN CAMPAIGNS USERS org

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To: Acme Shoes

thank hey

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space @ . return

MacBook Pro

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- Closing
- Transfer
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- Privacy

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a s d f g h j k l
z x c v b n m
123 space @ . return

MacBook Pro

Customer Service Platform Provider

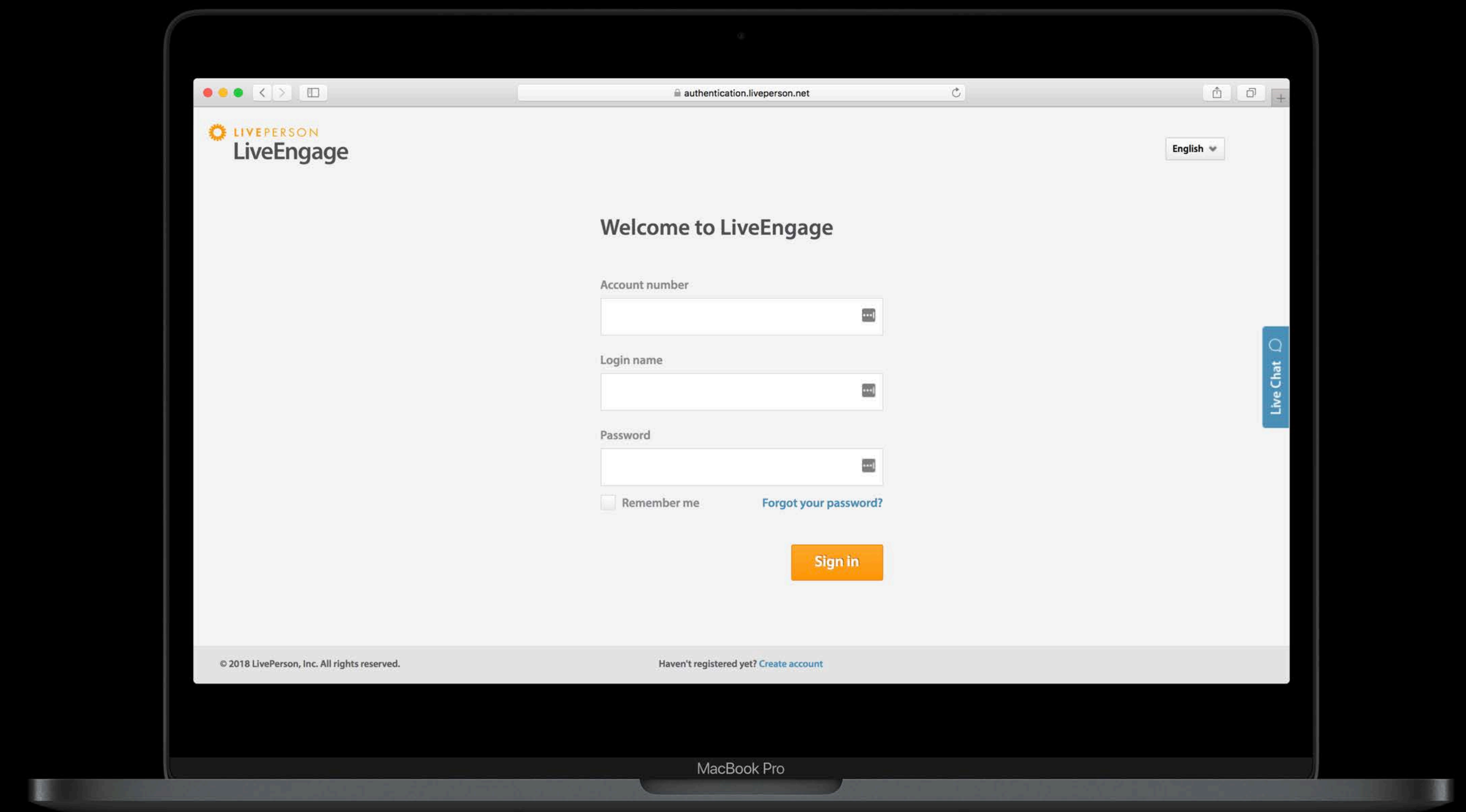
Fully featured platform

Agent console with built-in features support

Back-end systems integration

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QoS monitoring



Lightning Service Console | Cases | Josh Giblette | Rob Schlegel | Liz Fox | Katey Basye | Amber Murray

Customer: 00389483

Conversation | Policies | Claims

All Updates

11:44 PM

ACME Bot
Apple Business Chat

Thank you - your account is now current.

11:45 PM

Josh Giblette
Apple Business Chat

Am I still able to add rental reimbursement?

11:47 PM

ACME Bot
Apple Business Chat

Let me transfer you to an agent who can better assist you with that.

11:51 PM

Kristen Muramoto
Apple Business Chat

Hi Josh, I see you're looking for more information around adding rental reimbursement - is that correct?

11:52 PM

Write a reply...

Josh Giblette
Spokane, WA

Gold Rewards
Since 2007

Next Payment
Due tomorrow

Auto PA-485758 | Home HO-87874 | Liability PUL-20288

DETAILS | ACTIVITY | ACTIONS

Name: Josh Giblette | Title: Director of Ops
Email: j_giblette85@gma... | Phone: (555) 555-7193
Location: 1 Market St., Spokane, WA 99208

Communication Preferences: Email, SMS, Chat, Apple Business Chat

Service, Sales, Marketing progress bars (0% to 100%)

Additional Information | System Information

Einstein Agent Assist

BEST - 87% Confidence

How to follow your auto claim
000001296 • Published • How to Guide Last Modified: 1/14/2016

Post | Read | Dismiss

Advantages to bundling policies
000001296 • Published • How to Guide Last Modified: 1/14/2016

Post | Read | Dismiss

Related Records

Cases (2) New

0001354
Subject: File auto claim
Priority: High
Date/Time: 11/12/2017 11:35 AM

0001354
Subject: Add rental coverage
Priority: High
Date/Time: 11/12/2017 11:35 AM

Knowledge | Related Cases

Josh Giblette
Spokane, WA

Gold Rewards Since 2007

Next Payment Due tomorrow

Auto PA-485758 | Home HO-87874 | Liability PUL-20288

DETAILS | ACTIVITY | ACTIONS

Name	Title
Josh Giblette	Director of Ops
Email	Phone
j_giblette85@gma...	(555) 555-7193
Location	
1 Market St., Spokane, WA 99208	

Communication Preferences

Email SMS Chat Apple Business Chat

Service | **Sales** | **Marketing**

0% 50% 100%

> Additional Information

> System Information

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Conversation Policies Claims

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Post Read Dismiss

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0001354

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Priority: High
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> Knowledge

> Related Cases

Customer Service Platform Provider

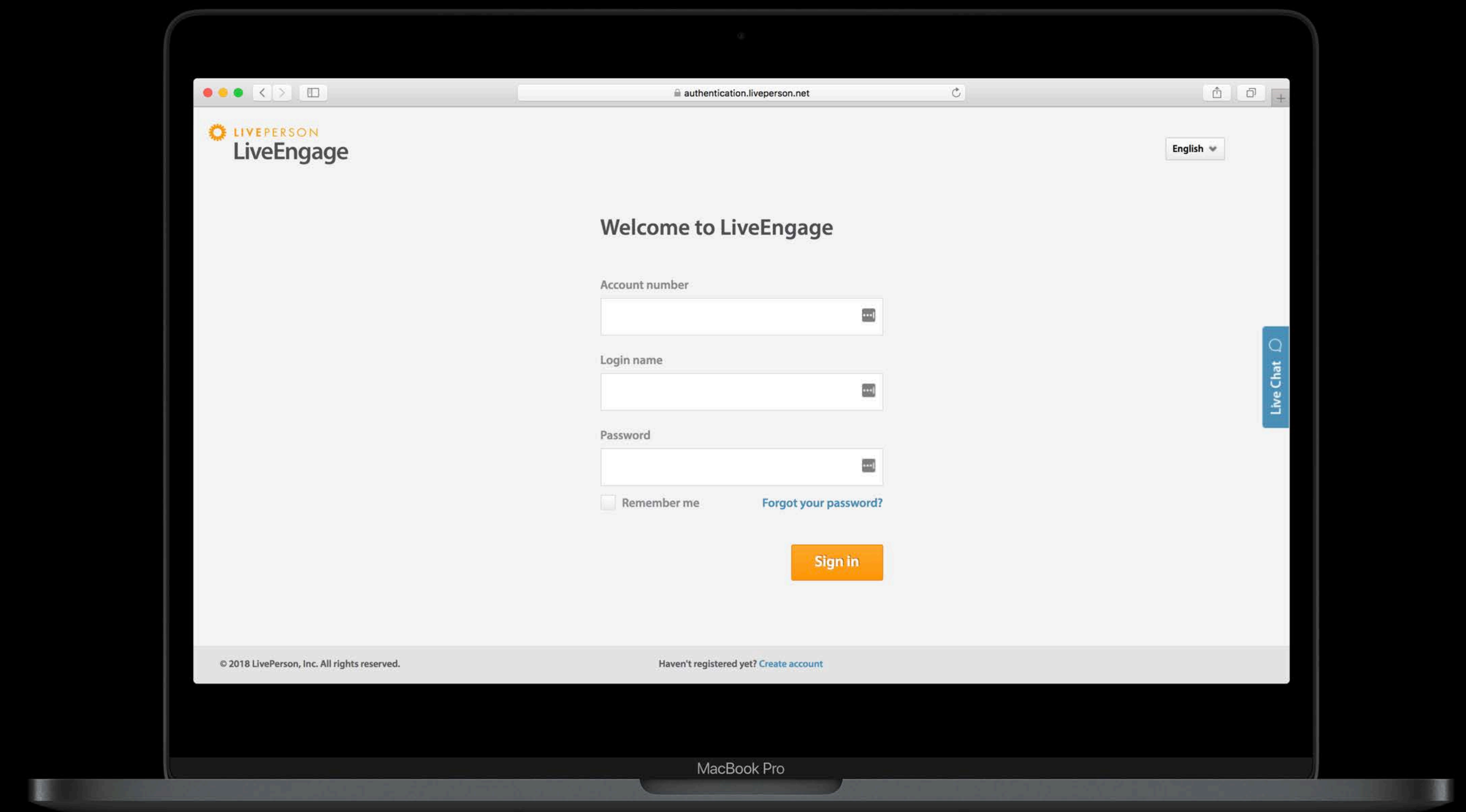
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9:41



The Home Depot



Hardware Shop · 11 km

★★★★☆ (139) on Yelp · \$\$

Directions

50 min by public transport



Photos on Yelp



Message



Call



Website



Favourite



Share

Messages

Usually responds in a few minutes

Hours

[Show All](#)

6 AM – 10 PM

Open Now

Address

2435 Lafayette St

Santa Clara, CA 95050

United States

Phone

+1 (408) 492-9600

z1.le.liveperson.net

VISITORS 5 OPEN CAMPAIGNS USERS org

4 PENDING 0 OVERDUE 1 SOON TO BE OVERDUE 90% CSAT

Curtis Frasier 11:25am

4 June 2018

Curtis Frasier 11:25am
Hey there, I'm interested in the Acme 150-sq ft window, do you have it in stock?

Tom Davidson 11:26am
Hey Curtis. Yes, we do have it stock at the Santa Clara location.

Consumer info

Consumer info

Consumer name: Curtis Frasier

Consumer ID: apple_88462949_d8da4d74bec4d43458de447a7e47a8f2cd03d5248d49b55fb71f7def5661e14c

Conversation info

Skill: CustomerCare_WestCoast

Start time: 4 June, 2018 - 11:25am

Source: Apple Business Chat

ID: 63d797a2-94d7-4851-8505-c8949387d140

Customer info

Customer type: Intent: 2435 Lafayette St, Santa Clara, CA 95050, United States

Customer status: Group: THD_WestCoast

Predefined content

Greeting

Conversational

Closing

Transfer

Abuse

Privacy

0 WAITING Nancy Fr... Nancy Fr... 2m Alma Hi... 17m Luella Si... 35m Isaac Flo... 54m

MacBook Pro

9:41

The Home Depot
Hardware Shop · 11 km
★★★★★ (139) on Yelp · \$\$

Directions
50 min by public transport

Photos on Yelp

Message Call Website Favourite Share

Messages
Usually responds in a few minutes

Hours [Show All](#)
6 AM – 10 PM
Open Now

Address
2435 Lafayette St
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VISITORS 5 OPEN CAMPAIGNS USERS org

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Hardware Shop · 11 km
★★★★★ (139) on Yelp · \$\$

Directions
50 min by public transport

Photos on Yelp

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Usually responds in a few minutes

Hours [Show All](#)
6 AM – 10 PM
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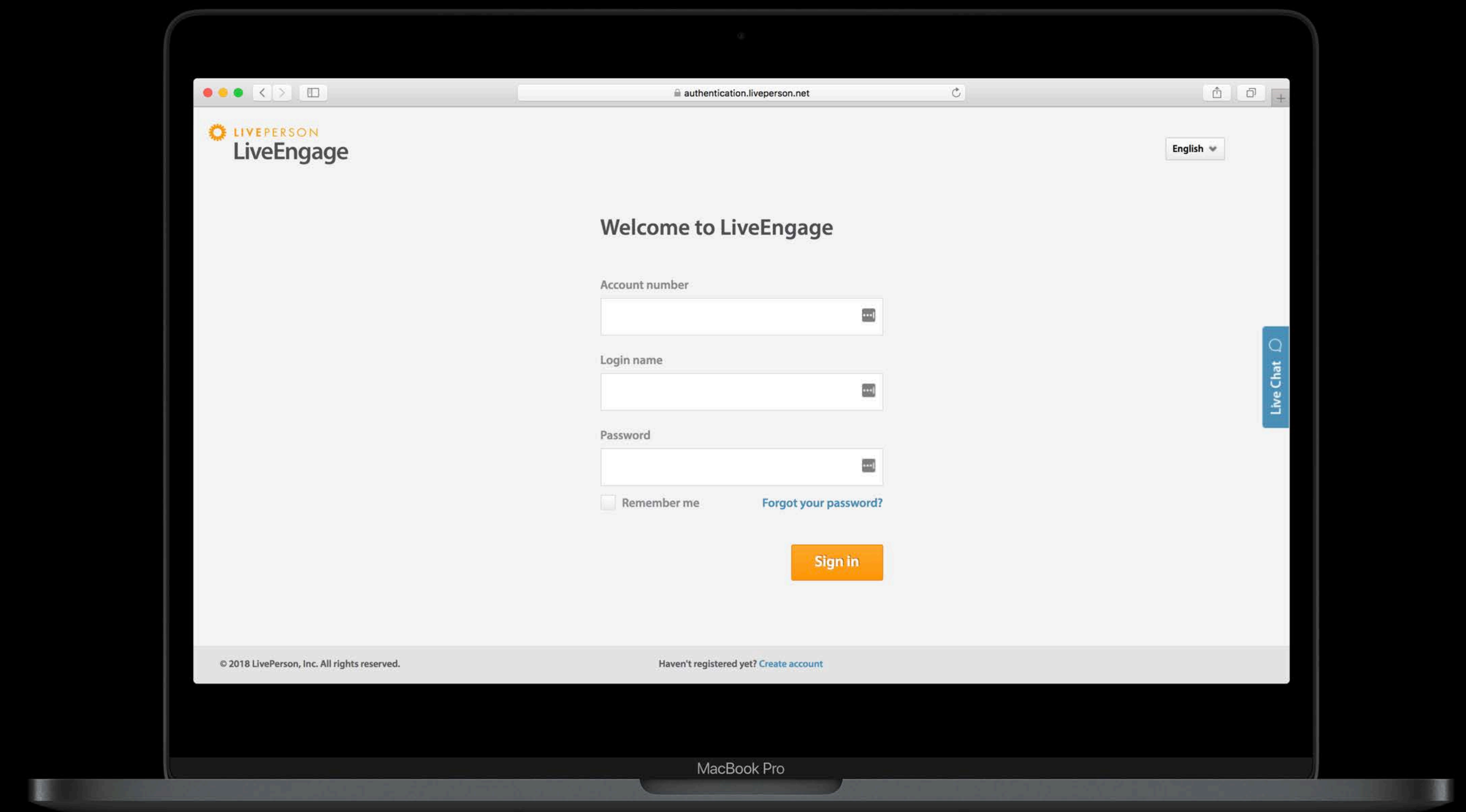
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Metrics Title (updated every 10 seconds)

Business Unit Agent Group	Chats in Queue	Agents: available/total Chat Slots: busy/free/max
BestBrands	0	Agents: 3/3 Chat Slots: 1/22/24
BestBrands BB-Chat	0	Agents: 3/3 Chat Slots: 1/3/4

Agent Metrics

Site: BestBrands Filter: Summary

Logged in Time	02:33
Times on Busy Per Login	2
Total Busy Time	04:58
% Ended by Customer	15.00%
Assisted %	10.00%
Average Order Value (\$)	8.33
Conversion %	50.00%
Conversions	4

Metrics Title (updated every 10 seconds)

Business Unit Agent Group	Chats in Queue	Agents: available/total Chat Slots: busy/free/max
BestBrands	0	Agents: 3/3 Chat Slots: 1/22/24
BestBrands BB-Chat	0	Agents: 3/3 Chat Slots: 1/3/4

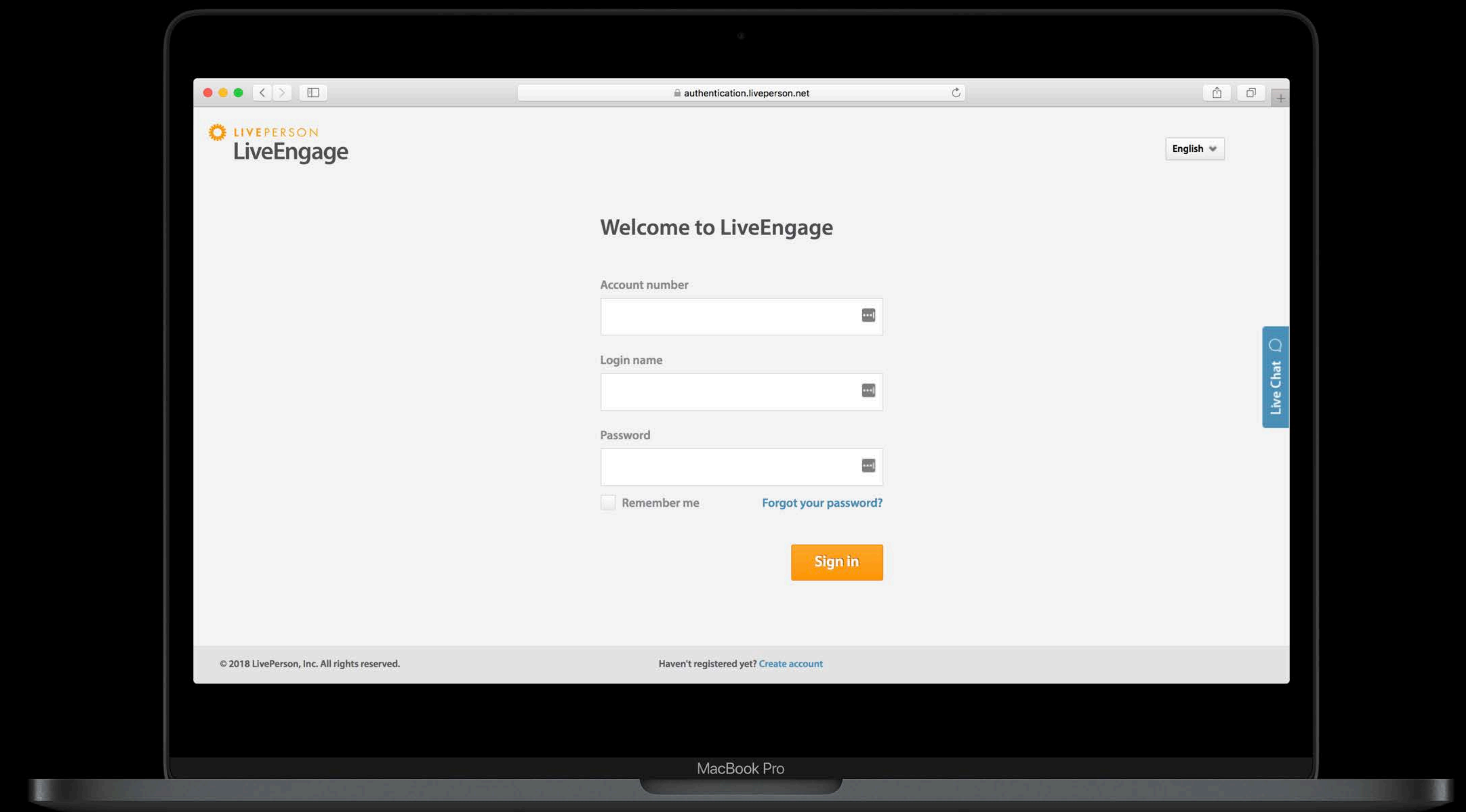
Agent Metrics

Site: BestBrands Filter: Summary

Logged in Time	02:33
Times on Busy Per Login	2
Total Busy Time	04:58
% Ended by Customer	15.00%
Assisted %	10.00%
Average Order Value (\$)	8.33
Conversion %	50.00%
Conversions	4

Customer Service Platform Provider

Fully featured platform



Customer Service Platform Provider

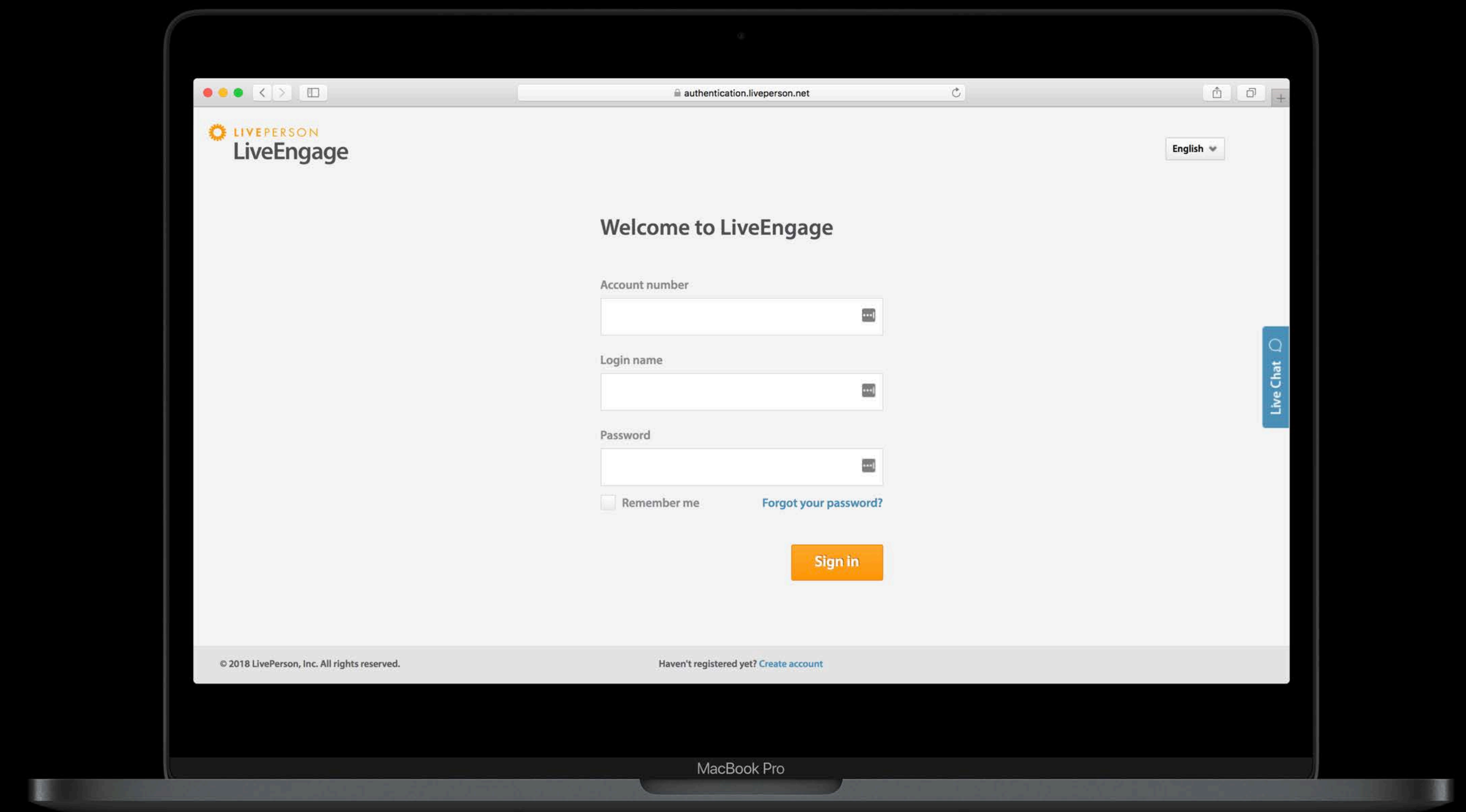
Fully featured platform

Agent console with built-in features support

Back-end systems integration

Intelligent message routing

QoS monitoring



Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands

Provide a fully featured platform

Train sales and engineering teams

Integrate with consumer brand customers



Customer Service Platform Provider

Training your sales and engineering teams

Customer Service Platform Provider

Training your sales and engineering teams

General Business

About Business Chat

Working with Apple

Feature and positioning

Customer Service Platform Provider

Training your sales and engineering teams

General Business

About Business Chat

Working with Apple

Feature and positioning

Implementation

Registration to launch

Architecture

Entry points implementation

Developing features

Support

Customer Service Platform Provider

Training your sales and engineering teams

General Business

About Business Chat

Working with Apple

Feature and positioning

Implementation

Registration to launch

Architecture

Entry points implementation

Developing features

Support

UX and Marketing

User experience guidelines

Launch guidelines

Entry points implementation

Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands

Provide a fully featured platform

Train sales and engineering teams

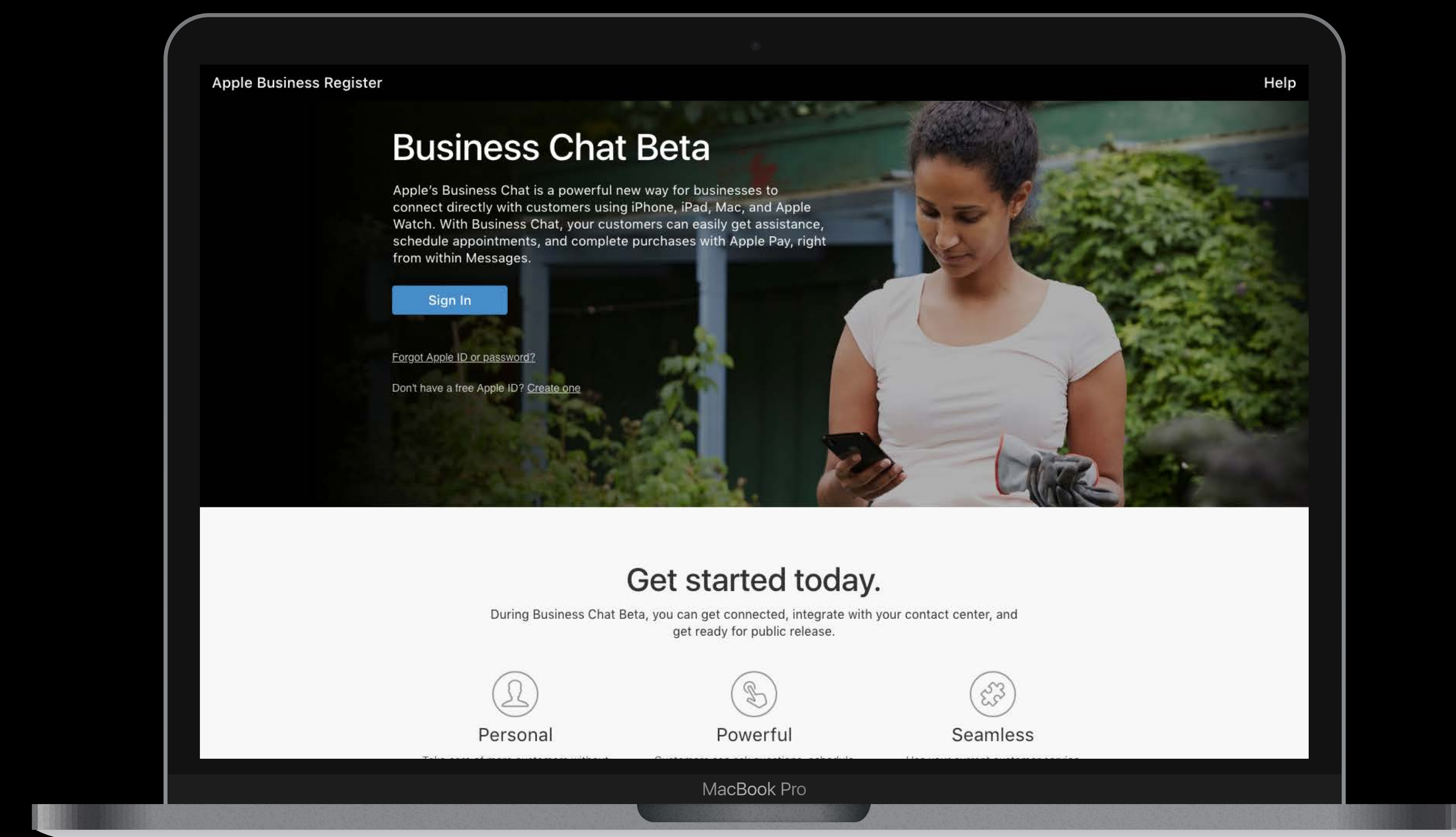
Integrate with consumer brand customers



Customer Service Platform Provider

Integrate with your consumer brand customers

Ask your customers to sign up at
register.apple.com



Customer Service Platform Provider

Integrate with your consumer brand customers

Ask your customers to sign up at
register.apple.com

Integrate with Business Chat API



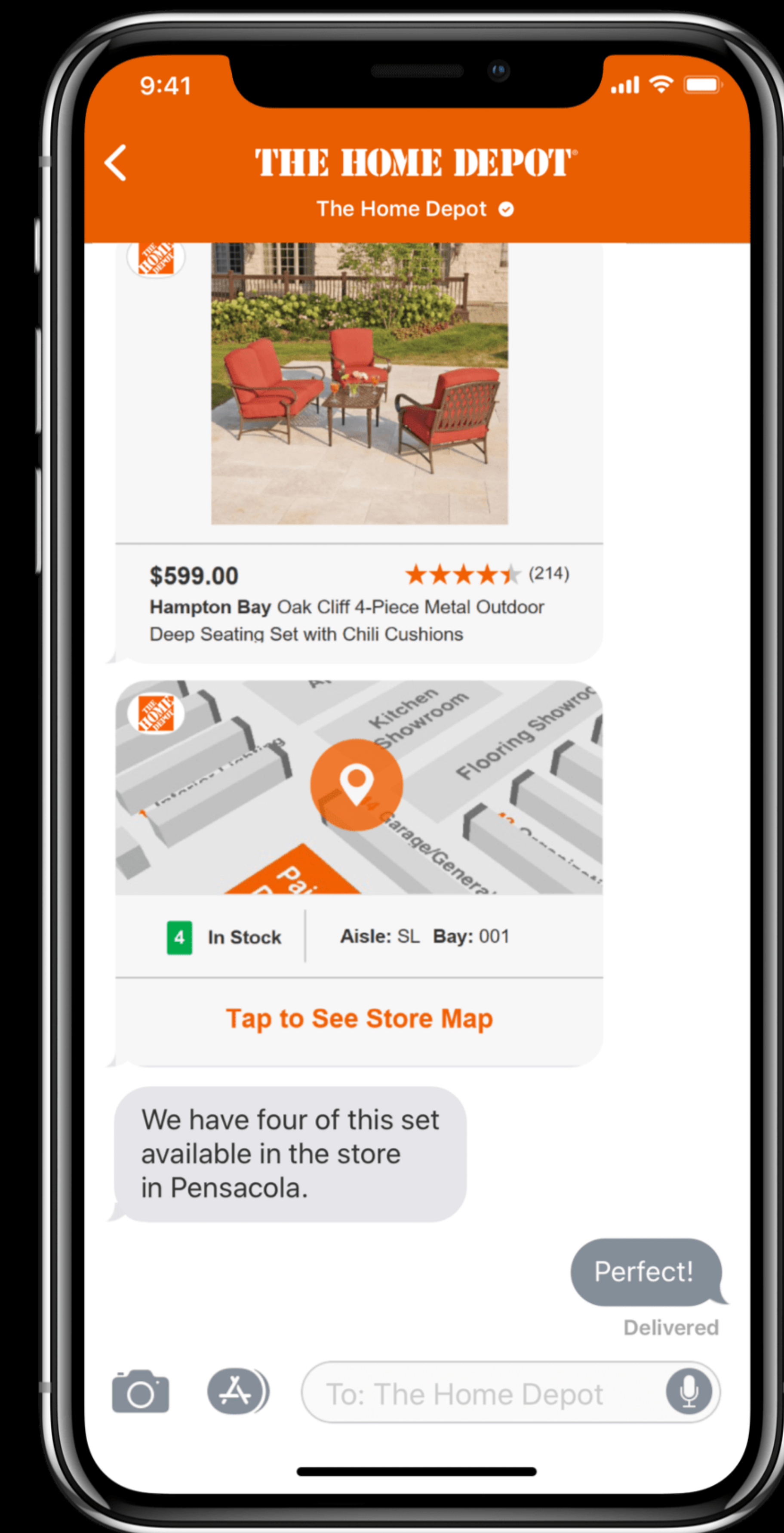
Customer Service Platform Provider

Integrate with your consumer brand customers

Ask your customers to sign up at
register.apple.com

Integrate with Business Chat API

Implement use cases



Customer Service Platform Provider

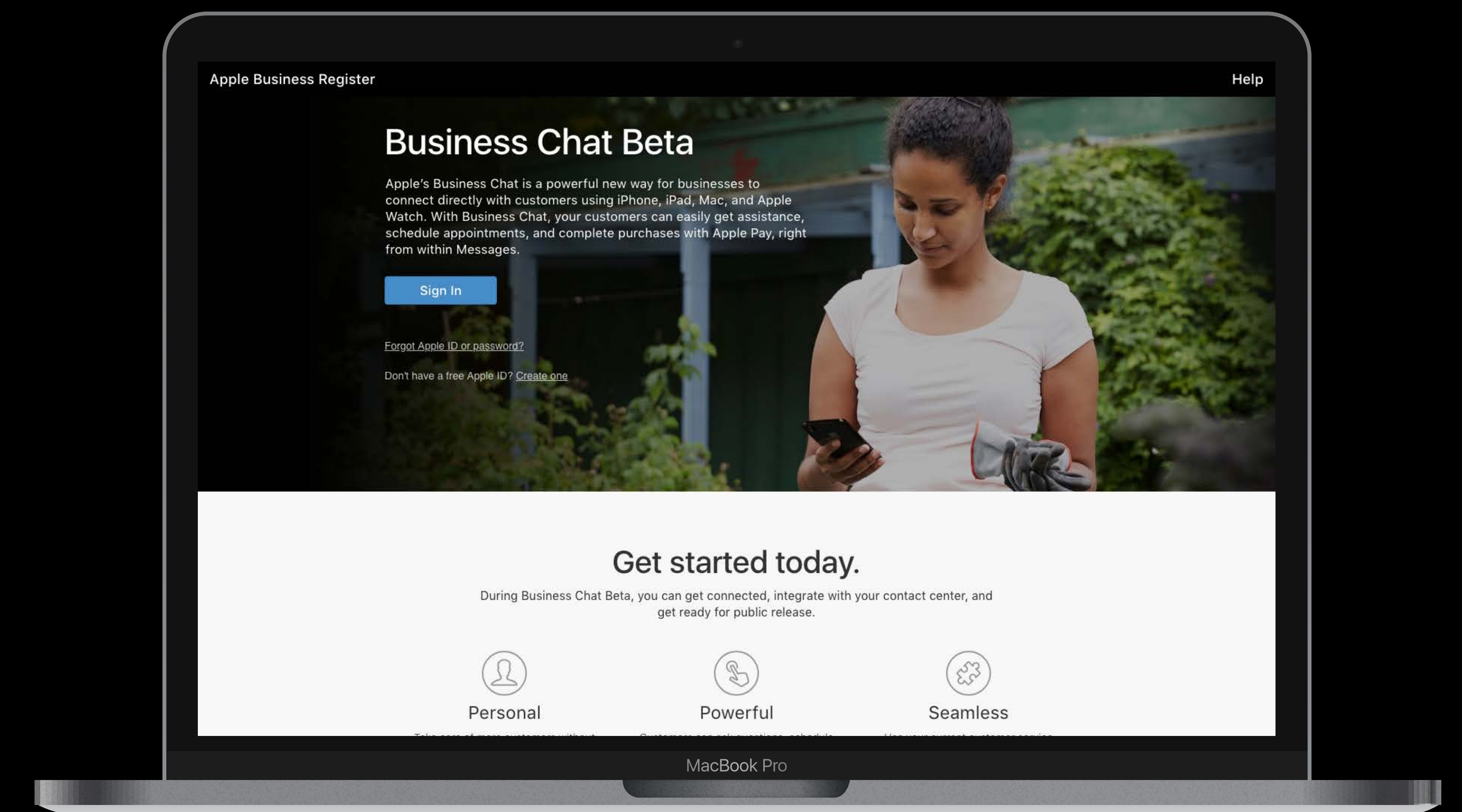
Integrate with your consumer brand customers

Ask your customers to sign up at
register.apple.com

Integrate with Business Chat API

Implement use cases

Notify us for launch review



Customer Service Platform Provider

Steps to get ready

Service medium to large consumer brands

Provide a fully featured platform

Train sales and engineering teams

Integrate with consumer brand customers

Getting Ready for Business Chat



Customer Service
Platform



Consumer Brand



Brand Developer

Consumer Brand

Steps to get ready

Consumer Brand

Steps to get ready

Expect sync and async interactions

Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early

Consumer Brand

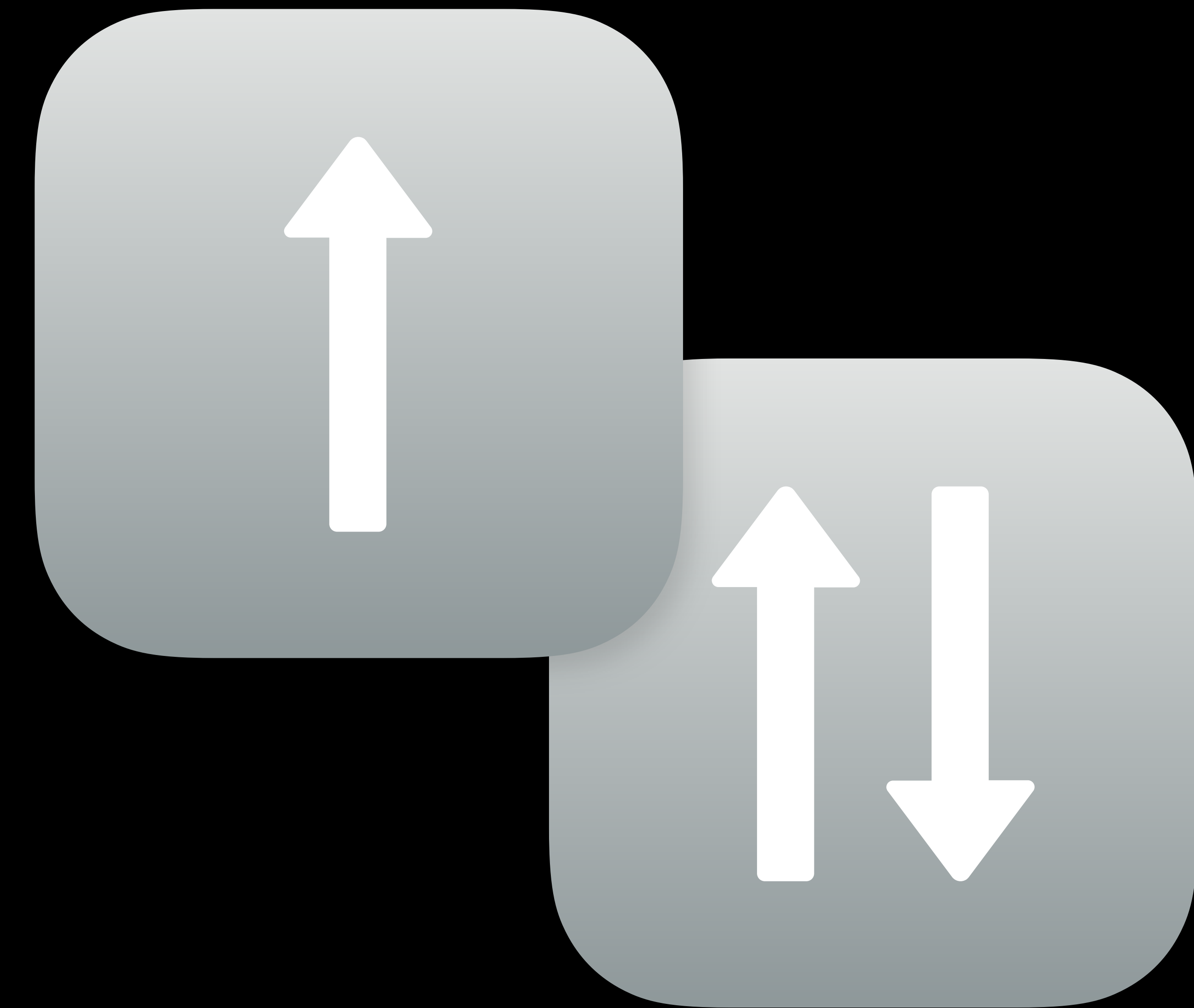
Steps to get ready

Expect sync and async interactions

Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early



Consumer Brand

Steps to get ready

Synchronous versus Asynchronous



Hi there! Can you tell me how many rewards points I've got now?

Wednesday

Welcome back Dan, I'm Laura. Yes, I can tell you, one moment.

After your last stay you now have 10,230 rewards points.

Hi there! Can you tell me how many rewards points I've got now?

Wednesday

Welcome back Dan, I'm Laura. Yes, I can tell you, one moment.

After your last stay you now have 10,230 rewards points.

Hello, Can you tell me if that's enough points for one night at your hotel in NYC?

Saturday

Welcome back Dan, I'm Tom. What date were you looking at for your stay?

Consumer Brand

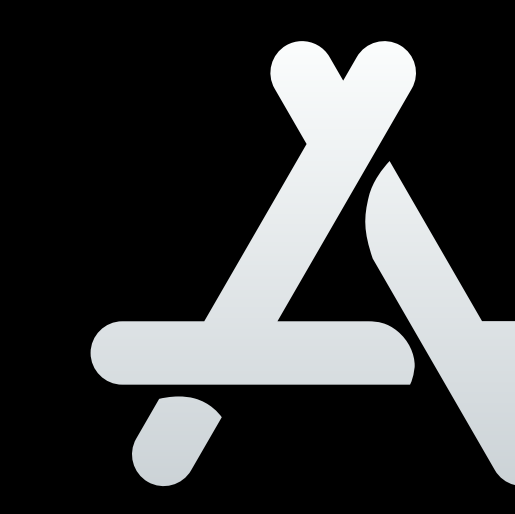
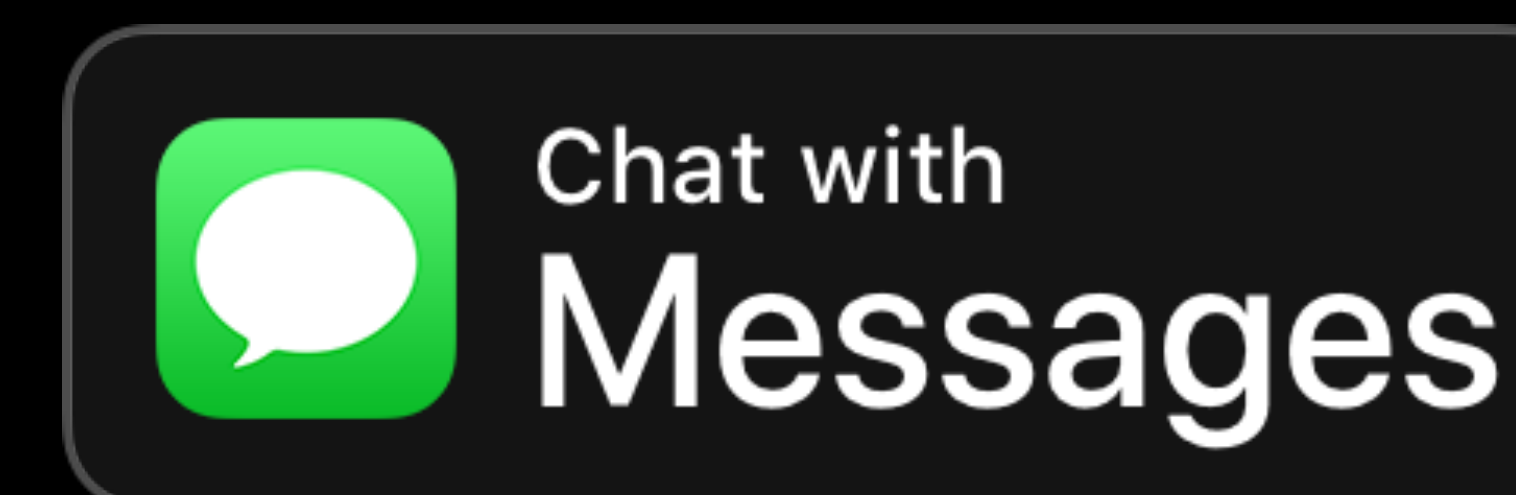
Steps to get ready

Expect sync and async interaction

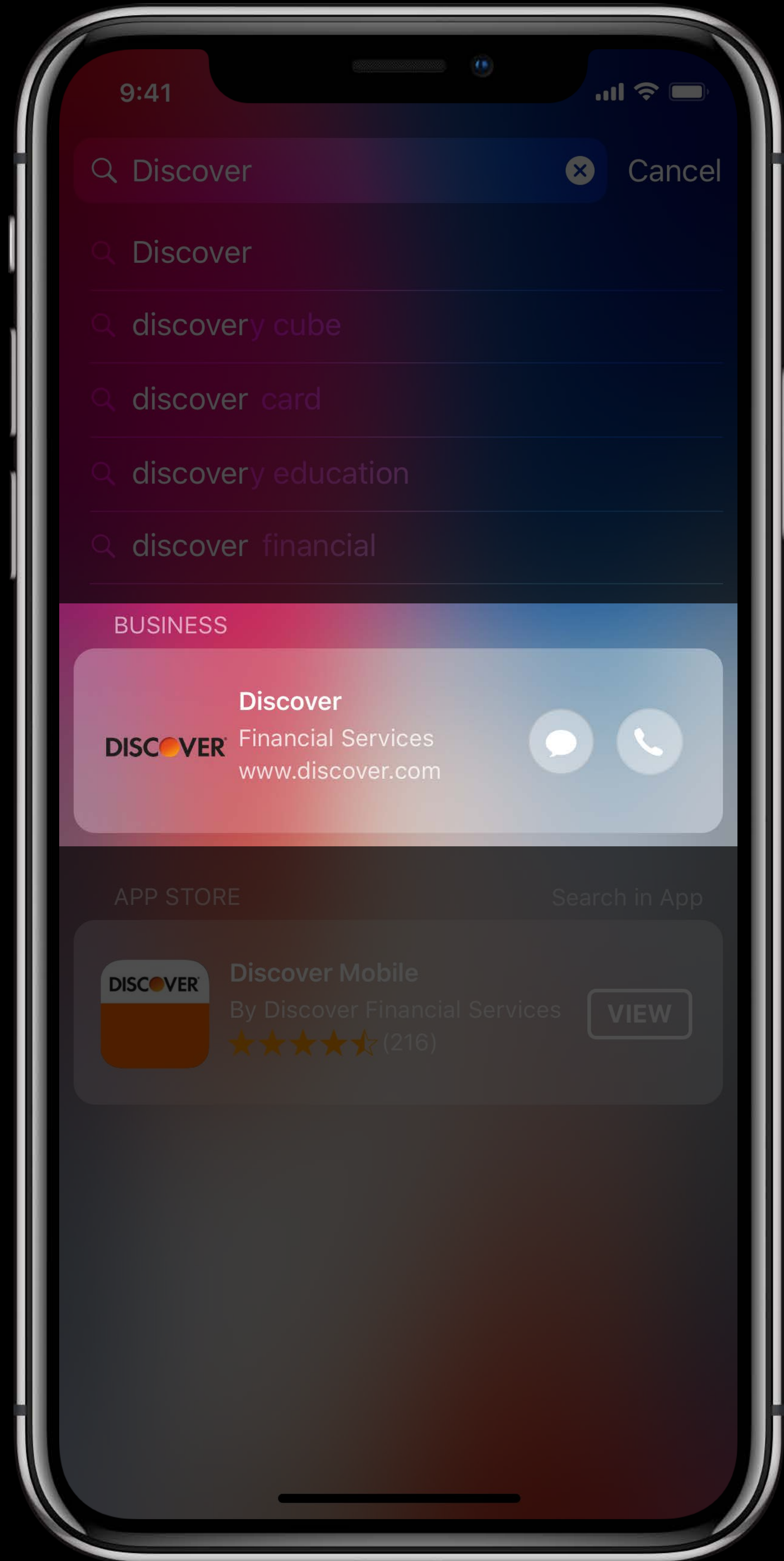
Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early







9:41



Discover Cancel

Discover

discovery cube

discover card

discovery education

discover financial

BUSINESS

Discover
 Financial Services
 www.discover.com

APP STORE

Search in App

Discover Mobile
 By Discover Financial Services
 ★★★★★ (216) VIEW

9:41



DISCOVER[®]

Discover

Today 9:41 AM

Hi Discover

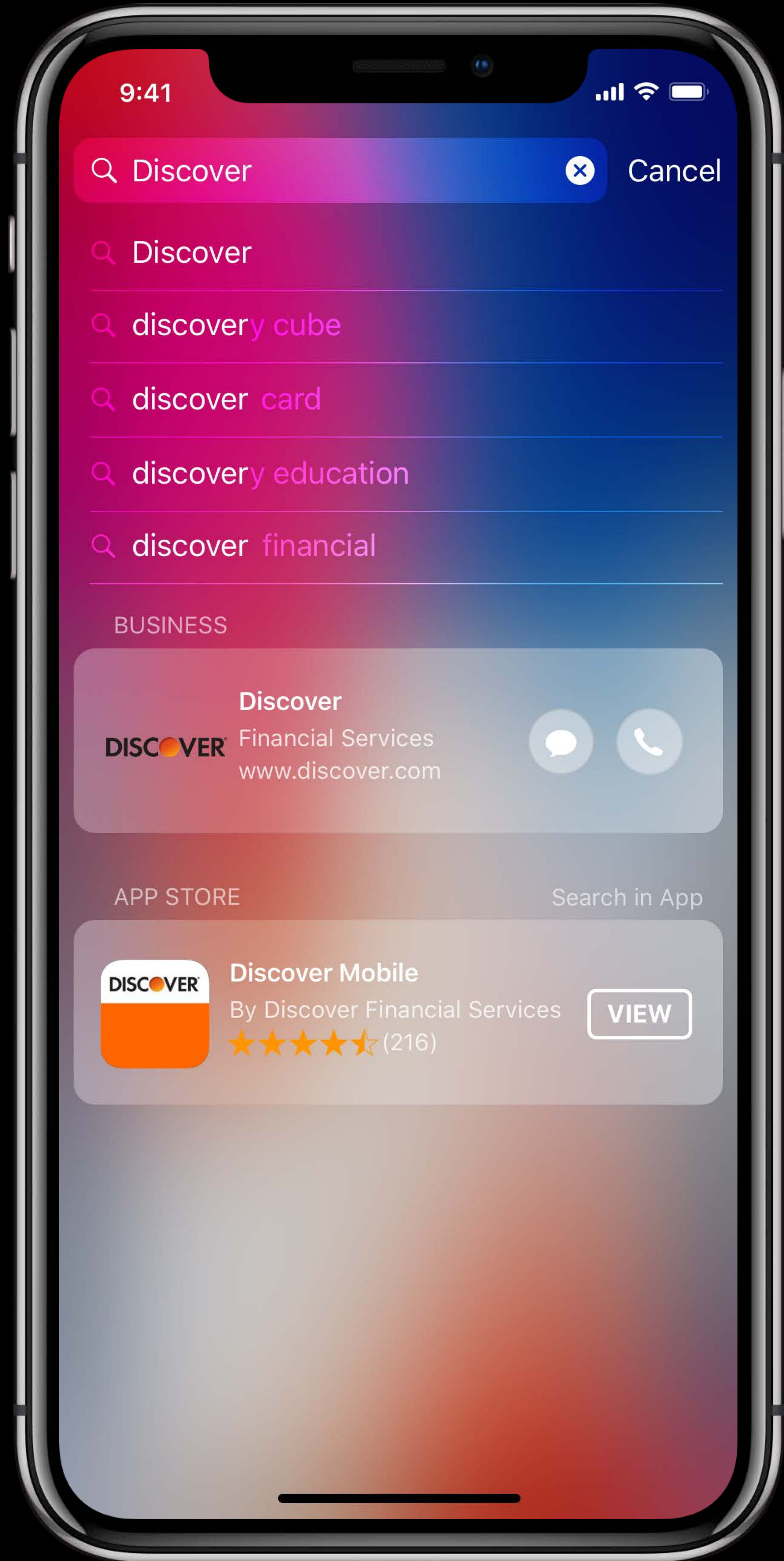
Delivered

Hi there, how can I help you today?



To: Discover





9:41



Discover Cancel

Discover

discovery cube



discover card

discovery education

discover financial


BUSINESS

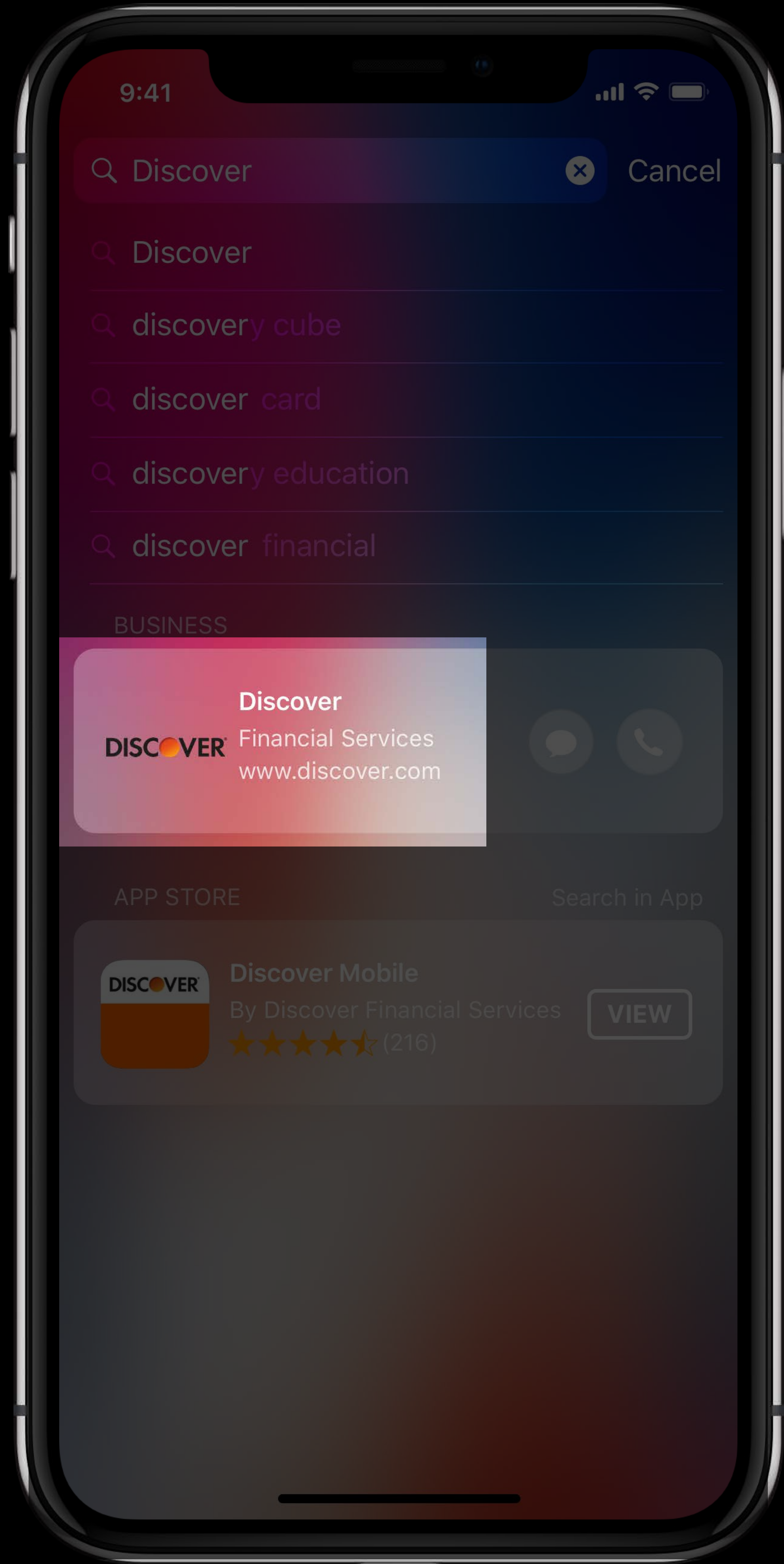
Discover
Financial Services
www.discover.com

APP STORE

Search in App

 **Discover Mobile**
By Discover Financial Services
★★★★★ (216) VIEW



9:41



Discover Cancel

Discover

discovery cube


discover card

discovery education

discover financial

BUSINESS


Discover
 DISCOVER Financial Services
 www.discover.com

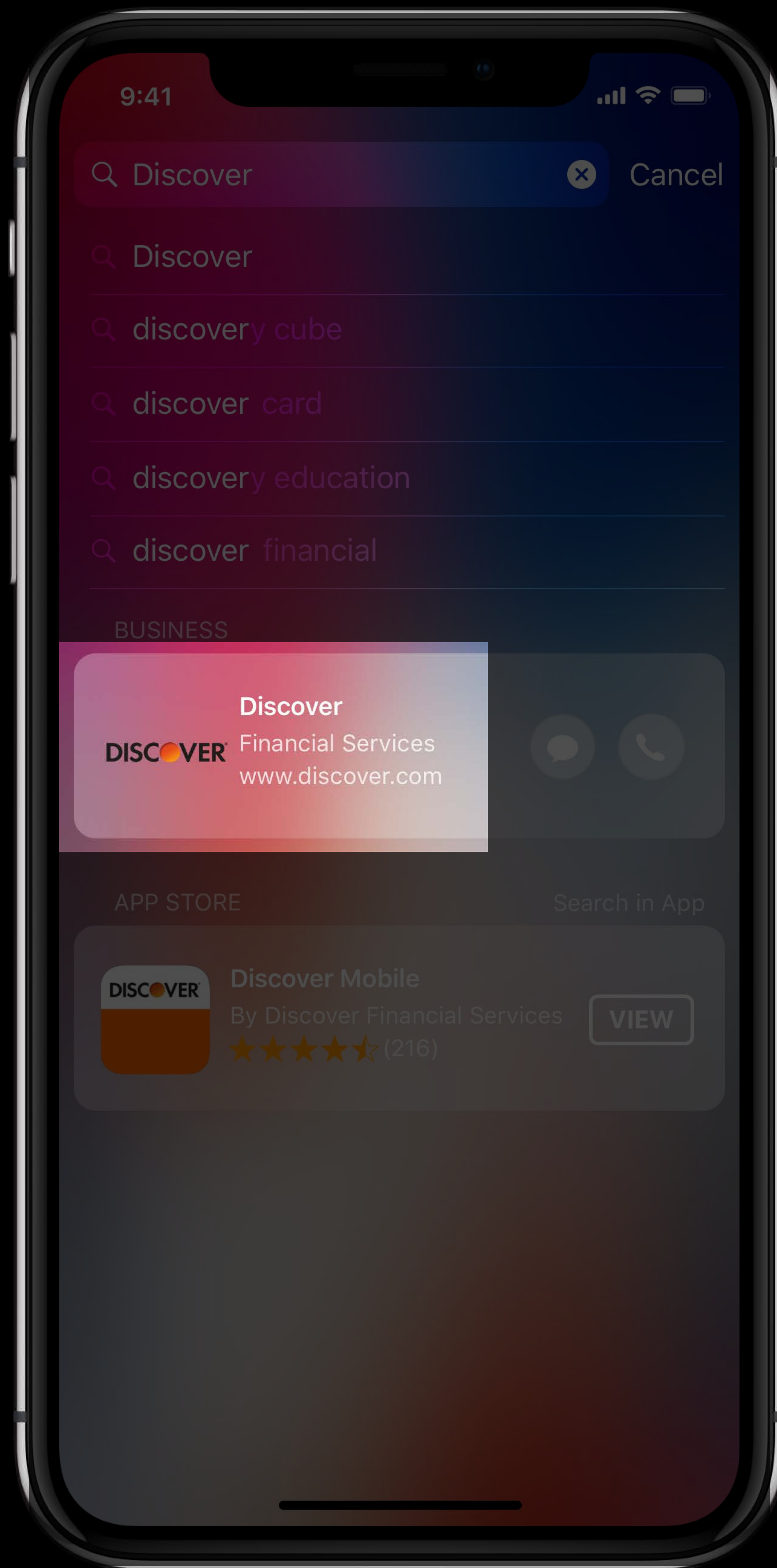


APP STORE

Search in App

Discover Mobile
 By Discover Financial Services
 ★★★★★ (216) [VIEW](#)





9:41



Discover Cancel

Discover

discovery cube

discover card

discovery education

discover financial

BUSINESS

Discover
 DISCOVER Financial Services
 www.discover.com

APP STORE

Search in App

Discover Mobile
 By Discover Financial Services
 ★★★★★ (216) [VIEW](#)

9:41



Discover

Verified ✓



Message



Call



Website

Messages

Usually responds in a few minutes

Phone

+1 (800) 347-2683

Website

discover.com

Hours

Every Day

Open 24 hours

Create New Contact



Add to Existing Contact



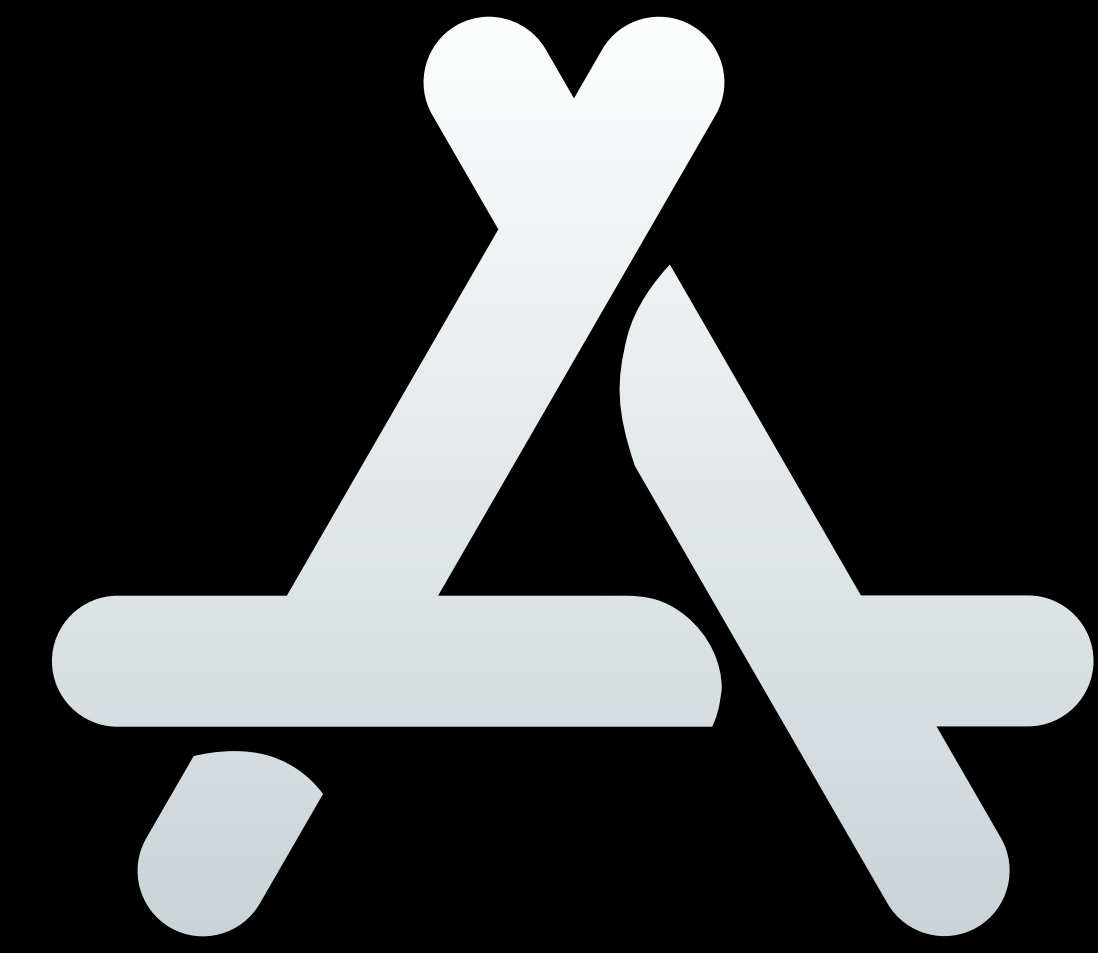
Report an Issue







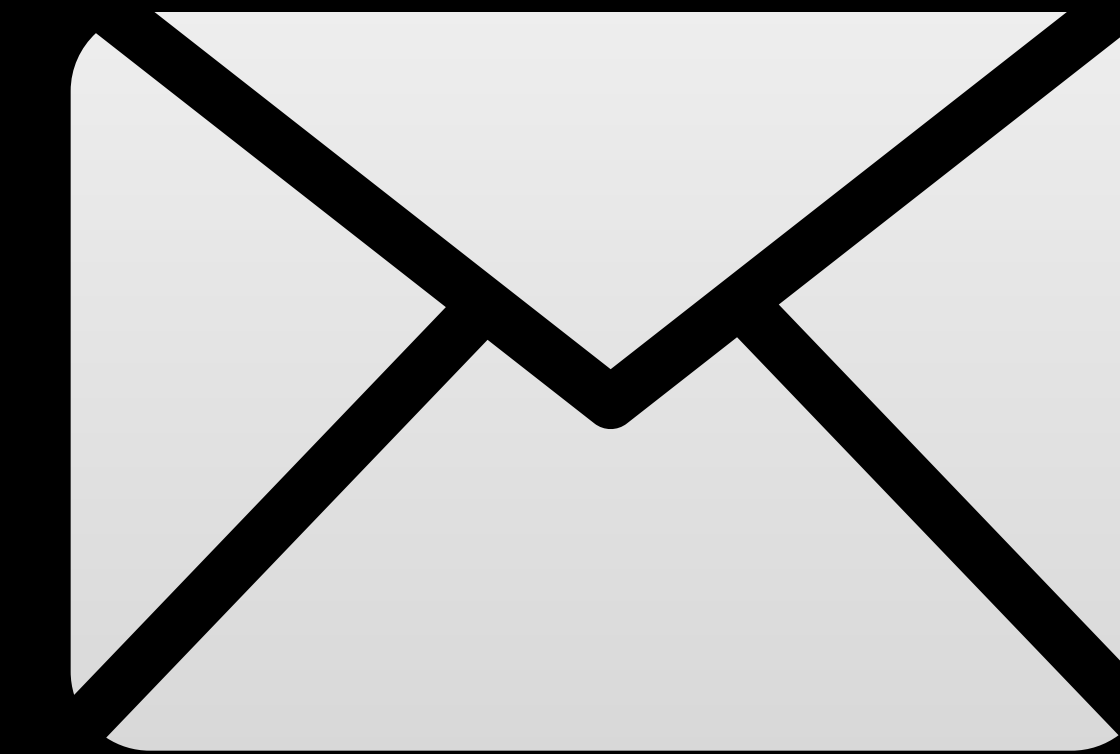
Websites



In-App



Phone Call



Email



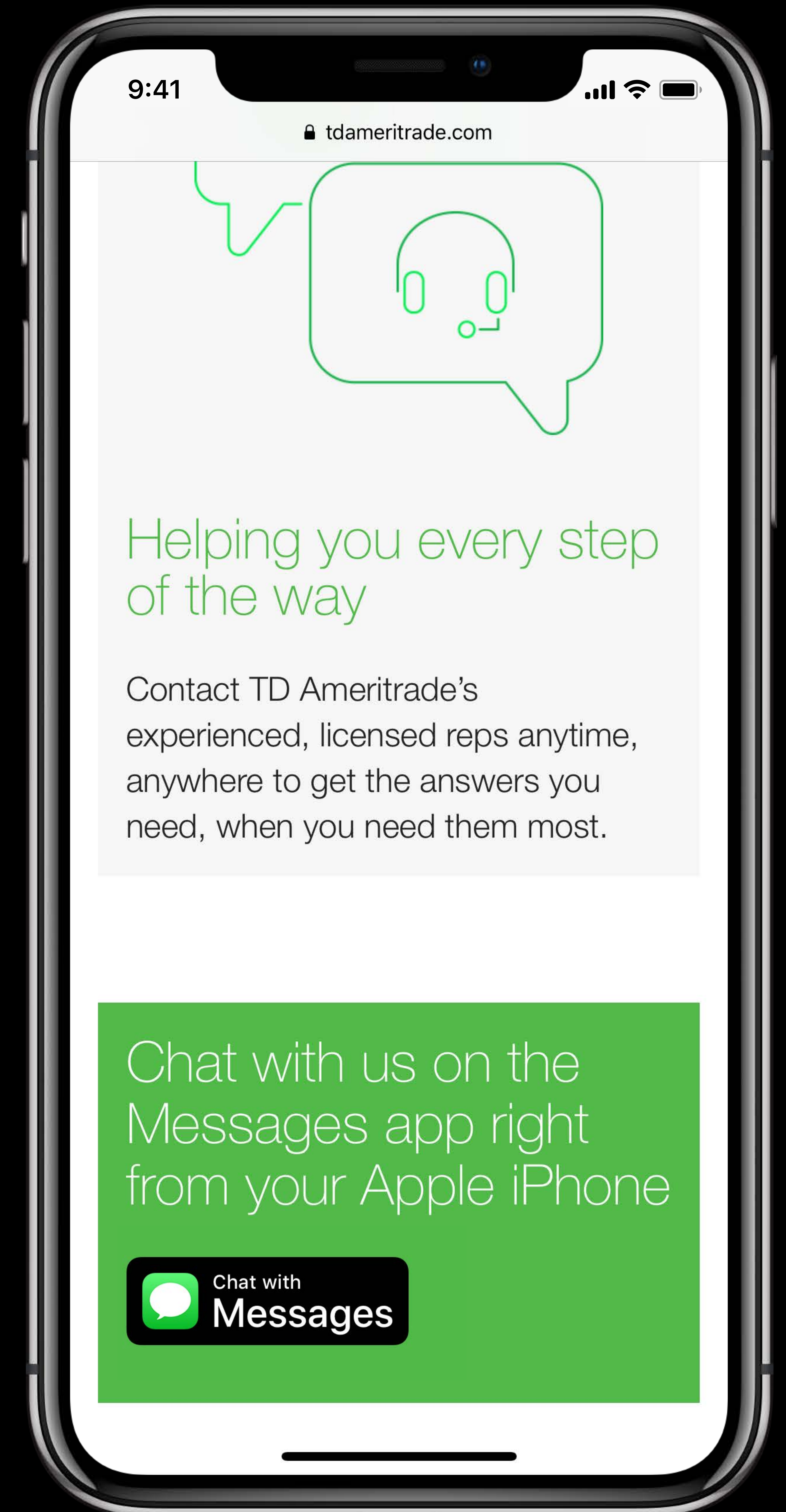
Offline



Chat with

Messages

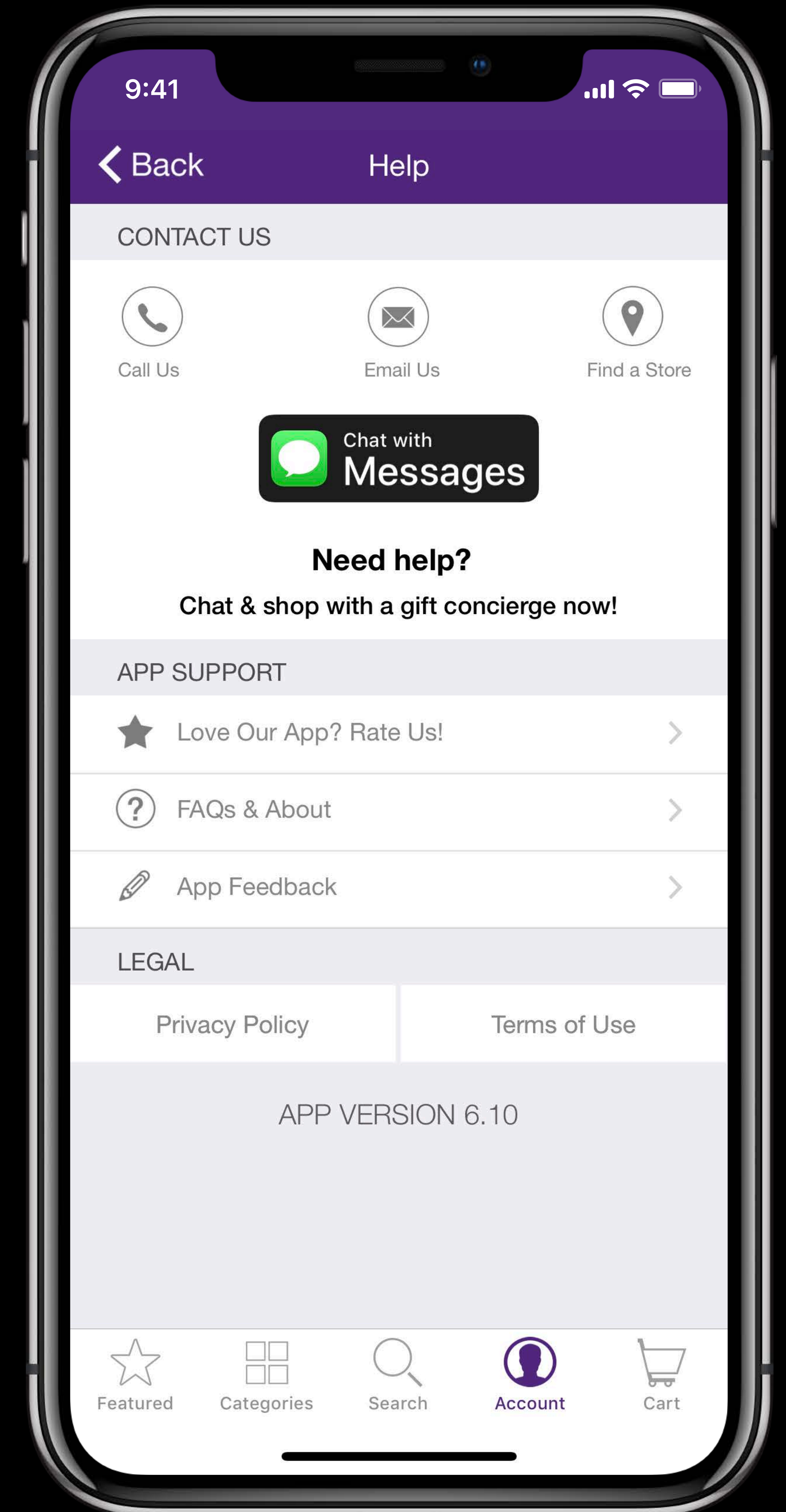
Consumer Brand Websites



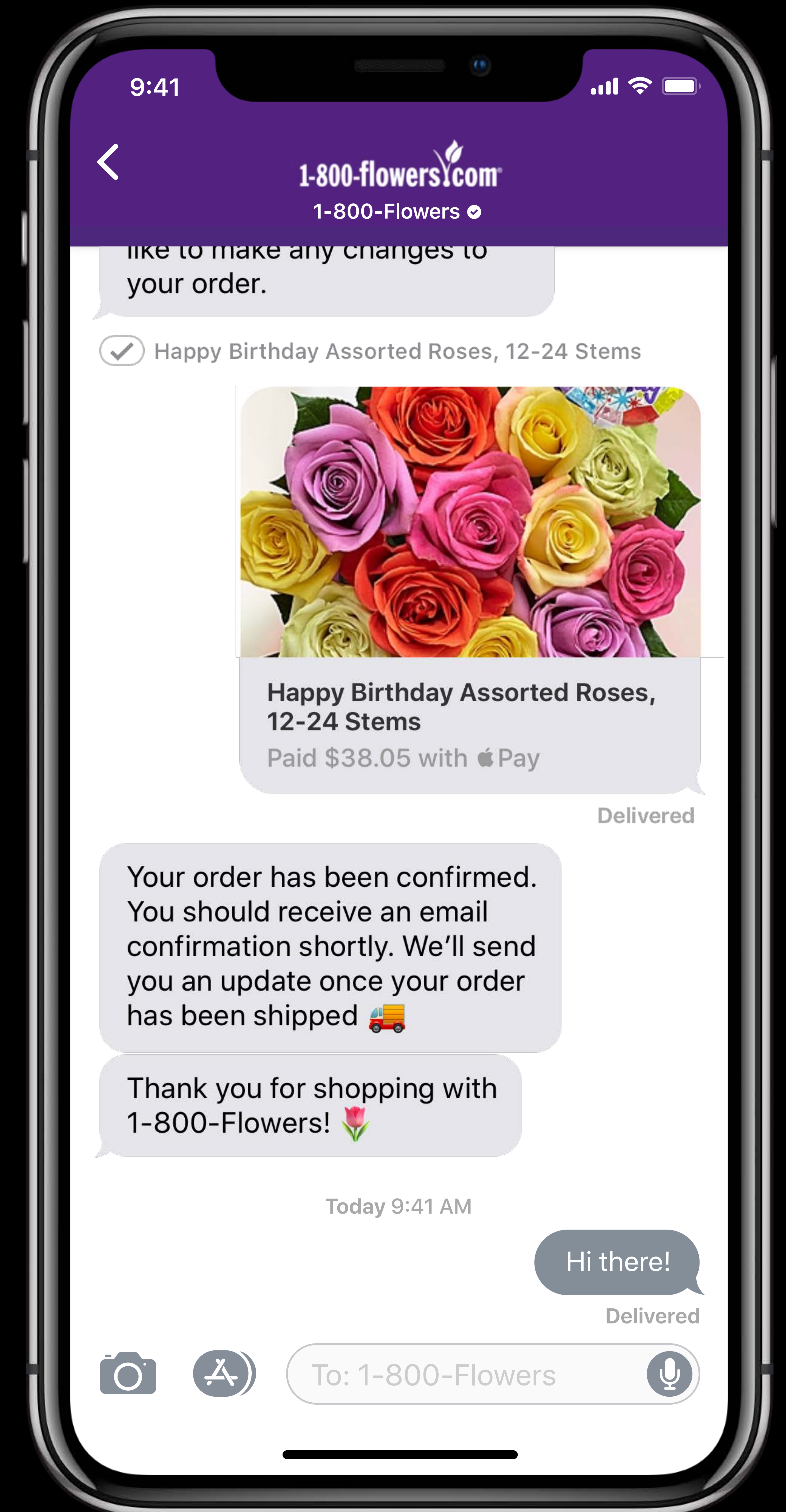
Consumer Brand Websites



Consumer Brand In-App

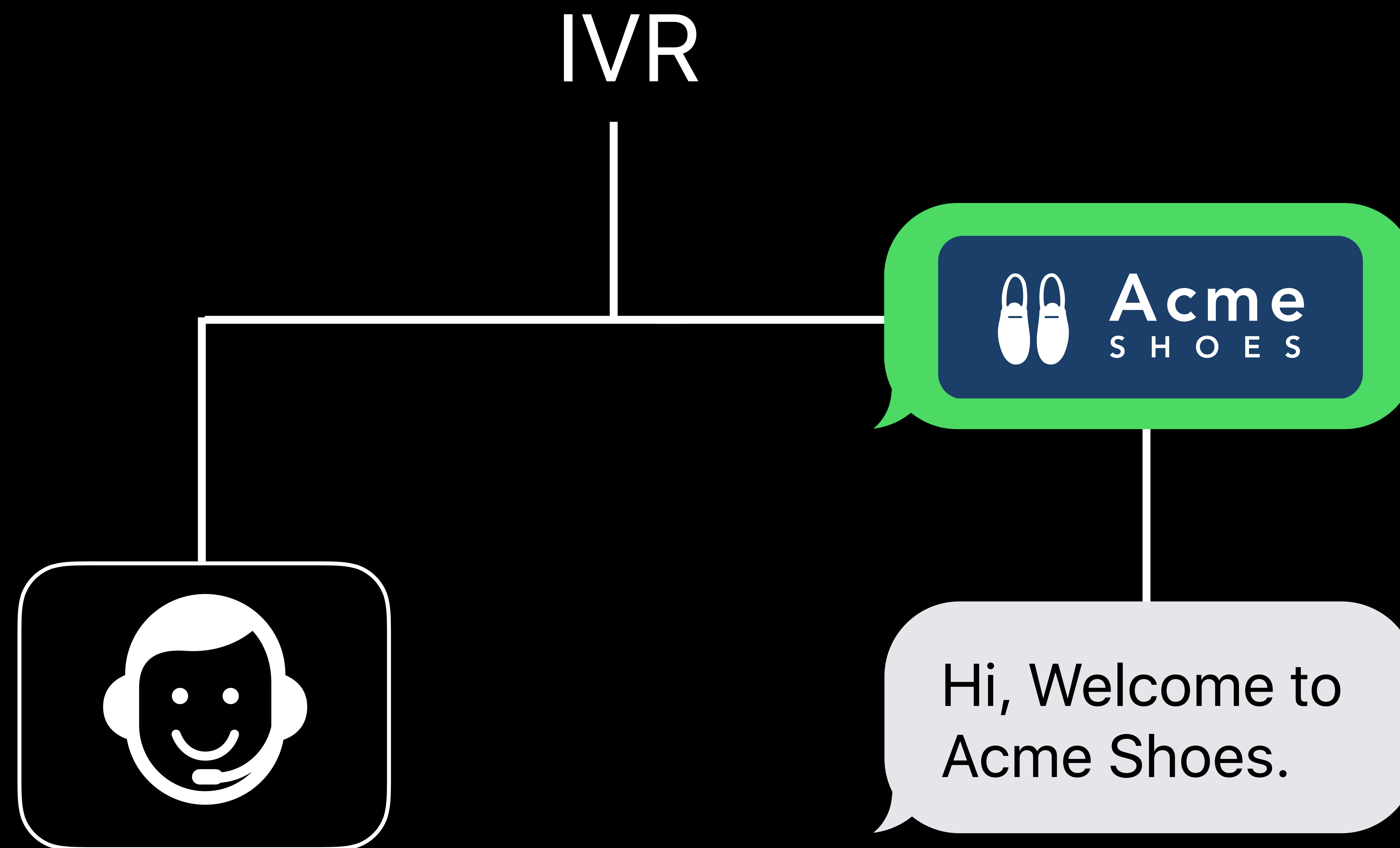


Consumer Brand In-App




Consumer Brand

Phone call



Consumer Brand Email

1-800-FLOWERS.COM
Send flowers through Messages
To: Jasmin
Reply-To: 1-800-FLOWERS.COM



Introducing...



a new way to send a smile

WITH

Apple Business Chat

You can now...

- Chat and shop with a gift concierge instantly
- Get \$20 off on every order and no promo code required
- Easily checkout with Apple Pay



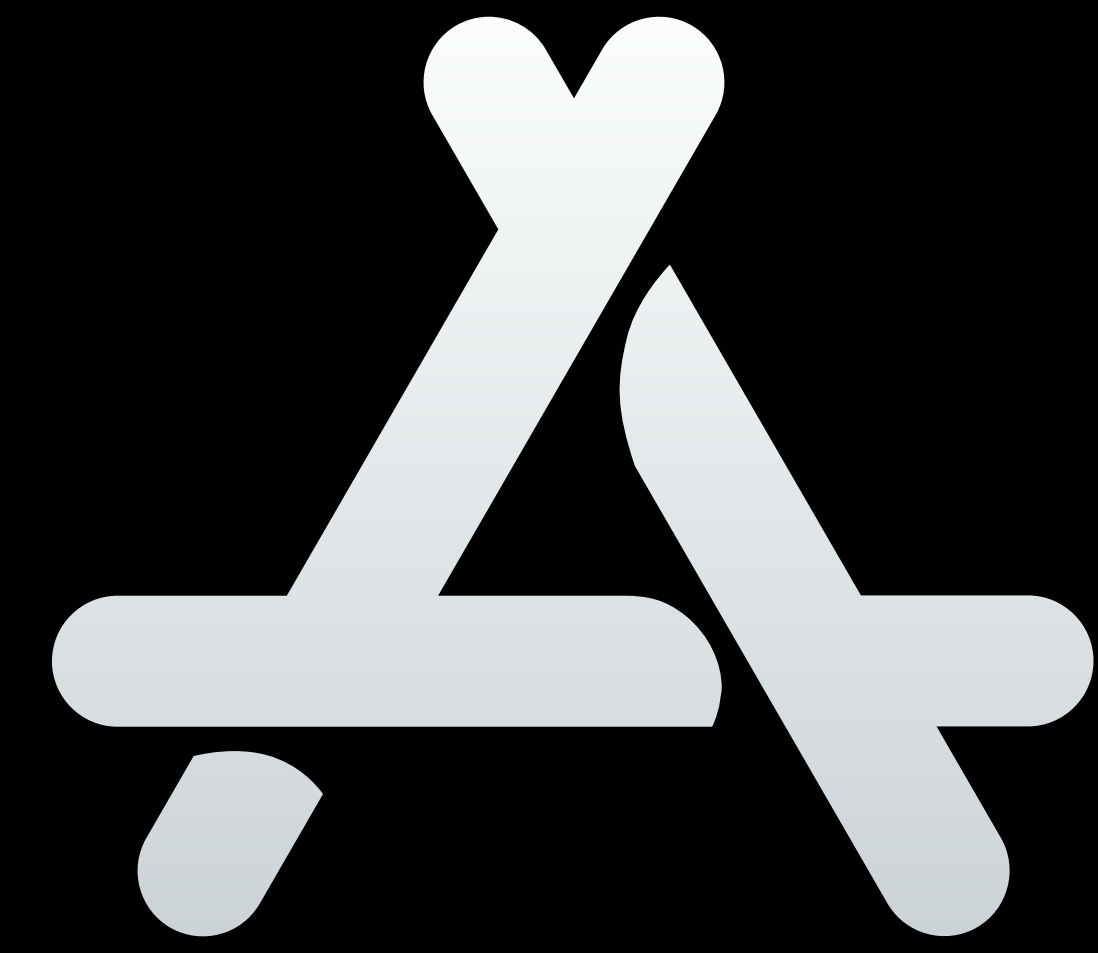
Consumer Brand

Offline





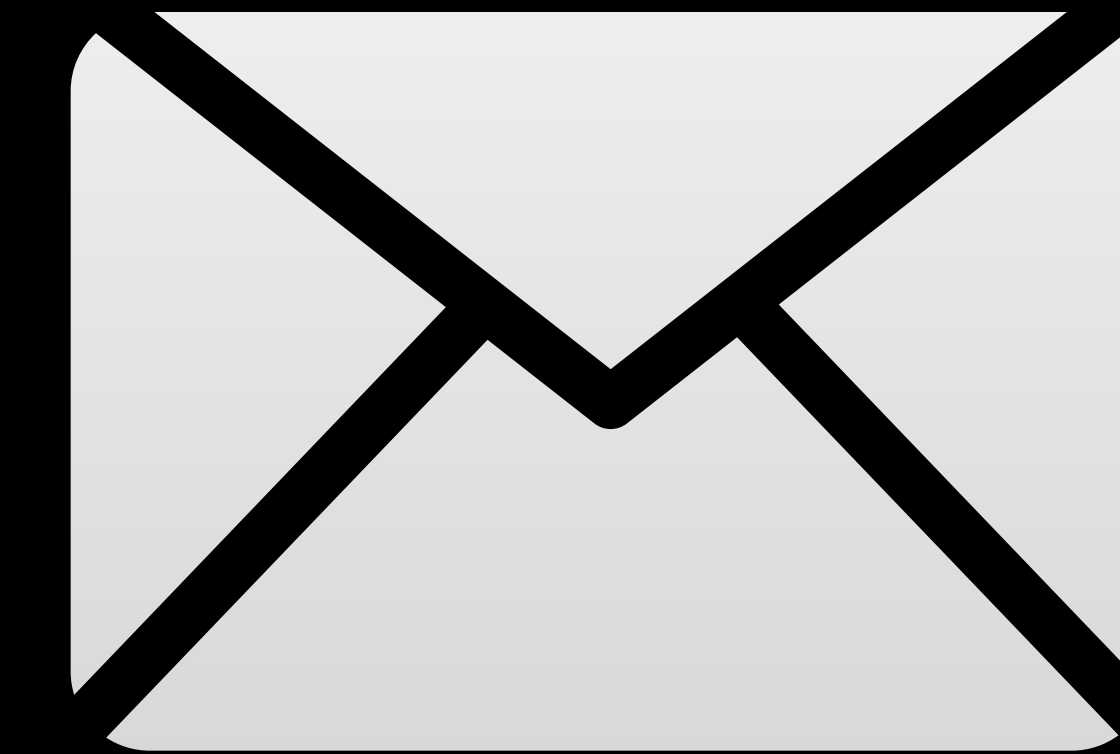
Websites



In-App



Phone Call



Email



Offline

Consumer Brand

Steps to get ready

Expect sync and async interaction

Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early



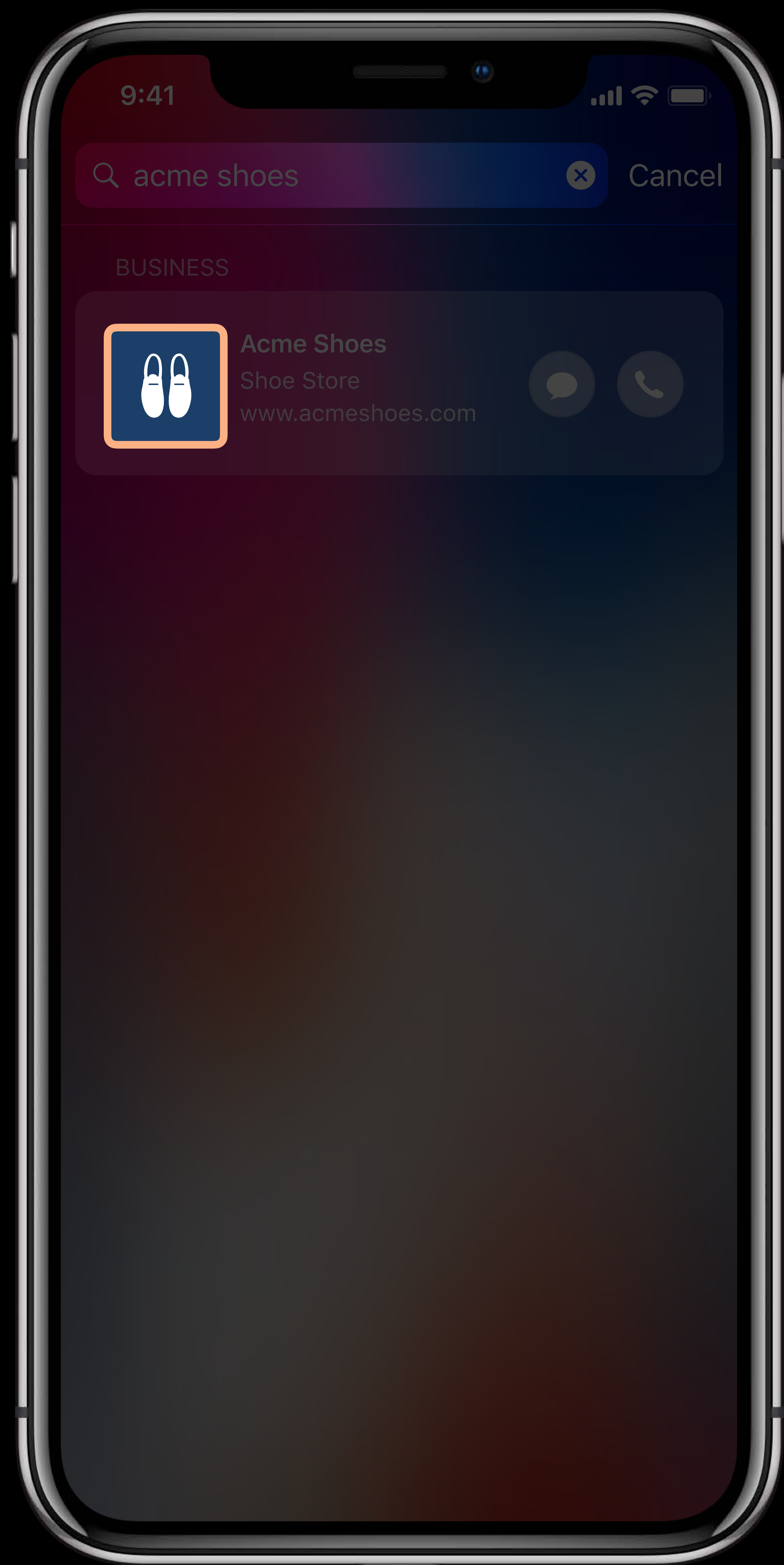
Acme
S H O E S

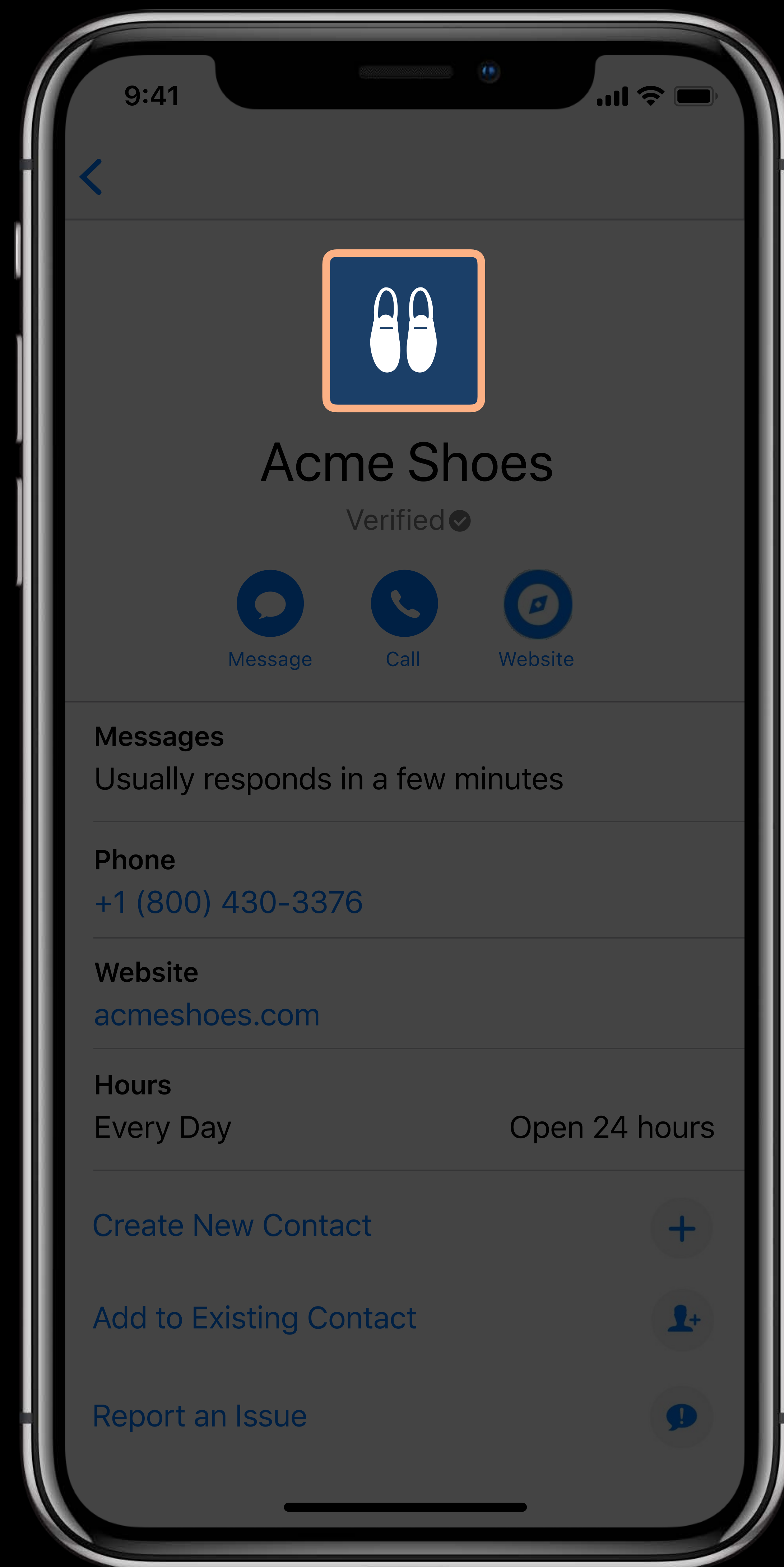
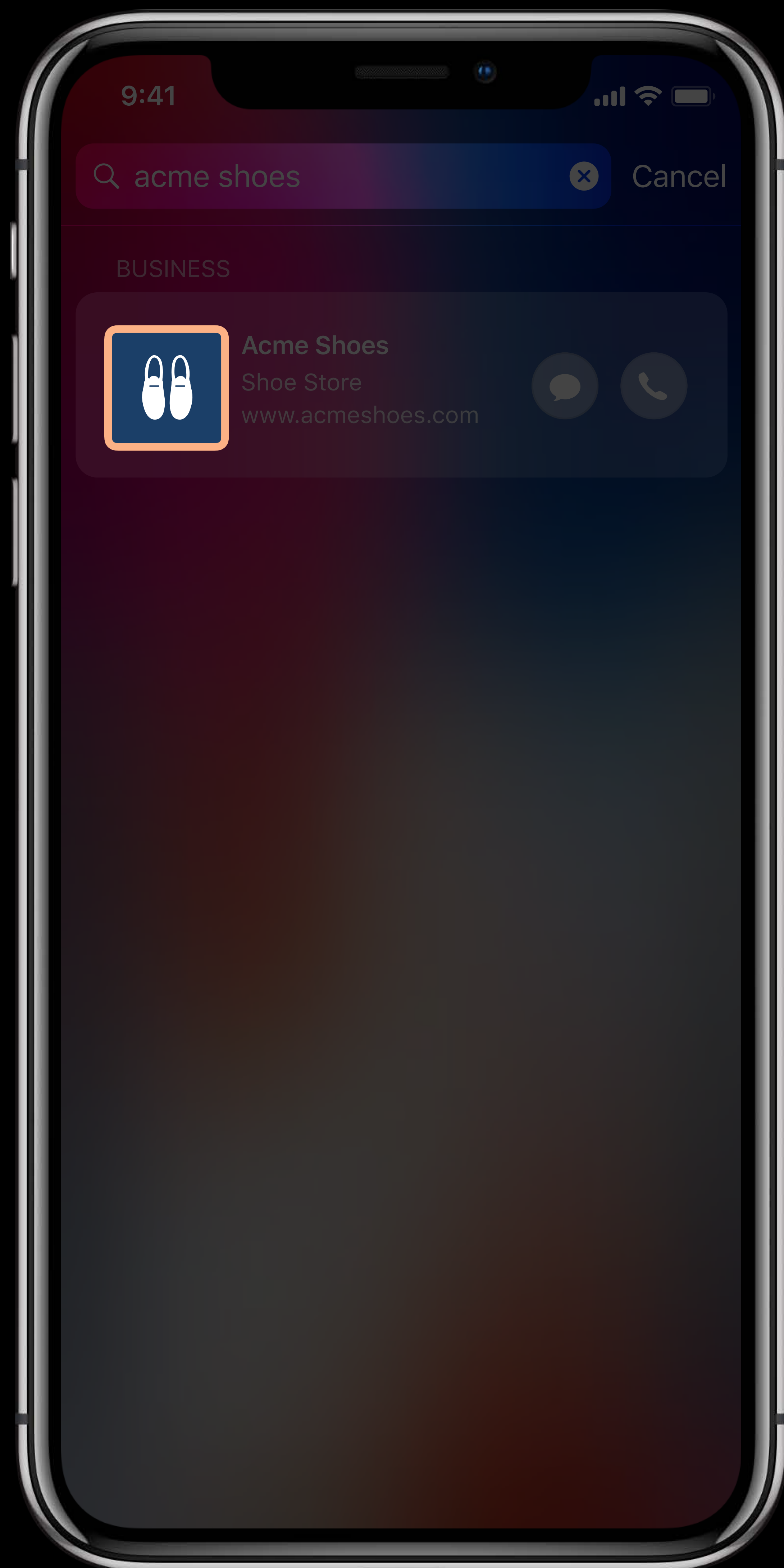
Consumer Brand

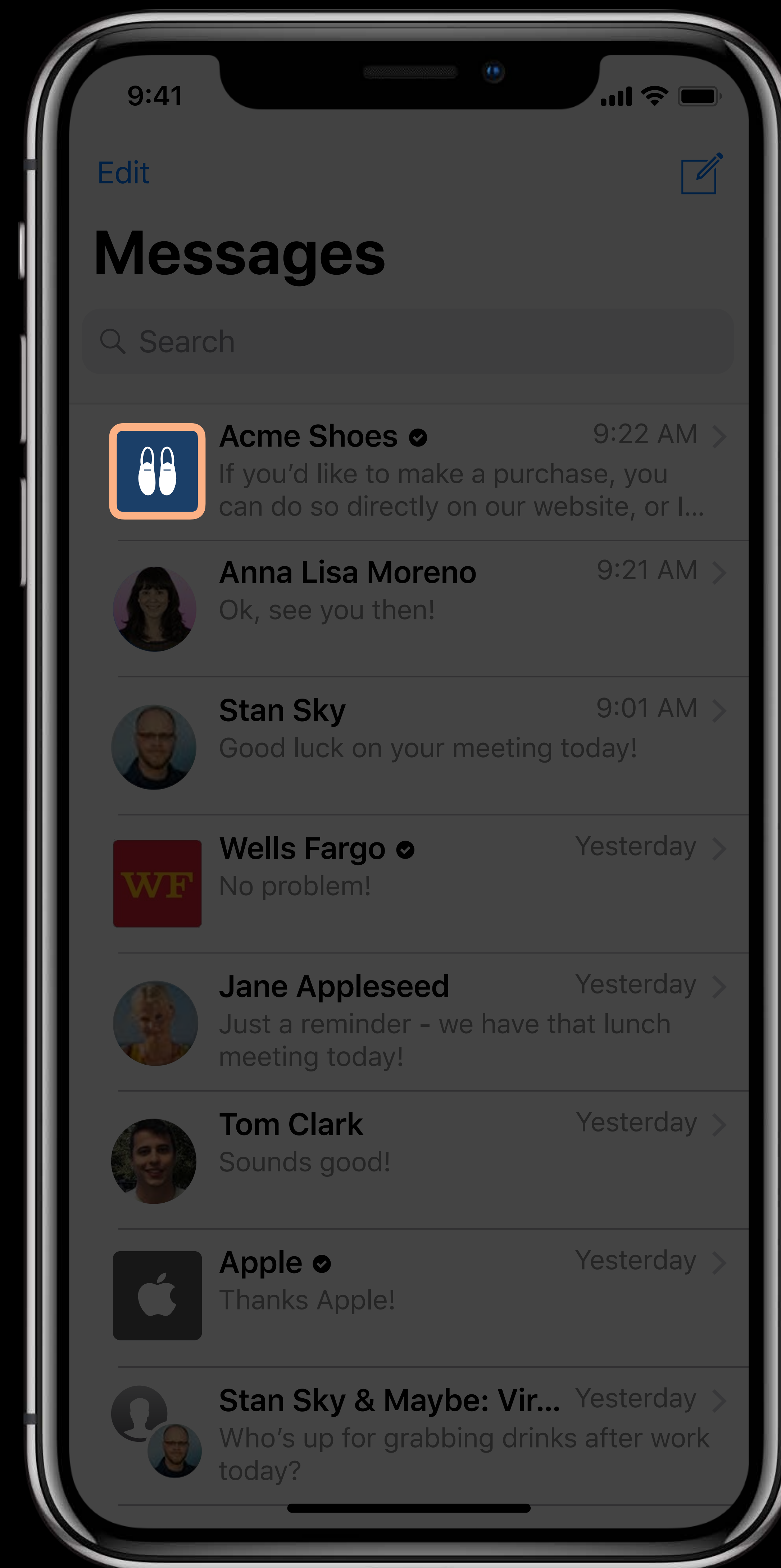
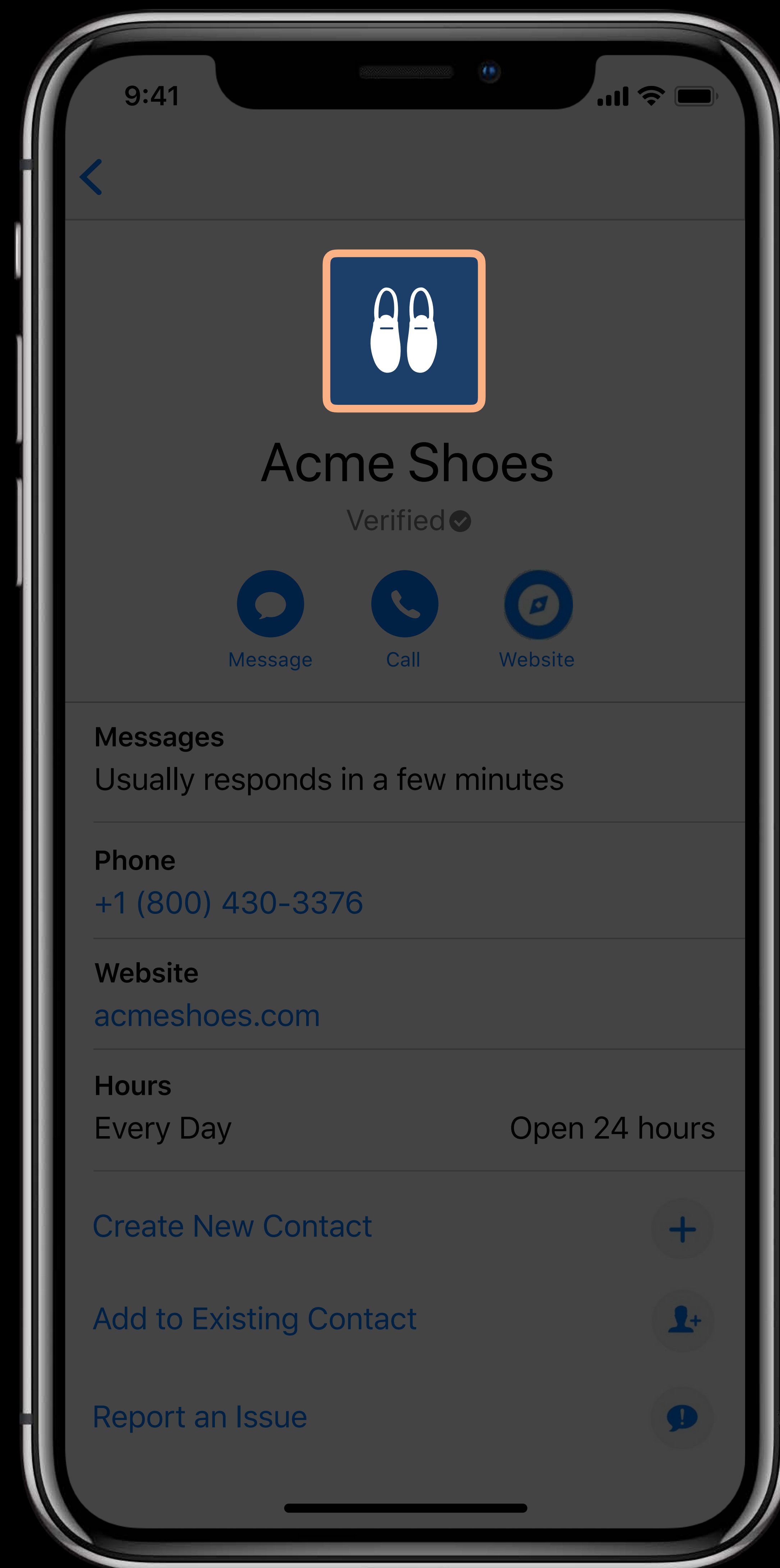
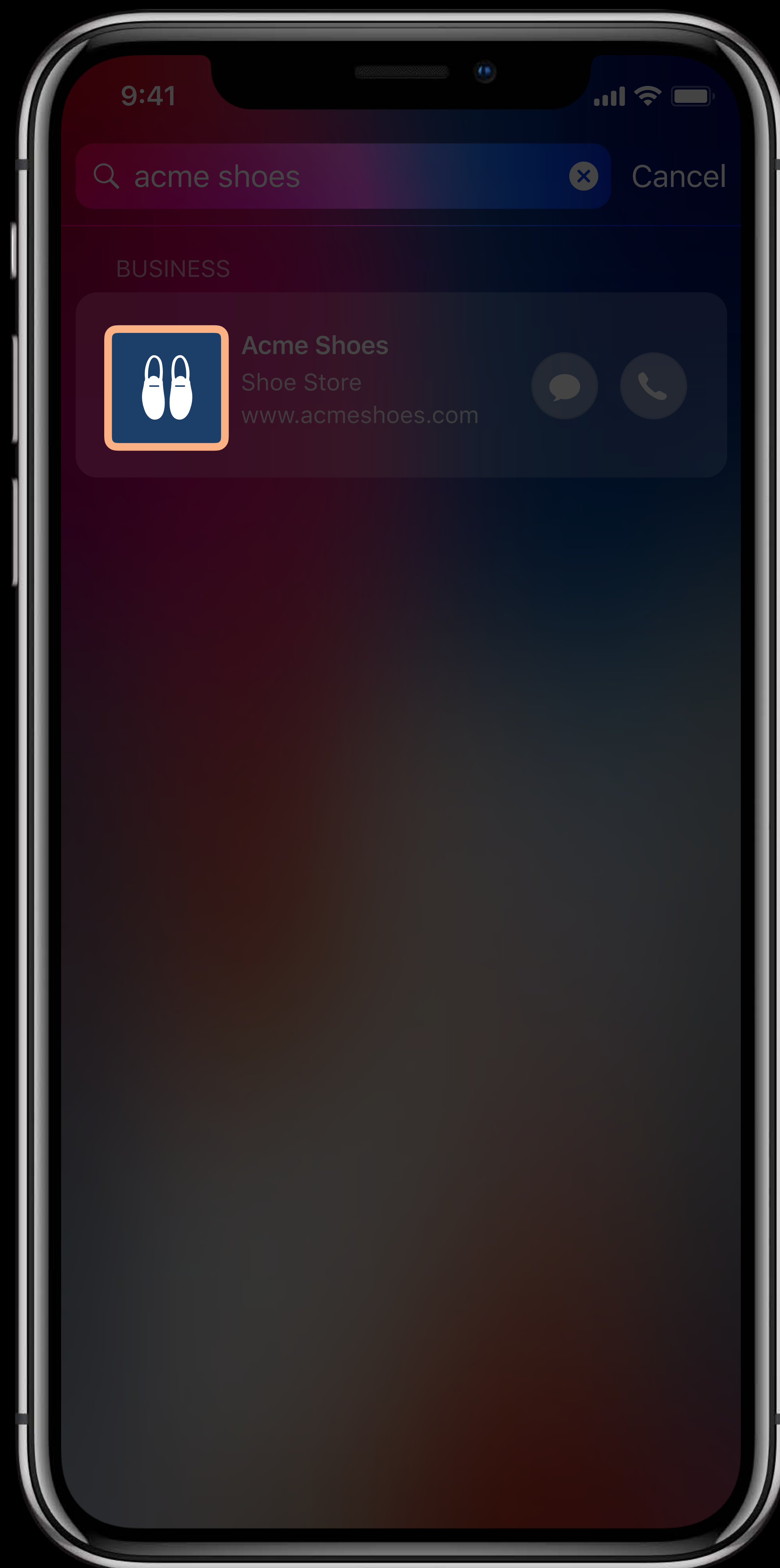
Prepare logos and other assets

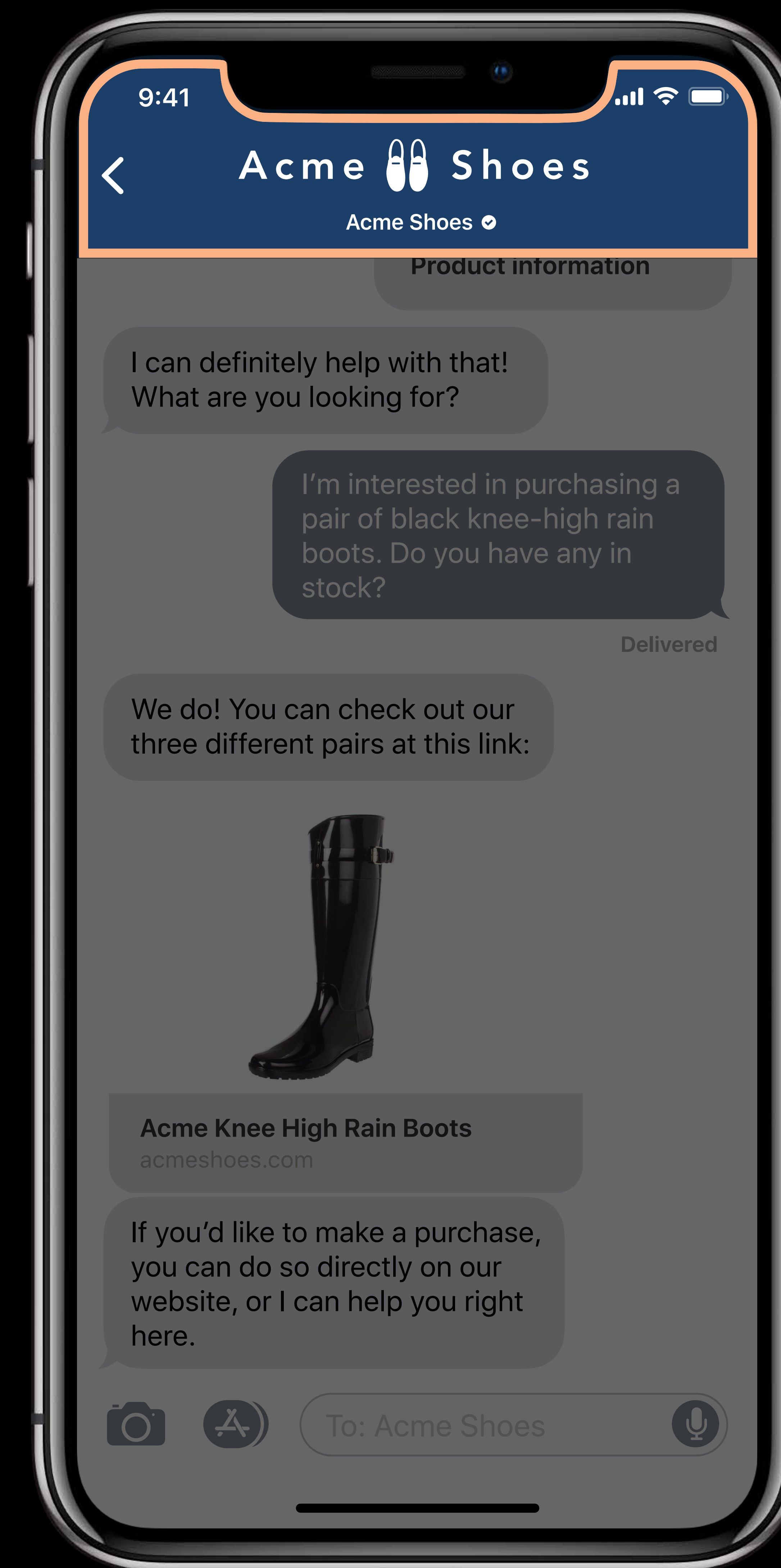
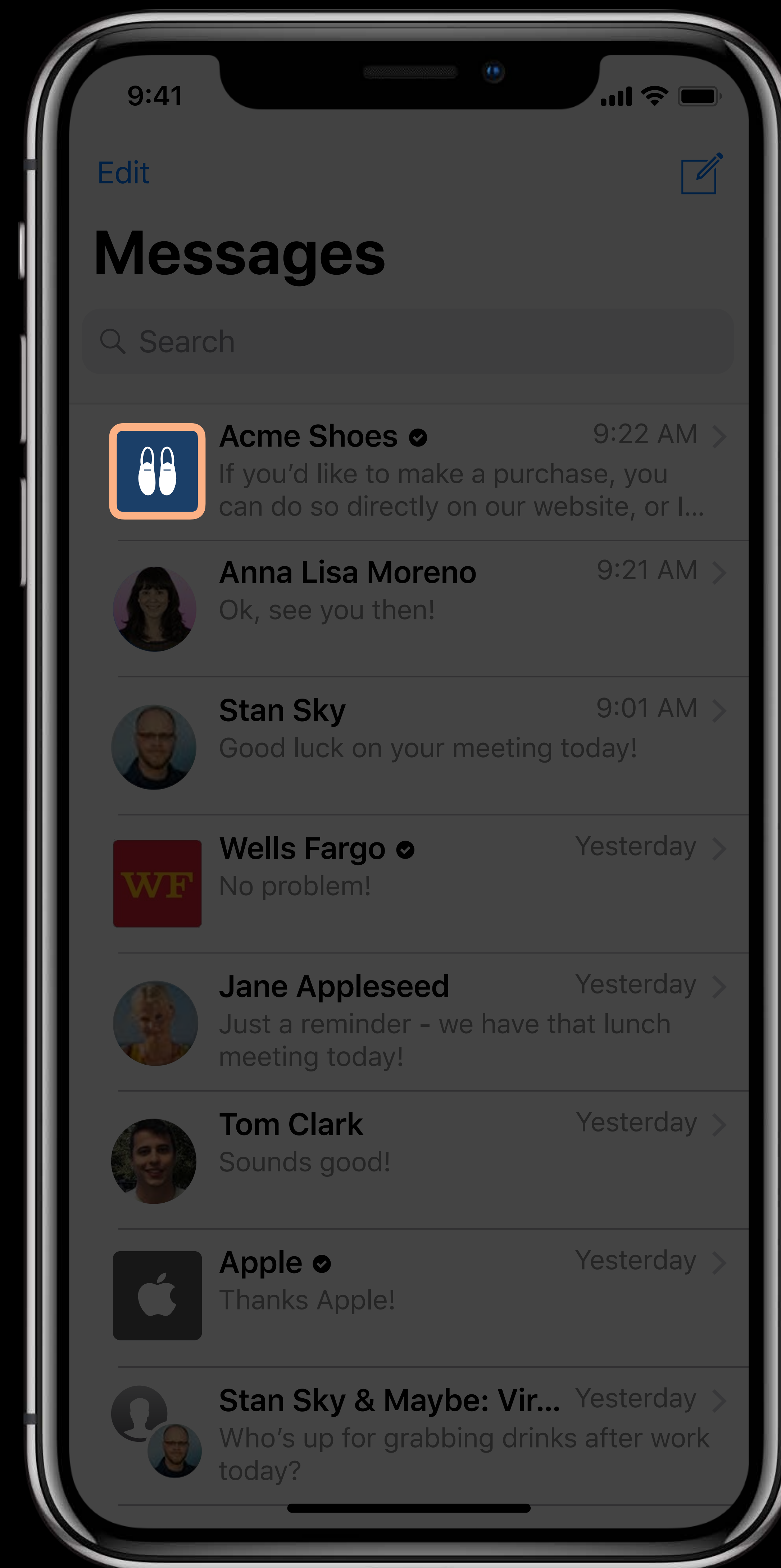
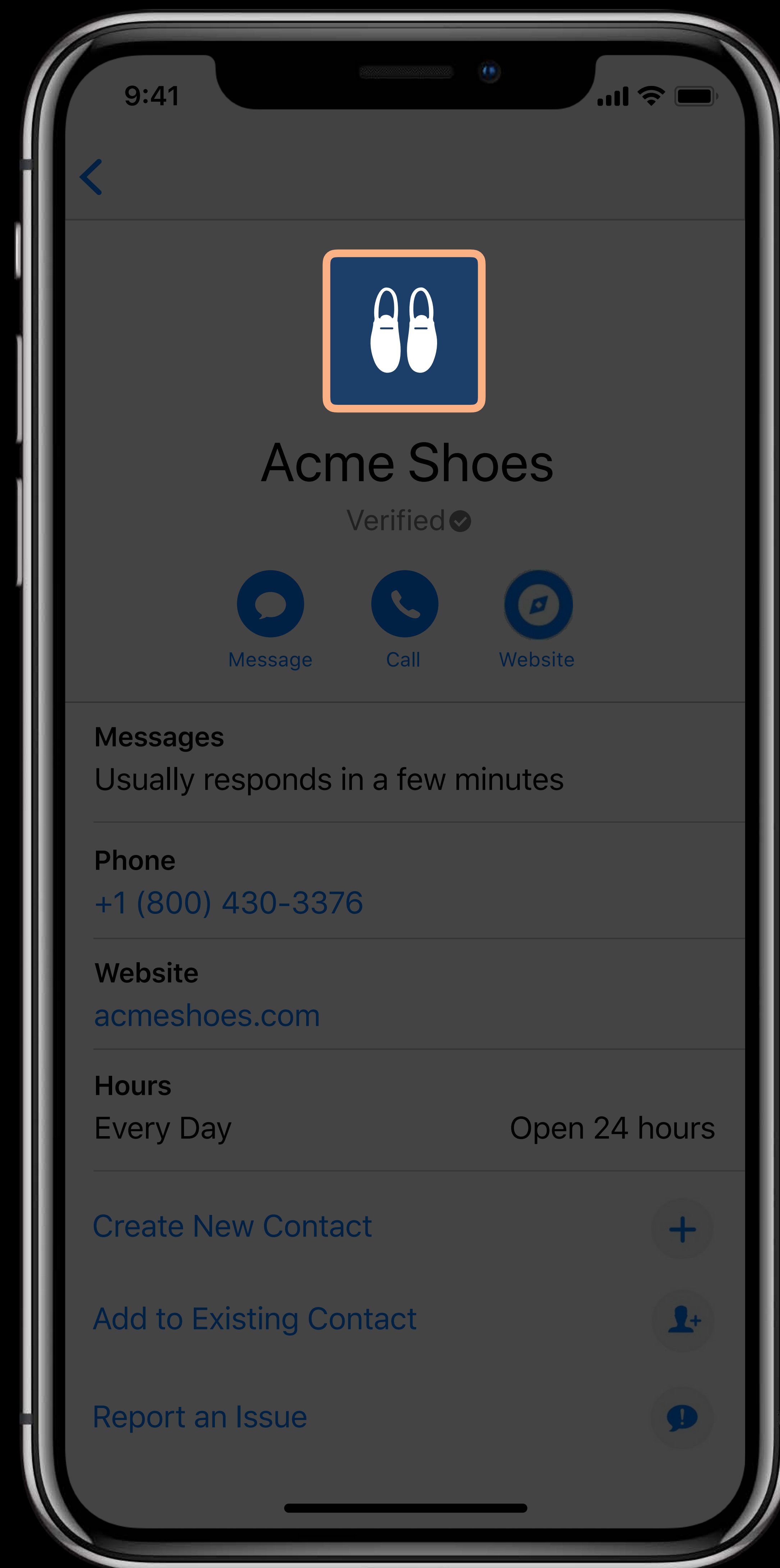
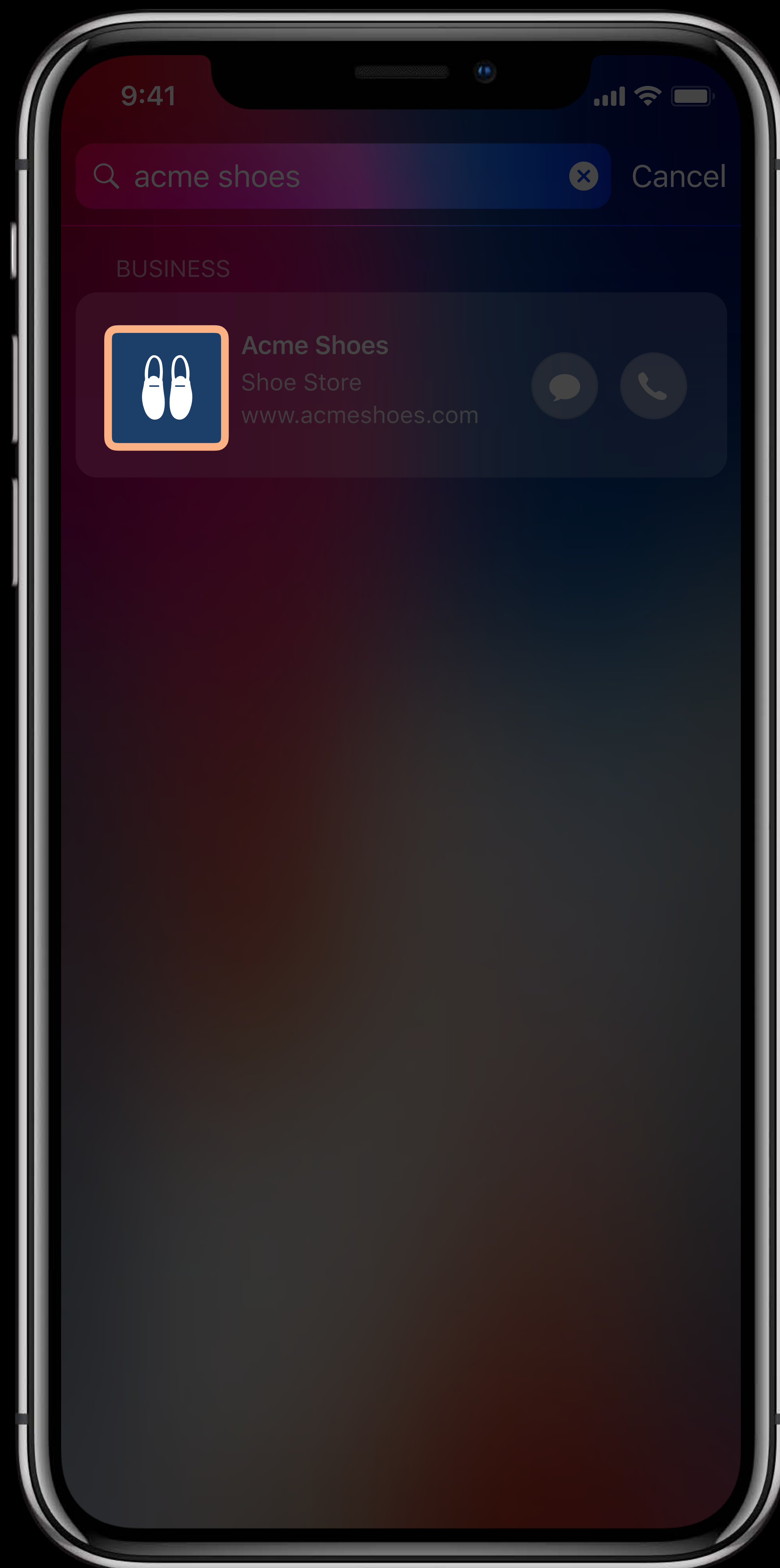


Acme
S H O E S











Acme Shoes




My Apple Services


[Customize](#)


 Messages



Business Chat
Accounts

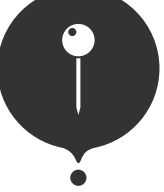
Organization Information


Organization


Files


Team Members


Brands


Locations

Acme Shoes

[< Back](#)

Brands



Acme Shoes

Advanced ▾

Acme Shoes

STATUS



Review by Apple



Your profile has been accepted

Version: Edited ▾

Message Header Configuration

[Edit](#)

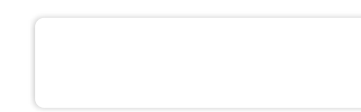
BACKGROUND COLOR

#1B3F68



ICON COLOR

#FFFFFF



LOGO STYLE

Wide logo

HOW HEADER WILL APPEAR IN MESSAGES



Consumer Brand

Steps to get ready

Expect sync and async interaction

Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early



Consumer Brand

Begin app planning early

BUSINESS CHAT DEVELOPMENT

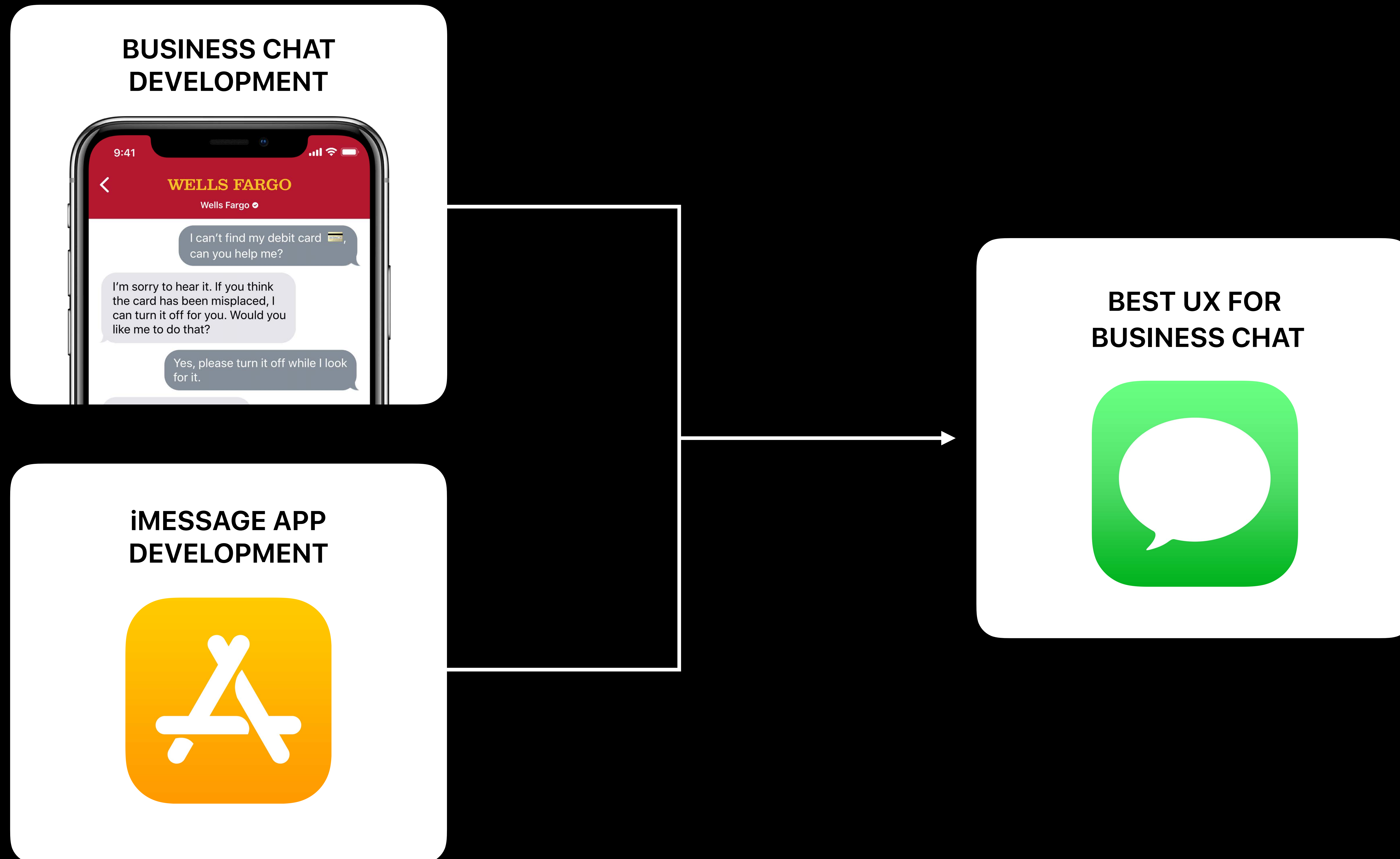


iMESSAGE APP DEVELOPMENT



Consumer Brand

Begin app planning early



Consumer Brand

Steps to get ready

Expect sync and async interaction

Integrate Business Chat entry points

Prepare logo and other assets

Begin app planning early

Getting Ready for Business Chat



Customer Service
Platform



Consumer Brand



Brand Developer

Brand Developer

Getting Started

Scottie Lopatin, Business Chat Engineering

Do I need an app?

Brand Developer

Built-in features

List Picker

Time Picker

Apple Pay

Brand Developer

Built-in features



NEW

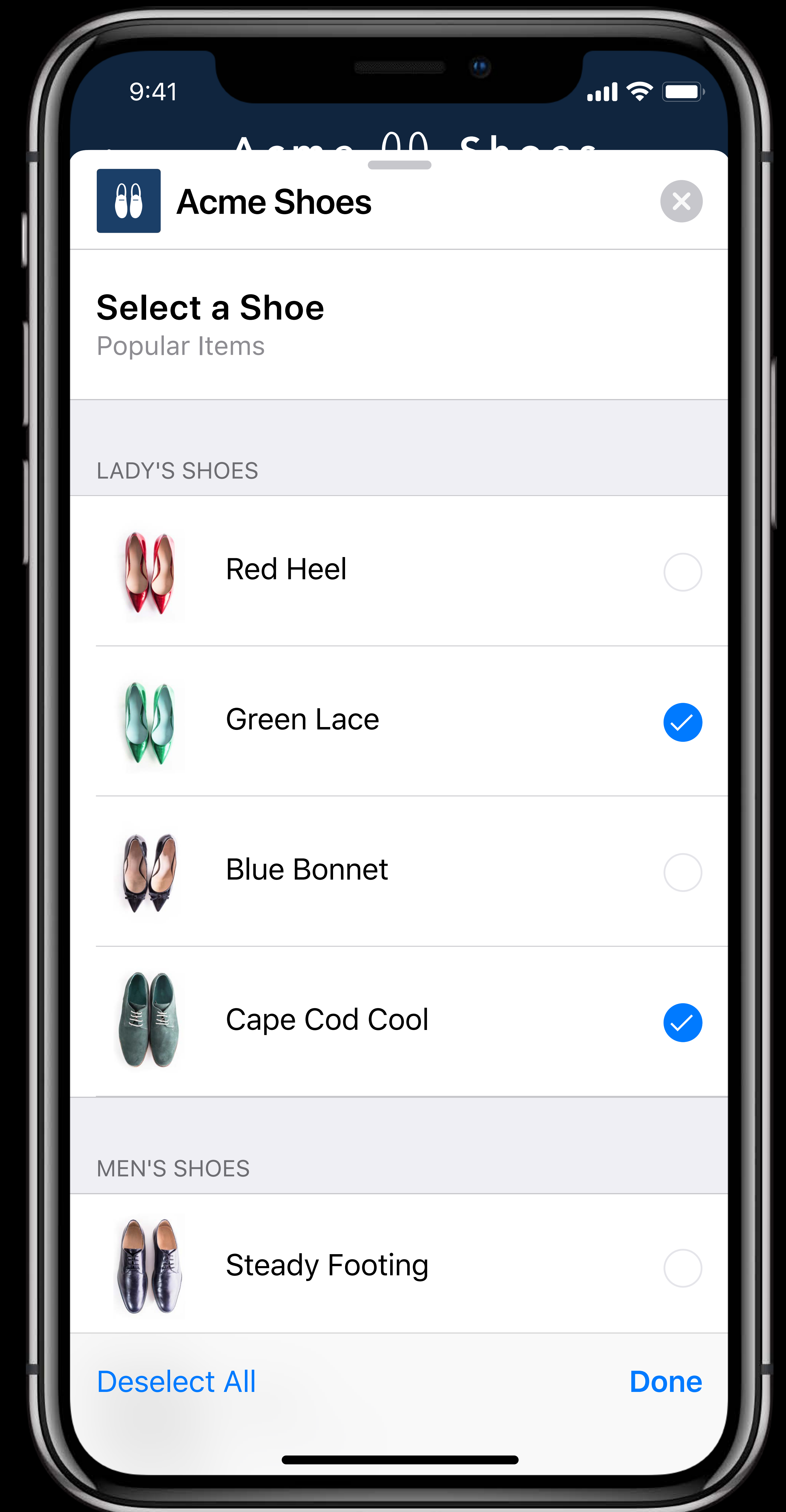
List Picker

Time Picker

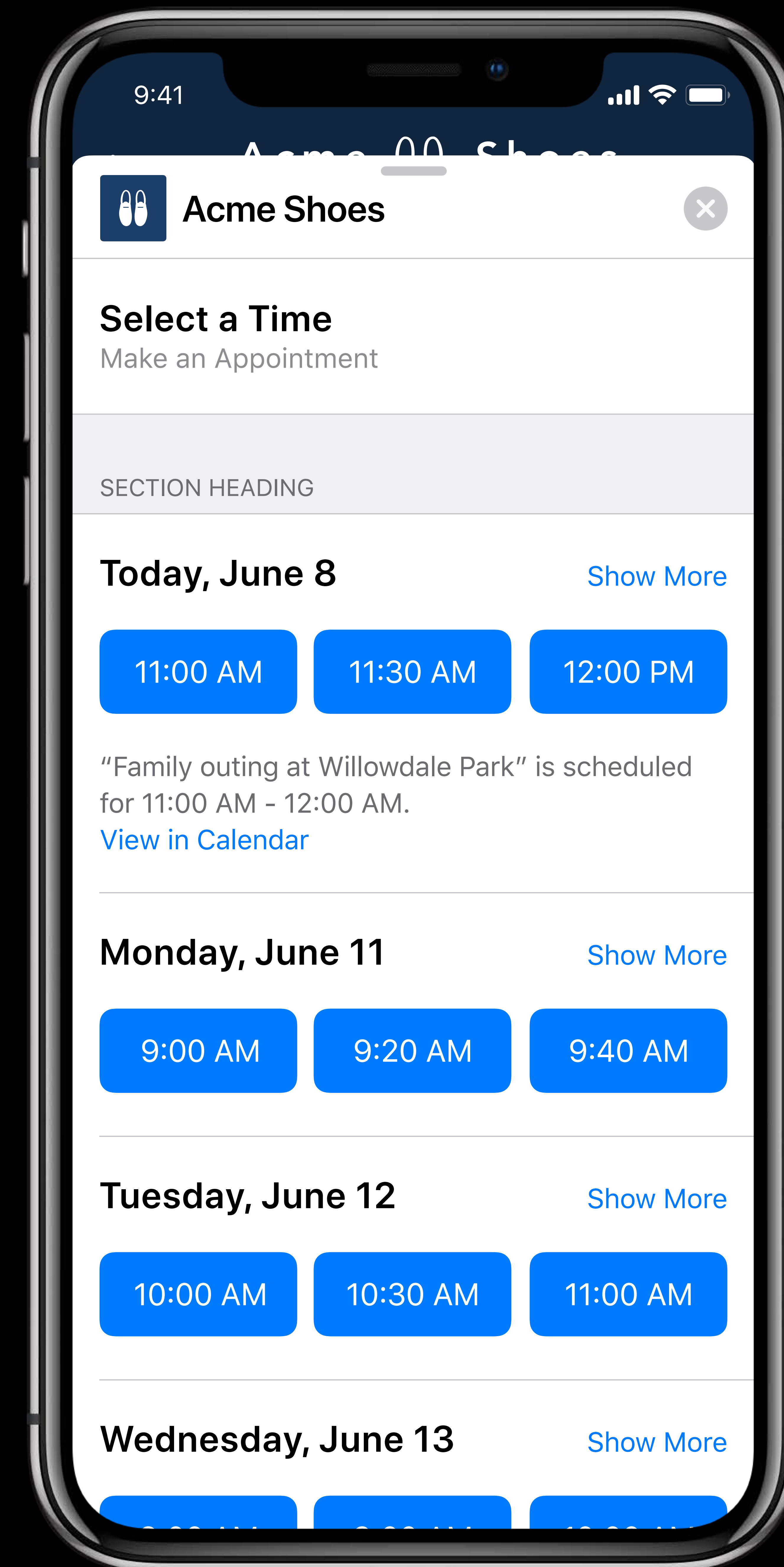
Apple Pay

Authentication

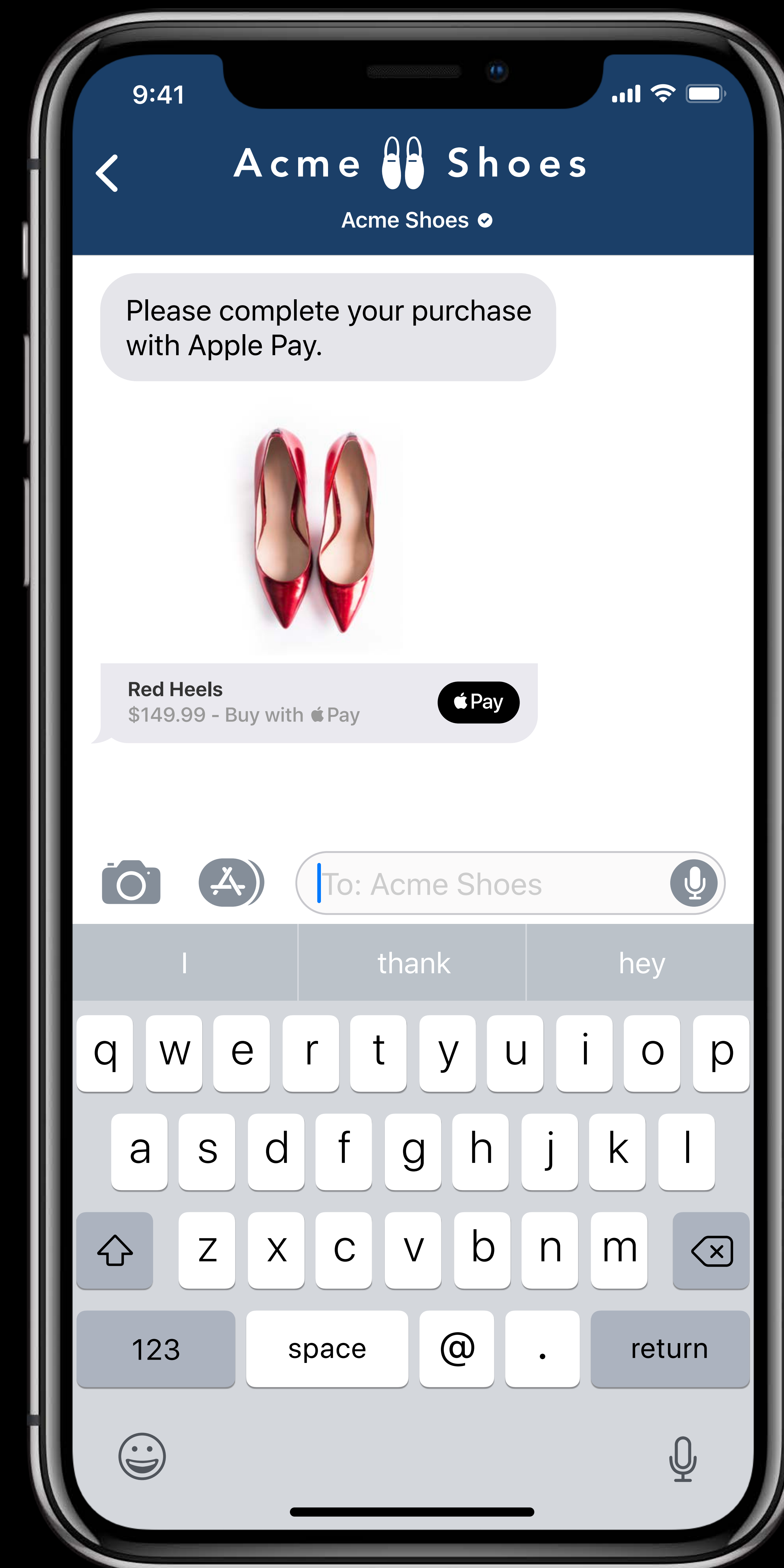
List Picker



Time Picker



Apple Pay



Authentication

New



Authentication flow

9:41



< Acme  Shoes

Acme Shoes 

Please sign in so we can gather your sizing information.



Acme Shoes

Sign In



To: Acme Shoes



I

thank

hey

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123

space

return



9:41



Acme Shoes



Information entered is secure and not shared in chat.



Username

Password

Log in



9:41



Acme Shoes



Information entered is secure and not shared in chat.



Username

Password



Done

Password

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space Go



9:41



Cancel

AutoFill Password

Search



acmeshoes.com — jappleseed
acmeshoes.com



ALL PASSWORDS



apple.com — jappleseed
apple.com



9:41



Acme Shoes



Information entered is secure and not shared in chat.



Username

jappleseed

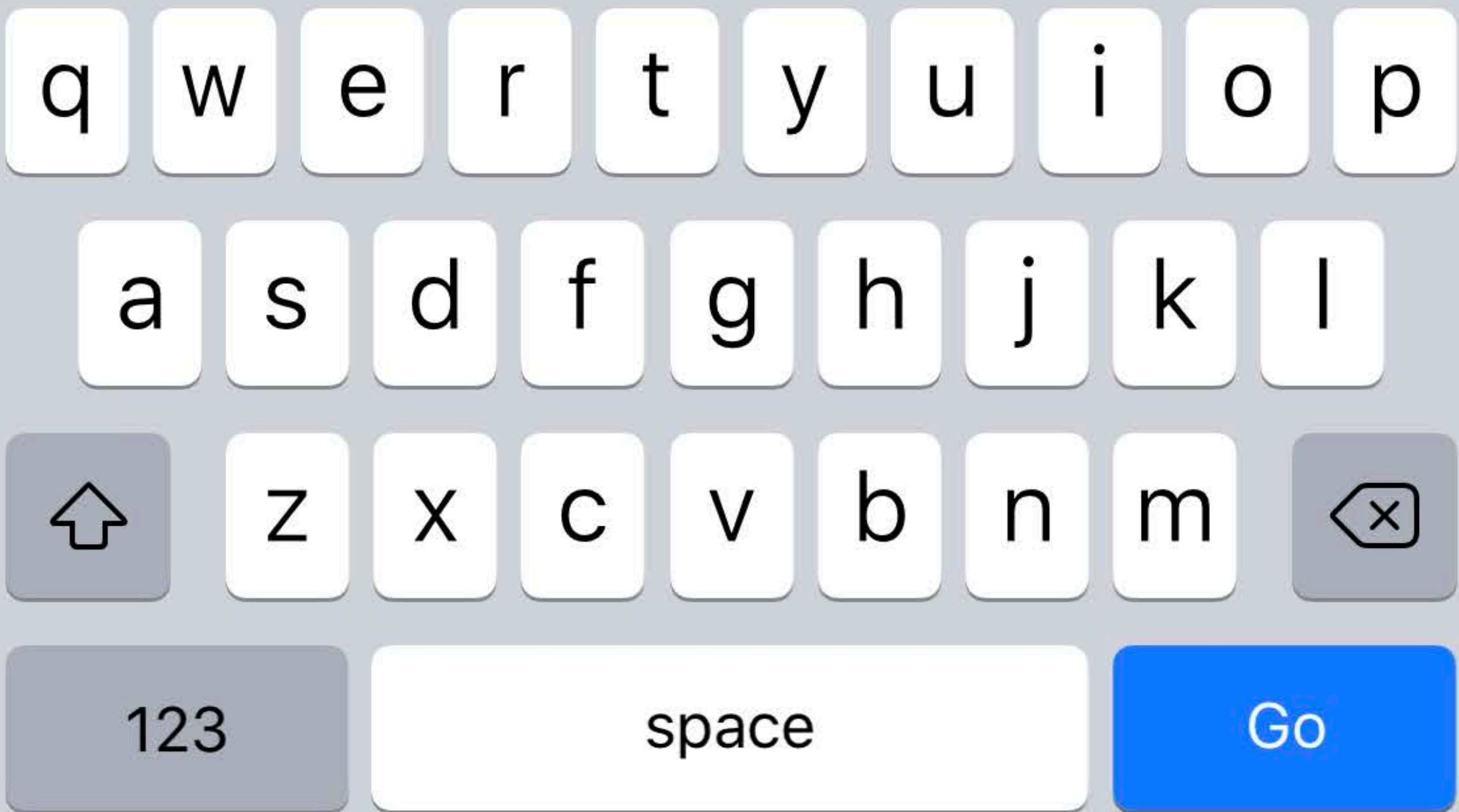
Password

.....



Done

Password



9:41



Acme Shoes



Information entered is secure and not shared in chat.



Username

jappleseed

Password

••••••••••

Log in



9:41



Acme Shoes

Acme Shoes

Please sign in so we can gather your sizing information.

Signed in to Acme Shoes

Signed In to Acme Shoes



To: Acme Shoes



I

thank

hey

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123

space

return

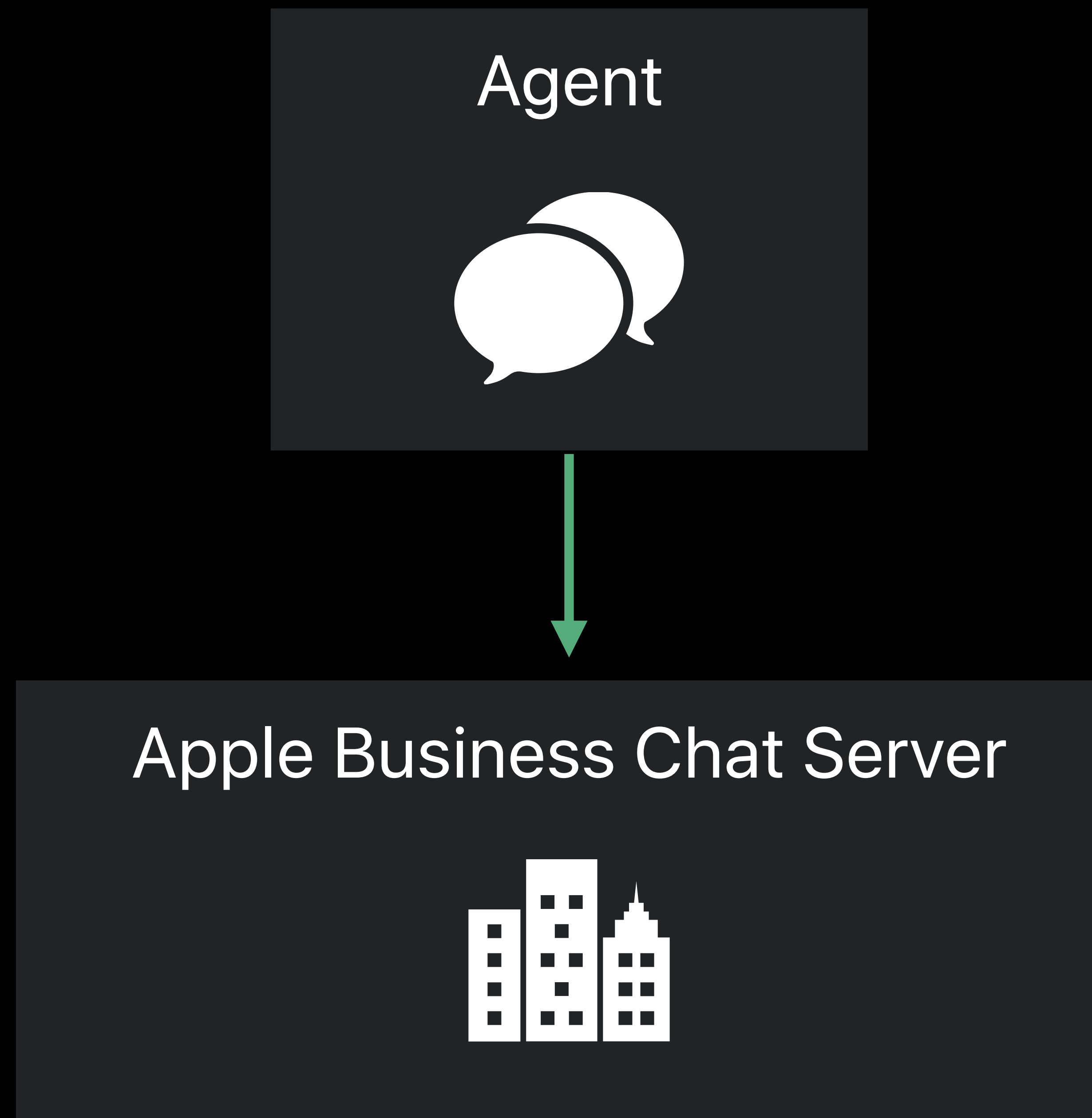


Authentication

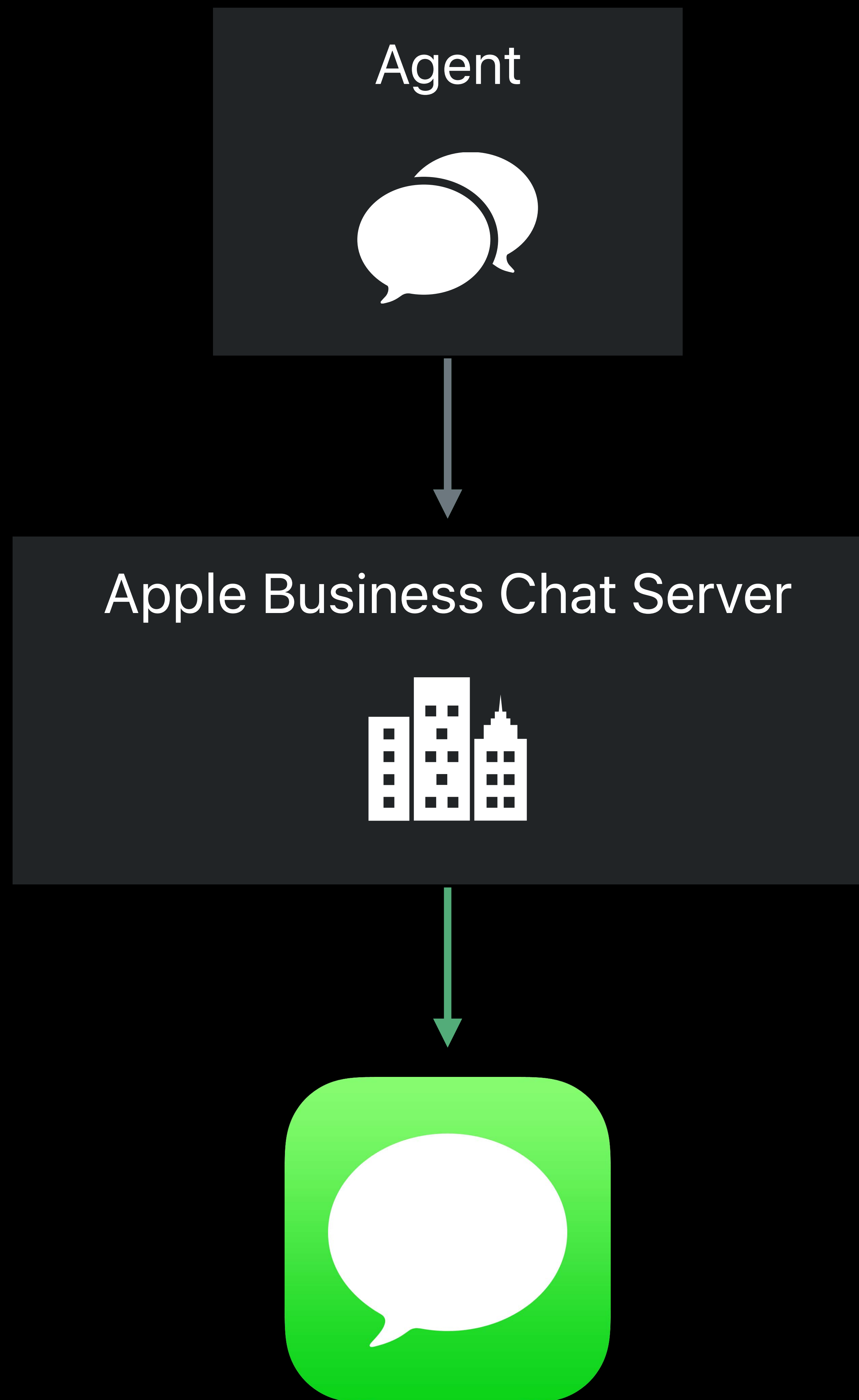
Agent



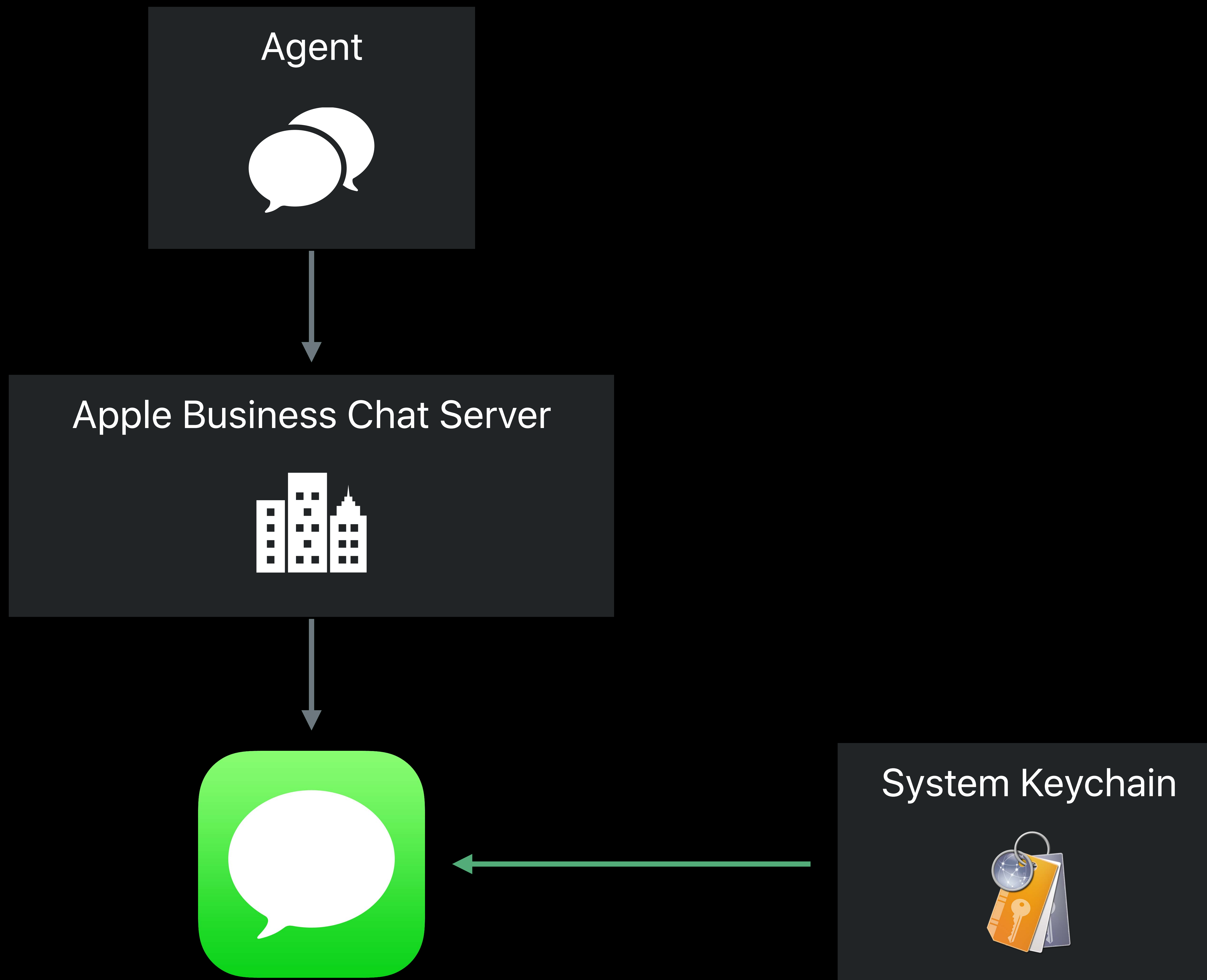
Authentication



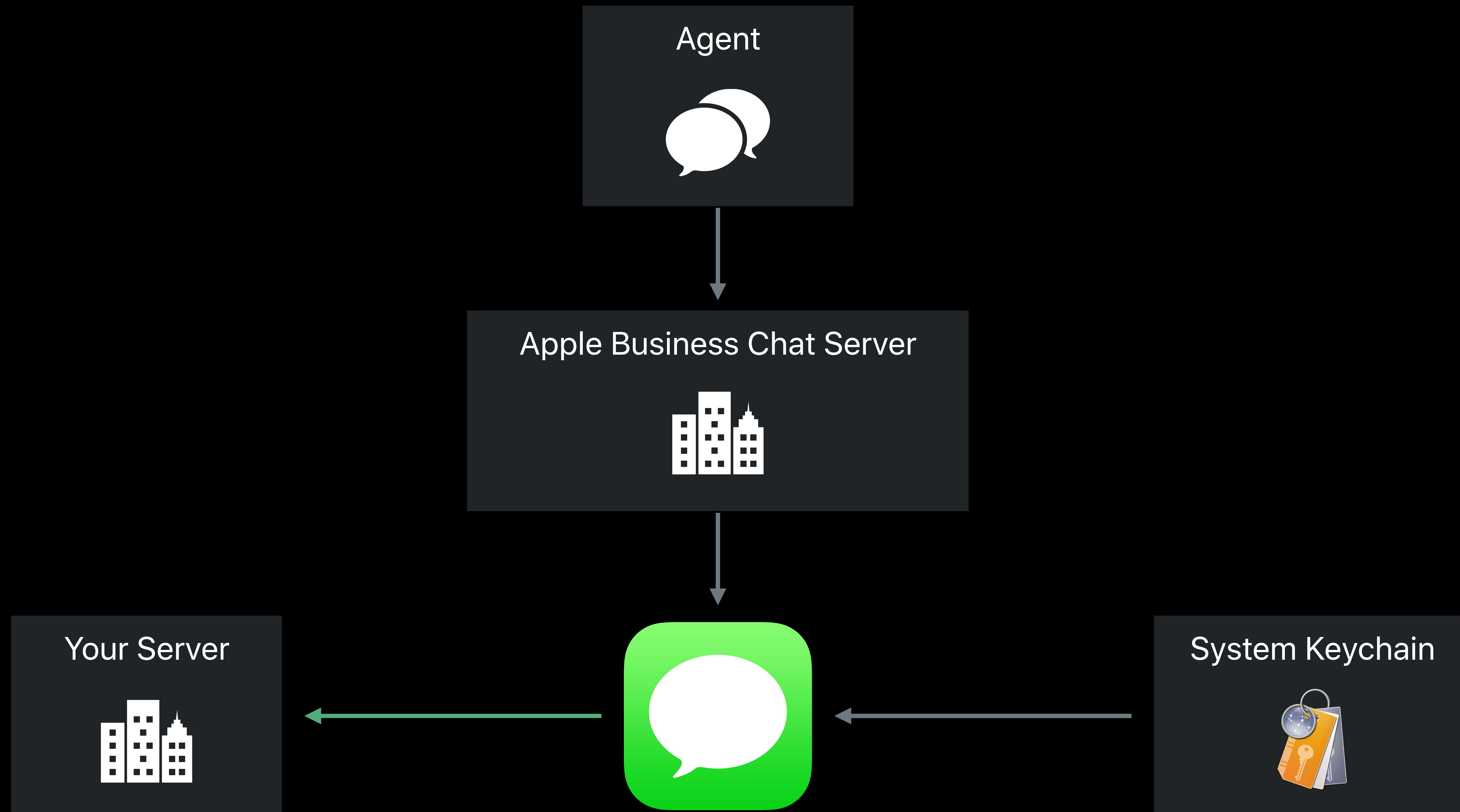
Authentication



Authentication



Authentication

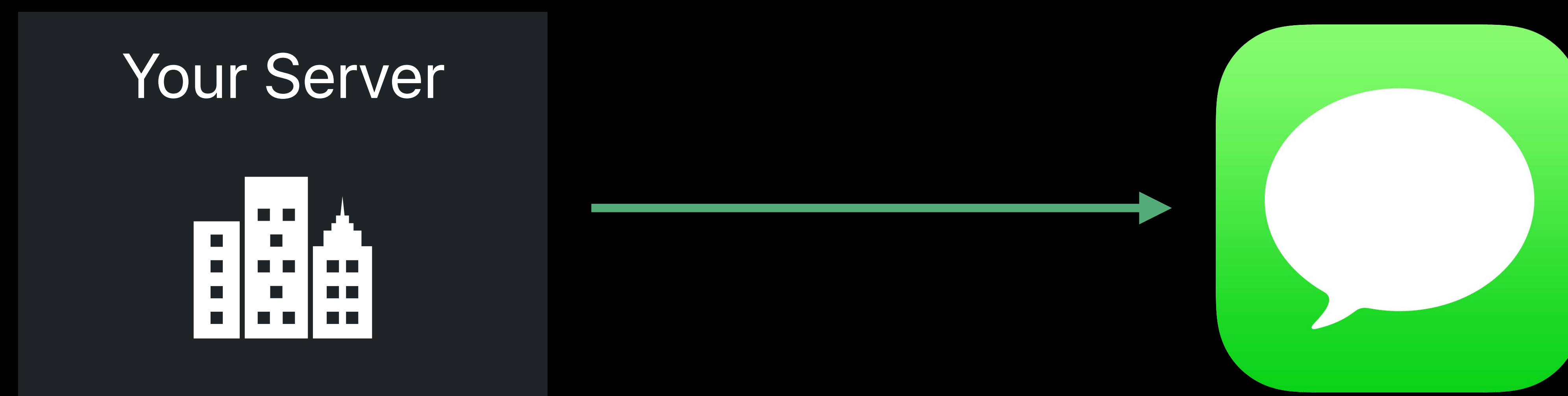


Authentication

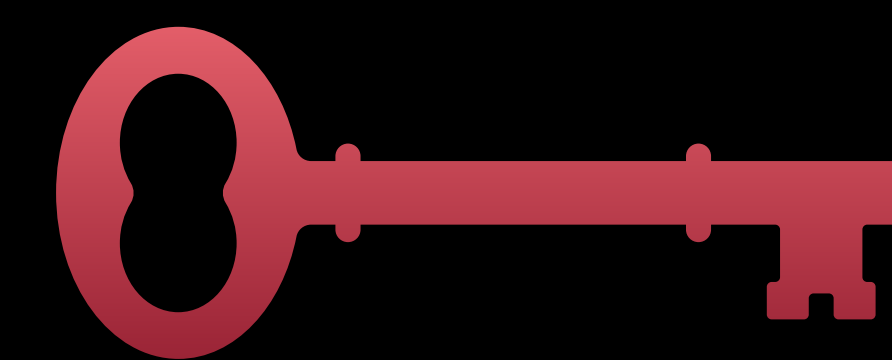
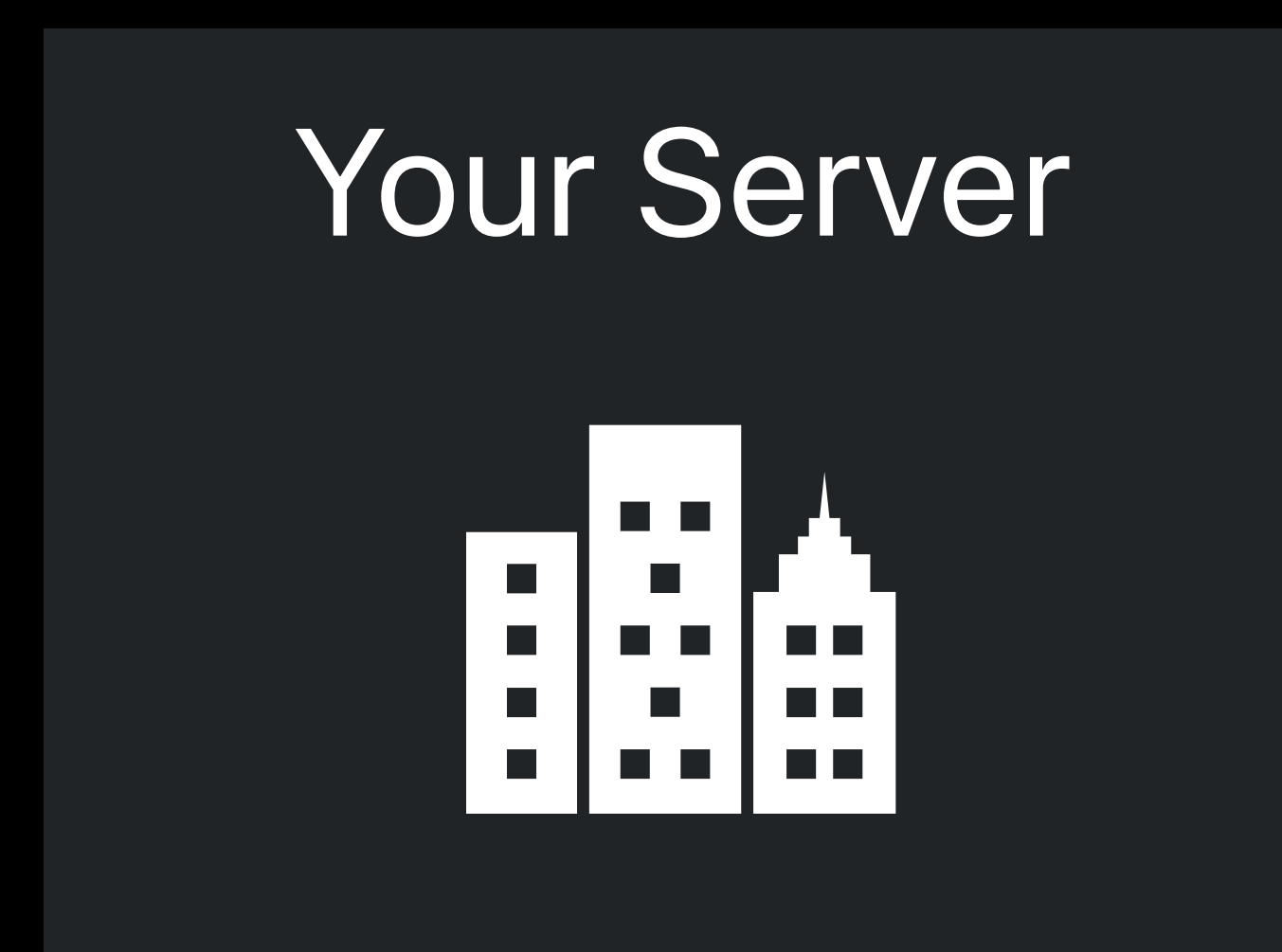
Your Server



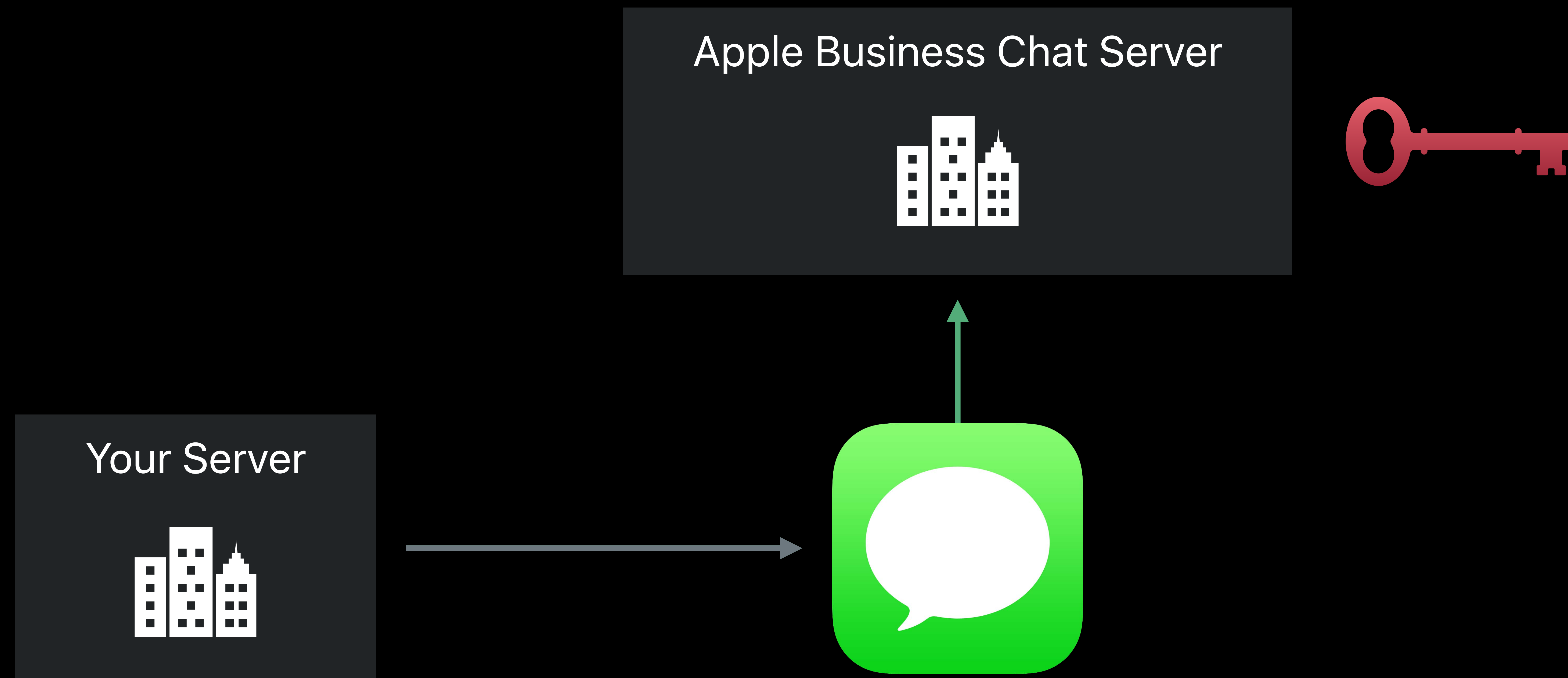
Authentication



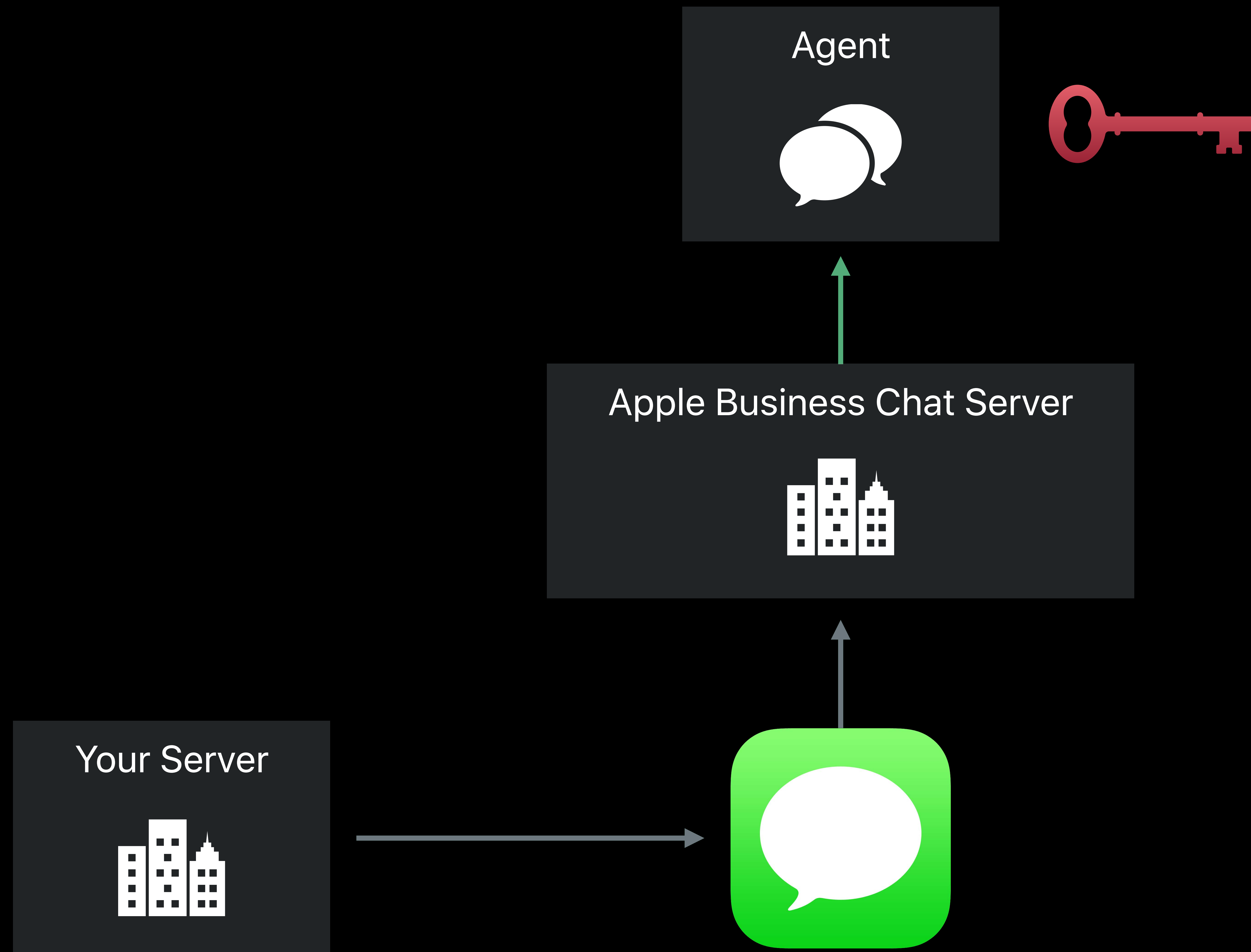
Authentication



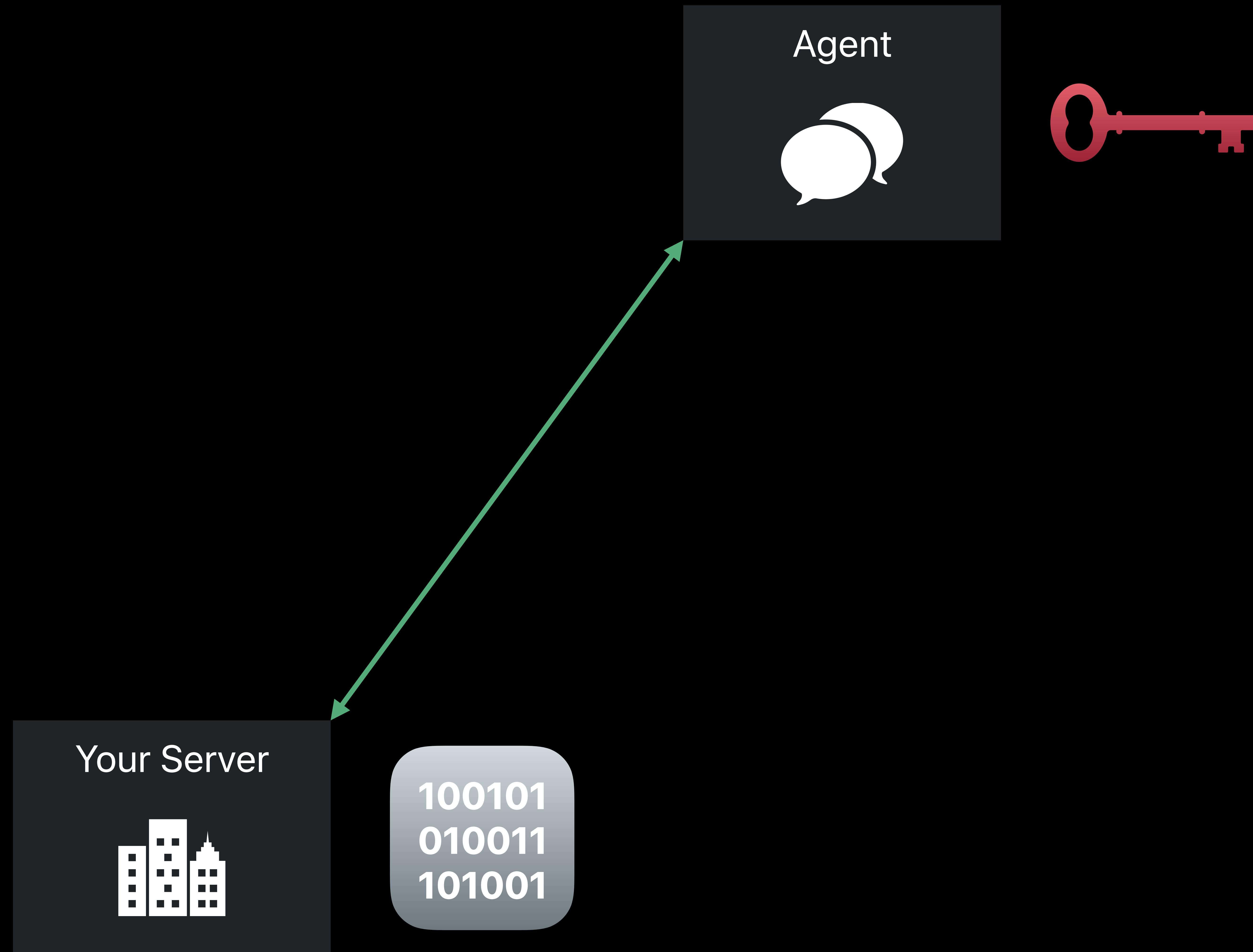
Authentication

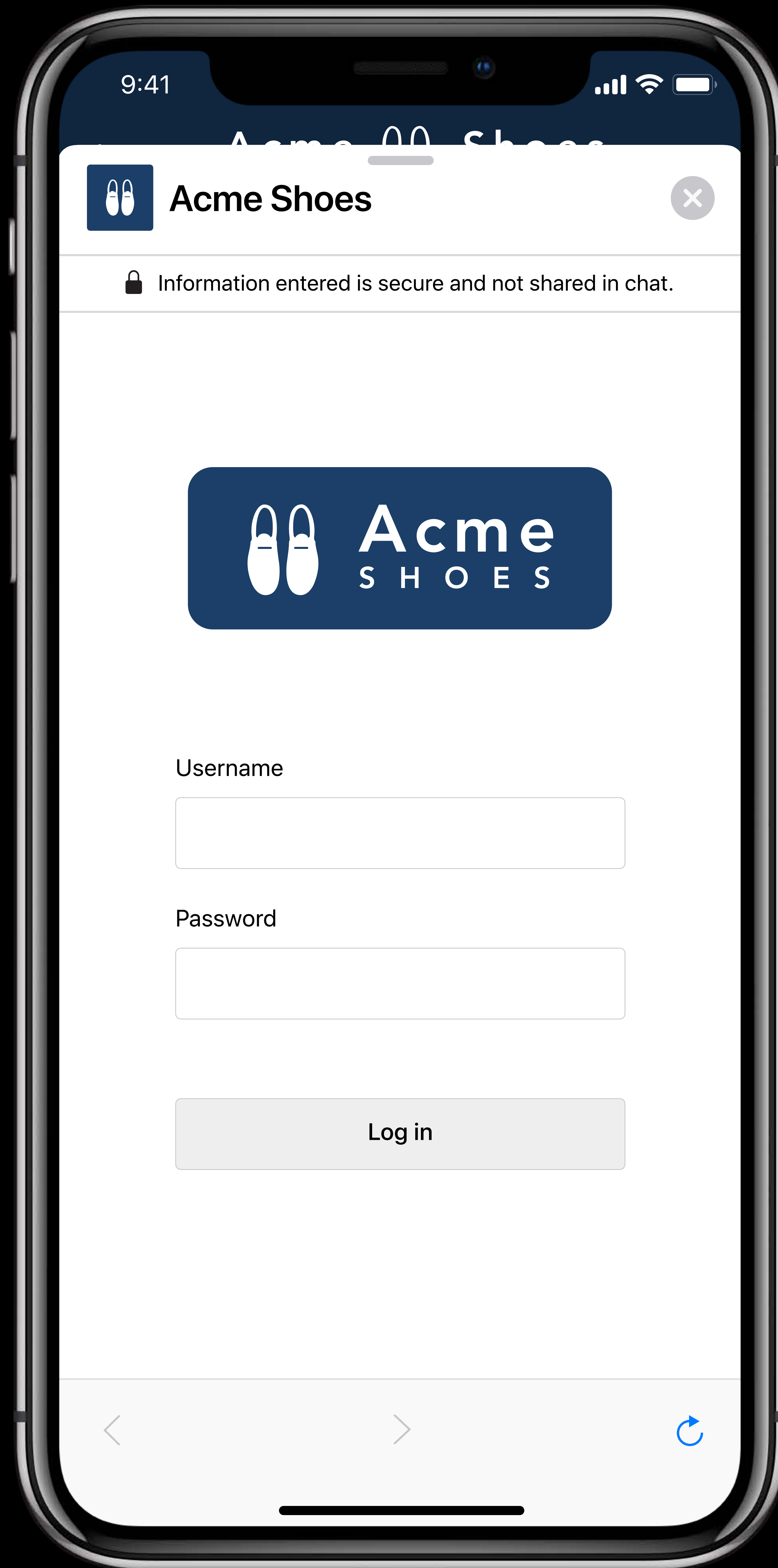


Authentication



Authentication





NEW

Brand Developer

Built-in features

List Picker

Time Picker

Apple Pay

Authentication

Your features

Brand Developer

Your features

Leverage native iOS functionality

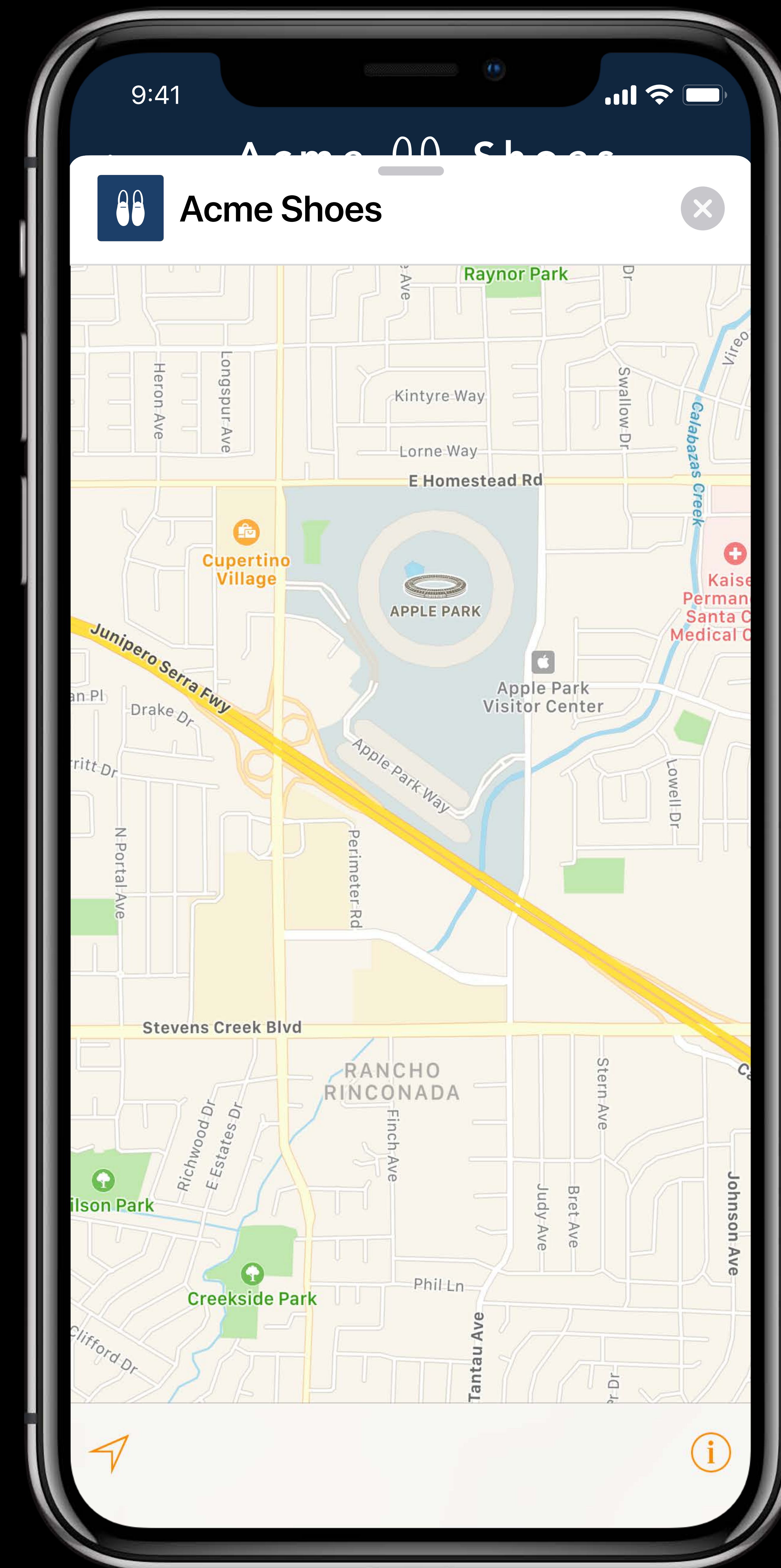
Shared app architecture

Custom experiences

Camera



MapKit



ARKit



ARKit





Branded App Developer

Get ready

Branded App Developer

Get ready

Shared app architecture

Chat with Messages button API

Sandbox testing

Remember best practices

Branded App Developer

Get ready

Shared app architecture

Chat with Messages button API

Sandbox testing

Remember best practices

iMessage App Packaging

Built-in benefits

Shared code resources

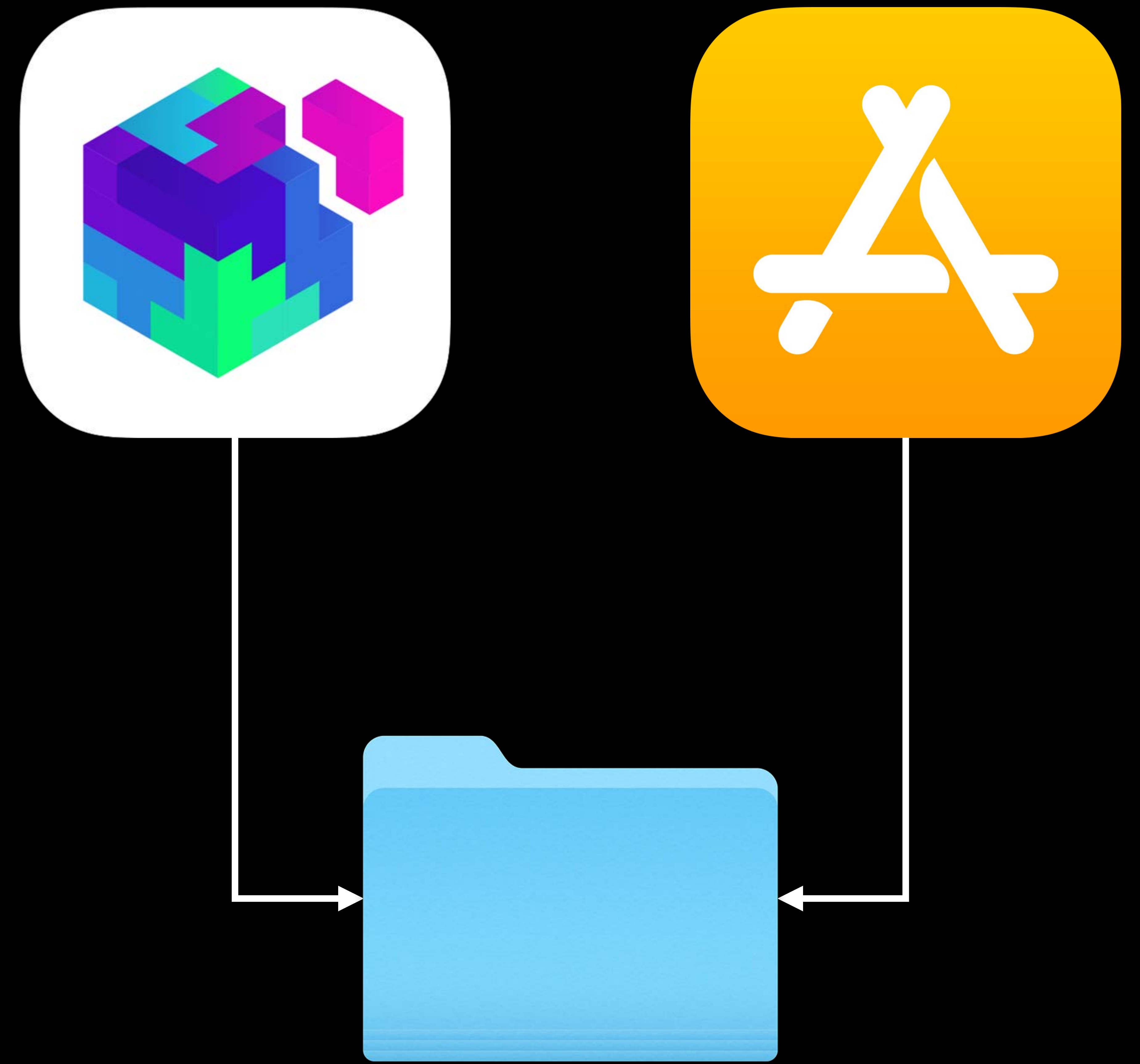


iMessage App Packaging

Built-in benefits

Shared code resources

Shared file system



iMessage App Packaging

Built-in benefits

Shared code resources

Shared file system

Shared Keychain



iMessage App Packaging

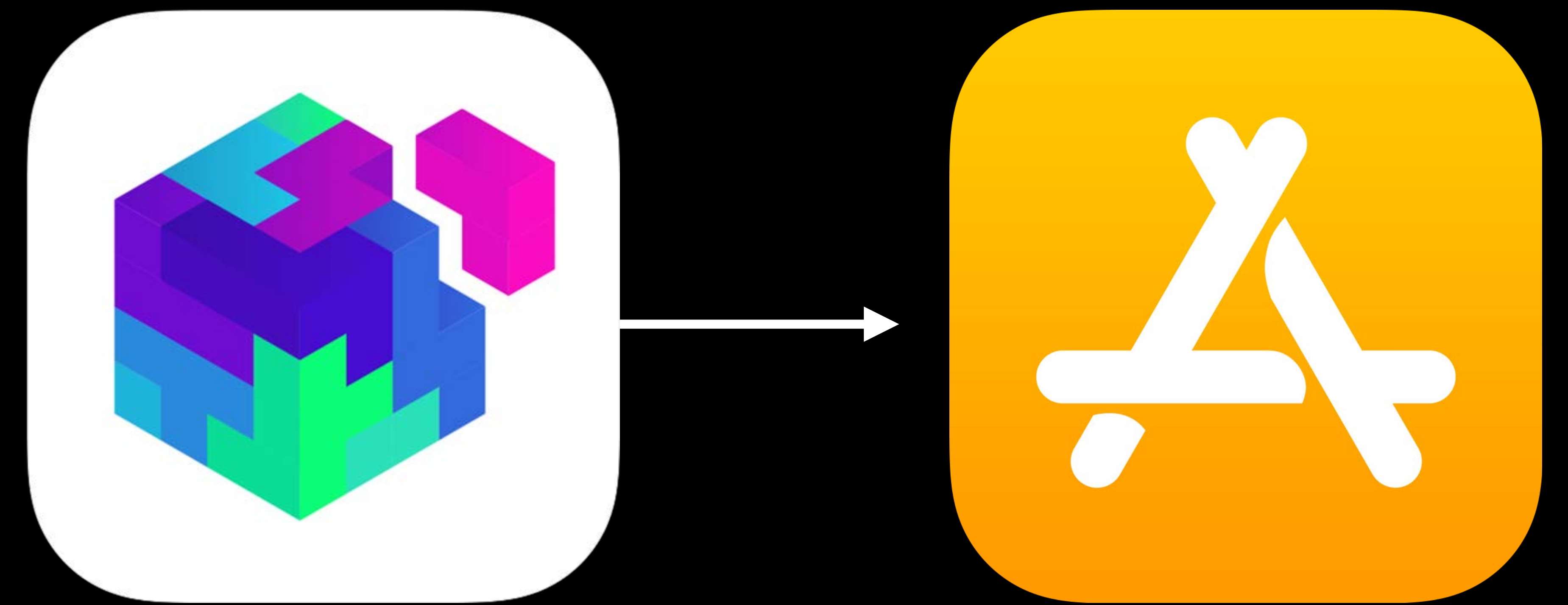
Built-in benefits

Shared code resources

Shared file system

Shared Keychain

Launch full app



iMessage App Packaging

Built-in benefits

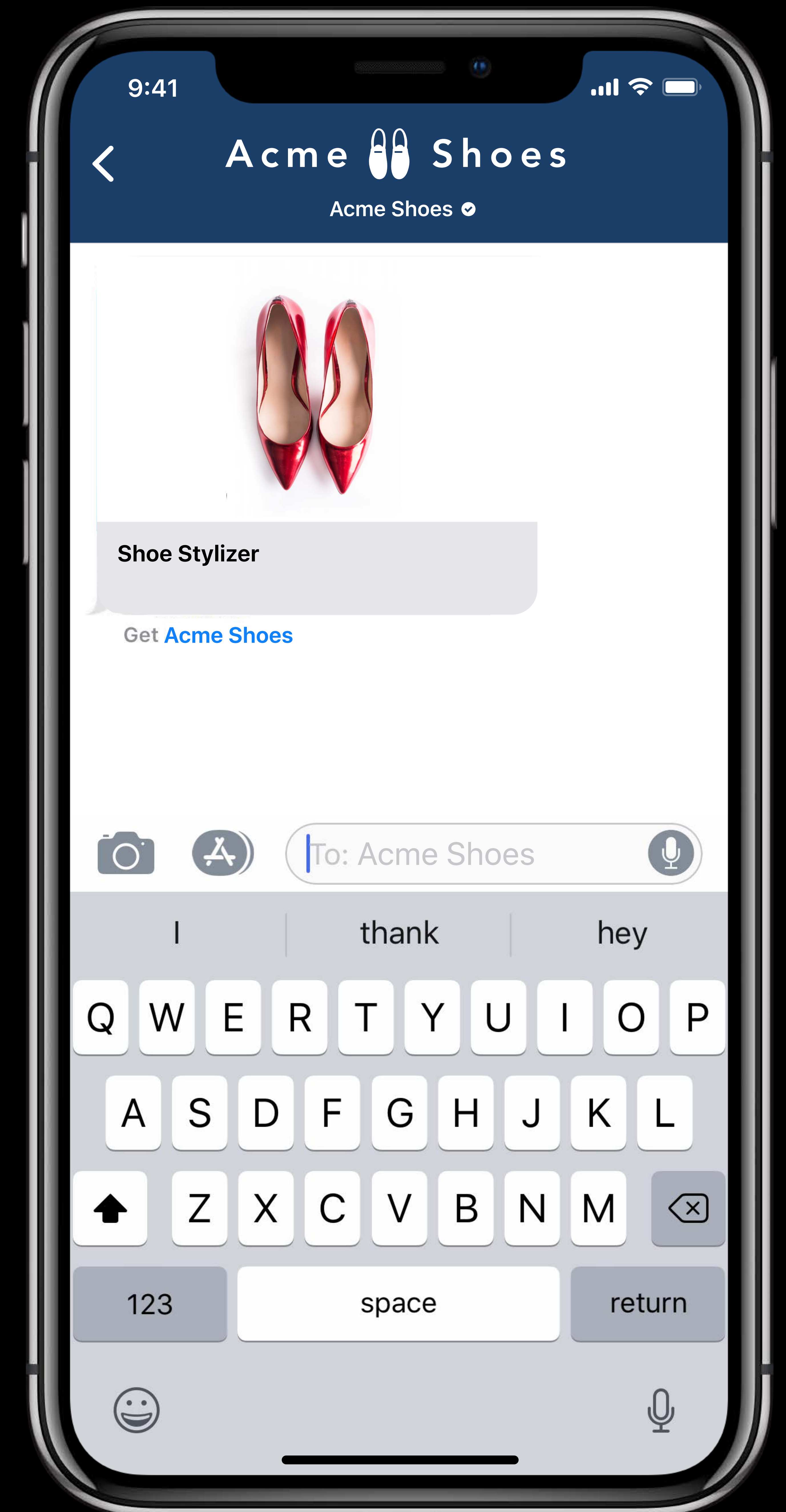
Shared code resources

Shared file system

Shared Keychain

Launch full app

Drives app downloads



Branded App Developer

Get ready

Shared app architecture

Chat with Messages button API

Sandbox testing

Remember best practices

Branded App Developer

Get ready

Shared app architecture

Chat with Messages button API

Sandbox testing

Remember best practices

Chat with Messages Button API



Chat with

Messages

Chat with Messages Button API



Chat with
Messages



BCChatButton



Business Chat Button


```
// BCChatButton Usage

import BusinessChat
class ViewController: UIViewController {

    func setupChatButton() {
        let button = BCChatButton(style: .light)

        #if os(iOS)
            button.addTarget(self, action: #selector(buttonTapped(chatButton:)), for:
UIControlEvents.touchUpInside)
        #elseif os(macOS)
            button.action = #selector(buttonTapped(chatButton:))
        #endif

        button.translatesAutoresizingMaskIntoConstraints = false
        view.addSubview(button)
        // Set layout constraints.
    }
}
```

```
// BCChatButton Usage

import BusinessChat
class ViewController: UIViewController {

    func setupChatButton() {
        let button = BCChatButton(style: .light)

        #if os(iOS)
            button.addTarget(self, action: #selector(buttonTapped(chatButton:)), for:
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        #endif

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        view.addSubview(button)
        // Set layout constraints.
    }
}
```



```
// BCChatButton Usage

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            button.addTarget(self, action: #selector(buttonTapped(chatButton:)), for:
UIControlEvents.touchUpInside)
        #elseif os(macOS)
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        #endif

        button.translatesAutoresizingMaskIntoConstraints = false
        view.addSubview(button)
        // Set layout constraints.
    }
}
```

```
// BCChatButton Usage

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UIControlEvents.touchUpInside)
        #elseif os(macOS)
            button.action = #selector(buttonTapped(chatButton:))
        #endif

        button.translatesAutoresizingMaskIntoConstraints = false
        view.addSubview(button)
        // Set layout constraints.
    }
}
```



```
// BCChatButton Usage

import BusinessChat
class ViewController: UIViewController {

    func setupChatButton() {
        let button = BCChatButton(style: .light)

        #if os(iOS)
            button.addTarget(self, action: #selector(buttonTapped(chatButton:)), for:
UIControlEvents.touchUpInside)
        #elseif os(macOS)
            button.action = #selector(buttonTapped(chatButton:))
        #endif

        button.translatesAutoresizingMaskIntoConstraints = false
        view.addSubview(button)
        // Set layout constraints.
    }
}
```

```
// BCChatButton Usage

import BusinessChat

class ViewController: UIViewController {

    @objc func buttonTapped(chatButton: BCChatButton) {
        let parameters: [BCChatAction.Parameter:String] = [
            .intent: "question_about_shoe_product_178758",
            .group: "shoe_support",
            .body: "Hi! I'd like additional information about this product."
        ]
        // Replace the businessIdentifier value with your business ID.
        BCChatAction.openTranscript(businessIdentifier: "8d7f4b79-bf77-45ab-86b5-b74f56d47737",
intentParameters: parameters)
    }
}
```



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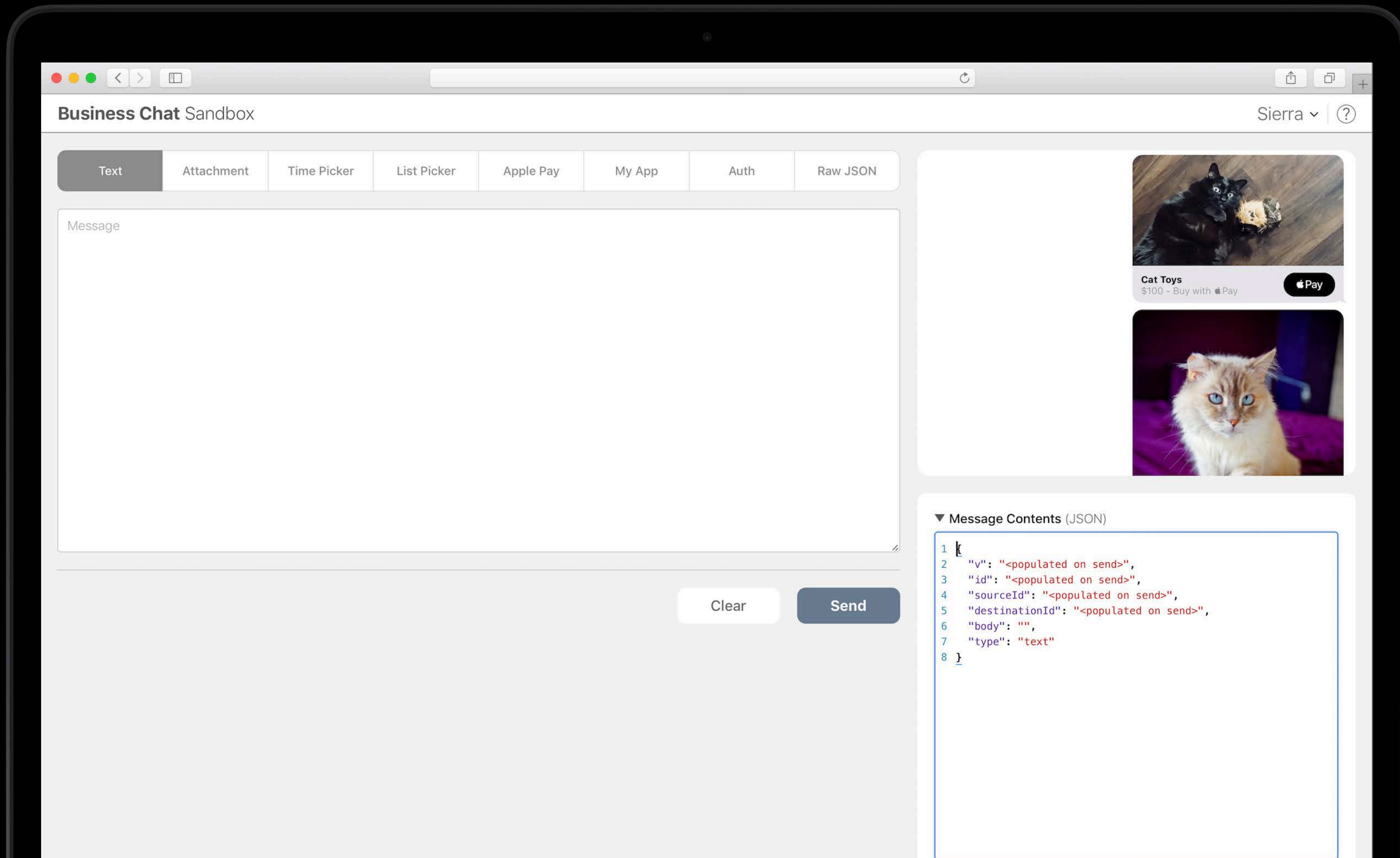
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<https://icloud.developer.apple.com/businesschat/>



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Enhance your app with a custom extension

Customize the user experience for Messages

Integrate Message API button into your app, websites, and emails

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Platform



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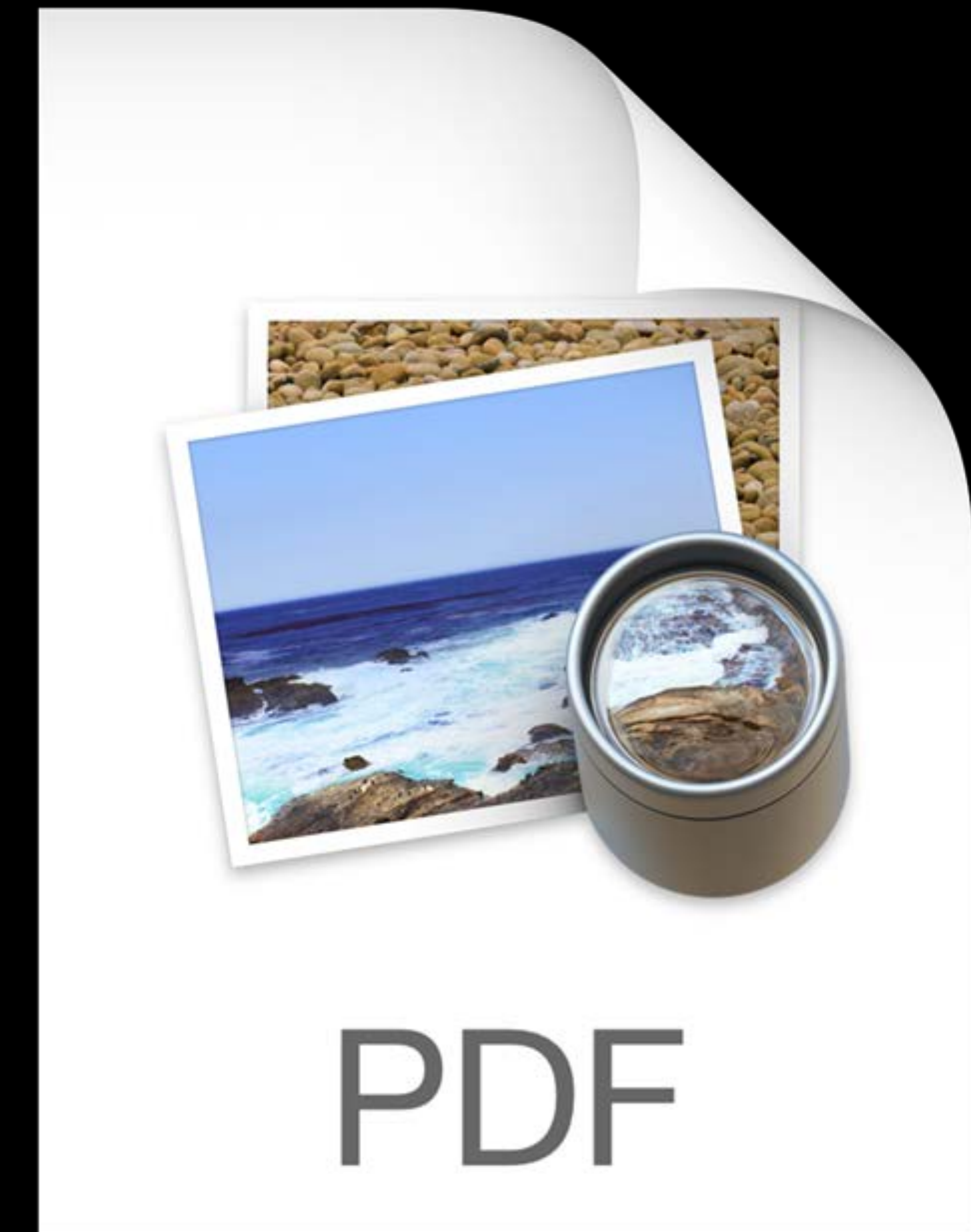


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More Information

<https://developer.apple.com/wwdc18/232>

Business Chat Information



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Business Chat Features

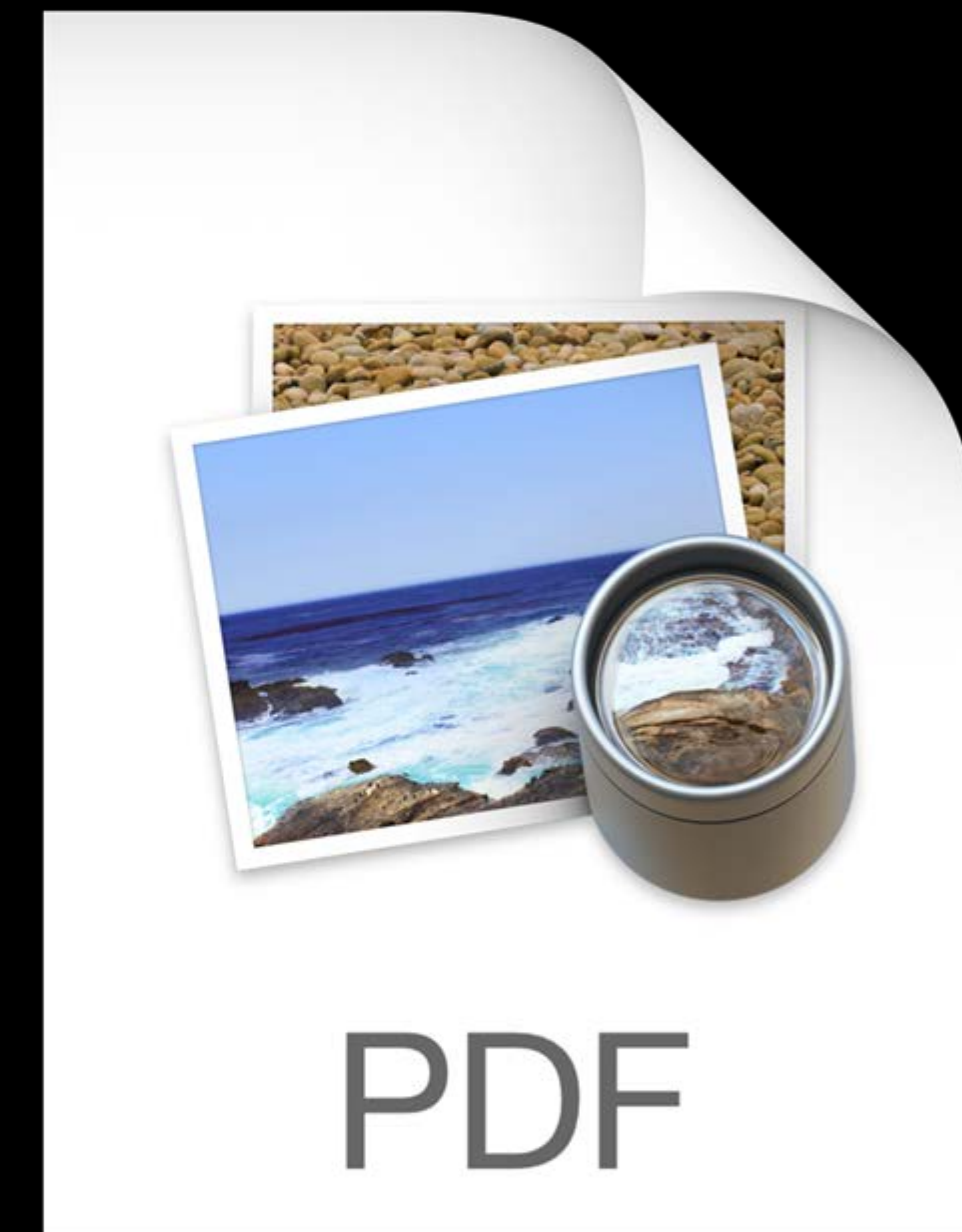
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Business Chat Policies and Best Practices

Apple Business Register

Business Chat Sandbox

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Consumer Brand—register, select CSP and integrate!

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