GENESYS

Digital Channels Administrator's Guide

Set up Facebook and Twitter

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- Administrator

Learn how to integrate Facebook and Twitter into Agent Workspace.

Related documentation:
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Contents

Genesys Social Engagement enables you to receive and send messages, posts, comments, likes, tweets, and retweets on the world's top two social engagement platforms, Facebook and Twitter.

After you complete the steps on this page, you can treat social media communications like any other Genesys interaction. For example, you can route tweets with keywords to the best-skilled agent using a Designer application. Reporting is also available through Genesys CX Insights.

Configure channels in Genesys Hub

Set up connections to Facebook and Twitter in Genesys Hub.

- Integrate with Genesys Hub

Enable Digital Shared Services

Enable service channels in Agent setup to connect to the channels you created in Genesys Hub. When you create a Designer application to route social media interactions, it pulls the data from these channels.

- Create Service Channel

Configure Agent Workspace

Go through the normal process to configure any necessary desktop options for the agents in your contact center, in particular for Facebook and Twitter.

- Agent Setup documentation
- Facebook
- Twitter

Create a Designer application

Create a Designer application to route social media interactions to the right agents. **Note:** The service channel you created previously is listed under **Manage Digital Endpoint** in Designer.

- Create a Designer application

Related documentation

See how users handle social media interactions in Agent Workspace.

- Facebook
- Twitter