Abstract

Genesys Altocloud is a customer journey analytics platform that analyzes all kinds of customer journey behavior and data. Your organization can use it to observe and analyze visitors on your digital properties, such as websites. Genesys Altocloud can predict what it will take for visitors to achieve a desirable business outcome, and then it acts to offer the most appropriate and effective channel to assist them in completing their journey.

For the latest version of this document, see the PureConnect Documentation Library at: http://help.genesys.com/cic.
# Table of Contents

Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>2</td>
</tr>
<tr>
<td>Overview</td>
<td>3</td>
</tr>
<tr>
<td>Altocloud and PureConnect</td>
<td>3</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>4</td>
</tr>
<tr>
<td>Documentation Resources</td>
<td>5</td>
</tr>
<tr>
<td>Configure the Integration</td>
<td>6</td>
</tr>
<tr>
<td>Configuration Overview</td>
<td>6</td>
</tr>
<tr>
<td>Your PureCloud Organization</td>
<td>6</td>
</tr>
<tr>
<td>Default Roles</td>
<td>7</td>
</tr>
<tr>
<td>Interaction Administrator Configuration</td>
<td>8</td>
</tr>
<tr>
<td>Load the Altocloud License File</td>
<td>9</td>
</tr>
<tr>
<td>Configure Your PureCloud Organization</td>
<td>10</td>
</tr>
<tr>
<td>Enable Workgroup Queue Availability Updates</td>
<td>10</td>
</tr>
<tr>
<td>Configure Optional Altocloud Server Parameters in Interaction Administrator</td>
<td>10</td>
</tr>
<tr>
<td>PureCloud Configuration</td>
<td>10</td>
</tr>
<tr>
<td>Access Your Organization in PureCloud</td>
<td>11</td>
</tr>
<tr>
<td>Assign Altocloud Permissions in PureCloud</td>
<td>11</td>
</tr>
<tr>
<td>Create Altocloud Segments, Business Outcomes, and Action Maps</td>
<td>11</td>
</tr>
<tr>
<td>Add the Altocloud Tracking Snippet to your Website</td>
<td>12</td>
</tr>
<tr>
<td>Altocloud in Interaction Connect</td>
<td>13</td>
</tr>
<tr>
<td>Altocloud View in Interaction Connect</td>
<td>13</td>
</tr>
<tr>
<td>PureConnect Widgets</td>
<td>13</td>
</tr>
<tr>
<td>Change Log</td>
<td>14</td>
</tr>
</tbody>
</table>
Overview

Genesys Altocloud is a customer journey analytics platform that analyzes all kinds of customer journey behavior and data. Your organization can use it to observe and analyze visitors on your digital properties, such as websites. Genesys Altocloud can predict what it will take for visitors to achieve a desirable business outcome, and then it acts to offer the most appropriate and effective channel to assist them in completing their journey.

Altocloud and PureConnect

Altocloud integrates with Interaction Connect, the PureConnect browser-based application where agents handle customer interactions, such as calls, emails, and chats. The integration supports both PureConnect Cloud and PureConnect on-premises customers.

In the integration, a predictive engagement service hosted on the Genesys Cloud platform determines when to initiate a chat with a website visitor and which workgroup should handle the interaction based on current agent availability. Once Altocloud offers a chat, the chat interaction is created and routed just like any other interaction.

Once a chat is connected to an agent in Interaction Connect, the agent can view a map that outlines the visitor's journey on the website.

For a description of the elements included in the journey map, see Customer Journey in the Altocloud documentation. Future versions of the integration will support additional interaction types.
Prerequisites

This document assumes that:

- CIC 2019 R2 patch 3 or higher is installed.
- Genesys Widgets version 9.0.015.11
  Genesys released support for Altocloud content offers in PureEngage and PureCloud on January 11, 2019. A content offer is a type of Altocloud action that triggers on a website when a user's behavior or segment matches to the criteria defined in an action map. For more information about content offers, see https://all.docs.genesys.com/ATC/Current/AdminGuide/About_content_offers.

- Your website is Altocloud-enabled.
- The CIC server is configured with the following licenses. To load the license file that contains both licenses, see Load the Altocloud License File.
  - I3_FEATURE_ALTOCLOUD
  - I3_ACCESS_ALTOCLOUD_USER
- A PureCloud organization that is provisioned and linked to the CIC server, with bridges and connectors installed and configured. Your PureCloud organization is created for you and you will receive a welcome email to activate your admin account in PureCloud. The PureCloud organization is provisioned with the following:
  - The base functionality required for your Genesys Cloud integration.
  - An admin console you can use to configure your Genesys Cloud integration.
  - A user with the PureCloud Admin role, which includes default admin permissions, single sign-on, and any integration-specific permissions.
  - A default AI Agent role that provides access to AI services, such as Altocloud.
  You'll need to have the following information about your organization. See Access Your Organization in PureCloud.
  - Administrator email address
  - Administrator password
  - Organization long name – the name used to create the PureCloud organization
  - Organization short name – the name generated from the organization long name in compliance with DNS restrictions (a-z, 0-9, A-Z)
  
  **Note:**
  If you are unsure of the organization short name, log in to PureCloud at https://login.mypurecloud.com (or other region-based login site) and navigate to Admin>Account Settings>Organization Settings. Both the organization long name and short name are listed here.
  - Region
    
    For more information about provisioning your PureCloud organization, see the Genesys Cloud for PureConnect Administrator's Guide in the PureConnect documentation library.
Documentation Resources

This document ties together the various pieces of the integration, from configuration to agents handling Altocloud chats. You may need to access other documentation resources for more information about specific topics. For example, adding views in Interaction Connect, elements of the customer journey map, or licensing in Interaction Administrator.

The following is a list of some helpful documentation resources that you may want to consult.

<table>
<thead>
<tr>
<th>See this:</th>
<th>For:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altocloud documentation site</td>
<td>General information about Genesys Altocloud.</td>
</tr>
<tr>
<td>Genesys Altocloud Administrator's Guide</td>
<td>Information about configuration tasks in the Altocloud Admin UI. Keep in mind that it is not PureConnect-specific and not all features described are included in the PureConnect integration with Altocloud.</td>
</tr>
<tr>
<td>Genesys Altocloud Agent's Guide</td>
<td>A description of the elements in the customer journey map. Note that not all features described in the Agent's Guide apply to the PureConnect integration.</td>
</tr>
<tr>
<td>Interaction Administrator Help</td>
<td>More information about configuring PureConnect workgroups, assigning licenses, and configuring server parameters.</td>
</tr>
<tr>
<td>Interaction Connect Help</td>
<td>Adding the Altocloud view in Interaction Connect and learning about widgets.</td>
</tr>
<tr>
<td>Genesys Cloud for PureConnect Administrator's Guide</td>
<td>Configuring the PureConnect integration with Genesys Cloud.</td>
</tr>
</tbody>
</table>
Configure the Integration

Configuration Overview

There are several items to configure for the integration, in several different locations. Some of the configuration tasks are documented outside of this technical reference. Links are provided to the relevant content.

**In Interaction Administrator:**
- Enable the Altocloud server and user licenses. See [Load the Altocloud License File](#).
- Configure the Genesys Cloud for PureConnect integration. See [Genesys Cloud for PureConnect Administrator’s Guide](#).
- Enable workgroup queue availability updates.
- Configure Altocloud server parameters.

**In Interaction Connect:**
- Configure a web chat widget.

**In PureCloud:**
- Assign Altocloud permissions to the admin role.
- Create segments, outcomes, and action maps.

**On your website:**
- Add the Altocloud tracking snippet.

**Your PureCloud Organization**

PureConnect uses a predictive engagement service hosted in the Genesys Cloud platform, the Altocloud integration requires a PureCloud organization. Genesys provides you with a PureCloud organization that is configured with default roles and permissions. Contact your Genesys account manager for more information about obtaining your PureCloud organization.

To configure your organization in Interaction Administrator, you'll need some information about it. To find your organization's information:
1. Log in to your PureCloud region using the credentials provided in your Welcome email. For more information about regions, see: https://developer.mypurecloud.com/api/rest/index.html

2. In the PureCloud Admin menu, under **Account Settings > Organization Settings**, find your company name and short name, and then click **Advanced** to find your organization ID. You will need this information when you configure your organization in Interaction Administrator. See Configure Your PureCloud Organization.

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**Default Roles**

Your organization includes a PureCloud **Admin** role, which includes the default admin permissions and the journey permissions needed for Altocloud. To modify the permissions, see Assign Altocloud Permissions in PureCloud.

The organization also includes a default **AI Agent** role, which provides these permissions and allows agents to access Altocloud.

In addition to the AI Agent role/permissions, agents must have the PureCloud routing permissions.
Interaction Administrator Configuration
Load the Altocloud License File

The PureConnect integration with Altocloud requires you to load the license file that Genesys provides you. The file contains these licenses:

The I3_FEATURE_ALTOCLOUD server license turns on the integration for the CIC server.

The I3_ACCESS_ALTOCLOUD_USER user license enables an agent to receive interactions initiated by Altocloud.

To load the license file:
1. In Interaction Administrator, open File > License Management.
2. Click Load License.
3. Browse for the license file, and then click Open to load the license.

You must assign the I3_ACCESS_ALTOCLOUD_USER license to each Altocloud user in the Interaction Administrator user configuration on the Licensing tab.

For general information about licensing, see Licensing Configuration in the Interaction Administrator help or the PureConnect Licensing Technical Reference.
Configure Your PureCloud Organization

In Interaction Administrator, you must provision your PureCloud organization to integrate with PureConnect. Provisioning involves:

- Enabling the integration.
- Entering your organization’s information and region.
- Configuring the Genesys Cloud for PureConnect integration.
- Testing the connection.

To complete these steps, refer to the Genesys Cloud for PureConnect Administrator’s Guide.

Once you provision your PureCloud organization, Interaction Administrator syncs all PureConnect users to PureCloud. Note that synced users do not have default roles assigned in PureCloud. You will need to assign them.

On the Genesys Cloud Browser Client Applications tab, type the URL for the browser application. That is, https://apps.mypurecloud.com/journey. And then click Add. This authorizes PureConnect to use the PureCloud API. Without it, the Altocloud journey view cannot be displayed in Interaction Connect.

Click OK.

Enable Workgroup Queue Availability Updates

Before offering a chat to a website visitor, Altocloud first determines if there are agents available to handle the chat. To determine if there are available agents, PureConnect sends estimated wait time (EWT) updates to Altocloud for the available queues. You must enable a workgroup to include it in the updates.

In the workgroup configuration in Interaction Administrator, select Enable Altocloud queue availability updates on the Options tab. For more information about workgroup configuration options, see Workgroup Options in the Interaction Administrator help.

Note: PureConnect only sends availability updates for a workgroup when at least one member of the workgroup is licensed for Altocloud and logged in. If no Altocloud-licensed users are logged in, PureConnect does not send updates to Altocloud for that workgroup.

For information about server parameters that affect the behavior of the updates, see Configure Altocloud Server Parameters in Interaction Administrator.

Configure Optional Altocloud Server Parameters in Interaction Administrator

Optional server parameters are available to configure in Interaction Administrator to control the availability updates.

Availability Update Parameters

You can use these server parameters to disable updates or change the rate at which updates are sent:

- AltocloudPacingRateOverrideMilliseconds – Without this server parameter in use, PureConnect sends availability updates every five seconds. This parameter allows you to change the rate at which updates are sent. The value assigned to this parameter must be in milliseconds. For example, use 5000 for 5 seconds. 3000 (3 seconds) is the minimum (slowest) value you can assign. There is not a maximum value.
- AltocloudPacingDisabledUpdates – If set to yes or 1, the availability updates are turned off.

For more information about availability updates, see Enable Workgroup Queue Availability Updates.

PureCloud Configuration
Access Your Organization in PureCloud

To gather the information you'll need about your organization in PureCloud, do the following:

1. In PureCloud, click Admin.
2. Under Account Settings, click Organization Settings.
3. On the Organization Details tab, click Advanced to display the organization ID.
4. If you are configuring your organization for the first time, then copy the Company Name, Short Name and Organization ID. You will need these values to complete your account configuration.

Assign Altocloud Permissions in PureCloud

The Journey permissions in PureCloud are required for the following:
- To send availability updates to Altocloud
- For PureConnect users to load and use the Altocloud journey view in Interaction Connect

To assign the permissions to the admin role:

1. In PureCloud, click Admin.
2. Under People and Permissions, click Roles/Permissions.
3. In the list of roles, click the admin role.
4. Click the Permissions tab.
5. In the search field, type journey.
6. Select journey > All Permissions.
7. On the Permissions tab, assign all journey permissions to the admin.

Create Altocloud Segments, Business Outcomes, and Action Maps

In the Altocloud Admin UI:
- Create segments (optional), which let you identify visitors with shared characteristics or behaviors. For more information about segments, see Segments in the Genesys Altocloud documentation.
- Create business outcomes (optional). Altocloud uses your outcomes to analyze which website visitors achieve your business goals and to score progress of future visitors. For more information about business outcomes, see Outcomes in the Genesys Altocloud documentation.
- Create action maps (required). Action maps represent the steps that Altocloud will take when a customer satisfied the criteria you specify. The action map configuration identifies the customer activity that triggers the action and the action that results. For more information about action maps, see Action Maps in the Genesys Altocloud documentation.

For more information about the Altocloud Admin UI, see Get Started in the Altocloud documentation.
Add the Altocloud Tracking Snippet to your Website

An Altocloud tracking snippet enables your organization to track website visitors. You need to deploy the snippet on your website. See Tracking Snippet in the Altocloud documentation.
Altocloud in Interaction Connect

Altocloud View in Interaction Connect

Interaction Connect is the PureConnect browser-based application where agents handle customer interactions, such as calls, emails, and chats. Chats initiated by Altocloud appear in the Interaction Connect Current Interaction view, just like PureConnect chats.

The customer journey map in Interaction Connect appears in an Altocloud view that agents can add.

The customer journey map might, for example, provide information about the sequence of pages a visitor saw and the actions they took.

To add the Altocloud view in Interaction Connect, see Views and Dialog Boxes in the Interaction Connect help.

For a description of the elements that appear in the customer journey map, see Customer Journey in the Altocloud documentation.

PureConnect Widgets

Widgets in Interaction Connect are elements that you can add to a website to support activities like chatting with an agent. The widgets are Javascript-based, cloud-hosted, and cloud-configured extensions that implement the Genesys Widgets API.

Interaction Connect supports the configuration of Genesys widgets. These widgets are easy to configure and deploy by means of code snippets you include in your website.

A widget must be embedded on your organization’s website, along with one created in Add the Altocloud Tracking Snippet to your Website. When configured, the widget knows which CIC server and ICWS endpoint to use to initiate a chat.

After configuring the widget, click Copy Script and then deploy the resulting widget script on your website.

After configuring the widget, click Copy Script and then deploy the resulting widget script on your website.

For more information about widgets in Interaction Connect, see Widgets in the Interaction Connect help.
Change Log

The following changes have been made to the PureConnect Integration with Altocloud Technical Reference.

<table>
<thead>
<tr>
<th>Change Log Date</th>
<th>Changed...</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-February-2019</td>
<td>Initial release</td>
</tr>
<tr>
<td>14-May-2019</td>
<td>Minor updates for 2019 R2</td>
</tr>
<tr>
<td>12-June-2019</td>
<td>Updated configuration procedures to reflect move to PureCloud in 2019 R2 Patch 3.</td>
</tr>
<tr>
<td>7-November-2019</td>
<td>Updated for 2019 R4 and new Genesys Cloud bridge integration.</td>
</tr>
<tr>
<td>19-December-2019</td>
<td>Added Genesys Widgets version for Altocloud Content Offers to Prerequisites.</td>
</tr>
<tr>
<td>21-January-2020</td>
<td>Removed notice about testing of Widgets 9.0.015.11 from Prerequisites topic.</td>
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</tbody>
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