



GUIA DE INTEGRAÇÃO E HOMOLOGAÇÃO DE MÍDIAS SOCIAIS



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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 do adm META cair no portal das soluções Dígito 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 utiliza algum software que espelhe a tela do

celular no computador, será necessário incluir o passo a passo do cancelamento de envio de uma mensagem, por exemplo:

*Step 13: Still on Instagram, click the button again to send a message and establish a chat call again between the Instagram user and the NeoInteract customer service representative. After sending this message from the Instagram user, click on the message for 2 seconds and choose the option to cancel sending the message. This message should appear as "Message deleted" in the **NeoInteract** chat interface.*

Caso faça o Step 13, lembre-se de remover a frase das observações finais do passo a passo:
ABOUT MESSAGE DELETIONS:

During our tests, the message deletion event was sent by Instagram only when we used it via the Cell Phone APP. We never received this event on the website and we don't know why.

2.Orientações Para Envio Da Solicitação Da Permissão - Instagram

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

Avaliação Permissões **Instagram**:

- **Instagram_manage_messages;**
- **Instagram_basic.**

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 Dígitro 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 Direct (on the company's **Instagram** page). In this example, the customer accesses the company's **Instagram** page and sends messages via Direct.

To then allow chat messages sent by **Instagram** users or mentions in stories to be received and served by **NeoInteract**, we depend on the permissions of the **Instagram** application.

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

- We created a test **Instagram** 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 “[Instagram_manage_messages](#)” permission to allow the exchange of messages between a direct user and a human attendant in our application ([step 9](#)).
- The advanced access request for the “[Instagram_basic](#)” permission is for our application to display the name of the **Instagram** user sending the messages ([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:

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 “Operating” or “Ready” status selected in the previous step, in another browser window, access the company page on Instagram, at the following URL https://www.instagram.com/pagina_da_sua_empresa/. A screen with the title will appear: “pagina_da_sua_empresa”.

Click on the “Enter” button to log in to Instagram:

- User: **USER_DE_TESTE_CRIADO_PARA_Instagram**
- Password: **PASSWORD_DO_USER_DE_TESTE_DO_Instagram**

Step 7: Sometimes on the Instagram screen, the following message will be displayed “Save your login information?”. Select “Not now”.

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

Step 9: Return to the NeolInteract screen and check that the message sent by Instagram appears as a new conversation in the chat, containing the user's name and the messages sent by them via Direct. From there, the chat conversation can be continued.

Step 10: After exchanging messages, on the NeolInteract screen, click the “End” button to end the conversation.

Step 11: While still logged into the application, access the Instagram page, publish a story and mention @pagina_da_sua_empresa.

Step 12: Return to the NeolInteract screen and verify that the content published in history appears as a new chat conversation. From there, the chat conversation can be continued.

In this use case we are requesting the [Instagram_manage_messages](#) permission so that NeolInteract can receive messages sent from Instagram. And the “Instagram_basic” permission, to display the name of the user who sent the messages in our application.

ABOUT PERMISSIONS:

In this use case we are requesting the [Instagram_manage_messages](#) permission so that NeolInteract can receive messages sent from Instagram.

ABOUT MESSAGE DELETIONS:

During our tests, the message deletion event was sent by Instagram only when we used it via the [Cell Phone APP](#). We never received this event on the website and we don't know why.

2.2.Instagram_manage_messages

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

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 Direct (on the company's **Instagram** page). In this example, the customer accesses the company's **Instagram** page and sends messages via Direct.

To then allow chat messages sent by **Instagram** users or mentions in stories to be received and served by **NeoInteract**, we depend on the permissions of the **Instagram** application.

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 “**Operating**” or “**Ready**” status selected in the previous step, in another browser window, access the company page on **Instagram**, at the following URL
https://www.Instagram.com/pagina_da_sua_empresa/. A screen with the title will appear: “**pagina_da_sua_empresa**”.

Click on the “**Enter**” button to log in to **Instagram**:

- User: **USER_DE_TESTE_CRIADO_PARA_Instagram**
- Password: **PASSWORD_DO_USER_DE_TESTE_DO_Instagram**

Step 7: Sometimes on the **Instagram** screen, the following message will be displayed “**Save your login information?**”. Select “**Not now**”.

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

Step 9: Return to the **NeoInteract** screen and check that the message sent by **Instagram** appears as a new conversation in the chat, containing the user's name and the messages sent by them via Direct. From there, the chat conversation can be continued.

Step 10: After exchanging messages, on the **NeoInteract** screen, click the “**End**” button to end the conversation.

Step 11: While still logged into the application, access the **Instagram** page, publish a story and mention **@página_da_sua_empresa**.

Step 12: Return to the **NeoInteract** screen and verify that the content published in history appears as a new chat conversation. From there, the chat conversation can be continued.

In this use case we are requesting the **Instagram_manage_messages** permission so that **NeoInteract** can receive messages sent from **Instagram**. And the “**Instagram_basic**” permission, to display the name of the user who sent the messages in our application.

ABOUT PERMISSIONS:

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

ABOUT MESSAGE DELETIONS:

During our tests, the message deletion event was sent by **Instagram** only when we used it via the **Cell Phone APP**. We never received this event on the website and we don't know why.

How an app handles 'Story Replies':

- The app handles 'Story Mentions' as direct messages that will be handled by some human agent

How an app handles 'Story Mentions':

- The app handles 'Story Mentions' as direct messages that will be handled by some human agent

How an app handles when a user unsend a messages:

- The app ignore the message

How an app escalate to human agent:

- The application receives the message content via the webhook call and chooses some logged-in agent to handle the message as seen in the screencast.

2.3.Instagram_basic

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

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 use to start a chat with **NeoInteract**, including Direct (on the company's **Instagram** page). In this example, the customer accesses the company's **Instagram** page and sends messages via Direct.

To display the name of the user who sent the message in our application, we need advanced access to the “**Instagram_basic**” permission.

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 “**Operating**” or “**Ready**” status selected in the previous step, in another browser window, access the company page on **Instagram**, at the following URL

https://www.Instagram.com/pagina_da_sua_empresa/. A screen with the title will appear: “**pagina_da_sua_empresa**”.

Click on the “**Enter**” button to log in to **Instagram**:

- User: **USER_DE_TESTE_CRIADO_PARA_Instagram**
- Password: **PASSWORD_DO_USER_DE_TESTE_DO_Instagram**

Step 7: Sometimes on the **Instagram** screen, the following message will be displayed “[Save your login information?](#)”. Select “[Not now](#)”.

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

Step 9: Return to the **NeoInteract** screen and check that the message sent by **Instagram** appears as a new conversation in the chat, containing the user's name and the messages sent by them via Direct. From there, the chat conversation can be continued.

Step 10: After exchanging messages, on the **NeoInteract** screen, click the “[End](#)” button to end the conversation.

Step 11: While still logged into the application, access the **Instagram** page, publish a story and mention [@página_da_sua_empresa](#).

Step 12: Return to the **NeoInteract** screen and verify that the content published in history appears as a new chat conversation. From there, the chat conversation can be continued.

In this use case we are requesting the [Instagram_manage_messages](#) permission so that **NeoInteract** can receive messages sent from **Instagram**. And the “[Instagram_basic](#)” permission, to display the name of the user who sent the messages in our application.

ABOUT PERMISSIONS:

In this use case we are requesting the [Instagram_manage_messages](#) permission so that **NeoInteract** can receive messages sent from **Instagram**.

ABOUT MESSAGE DELETIONS:

During our tests, the message deletion event was sent by **Instagram** only when we used it via the [Cell Phone APP](#). We never received this event on the website and we don't know why.