

THE ESSENTIAL USER GUIDE



OmniChat

for Jira Service Management

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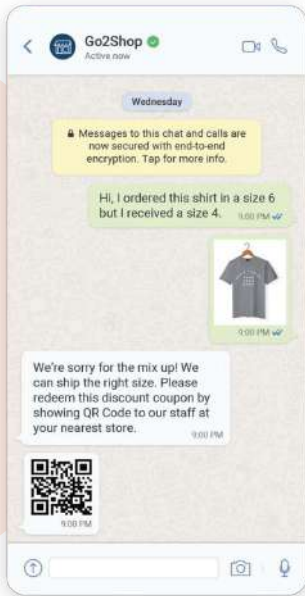
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ABOUT OMNICHAT

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, SMS and Viber 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, SMS** and **Viber** 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 omnichannel. **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 385*****".



<input type="checkbox"/>	Request Type	Key	Summary	Reporter
<input type="checkbox"/>	📱 Get IT help	OTB-2	SMS request from 385	385
<input type="checkbox"/>	📱 Get IT help	OTB-1	WhatsApp request from 385	385

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 385

Create subtask Link issue ⌵ ⋮

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

Description
Barbaratest hi

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 notification when requests change the status.



Activity

Show All Comments History Work log **OmniChat** Approvals Resolved 10/1/21

Anthony 📱 1 day ago **Request**
Barbaratest hi, I have entered a wrong password more than 3 times and locked my account. Please can you help?

Auto-reply bot 📱 1 day ago
Thanks for reaching out! Our Agents will contact you ASAP.

Agree 📱 1 day ago **Hi Anthony,**
We'll send you a link to reset your password. Please check your email. Let me know if there's anything else I can help you with, Sarah.

AUTO-REPLY MESSAGE

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

Auto-reply (used for the first message in the conversation thread)

Don't send automatic reply

Send automatic reply

Message

Thanks for reaching out! Our Agent will contact you ASAP.

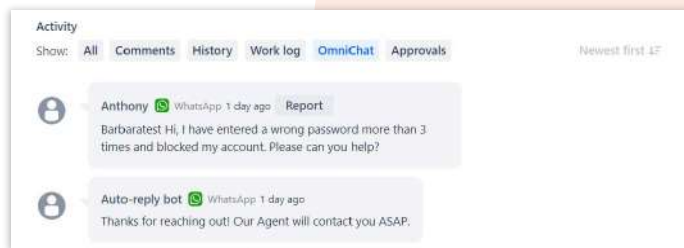
Send a different reply during this time period (out of office)

Start time

1:00 PM

End time

1:00 PM

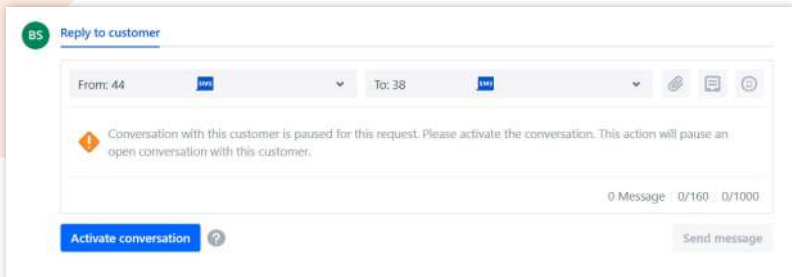
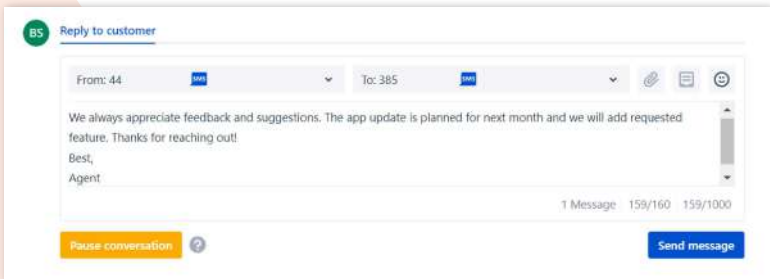


PAUSE A CONVERSATION

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 x  ▼

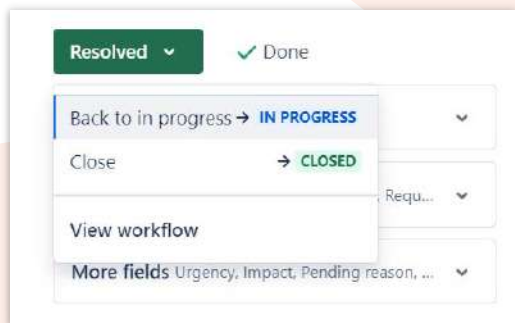
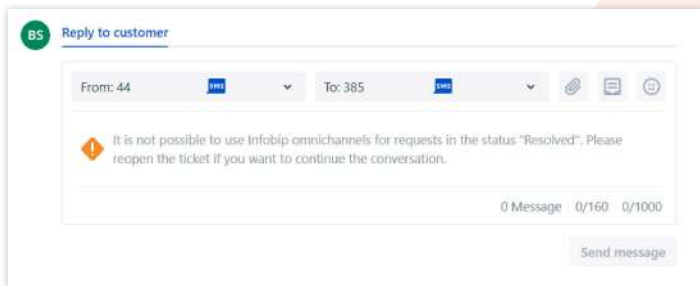
SMS number *

49 x  ▼

Save changes

END A CONVERSATION

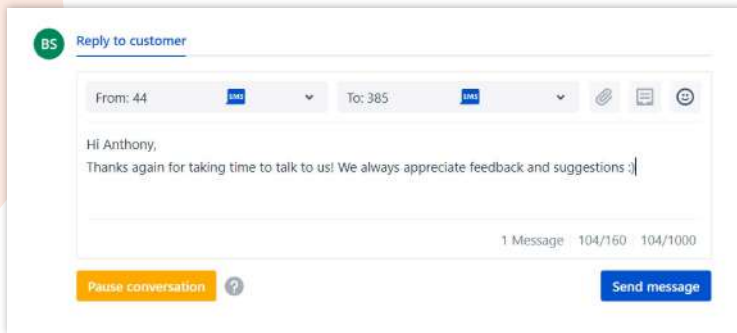
Once the support agent resolves a request, it is not possible to send or receive any updates for this request. If the user responds or sends a new message, a Jira Service Management adds a queue request. Support agents can continue the conversation with the customer with changing the request status to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



SMS

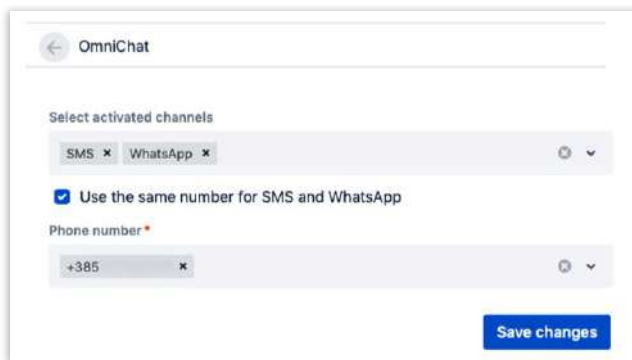
With over 5 billion people sending and receiving SMS every day, it is still one of the most popular communication channels. Make your business more accessible and engage with the customers on the channels they really use. SMS requires signal coverage for messages to be delivered, however, messages can 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.



The screenshot shows the 'OmniChat' configuration page. At the top, there is a back arrow and the title 'OmniChat'. Below this, the section 'Select activated channels' contains two tags: 'SMS' and 'WhatsApp', each with a close icon (x) and a settings icon (gear) with a dropdown arrow. A checkbox labeled 'Use the same number for SMS and WhatsApp' is checked. Below this, the 'Phone number' field contains '+385' with a close icon (x) and a settings icon (gear) with a dropdown arrow. At the bottom right, there is a blue button labeled '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

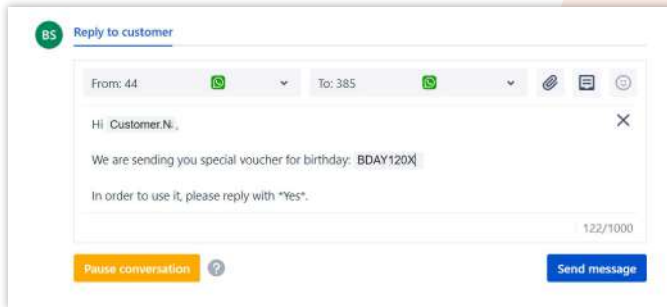
Infobip is an official WhatsApp Business solution provider. To start using the WhatsApp Business solutions, you must provide all required information to confirm that you will use the solution in compliance with the WhatsApp technical and product documentation.

To activate WhatsApp as a channel, contact your dedicated Infobip account manager or [Infobip WhatsApp experts](#).

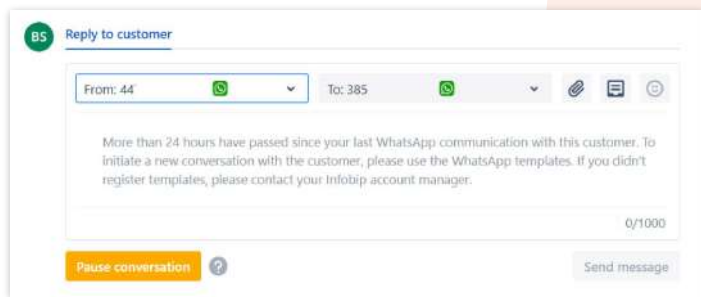
WHATSAPP TEMPLATES

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 the 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.

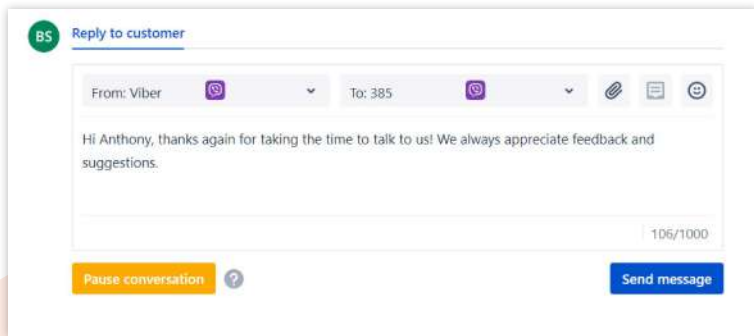


VIBER FOR BUSINESS

Each month, hundreds of millions of people connect via Viber messaging, which was one of the reasons why Viber was integrated into OmniChat. Infobip is an official Viber Messaging solution provider. To start using Viber Business Messages, please provide all required information to confirm that you will use the solution in compliance with the Viber technical and product documentation.

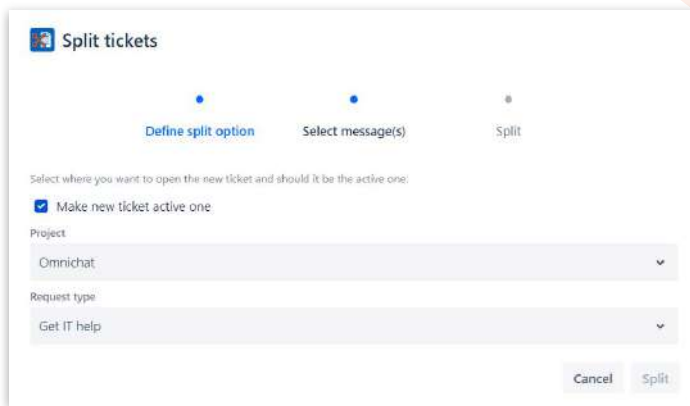
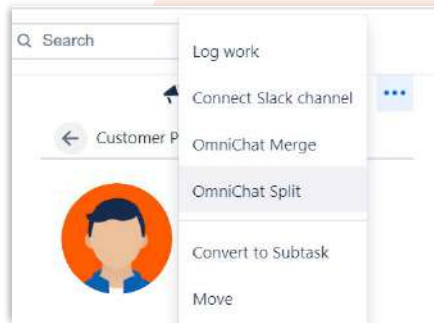
To activate Viber as a channel, contact your dedicated Infobip account manager or [Infobip Viber expert](#).

Viber Business Messages offers support for media messages, real-time message receiving, and real-time delivery and seen reports.



OMNICHAT SPLIT TICKETS



As we already clarified, only the end-user can start a conversation. But what if end-user wants to open a new ticket while discussing a different ticket? Every message sent while the current ticket isn't resolved will appear as a message in the ongoing ticket. So we came up with a solution, the **Split ticket** feature solves the problem. With Split tickets, the agent can select messages which belong to other conversations and create a new ticket for those messages. **Any ticket that was created by the Split feature should be the only active conversation.**



A screenshot of the 'Split tickets' configuration dialog. The dialog has a title bar with a person icon and the text 'Split tickets'. Below the title bar, there are three steps: 'Define split option' (with a blue dot), 'Select message(s)' (with a blue dot), and 'Split' (with a grey dot). Under 'Define split option', there is a checkbox labeled 'Make new ticket active one' which is checked. Below this, there are two dropdown menus: 'Project' with 'OmniChat' selected, and 'Request type' with 'Get IT help' selected. At the bottom right, there are two buttons: 'Cancel' and 'Split'.

Split tickets

Define split option Select message(s) Split

Select message(s) you want to include in the new ticket. After that click "next" for the last step. [Next →](#)

  WhatsApp just now
Barbaratest Hello, we are having some issues with connection.
Can you please check and suggest what needs to be done?


 Auto-reply bot  WhatsApp just now
Thanks for reaching out! We're on it!

[Cancel](#) [Split](#)

Split tickets

Define split option Select message(s) Split

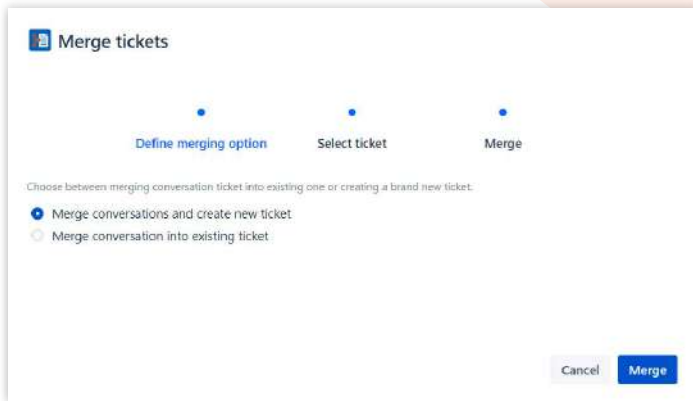
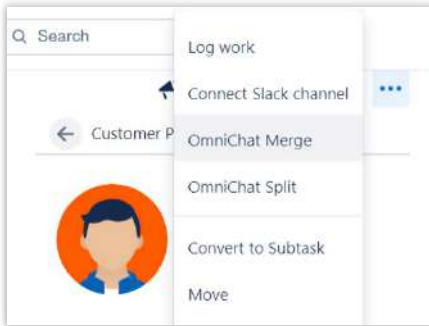
All set. You're good to go!



[Cancel](#) [Split](#)

OMNICHAT MERGE TICKETS

On the other hand, with **Merge tickets**, you're able to put together conversations from two different tickets. There are options to merge into that ticket or to create a new merged ticket. All messages from tickets you've chosen are merged into a single conversation that now has the entire context of that request. You can select Omnichat Merge or Split option in the action button in the right upper corner.



Merge tickets

Define merging option **Select ticket** Merge

Select which conversation ticket you want to merge with the current one.

Issue ticket
OTP-109

Project
OmniChat (OTP)


Dismissed twice

Cancel Merge

Merge tickets

Define merging option **Select ticket** Merge

All set. You're good to go!



Cancel Merge

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, 2 billion using WhatsApp, and 1 billion Viber users, omnichannel support is a must today.



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