

THE ESSENTIAL USER GUIDE



# OmniChat

for Jira Service Management



Platinum  
Solution Partner  
ENTERPRISE



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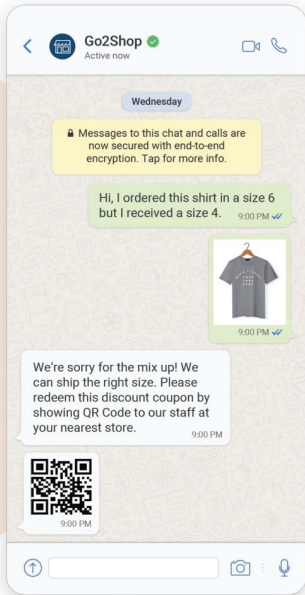
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# ABOUT OMNICHAT

We live in amazing times. The world is moving at breakneck speed, from super quantum computing to artificial intelligence to self-driving cars. Enterprises across every industry — from traditional banks to pizza delivery — are undergoing massive digital transformation powered by software. At the same time, customers have higher expectations for on-demand services than ever before. When the risk of downtime means billions in lost revenue and customer backlash, the stakes of missing customer expectations for availability and performance are higher than ever. What's more, the rise of the knowledge worker in enterprises demands instant access to information and ways to be productive.



# CONNECT WITH YOUR CUSTOMERS ON A MORE PERSONAL LEVEL



# 90%

of WhatsApp and  
SMS messages are  
read within a few  
minutes of receipt



## OMNICHANNEL COMMUNICATION

Engage with customers on their preferred communication channels by enhancing the customer experience through personalized and contextual communication with **WhatsApp** and **SMS** at every touchpoint of the customer journey.

## REAL-TIME CUSTOMER ENGAGEMENT



Engage your customers in real time and answer their questions, resolve potential issues and learn more about your customers' expectations in a relevant, timely and personal way.

## EXCHANGE IMAGES VIA WHATSAPP

While support agents usually have the writing skills, nothing beats showing the customer what to do. Improve your resolution time with the world's most used chat app.





# START A CONVERSATION


Only end-customer can initiate the conversation via omnichannels. **The Jira Service Management agent can't start the conversation.** When a user starts the conversation, a support request will be created based on a default project and a default request type. All new requests appear in the Jira Service Management queue for new tickets with the format "SMS request from 385991903327".

All open			
<input type="checkbox"/>	T	Key	Summary
<input type="checkbox"/>		IN-35	<a href="#">SMS request from 385991903327</a>
<input type="checkbox"/>		IN-41	<a href="#">WhatsApp request from 4915117607506</a>

The first (opening) message received from the customer is visible in the description field of the ticket. Support agents can continue the conversation in the OmniChat section. Only one omnichannel conversation can be active per customer and all messages sent by customer will be added to this request under the OmniChat section.

**SMS request from 385991903327**

 Create subtask  Link issue  Add Tempo to plan and track time 

 **385991903327** raised this request via API [View request in portal](#) [Hide details](#)



**Description**  
Hello

Due to Atlassian limitations, it is not possible to disable the Comments section in the request navigation for omnichannel requests. Sending a message via Comments won't work for omnichannel customers. Also, end-customer won't receive any kind of status notifications when requests change the status.


**Activity**


Show:


CommentsHistoryWorklogsOmniChat




 Marin Marin  SMS just now ✓

Hello

 [Reply to customer](#)

From: 385991006719 

To: +385991903327 



Send a SMS message

# AUTO-REPLY MESSAGE

Auto-reply message is set by Jira Service Management administrators and is only used for the first message in the conversation thread.

Auto-reply message ☒

Thanks for getting in touch. We're on it!

Auto-reply message is only used for the first message in the conversation thread. We recommend to stay under 160 characters.

Heute, 10:27

Hi, we have a connection issues with several login accounts! Please can you check

Thanks for getting in touch. We're on it!



SMS-Nachricht



## Activity

Show:

Comments

History

Worklogs

OmniChat



Marin DE SMS 2 minutes ago

Hi, we have a connection issues with several login accounts! Please can you check



Auto-reply bot SMS 2 minutes ago

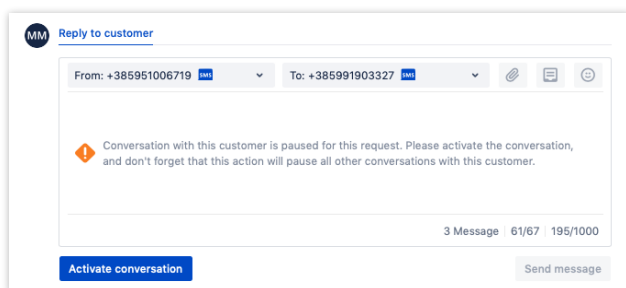
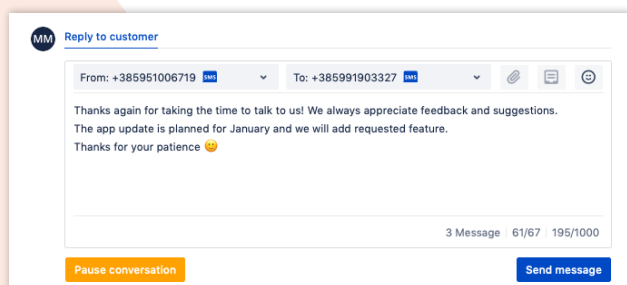
Thanks for getting in touch. We're on it!

# PAUSE A CONVERSATION

Only one omnichannel conversation can be active per customer and all messages received from the end-customer are added to the active conversation.


Support agents can **pause the conversation** and make it **inactive**. Once the conversation is inactive, every new message will open a new request in the Jira Service Management. To inform the customer about the resolution or status change, support agents can activate the conversation again.

Use the pause conversation feature if you expect a high resolution time for requests. With this feature, you can have more open requests with the same customer.



# OMNICHANNEL CONVERSATION WITH E-MAIL CUSTOMERS

It is also possible to continue a conversation with e-mail customers via Infobip omnichannels. If support agents already have a phone number or get it during an e-mail conversation, they can add it to the OmniChat panel.

Labels	None
Request participants	None
Organizations	None
Automation	 Rule executions
OmniChat	Open OmniChat

Created November 21, 2020, 10:26 AM

Updated November 21, 2020, 10:26 AM

← OmniChat

Select activated channels

Select activated channels

Save changes

← OmniChat

Select activated channels

SMS

SMS number

4915117607506

Save changes



# END A CONVERSATION

Once the support agent resolves a request, it is not possible to send or receive any updates for this request. If the user responds or sends a new message, a Jira Service Management adds a queue request. Support agents can continue the conversation with the customer with changing the request status to "IN PROGRESS".

MM

Reply to customer

From: +385951006719

To: +385991903327

It is not possible to use Infobip communication channels if the request is in status "Resolved".

0 Message 0/160 0/1000

Send message

Resolved

Won't Do

Back to in progress

IN PROGRESS

Close

CLOSED

View workflow

e

within 4h

24h

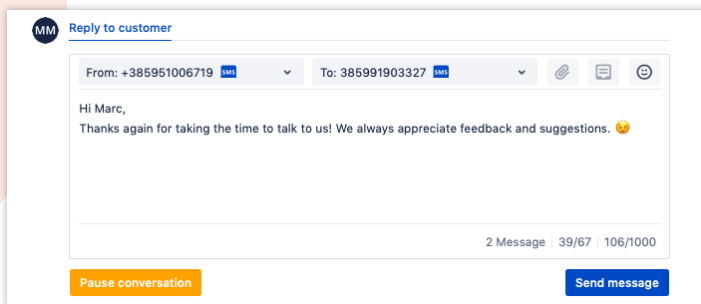
Time to close after re...

within 24h

# SMS

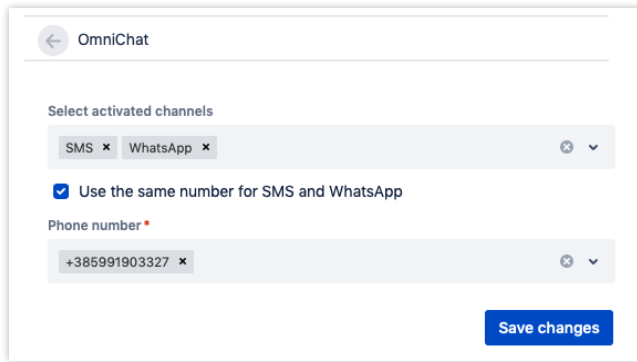
With over 5 billion people sending and receiving SMS every day, it is still one of the most popular communication channels. Make your business more accessible and engage with the customers on the channels they really use. SMS requires signal coverage for messages to be delivered, however, messages can be stored for up to 48 hours if the user is out of signal range and will be delivered once the users are within the specified range.

A standard SMS message can hold up to 160 characters, or 70 characters if unicode data coding is used. When more characters are used, messages are broken into parts and are reassembled when they reach the mobile phone. Due to its design, **SMS cannot handle** media file messages like **pictures, videos, or attachments** - only text characters can be used.



We strongly recommend using the E.164 number formatting. E.164 numbers are internationally standardized to a fifteen-digit maximum length.

Phone numbers must start with a country code, following by network code and the subscriber number. The "+" prefix is not needed. Phone numbers that are not E.164 formatted may work, depending on the handset or network. For example, a Croatian number should look like 385981234567, while a UK number should look like 447712345678.

A screenshot of the OmniChat configuration interface. At the top, there is a back arrow and the text 'OmniChat'. Below this, the section 'Select activated channels' contains two tags: 'SMS' and 'WhatsApp', each with a close icon. To the right of these tags is a plus icon and a dropdown arrow. Below the tags, there is a checked checkbox with the text 'Use the same number for SMS and WhatsApp'. Underneath this is the 'Phone number' field, which contains the text '+385991903327' followed by a close icon. To the right of the phone number field is a plus icon and a dropdown arrow. At the bottom right of the form is a blue button with the text 'Save changes'.

OmniChat

Select activated channels

SMS x WhatsApp x

☒ Use the same number for SMS and WhatsApp

Phone number \*

+385991903327 x

Save changes

## LONG SMS

All SMS messages are charged per message. Long SMS messages are basically broken in several SMS messages and reassembled when they reach mobile phone. They are charged based on the number of parts where each part is one SMS message.

The maximum size of a long message varies between mobile networks. We suggest constraining to sending no more than 5-7 long SMS parts. Your account manager will provide more details for a specific network.

## CUSTOMERS

To have an SMS conversation, Jira Service Management customers should have a phone number connected. A phone number saves in the database automatically if the end-user initiates the conversation. Support agents can add a phone number for existing e-mail customers anytime.

Users can request an opt-out anytime. If someone requests the opt-out you should contact your Jira Service Management administrator to delete it. It is simple to do it from the Customers page in the app configuration.

# WHATSAPP BUSINESS

There are 2 billion users on WhatsApp, so offering it as a customer service channel is a must today. Customers will appreciate communication with a business on a familiar platform that is reliable and secure.

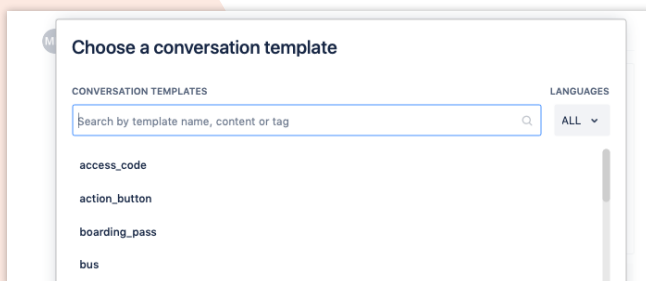
## WHATSAPP BUSINESS

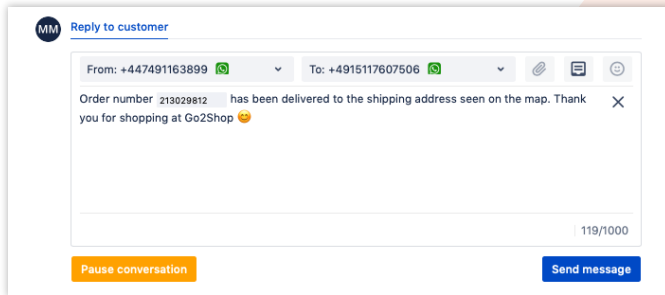
Infobip is an official WhatsApp Business solution provider. To start using the WhatsApp Business solutions, you must provide all required information to confirm that you will use the solution in compliance with the WhatsApp technical and product documentation.

To activate WhatsApp as a channel, contact your dedicated Infobip account manager or Infobip WhatsApp experts.

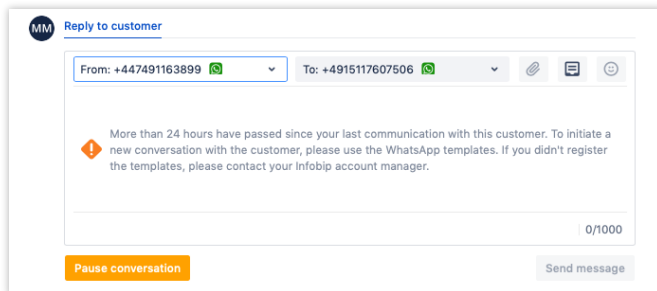
## WHATSAPP TEMPLATES

If you want to use WhatsApp Business API to send useful notifications to your customers, you must prepare and register your message templates.





If more than 24 hours have passed since your last communication with the customer, you must use WhatsApp templates to initiate the conversation. Templates must be aligned and approved with guidelines from the WhatsApp Trust & Safety team.



## EXCHANGE IMAGES

Speed up conversation and improve the resolution time with media messages. Enable customers to share all information required to complete processes instantly over an end-to-end encrypted platform.

# OUR INFOBIP PARTNERSHIP

OmniChat for Jira Service Management is powered by Infobip, a global leader in omnichannel communication.

With over 5 billion people sending and receiving SMS messages and 2 billion WhatsApp users, omnichannel support is a must today.

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Atlassian Marketplace



meet Omnichat



venITure

Powered by



**infobip**

