



GUIA DE INTEGRAÇÃO E HOMOLOGAÇÃO DE MÍDIAS SOCIAIS



Conteúdo do documento:

1. BOAS PRÁTICAS.....	2
2. ORIENTAÇÕES PARA ENVIO DA SOLICITAÇÃO DA PERMISSÃO - FACEBOOK.....	3
2.1. Configurações da plataforma: Desktop.....	3
2.2. pages_messaging.....	5
2.3. Business Asset User Profile Access.....	6

1. BOAS PRÁTICAS

Informe o endereço direto do destino final, por exemplo, ao invés de informar:

https://www.seu_dominio.com informe https://www.seu_dominio.com.br/neo - desta maneira, ao invés adm meta cair no portal das soluções Dígitro e ter que escolher a solução NeoInteract, ele será direcionado diretamente para a tela de login do NeoInteract;

- ❖ Crie um serviço receptivo SEM classificação de chamadas e SEM pós-atendimento;
- ❖ Crie um usuário atendente e certifique-se de que apenas aquele agente atenda as chamadas encaminhadas para este serviço;
- ❖ Faça login previamente com o agente para criar uma senha e já deixá-lo preparado para uso;
- ❖ Criei uma senha fácil para o agente, por exemplo: Aa123*;
- ❖ Deixe o atendimento da mídia Chat do agente configurado para atendimento AUTOMÁTICO;
- ❖ Deixe ativado as 8 posições de atendimento simultâneas;
- ❖ Crie uma conta de usuário para o Facebook e/ou para o Instagram caso for utilizar ambas as mídias(Pode utilizar o mesmo e-mail);
- ❖ Procure fornecer senhas fáceis, por exemplo: Test123*;

Lembre-se que este usuário criado deve ser adicionado como um usuário testador no Facebook developers;

Todo o passo a passo enviado para a homologação do uso das mídias sociais, deverá ser feito em inglês;

Um vídeo bem feito, mostrando todos os passos corretamente, aumentam significativamente as chances de aprovação da meta, além disso, em alguns cenários, os administradores da meta nem chegam a fazer as simulações, porém, é importante que todo, que todo o cenário possa ser replicado por eles;

Ainda com todos esses procedimentos, pode acontecer da meta não aprovar a solicitação inicialmente, por isso, acompanhe no painel de solicitações do facebook developers o andamento dela e caso seja reprovada, veja qual foi a alegação, faça as devidas alterações e envie novamente;

O período de aprovação utilizado pela meta pode variar de algumas horas a alguns dias;

Para cada permissão utilizada, também deverá ser enviado todo o passo a passo novamente;

Por fim, os passos informados nos passo a passo deste documento estão sendo executados todos através do navegador de internet, caso você utilize algum software que espelhe a tela do celular no computador.

2. ORIENTAÇÕES PARA ENVIO DA SOLICITAÇÃO DA PERMISSÃO - FACEBOOK

Exemplo dos passos que podem ser utilizados para a aprovação utilizando o **NeoInteract** e **Navegador Web**:

Avaliação Permissões **Facebook**:

- **pages_messaging**
- **Business Asset User Profile Access**

Perguntas:

Um analista do Facebook pode acessar ou entrar no seu aplicativo para verificar se você está usando as permissões ou recursos de acordo com a Política da Plataforma do Facebook?

R: Sim.

Posso utilizar os vídeos de simulação fornecidos pela Dígito para a minha homologação?

R: Sim, PORÉM não há garantia da aprovação pela parte da META, independente do caso o cenário precisa ser criado justamente para que se o adm da META queria fazer a simulação ele consiga, E obviamente os dados apresentados no vídeo serão diferentes daqueles que você deverá enviar no passo a passo.

2.1. Configurações da plataforma: Desktop

URL do site: https://seu_dominio.com.br/neo

NeoInteract is a contact center application that manages a company's customer service. These services take place through chat conversations where customers exchange messages with the company.

Chat messages are received by **NeoInteract**, which then selects a human attendant to respond to incoming messages.

There are several ways that customers can start a chat with **NeoInteract**, including Messages (on the company's **Facebook** page). In this example, the customer accesses the company's **Facebook** page and sends messages.

To then allow chat messages sent by **Facebook Messenger** users to be received and served by **NeoInteract**, we depend on the permissions of the **Facebook** application.

Please, before executing the step by step, we need to make some observations:

- We created a test **Facebook** account, and associated it as a developer (**step 6**), so that you can simulate the integration, and replicate the experience (**step 9**).

- We are requesting advanced access to the “[pages_messaging](#)” permission to be able to manage and access page conversations in Messenger. (step 9).

- The advanced access request for the “[Business Asset User Profile Access](#)” permission is for our application to read the user fields of users who interact with your business assets such as name. (step 9).

- If you have questions about the step by step, please watch the video (screencast).

- If a problem occurs, if possible, send a print or recording of the execution so that we can understand the problem.

Step by step:

- If you have questions about the step by step, please watch the video (screencast) or, if a problem occurs, if possible, send a print or recording of the execution so that we can understand the problem.

Step 1: In the browser (Chrome, Firefox, Edge, etc), access the application test page:

https://seu_dominio.com.br/neo

Step 2: Fill in the access credentials:

- Login: [LOGIN_DO_ATENDENTE](#)
- Password: [PASSWORD_DO_ATENDENTE](#)

Step 3: Click on the “[ENTER](#)” button and a new browser window will open with the application. Now the test user is logged into the application.

Step 4: The browser will ask for permission to display notifications. Select “[Allow](#)”.

Step 5: In the menu located on the left, at the top of the page, in the “[STATUS](#)” option, select the “[Return to operating](#)” item. At this moment, the chat user's status becomes “[Operating](#)”, indicating that he or she is able to receive new chats.

Step 6: After having the “Ready” status selected in the previous step, in another browser window, access the company's [Facebook](#) page, at the following URL

https://www.facebook.com/pagina_da_sua_empresa/. A screen with the title will appear: “[Connect with SUA_EMPRESA on Facebook](#)”.

Login with the [Facebook](#) account:

- Account: [CONTA_DE_TESTE_CRIADO_PARA_FACEBOOK](#)
- Password: [PASSWORD_DA_CONTA_DE_TESTE_DO_FACEBOOK](#)

Step 7: On the [Facebook](#) screen, the browser will ask for permission to display notifications. Select “[Allow](#)”.

Step 8: On this page, click on the “[Message](#)” button to open “[Messenger](#)”. Send a text message via Messenger so that it is received by the chat user.

Step 9: Go back to the [NeoInteract](#) screen and check if the message sent by [Facebook](#) appears as a new chat conversation. From there, the chat conversation can be continued.

In this use case we are requesting the [pages_messaging](#) permission so that **NeoInteract** can receive messages sent from **Facebook** and the “[Business Asset User Profile Access](#)” permission is for our application to read the user fields of users who interact with your business assets such as name.

2.2. *pages_messaging*

Conte para nós como você está usando essa permissão ou recurso.

NeoInteract is a contact center application that manages customer service for a company. These services take place through chat conversations where customers exchange messages with the company.

Chat messages are received by **NeoInteract**, which then selects a human attendant to respond to the messages received.

There are several ways that customers can use to start a chat with **NeoInteract**, including Messenger (on the company's **Facebook** page). In this example, the customer accesses the company's **Facebook** page and sends messages via Messenger.

To then allow chat messages sent by **Facebook** users to be received and served by **NeoInteract**, we depend on **Facebook's** application permissions.

Step by step:

- If you have questions about the step by step, please watch the video (screencast) or if a problem occurs, if possible, send a print or recording of the execution so that we can understand the problem.

Step 1: In the browser (Chrome, Firefox, Edge, etc), access the application test page:
https://seu_dominio.com.br/neo

Step 2: Fill in the access credentials:

- Login: **LOGIN_DO_ATENDENTE**
- Password: **PASSWORD_DO_ATENDENTE**

Step 3: Click on the “**ENTER**” button and a new browser window will open with the application. Now the test user is logged into the application.

Step 4: The browser will ask for permission to display notifications. Select “**Allow**”.

Step 5: In the menu located on the left, at the top of the page, in the “**STATUS**” option, select the “**Return to operating**” item. At this moment, the chat user's status becomes “**Operating**”, indicating that he or she is able to receive new chats.

Step 6: After having the “Ready” status selected in the previous step, in another browser window, access the company's **Facebook** page, at the following URL
https://www.facebook.com/pagina_da_sua_empresa/. A screen with the title will appear: “**Connect with SUA_EMPRESA on Facebook**”.

Login with the **Facebook** account:

- Account: **CONTA_DE_TESTE_CRIADO_PARA_FACEBOOK**
- Password: **PASSWORD_DA_CONTA_DE_TESTE_DO_FACEBOOK**

Step 7: On the **Facebook** screen, the browser will ask for permission to display notifications. Select “**allow**”.

Step 8: On this page, click on the “**Message**” button to open “**Messenger**”. Send a text message via Messenger so that it is received by the chat user.

Step 9: Go back to the **NeoInteract** screen and check if the message sent by **Facebook** appears as a new chat conversation. From there, the chat conversation can be continued.

In this use case we are requesting the **pages_messaging** permission so that **NeoInteract** can receive messages sent from **Facebook**.

2.3. *Business Asset User Profile Access*

Conte para nós como você está usando essa permissão ou recurso.

NeoInteract is a contact center application that manages customer service for a company. These services take place through chat conversations where customers exchange messages with the company.

Chat messages are received by **NeoInteract**, which then selects a human attendant to respond to the messages received.

There are several ways that customers can use to start a chat with **NeoInteract**, including Messenger (on the company's **Facebook** page). In this example, the customer accesses the company's **Facebook** page and sends messages via Messenger.

To then allow chat messages sent by **Facebook** users to be received and served by **NeoInteract**, we depend on **Facebook's** application permissions.

Step by step:

- If you have questions about the step by step, please watch the video (screencast) or, if a problem occurs, if possible, send a print or recording of the execution so that we can understand the problem.

Step by step:

- If you have questions about the step by step, please watch the video (screencast). - If a problem occurs, if possible, send a print or recording of the execution so that we can understand the problem.

Step 1: In the browser (Chrome, Firefox, Edge, etc), access the application test page:
https://seu_dominio.com.br/neo

Step 2: Fill in the access credentials:

- Login: **LOGIN_DO_ATENDENTE**
- Password: **PASSWORD_DO_ATENDENTE**

Step 3: Click on the “**ENTER**” button and a new browser window will open with the application. Now the test user is logged into the application.

Step 4: The browser will ask for permission to display notifications. Select “**Allow**”.

Step 5: In the menu located on the left, at the top of the page, in the “**STATUS**” option, select the “**Return to operating**” item. At this moment, the chat user's status becomes “**Operating**”, indicating that he or she is able to receive new chats.

Step 6: After having the “Ready” status selected in the previous step, in another browser window, access the company's **Facebook** page, at the following URL https://www.facebook.com/pagina_da_sua_empresa/. A screen with the title will appear: “**Connect with SUA_EMPRESA on Facebook**”.

Login with the **Facebook** account:

- Account: **CONTA_DE_TESTE_CRIADO_PARA_FACEBOOK**
- Password: **PASSWORD_DA_CONTA_DE_TESTE_DO_FACEBOOK**

Step 7: On the **Facebook** screen, the browser will ask for permission to display notifications. Select “**allow**”.

Step 8: On this page, click on the “**Message**” button to open “**Messenger**”. Send a text message via Messenger so that it is received by the chat user.

Step 9: Return to the **NeoInteract** screen and verify that the message sent by **Facebook** appears as a new chat conversation, with the user's identification (name). From there, the chat conversation can be continued.

In this use case, we are requesting the “**Business Asset User Profile Access**” permission so that **NeoInteract** can receive and display the identification of the user (name) who sent the messages from **Facebook**.