Facebook Chatbot Extension for Magento 2 User Guides

Thank you for purchasing our extension. If you have any questions that are beyond the scope of this document, please feel free to contact us via support@magenest.com

By: Magenest | Support Portal: https://servicedesk.izysync.com/servicedesk/customer/portal/158

Introduction

In the time of growing competition between businesses, customer communication has been playing a decisive role in increasing sales and strengthening business-customer relationships. And in order to achieve this, business owners need to adopt a digital-first business strategy - Chatbot.

Magenest Chatbot extension could help engage customers 24/7 and effectively improve customer experience. This is a scalable tool to manage customer requests with instant responses and boost customer satisfaction.

Highlight Features
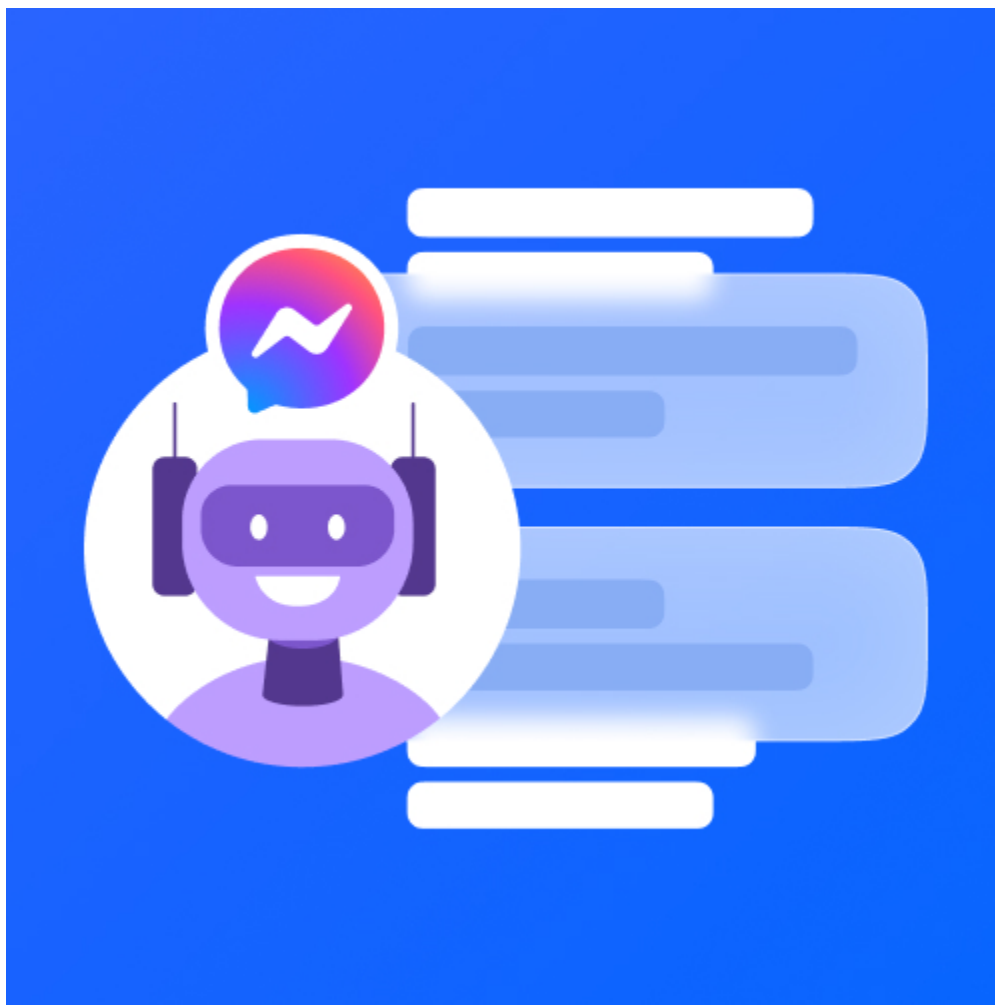
For Admin

- Enable or Disable chatbot extension.
- Enable or Disable human support.
- Build custom auto-messages with different trigger rules to correspond to the user's needs.
- Display and link products and categories list from Magento store in Facebook messenger.
- Add multiple items to the persistent menu.
- Display call-To-Action buttons for each product option.

For User

- Customers can directly add products to cart from Messenger.
- Create Order: start the order creation process [NEW]
- Cancel Order Creation: cancel order creation [NEW]
- Customers can request for human support

System Requirements

Your store should be running on **Magento 2 version 2.2.x; 2.3.x.**

# Connect your Magento website with Facebook Messenger

Requirement

You would need a **Facebook Page**. Please navigate here to create a Facebook Page **https://www.facebook.com/pages/create**

Then follow these steps to generate a Facebook Token for the connection:

1. Redirect here https://developers.facebook.com/ to login to your **Facebook Developers** (Using your Facebook account)
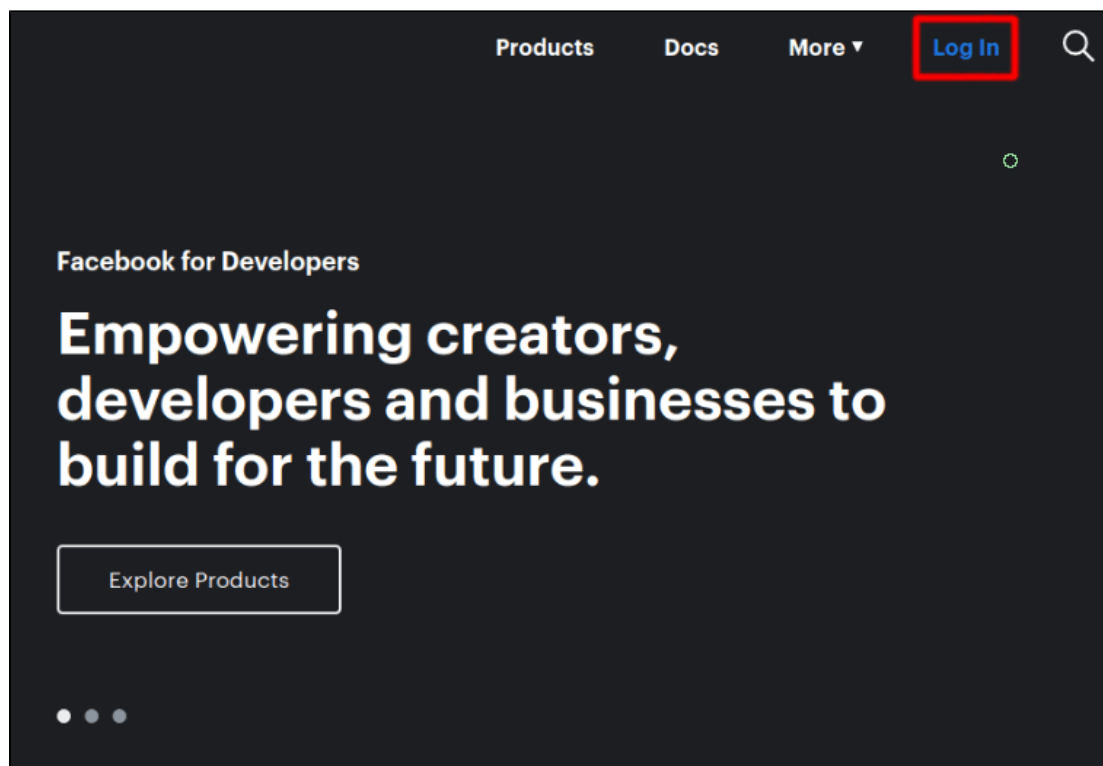
2. Click on the Create App option
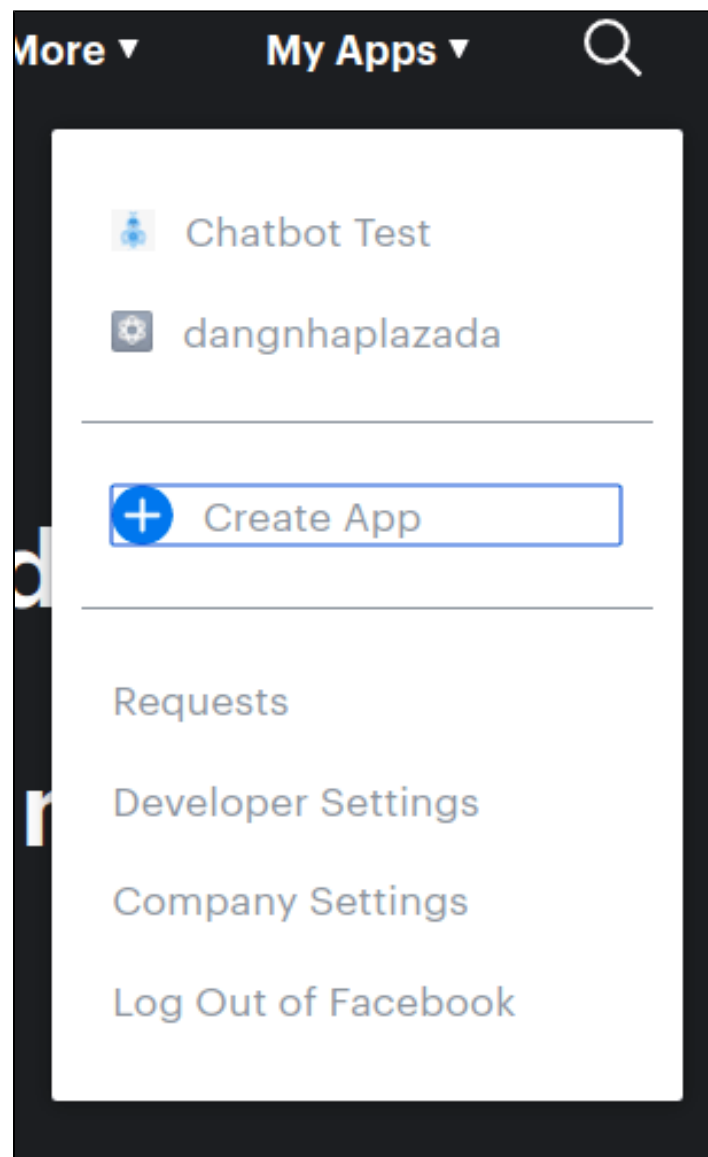
3. Then enter the App Display Name and add contact email to create New App ID

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Test

**Contact Email**

example@gmail.com

This email address is used to contact you about potential policy violations, app restrictions or steps to recover the app if it's been deleted or compromised.
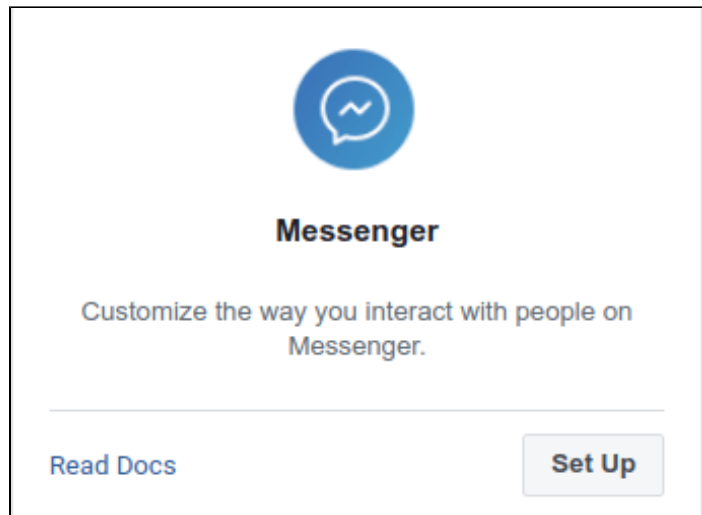
By proceeding, you agree to the Facebook Platform Policies   Cancel   **Create App ID**

4. On the left menu navigation bar: Click **Add Products**

Test

- 🏠 **Dashboard**
- ⚙️ Settings ▸
- 🗃️ Roles ▸
- 🔔 Alerts ▸
- 🛡️ App Review ▸

PRODUCTS ⊕
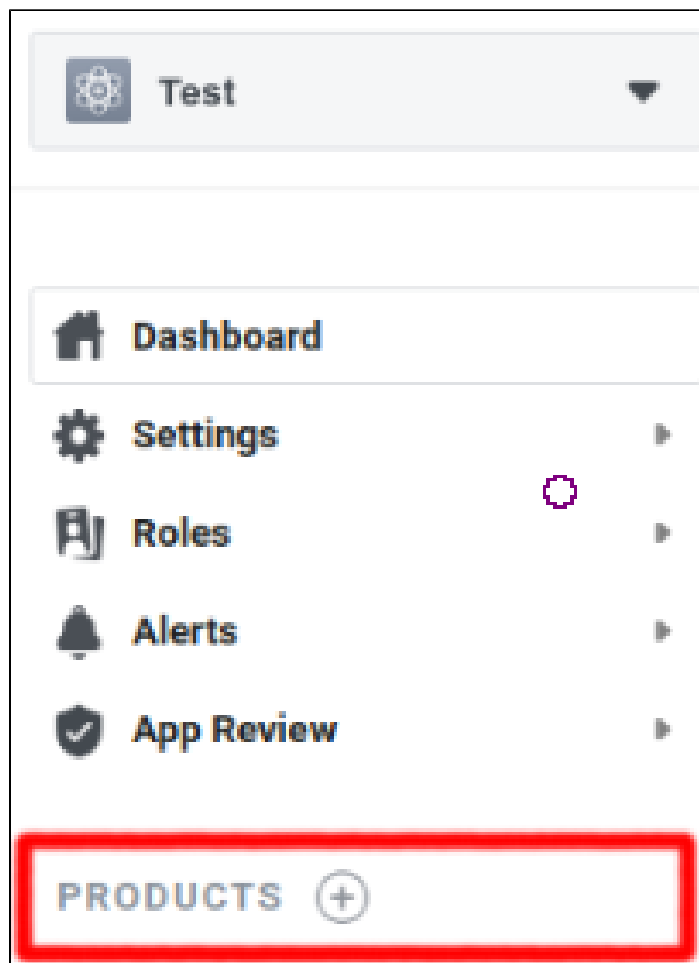
5. Choose Messenger: Click **Set up**

6. Scroll down to see the **Access Tokens** section to add the newly created page

Generate Token

➕ After adding your page, continue to generate a **Token** to start using the API

After generating the Facebook Token as instructed, click on **Copy** to get the Token for your Magento store connection.

➕ On your Magento **Admin sidebar**, go to **Facebook chatbot menu > Configuration.**

➕ On the **Facebook Connection** section.

- **Enable Chatbot:** Select **Yes** to enable the Facebook Chatbot extension.
- **Access Token:** Fill in this field with the Access Token that you've copied in the previous step.
- **Verification Token:** Define your own Verification Token

➕ After finishing the above steps, click on the **Save Config** button. Then open your Facebook App again, in the **Webhook** section, click **Add Callback URL.**

- **Callback URL:** your_url/chatbot/webhook/subscribe
- **Verify Token:** Enter the verification token that you've defined previously.
- Click on **Verify** and **Save**

➕ After the verification step, you'll be able to see this page. Click on the **Add Subscription** button

- Then, choose at least 2 options: **messages and messaging_postbacks**

Edit Page Subscriptions

Fb Chatbot Test
109229170719700

Subscription Fields

☑ messages	☑ messaging_postbacks	☐ messaging_optins
☐ message_deliveries	☐ message_reads	☐ messaging_payments
☐ messaging_pre_checkouts	☐ messaging_checkout_updates	☐ messaging_account_linking
☐ messaging_referrals	☐ message_echoes	☐ messaging_game_plays
☐ standby	☐ messaging_handovers	☐ messaging_policy_enforcement
☐ message_reactions	☐ inbox_labels	

Learn more   Cancel   Save

Human Support Configuration

➕ In the development mode, redirect to this link to Add Permissions for Human Support **https://developers.facebook.com/tools/explorer/v2/**

After that, please follow the confirmation steps here **https://developers.facebook.com/tools/debug/accesstoken/**

Configuration

On the Admin sidebar, go to **Store > Configuration > Magenest > Facebook Chatbot**

- **Human Support:** Select **Yes** to enable the human support feature
- **Human Support Email:** Fill in the email of your human support. This provided email will receive a notification when the user submits a request.
- **Greeting Message:** Specify the greeting message that customers will see when they first open the chat.
- **Enable Facebook Support Live:** choose Yes to enable Facebook Support Live

Manually set up a Facebook chat popup on front end. Learn how to enable your Facebook page chat here. Alternatively, you can generate code snippet from Facebook's setup tool.
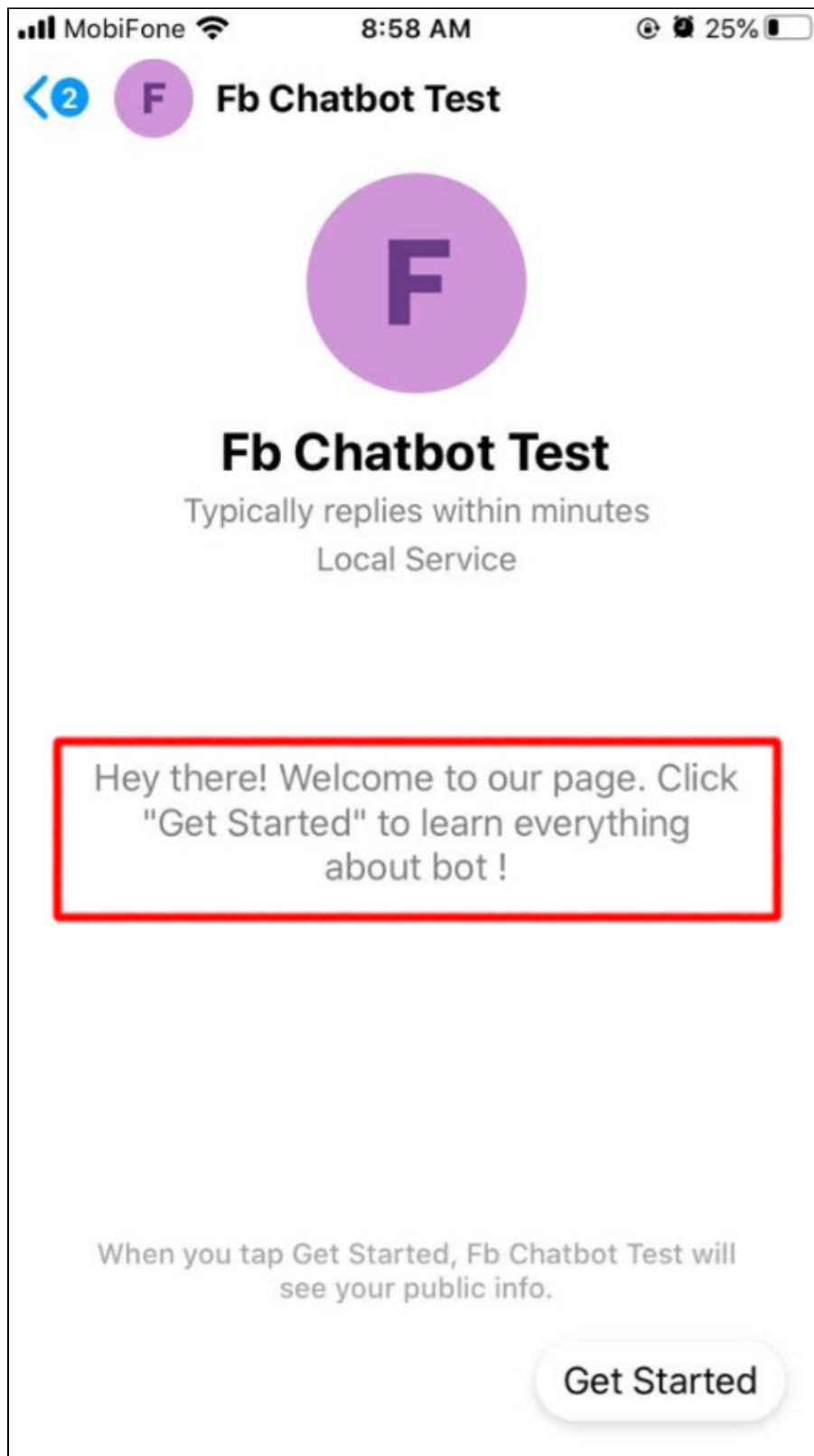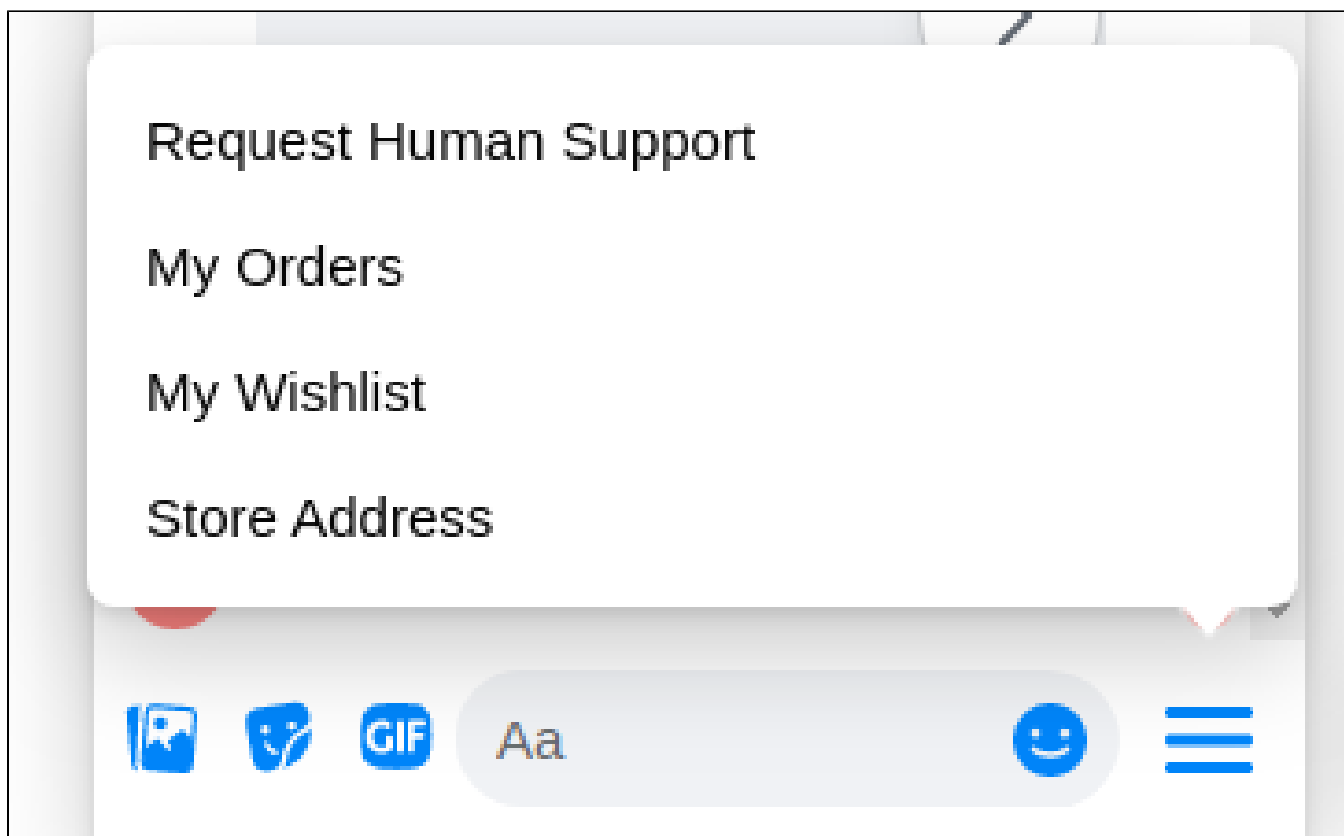
Create Persistent Menu

➕ On the Admin Sidebar, go to **Facebook Chatbot > Persistent Menu**

➕ On the **Persistent Menu** page**,** you will see some default menu such as **Request Human Support, My order and My Wishlist.**

Please note that you won't be able to change the name of **Request Human Support** menu, or delete it.

➕ Click on **Add a new message template from customers**

On the **Edit Menu** page:

- **Active:** Switch to Yes to activate the menu
- **Name**: Fill in the label for the persistent menu messenger
- **Description**: This field is non-mandatory. You could fill in the menu description.
- **Replies from Bots:** Fill in this field with the message (get from message grid) that the bot will reply when the user selects the menu

⭐ Display on the front end

Create Message

➕ On the Admin Sidebar, go to **Facebook Chatbot > Automated messages from Bots**

➕ On the **Messages** page:

- There are **12** default messages when you first install the module. Please note that you cannot delete and change the message name for the Message ID: 1, 2, 4, 5.

- Click on **Add new Bot's message** on the New Message page:

Message Information

- **Name:** Fill in a title for the message to better management on the backend
- **Description:** Describe the content of the message

Sender Actions

- **Show typing time:** Switch to Yes to allow the bot to delay the message
- **Bot's typing time(s):** Enter the time (measured in seconds) you want to let the customer aware that his message is received and an answer is being processed

⊕ **Message Content**

Message Name: Only used to describe the message content item.

Message Type: You will be able to see 1 of 8 message types.

- **Product display:** show product list.

    Product Name: will display products whose names like the value in this field. If not entered, product random will be displayed.

- **Categories:** display categories by level

- **Text:** display message as text

- **Text & Image:** Display image and text

  Image: upload image from local or gallery

- **View Order:** display 5 previous orders generated by bot
- **View Wishlist:** display 5 item of customer's wishlist
- **Create Order:** start the order creation process [NEW]
- **Cancel Order Creation:** cancel order creation [NEW]

⭐ **Note:** The default message script in the bot can be changed by updating the csv file available in the module Fbchatbot/i18n/en_US.csv

Include Button

To include buttons in the message (In addition to **Text** and **Text & Image** message type, all must include buttons), click **Add Button**.

- **Button:** Select a button type enclosed in the message. There are 4 Button Types:

- **Action:** this field depends on the field Button

Select **Show next message** to select one of the corresponding options.

Select **URL** to enter a redirect link.

Select **Telephone** to enter a hotline.

Select **Take Action** to choose one of the corresponding actions.

- **Button Label:** display label for button

Configure Your Facebook App

⊕ You are required to provide the following basic information in the app console under **Settings > Basic:**

- App Icon
- Privacy Policy URL
- Category
- Business Use

⊕ In order to allow Users to Message Your Page, you must enable messaging on your Page. Go to **Page Settings > General.**

- In the '**Messages**' section, click the '**Edit**' button.
- Select the 'Allow people to contact my Page privately by showing the Message button' checkbox.
- Click 'Save Changes'

➕ Then, please **Activate** Your app in Live Mode

➕ In order to add more permissions, please sign in to your **App Dashboard** and click on your app. Under Products, click **Messenger > Settings.** (If Messenger does not appear under Products, click the + icon and add it.)

➕ Scroll down to the **App Review** for Messenger section, then click the **Add to Submission** button for the pages_messaging permission.

Built-in NLP (Natural Language Processing) parses the messages your Page receives to help detect meaning and extract information about dates, time and more. To automatically integrate built-in NLP, start by choosing a Page. Learn more.

Subscribe a Page first under the "Webhooks" section to use Built-In NLP

App Review for Messenger

To use Messenger Platform, your app needs to be approved for the Send API (pages_messa

○ **pages_messaging**
Enables your app to send and receive messages using a Facebook Page.

Add to Submission

○ **pages_user_gender**
This grants the app access to a user's gender through the Page your app is connected to.

➕ Then, to **Describe Data Usage**, you could follow the steps below

pages_messaging

The **pages_messaging** permission allows your app to manage and access Page conversations in Messenger. You can use this permission to create user-initiated interactive experiences, send customer support messages or to confirm bookings or purchases and orders.

Allowed Usage

- Create interactive experiences initiated by a User.
- Confirm customer interactions such as purchases, orders, and bookings.
- Send customer support messages.

> ☑ I agree to Facebook's permission and feature usage guidelines.

Tell us about the use case(s) for your app will use the permission for

- ☑ Send / respond to messages in Messenger automatically.
- ☐ Involved business integration to support live chat by humans.
- ☐ Send / respond to comments or visitor posts for a Page automatically. This requires manage_pages too.
- ☐ Others, please further elaborate your use cases:

> Describe the Messenger experience you'll enable from this integration.

Test and reproduce the functionality of your integration

As part of the review process, we will check that the functionality of the app experience is working as intended. If you provide a Page management surface to users, provide us with a temporary test account so we can test it.

Fb Chatbot Test ▾

> Step 1: Go to the test Page with (m.me) link, and Get Started.
> Step 2: Click "Show Categories" Button.
> Step 3: Click "Show Products" button to bring products information from my website

Show us how you're using this permission or feature

Provide a detailed step-by-step video walkthrough of how your app will use this permission or feature so we can confirm the permission is used correctly and it does not violate our policies. Learn more about screencasts.

Screencast requirements:

1. How a person sees this feature used in your app.

> **Drag and Drop Your File**
>
> ⬆ Upload File

**Before you can submit for review, complete the following:**

- Please accept permission or feature usage guidelines.
- Please provide a reason for why you are using this feature.
- Please provide instructions for how to reproduce this feature.
- Please provide a screencast that shows how this feature is used in your app.

Cancel   **Save**

➕ Download file and drag into screencast requirements: File

After providing all the necessary information, you will need to have a reviewer to verify that your app uses the pages_messaging permission correctly, click Submit For Review.
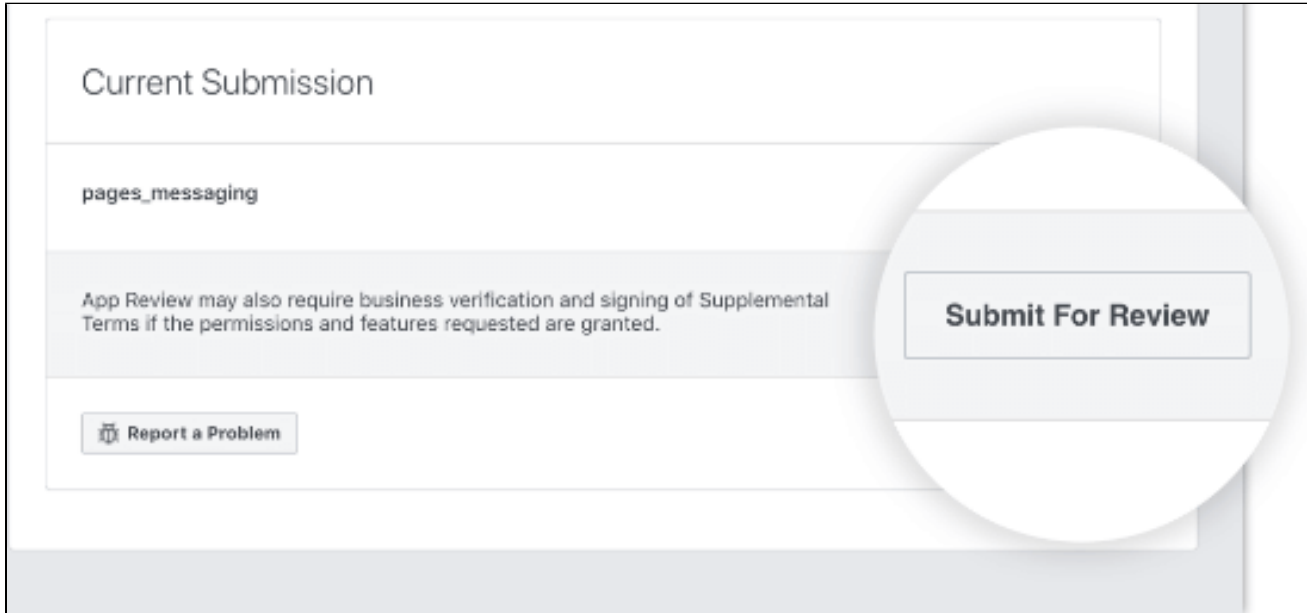
➕ When approved, a green checkmark will also appear next to the pages_messaging permission under '**App Review for Messenger**'.
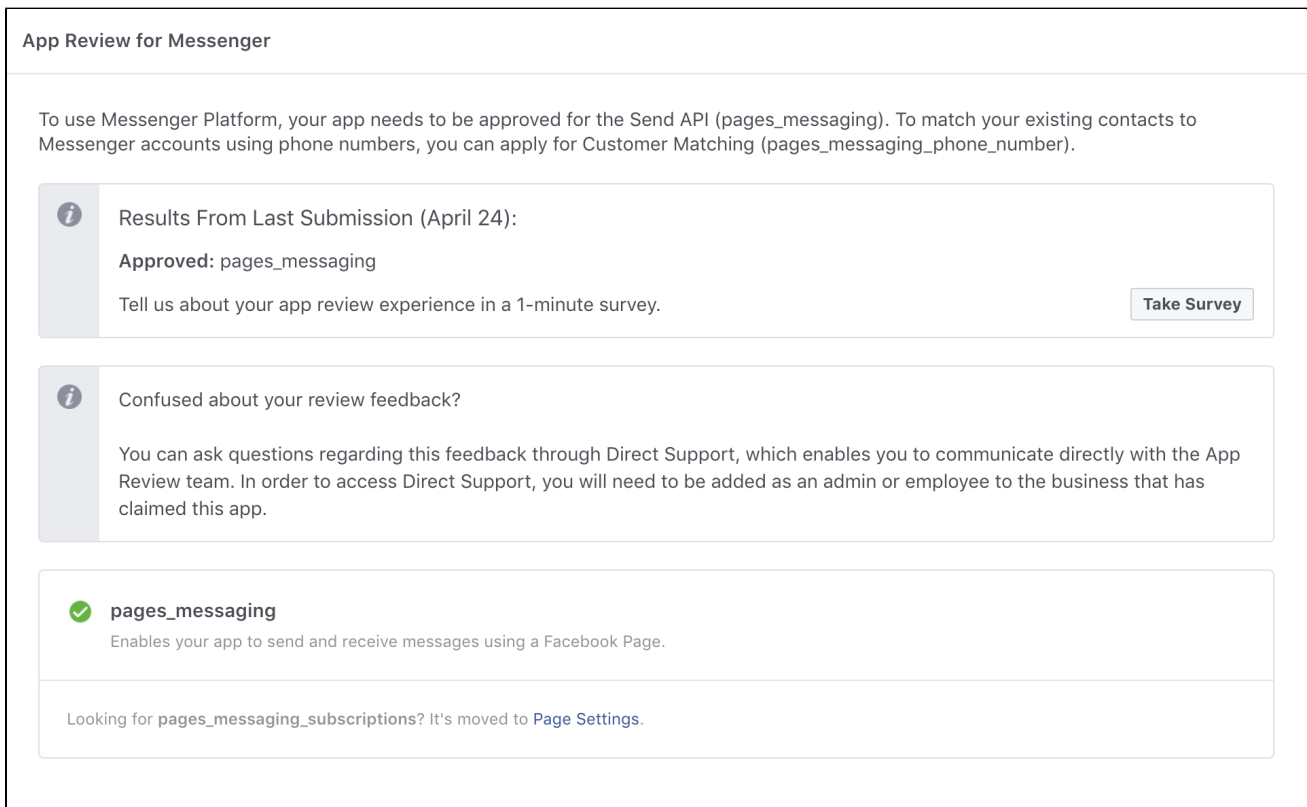
➕ In rare cases that your app is not approved, click the 'Add to Submission' button next to 'pages_messaging' to see the feedback from Facebook review team.

If you have any questions, you can communicate directly with the review team to clarify how you can update your app by using the 'Ask a Question' button below the rejection notice.

Live Facebook Chatbot

After finishing all the required configurations, you could see your Bot ready to serve the customer and boost your business.
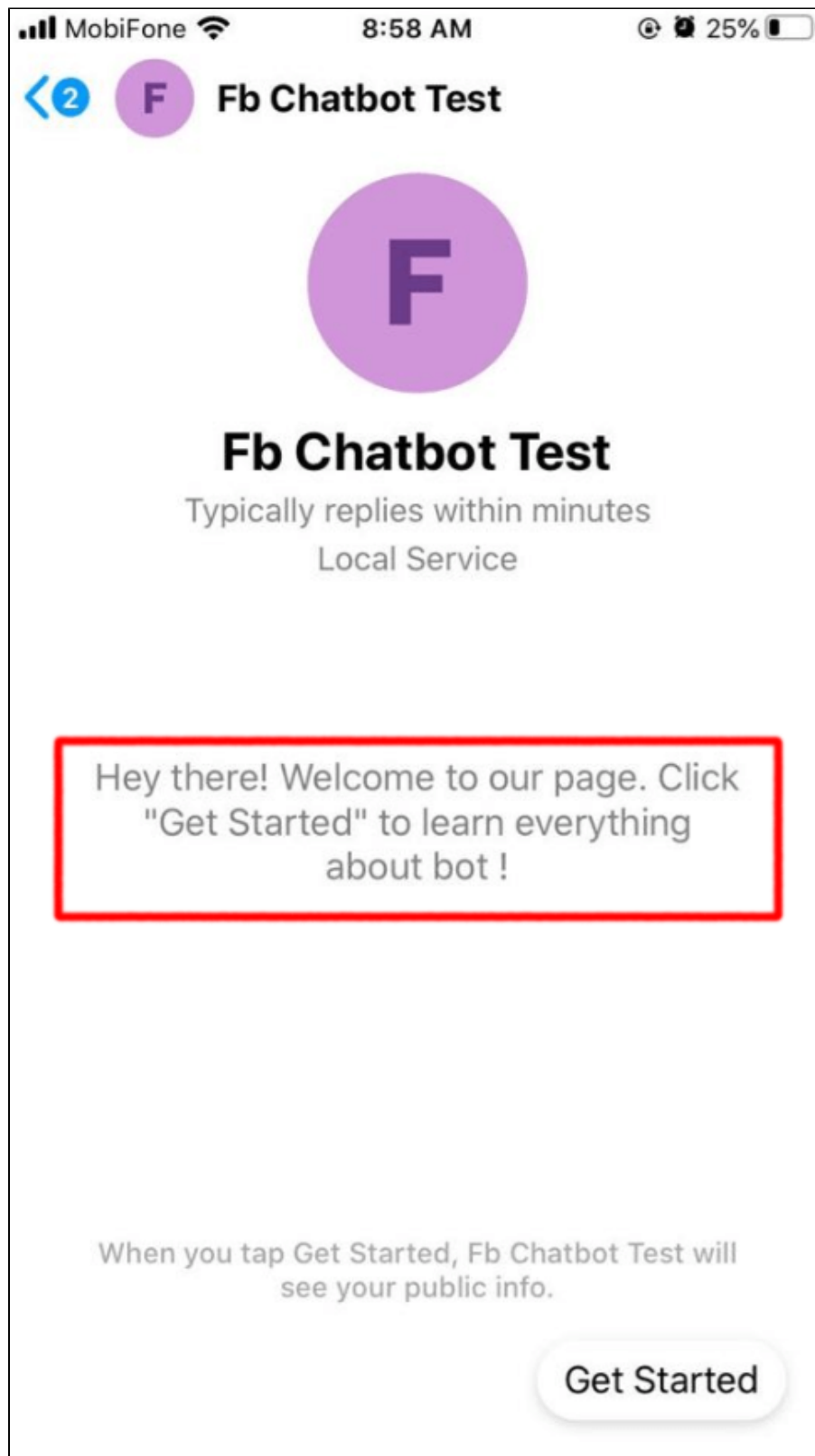
Fb Chatbot Test
Quan Pham likes this
Local Service

1:43 PM

Get Started

Welcome to Dev10

What we can do to help you today

Shop now

Show Categories

Show Categories

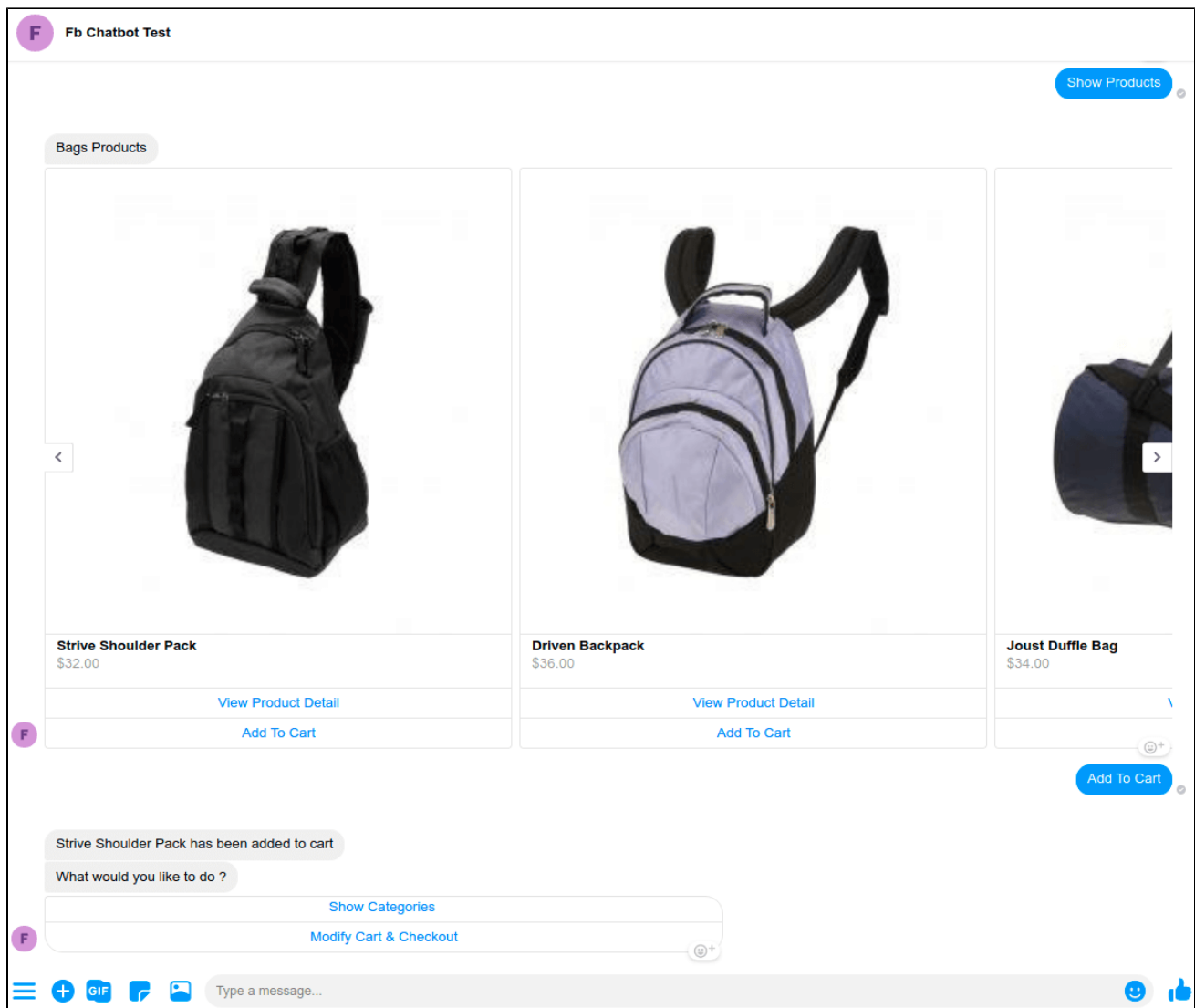| Bags	Fitness Equipment
View Category Detail	View Category >
Show Products	Show Products

Type a message...

Update

- When a bug fix or new feature is released, we will provide you with the module's new package.
- All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the config cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests within **2 business days**.
- We will offer a **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other services such as customizing our products, installation, and uninstallation service.