Introducing Business Chat
Developer Preview
Session 240

Grant Ritchie
Scottie Lopatin
A powerful way for customers to communicate and complete tasks with businesses.
Developer Preview
Business Chat Discovery
Safari
Safari
Search

- Apple Union Square
  - 300 Post St, San Francisco
  - 1.0 miles • 9 AM – 9 PM
- Apple Stonestown
  - 3251 20th Ave, San Francisco
  - 6.4 miles • 10 AM – 9 PM
- Apple Chestnut Street
  - 2125 Chestnut St, San Francisco
  - 1.5 miles • 10 AM – 9 PM

WIKIPEDIA
Show More
Search
Apple Infinite Loop

Computers

🌟🌟🌟 (371) on Yelp · $$$
9 AM – 7 PM

Directions
Siri
Maps

Apple Union Square

Computers · 1.3 mi

⭐⭐⭐⭐ (1006) on Yelp · $$$

Directions
6 min drive

Photos on Yelp

Messages
Usually responds in a few minutes

Phone
+1 (415) 486-4800

Address
300 Post St
San Francisco, CA 94110
New support for businesses without locations
New support for businesses without locations
Links in Websites and Apps

Add a message button to your app, webpages, or emails

Example:

https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000
Links in Websites and Apps

Add a message button to your app, webpages, or emails

Example:

https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000
Chat Intent
Chat Intent in Links

`biz-intent-id` and `biz-group-id`

Values are passed with the next message

Example:

https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000?biz-intent-id=FOO&biz-group-id=BAR
Chat Intent in Links

**biz-intent-id** and **biz-group-id**

Values are passed with the next message

Example:

```
https://rw.apple.com/urn:biz:3ce30191-3779-11e7-86c3-d71800000000?
biz-intent-id=FOO&biz-group-id=BAR
```
Product Configuration

- 12.9-inch iPad Pro
- Gold
- 128GB

[View gallery]
Product Configuration

?biz-intent-id=buy.ipad.pro.gold.12.128

<table>
<thead>
<tr>
<th>Configuration</th>
<th>Change</th>
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<td>12.9-inch iPad Pro</td>
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Routing to Internal Groups
Routing to Internal Groups

?biz-group-id=support.internet
Locations IDs

?biz-intent-id=store.12345
Users start conversations

Hello there. I have a question about iPhone 7.

Hi. Thank you for contacting Apple. My name is John.
Long-lived sessions
Hello there. I have a question about iPhone 7.

Hi. Thank you for contacting Apple. My name is John.

What is your phone number?
Hello there. I have a question about iPhone 7.

Hi. Thank you for contacting Apple. My name is John.

What is your phone number?

(408) 556-1212
Keyboard Shortcuts for Identification

Email address
Phone number
Postal address
Location
Hide and delete
Hide and delete
Attachments

What adapter do I need to connect to a TV?
Built-In Features
Select a Time
Make an Appointment

Today, Mar 14
Show More

10:00 AM 10:10 AM 11:20 AM

“Family outing at Willowdale Park” is scheduled for 11:00 AM - 12:00 AM.
View in Calendar

Monday, Mar 15
Show More

11:00 AM 11:30 AM 12:00 AM

Tuesday, Mar 16
Show More

10:30 AM 11:10 AM 11:20 AM

“Design Staff Weekly” is scheduled for 10:00 AM - 10:30 AM.
List Picker

Select a Color
iPhone 7 Leather Case

- Berry
- Taupe
- Sapphire
- Saddle Brown
- Midnight Blue
- Black
Apple Pay

Please complete your purchase with Apple Pay.

iPhone 7 Leather Case - Saddle Brown
$45 - Buy with Pay
Apple Pay

Please complete your purchase with Apple Pay.

CARD & BILLING
AMERICAN EXPRESS CARD (****4411)
123 MAIN ST SAN FRANCISCO...

SHIPPING
EMILY PARKER
123 MAIN ST
SAN FRANCISCO CA 91180
UNITED STATES

METHOD
STANDARD
ESTIMATED DELIVERY: 3-4 DAYS

CONTACT
(408) 550-2345

ITEM TOTAL $45.00
SHIPPING $0.00
TAX $4.16

PAY APPLE $49.16

Pay with Touch ID
iMessage Apps
Sure, we can make that change for you. Please select a new seat.

Select Your Seat
Flight 005, SFO-LAX

Your app
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Main Cabin

Your app
App not on device?
App not on device?
Live message layouts
iMessage + Apps

https://developer.apple.com/imessage/
Process Overview
Registration

register.apple.com

Your Business

Customer Service Platform
Message Exchange

Business Chat Server

Your CSP

Your Business
Message Exchange

- Business Chat Server
- Your CSP
- Your Business
Message Exchange

- Business Chat Server
- Your CSP
- Your Business
Getting Started
Checklist

1. Start developing
2. Get connected
3. Apply for early access
Start Developing
Business Chat Sandbox

Scottie Lopatin
Message Exchange

Business Chat Server

Your CSP

Your Business

Your CSP

Business Chat Server

Your Business
Demo
Business Chat Sandbox
Start Developing
Business Chat Sandbox

https://icloud.developer.apple.com/businesschat
Get Connected

Apply to be a Customer Service Platform
register.apple.com
Apply for Early Access

register.apple.com
Summary

Create a great user experience with built-in features and iMessage apps

Build a long-term, and personal, relationship with your customer

Start today at developer.apple.com/business-chat
More Information

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<th>Labs</th>
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<tr>
<td>iMessage Apps and Business Chat Lab</td>
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