Technical brochure

—

Platform functionalities

botmaker

Subject index

Intro.

Botmaker is a multichannel platform that allows you to automate sales and customer service processes 24 hours a day, 365 days a year, through hybrid service with bots and human agents.

Discover the functionalities that make it possible to operate non-stop with different channel integrations and payment methods to manage communication with customers, marketing and commercialization campaigns, and the possibility of tracking conversations and commercial actions both in real-time and for specific periods of time.

1.   BOTS

What is a bot and why to use it?

A bot (short version of the word robot) is an automated tool designed to perform a series of pre-programmed functions. It is associated with the concept of artificial intelligence and seeks to interact by simulating human thought.
At Botmaker, we use bots that operate as a communication channel to optimize sales and/or customer support processes.

The assistance can be complemented with the assistance of human agents or configured autonomously only with bots to answer as many questions as possible, even without having a specific answer. Correct communication of the bot's purpose and field of knowledge is relevant to define the users' expectations.

Establishing a tone of voice

The definition of the tone of voice concerns the bot's narrative. In that sense, it is important to be consistent in the tone used in the responses regarding the tone of voice already presented by the company in other communication channels. Some issues that are important to establish the tone of voice:

- ➔ Define whether the answers will be in the first or third person; formal or informal.
- ➔ Decide whether to use emojis
- ➔ Decide whether to use feminine or masculine

The bot is always presented as a virtual assistant designed to help with information matching the user's query.

Related information

After each response, the suggested practice is for the bot to provide users with additional information related to their last query. This information can be presented as buttons that continue the conversational flow or redirect to web pages, or as a menu of options.

Conversational response format

The bot should always respond with written content in a conversational format, i.e., responses should preferably be short so that they can be read on a mobile screen, without the need for scrolling.

Broad answers

To multiply the universe of questions that could be responded to with the same answer, it is recommended that they be broadly worded.
It is a good practice to avoid answers that begin with "Yes" or "No", as they would be too restrictive and may not apply to the varied ways the user uses to make the same request.

The user has to know that we understand their question

When writing an answer, it is advisable to make it clear to the user that the bot has understood the question and is answering correctly.

For example, in the question "What is the price of parking?", the answer should be: "Parking costs $25 per hour", instead of simply answering "$50 per hour".

Requesting personal information from the user

Siempre que sea necesario solicitar información personal del usuario, es importante explicar los motivos de esta solicitud.

1.1   Topics

Topics are **units of content** within which the *intents, triggers, and responses* of a conversational flow will be included. For example, in the topic **Opening hours**, we can include an *intent* in which the user asks what are the opening hours of the business, in the *triggers* (which are the keywords that will execute the response to an intent), we will write: opening hours, opening hours, open hours, closed hours. The *response* will be the opening hours of our business and is the text that the bot will use to respond to that intent within that topic. The topics are unlimited and refer strictly to the needs of the users.

Building a chatbot in Botmaker involves understanding the aforementioned concepts: intents, triggers, and responses as detailed below.

2.   Intents

An intent is a framework that allows you to define the responses offered by the bot to users based on their questions, conversations, phrases, words, or conditions (defined on the platform as "triggers"). Intents are unique and are trained with sample questions.

There are three parts to creating an intent:

➜ **Name**: Used to organize and describe the content of bot responses;
➜ **Triggers**: These are keywords used to trigger intents. Triggers can be: understanding a user message or user inactivity time. At least two keywords should be written as it is not possible to interpret a user's intent from a single word.
➜ **Response:** This is what the bot will reply to the user's intent, i.e., what will the bot answer when the user sends a text, an image, or a document, or acts in a certain way?
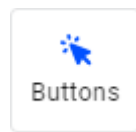
2.1. Possible actions within an intent (questions, alternative questions, buttons)

The Botmaker platform allows you to configure actions within an intent for the bot to respond in a specific way.

Actions allow the addition of predefined behaviors to the bot. The actions **question , go to (intent) , send email , mute chatbot (chatbot off)**, **search on a website, question (to request the location to a user)**, are the most used by our customers.

Create a response with buttons

Within an intent, in the **Responses** section, it is possible to add text with options for the users by clicking on the icon . These options will appear in button format and will redirect customers in their choices..   It is possible to create up to 10 options for users to choose from. The names selected for the buttons are limited to 20 characters.

2.2 Variables and tags

A variable is a symbolic name used to store a value. For example, in the variable $ {name}, you can have the following values: "Gabriel", "Julio", "Fernando", etc.

They are used to::

- → Direct the flow of a conversation
- → Store user information
- → Create intents with conditions
- → Generate reports

Some variables come with the platform by default (predefined variables) and the information they contain is filled in automatically. Variables can also be created manually by entering the chatbots section and defining a new topic and an intent or an intent within an already created topic.

Where are variables used?

Variables are very useful in defining when to trigger an intent, what response to give in that context, and also for filtering reports.

➔ **Variables as a trigger condition**: when a certain variable is specified, the bot will respond with a text or action as configured.

➔ **Variables as a response condition**: they can be used to give different responses to the same user intent.

➔ **Variables as dynamic text within the same response:** the information contained in a variable can be used to give dynamic responses to users, where the variable will be replaced by its content.

Tags

It is possible to create tags to classify users in bots. **Tags** are types of identification placed on users to classify them and refer to:

➔ **Conversation topics historically discussed in the chat:** are automatically added when it comes to topics that the bot understands.

➔ **Not understood topics:** in case agents need to tag topics not understood by the bot in a specific chat, the process can be done manually by clicking on the "edit" button.

2.3   Conditioning of actions

It is possible to condition actions in the response section of an intent for the bot to perform a specific action such as to ask, assign the conversation to a specific agent, archive conversation, send an email, etc).

.2.4   Triggers

Triggers are a fundamental part of setting an intent. They consist of at least 2 keywords that will trigger the bot's response. Ideally, using a long phrase (more than 5 words) helps to identify important words with their variations. To cover these possibilities, up to 70 triggers can be configured and it is possible to duplicate the trigger and remove important words to make it more general. This configuration will allow customized responses depending on the type of user, whether they use short or very long messages when writing their query.

2.5   Responses

Each intent created must have the structure of a response, which can be a single response or a structured response sequence or action. This way, when an intent is triggered, the bot will execute everything defined in the "responses" screen. It will do so in the order in which the contents are found and according to the data you wish to request from the customer to continue with the service.

After creating the responses, the created intent must be **saved** and **published**.

The elements of the answer messages can be:

➔ Text
➔ Buttons
➔ Carousel
➔ Media
➔ Actions

Additionally, it is possible to set a **timeout** on the bot's replies. This feature is very useful, especially when several replies are sent together so that there is a short time between one message and the next and the user can view everything comfortably. The timing configuration can be done from *Menu>Chatbots*. There, in the replies section, the option to define the response times will be displayed.

3.   Multibot

The Botmaker platform allows having **multiple bots** to respond by knowledge areas or by topic through the flow manager functionality or conversational flow manager.

Flow Manager makes it possible to manage the content and automation of a project in the simplest way possible. Thus, it will be possible to assign conversations to bots in the same way that conversations are assigned to live chat agents. Bots can automate tasks and/or refer conversations to live chat agents as required.

To configure a new conversational flow and assign specialized bots by areas or tasks, go to *Menu>Chatbots*, from where the option to manage an already created flow is available by clicking on "Flow Manager", or to create a new chatbot by clicking on "**+New Chatbot**". By selecting "**create new chatbot**", it will be possible to assign a name to the bot, add a description and specify its areas of expertise. You can also select the language of the chatbot (Spanish, English, or Portuguese) which is important to correctly configure the artificial intelligence engine.

4.   Recommendations

In order for the communication with the user to be of quality and result in a good interaction experience with the bot and/or the agent, it is recommended to configure the startup message and the default message in the Chatbots section (*Menu>Chatbots*) The startup message introduces the bot as a virtual assistant, greets the user and defines the communicative expectation. The default message is the last intent executed if the bot

does not match the user's query/message, so it is very important that it is configured correctly.

Startup message

The purpose of the startup message is to welcome the user, explain the main functionalities of the bot and communicate to the user how you will be able to assist them with their query. For this purpose, a first message intent is already predefined and cannot be deleted, but it can be modified to respond with a customized message according to the defined trigger and thus redefine the initial message that will lead to that intent.

The initial message will allow to introduce the bot, greet the user and adjust their expectations. The greeting always ends by displaying a menu of options with help topics that the user can select and, if there are human agents assigned, the bot will give the option to talk to an agent.

What are the best practices for a bot's startup message?

These tips can be useful for the presentation of the bot in the startup message in order to achieve a better interaction with the user:

→ General greetings according to the time of the conversation (good morning, good afternoon, good evening).

→ Reply to the greeting using the user's name

→ The bot should always result in an interaction: view options menu, talk to an agent. Always have a response after the greeting

→ Conversation fluency: all dialogs ending in a bot's sentence must offer options to continue the communication at the moment or with a defined waiting time in minutes or seconds.

➔ The bot should introduce itself, make its identity known to generate a user-friendly environment.

➔ Define responses for the use of insults and inappropriate language with an intent that leads to the closure of the conversation.

Default message

The default message is a response from the bot according to the user's last message. In turn, it is the answer that the bot will give when it does not understand the user's question. It initially presents two progressive options and will reach the third one when it does not find an intent that refers to what the user has asked.

1. **Enable search by related topic**: the bot will search for intents that are related to the topic of the user's last post.
2. **Enable search by related intents**: if no related topic is found, the bot will search for intents that relate to the user's last message.
3. **Trigger intent**: Trigger intent: if no topic or intent related to the user's message has been found, the bot will execute the intent "Message when not understood".

The default message is found as a predefined intent in the intents menu. Thus, it can be viewed and configured by clicking on *Chatbots>Intents*.

5.   Connection to more than 20 voice and text channels

Our platform allows connection to **multiple channels**. Either directly or through the API, it is possible to manage more than 20 text and voice channels in a simple and centralized way, connecting bots and multiple agents simultaneously.

The connection can be made both on PCs and on Android and iOS devices natively, with the interaction of notifications and data shared with the App, allowing it to respond quickly and well on all digital communication channels.

A bot for social networks with Botmaker

Botmaker allows you to answer all queries made on user posts with a bot for comments on Facebook, Instagram, and Twitter or with multiple simultaneous customer service agents. Likewise, sales can be automated and customer service can be improved from comments on social networks.

→ **Create bots for Instagram**

You can have a bot for Instagram, chat with your customers, connect multiple agents simultaneously and manage conversations from Botmaker.

Sell and serve directly on Instagram. Power your conversational commerce on your users' favorite app.

→ **Voice channels**

Connect a bot to voice channels and automate audio messages.

Receive audios from your customers, the bot interprets them and responds.

→ **Text channels**

Connect a bot to text channels and automate your conversations.

We are WhatsApp Solution Provider (Official WhatsApp tick).

1. We can create official WhatsApp Business API accounts for you to integrate this channel.
2. Send push notifications and templates.
3. Get a verified account.

4. Serve customers and sell via WhatsApp.

The objective of the integrations is to centralize communication on a single platform, allowing dynamic communication and, consequently, improving customer service.

6. Variables and Global Constants

Variables

Variables are an important part of the platform's operability. They are symbolic names used to store values (names, phone numbers, addresses, etc.). Their main function is to direct the flow of conversation, generate reports, and store information about a user. The Botmaker platform contains default variables to complete the information automatically, but the user can also create his own variables according to specific needs.

Global Constants

Global constants allow the bot to send automatic responses based on specific conditions. Like a variable, they can be used to condition a response, as part of a response, as part of the text of a response to the user, or to define configurable behavior within code intents or actions. For example, a global constant can be created to notify the user that a conversational stream is inactive due to website maintenance.

7.   Segments

Segments are groups of users that will help you contact and measure results in notifications and intents. In other words, it is possible to tag your users and target them from these tags. User segments in the Botmaker platform are defined from *Menu>Chatbots>Segments*.

8.   Entities

Entities refer to records that allow you to create parameters for custom validations in a bot. In other words, you can load a database of your business in Botmaker to facilitate the process of configuring variables.

To find this function on the platform, go to *Menu>Chatbots>Entities*. There, you will be able to create new entities by clicking on the **+ Create new entity** icon. A box will open where you will add the name of the file (the file must be an Excel spreadsheet - .xls format). We suggest that this name matches the name you want to add in the variable creation field for easier organization.

9.   Integration with CRM platforms, payment systems, geolocation, delivery, and translation

Boost your sales with a bot on your website

Botmaker allows you to automate sales with a bot on your website. Integrate your bot natively with payment systems (Mercado Pago, Todo Pago), geolocation (Google Maps), delivery (Mercado Libre), CRMs (Salesforce, Zoho, RDStation), translation, and many more. These integrations allow you to empower your conversational commerce to respond quickly and well, 24 hours a day, 365 days a year.

Every conversation is an opportunity

Our native and custom integrations via Support transform visitors into customers or enhance your users' experience by providing personalized assistance with our multi-agent live chat module. You can integrate it via APIs with other Chat, CRM, and Social Media platforms. Then, conduct satisfaction surveys to know the opinion of your users and improve the experience from the initial greeting.

Translation of conversations

Regardless of the language, our platform understands and translates both the messages from users and the answers from customer service agents. In this way, you can select the languages to be translated and the moment at which the translation will be activated, so you can communicate with customers around the world regardless of the language used by the live chat agents.

→ **Languages to be translated**: by default, all languages are available, but you can select which languages you want to translate. The translation will be activated only when these languages are detected.

→ **Language detection**: you can select the language detection for each message received, or only once in the first messages from the user. This way you, can save costs, since if the detected language is "English" and the bot speaks "English" no further message translation will be attempted for that user.

2.   MULTIPLE AGENTS

Botmaker is an omnichannel platform that allows you to aggregate multiple agents to provide robust customer care service in real time. You can easily add agents through *Menu>Agents*, edit roles, filter by priority, conversations, unread messages, and also assign agents to different service queues.

Conversation search filters

The search for conversations according to specific filters (*by tag, by variable, by assigned agent, by channel, etc.*), by virtue of the chat screen functionalities, will allow you to better track your conversations and thus work on customer service improvement plans, optimizing the results for your business or project.

It is possible to apply several filters simultaneously and thus optimize the search for conversations in the chat screen to access the necessary information.

Create customized service queues

The service queue is a resource available on the platform for assigning user conversations to human agents.

The standard configuration of the platform defines that all users (customers) are directed to a single service queue at all times. Agents can have multiple service queues assigned to them.

In the queues screen, you will be able to track/monitor the current status of the service queues. Thus, it will be possible to visualize how busy the queues are, how many users are waiting for assistance, and, also, to have information about the agents' performance.

Importing, deleting, and editing agents from the platform menu

From *Menu>Agents*, it is possible to import, edit agent data, and also remove those agents that no longer have access to the platform.

3.   Marketing Engine

Botmaker allows the integration of different CRM (customer relationship management) platforms for sales processes, customer care, and commercial management. Respond in a scalable way using automation and Botmaker platform solutions to create call to

actions on your bot's intents. Also, connect it with your servers to send emails and integrate CRMs. Every conversation is an opportunity! Transform your visitors into customers by responding fast and well in real time and in a centralized way.

Botmaker allows native integration with CRM platforms such as **Sales Builder, Zoho, RDStation, and Salesforce** by going to *Menu>CRMs*.

→ **Construtor de Vendas**: CV or Sales Builder is a CRM for sales management, sales management, loan management, and commission management for real estate developers and builders. The integration of CV with Botmaker is native through the CRM integration menu of the platform.

→ **Salesforce:** Manage the relationship between customers and companies by integrating all your customer information and allowing a shared view of each customer for all departments of your business or company. By integrating Salesforce with Botmaker, you can import contacts and combine communication channels such as WhatsApp and email to quickly resolve customer service issues on any channel. That way, you'll have better resources to generate leads, provide personalized assistance and optimize your sales.

→ **RDStation:** With this comprehensive marketing tool, optimize your business strategies and convert more leads to increase your market presence from anywhere in the world via the Internet. Through native integration with Botmaker, import contacts and combine forms and communication channels such as WhatsApp and email to analyze your campaigns and improve your results..

→ **ZohoCRM:** Using native integration with ZohoCRM, create connections and record sales, tasks, and customer interactions through a multipurpose digital contact book to facilitate your company's marketing management. By integrating Zoho CRM with Botmaker, you can import contacts and combine communication channels such as WhatsApp and email to resolve and automate customer service on any channel. This way, you will be able to manage leads, customers, commercial agreements, and accounts more efficiently and in a centralized way

Boost your sales with e-commerce and customer service platforms

Connect bots to your WhatsApp Business API account and create innovative push notification campaigns through the most used messaging app. Send personalized templates and manage the results of each marketing action from our platform.

Also, boost your sales with the most important e-commerce platform in Latin America through native integration with Mercado Libre in *Menu>Channels*. You will be able to answer all the queries in your pre-sale and post-sale posts on Mercado Libre in an agile and efficient way. Optimize response times, improve customer service and track your sales from a single place.

Integration with messaging platforms, email, and customer service channels

Natively, integrate your **email account** in a few simple steps to manage all your communications on our platform. In addition, you can use **Zendesk** to convert conversations into customer support tickets and track agent performance. Take advantage of integrations with WhatsApp, Google Business Messages, Facebook Messenger, SMS, and Webchat, native to the Botmaker platform, to bring your communications to another level with simple and customizable tools.

In addition, consider these possibilities:

➜ Botmaker allows you to complete buying and selling processes through native integration with electronic payment platforms such as **Mercado Pago, Maxi Pago, Todo Pago** from *Menu>Integrations*.

→ Centralize all communication and strengthen your social media presence through native integration with **Twitter, Facebook, Instagram, and Telegram.** Monitor the reach of your products and/or services to your target audience and respond quickly and efficiently to your customers' queries with a chatbot or live chat agents in real time.

→ Collaborate with your team through a customized integration with **Workplace** that can be completed by our support team.

→ Send templates and mass notifications (HSM) through WhatsApp and Botmaker API. To send templates through the platform using WhatsApp, you must go to *Menu>Templates* and start the process of creating templates for approval on Facebook, taking into account the following fields to be filled in:

   → **Name**: for the identification of the notification. It must be descriptive of the content of the notification to be created.

   → **Format**: lowercase letters, may contain numbers. Spaces and accents are not supported (replace spaces with _). For example, notify_alert

   → **Category**: for the categorization of the notification corresponding to the content of the template.

   → **Language**: indicates the language in which the template will be created.

   → **Content**: it will be the message sent by the user.

 At the same time, optimize response times through WhatsApp by using numbered lists with options that are selected by the customer according to their needs. You can interact with your customers more easily through response buttons and option lists, which allows you to improve response times and increase conversions.

→ Create templates via API through a specific code accessible from our Help Center.

→ From Botmaker, you can create a custom bot to bring your sales automation and customer support ideas to life. Our experience will guide you through the best practices oriented to your business, thus achieving the construction of a conversational flow that reflects your brand identity. Configure tailored conversational flows with intents according to what you want to communicate by applying agile methods to escalate communication with your customers to the highest level.

4.   Security

Botmaker implements all security measures to operate on the platform in a reliable way. It does so through the following policies and functionalities:

→ **Compliance with the European Data Protection Act (GDPR) and the Brazilian General Data Protection Act (LGPD):** In line with the European data protection law, - GDPR, for General Data Protection Regulation-, in force as of May 25, 2018, and the Brazilian General Data Protection Law (LGPD), the Botmaker platform makes it possible to delete personal data and files after a time defined by the user. By clicking on *Configuration>Security*, you will access the **user data and file retention policy section**, where you can configure the period of time after which user data (name, email, etc.) and/or files (images, audios, videos, and documents) will be deleted from the platform.

→ **General configuration for service lists and IP blocking**: Botmaker allows you to configure the services you want to make available in your project through the *Configuration>General* section. There, you will be able to make adjustments on time zone, language, queues

and waiting times, inactivity markers, slots, conversation types, and chatbot functionalities.

In the **Security** tab of the same section, you will be able to block IPs and establish that agents will have access only from specific IP addresses.

→ **Password reset**: In the same Security tab from *Configuration*, you can define how many days must elapse for users registered by email on the platform (not valid for Facebook, Gmail, or Microsoft accounts) to reset their login password. There are **two options** for defining the frequency of password resetting for platform users:

  → **Never**: it will not be necessary to change the password.
  → **Reset periodically**: the password must be generated after the days defined in the configuration have elapsed.

→ **Double factor authentication (2FA):** second-factor authentication (2FA) is a feature present in most platforms and its main function is to verify that it is really you who wants to access, thus avoiding illegitimate access and the consequent exposure of personal information. It is defined from *Configuration>Security*, where you can activate this functionality by which a code is sent every time you log in to the platform by entering your email and password. The code is sent to the previously configured email and only works for the "mail" option, not being this option valid for Gmail, Facebook or Microsoft accounts. If you do not receive the code, you can request it to be sent again from the same screen.

→ **Google Cloud-based technology for traffic monitoring and defense against DDoS attacks:** Google Cloud-based technology for traffic monitoring and defense against DDoS attacks: Botmaker uses Google Cloud Armor to protect platform deployments against various types of attacks including distributed denial of service (DSD)

attacks and application attacks such as cross-site scripting (XSS) and SQL insertion (SQLi). Managed Protection from Google Cloud Armor is the managed application protection service that helps protect applications and web services from Distributed Denial of Service (DSD) attacks and other Internet threats. Managed Protection features always-on protections for the load balancer and provides access to WAF rules. These measures are permanently monitored to maintain the stability and security of our systems.
DSD protection is automatically provided for HTTP(S) load balancing, SSL proxy load balancing, and TCP proxy load balancing, regardless of level. HTTP, HTTPS, HTTP/2, and QUIC protocols are supported.

➔ **Data encryption**: from *Configuration>Security*, you can configure the encryption of your conversations. Botmaker allows you to encrypt messages from users, agents, and chatbots. In addition, in a more advanced configuration, you can grant special agents certain permissions so that they can view encrypted messages.

➔ **Geolocation control and defense applications against SQLi and XXS attacks**: Google Cloud Armor also provides support against SQLi and XXs attacks through automatic and manual configuration tools. It is possible to define Google Cloud Armor named IP address lists to reference IP address lists and IP ranges maintained by third-party providers. Such lists are defined based on our security policies.

5.   Metrics and Analytics

From the Botmaker platform in *Menu>Dashboards*, it is possible to access real-time conversation reports, reports on users and sessions, agent performance metrics, conversation startup metrics, and funnels that allow visualizing

information by time period, channel, and type of user. It is also possible to create funnels according to specific requirements (time periods, channels, users), and then visualize and/or download such information. Likewise, you will be able to obtain metrics through the API by the Get Metrics code action to access metrics related to sessions in a certain time range.

6.   Functional Platform

Operate securely and reliably on Botmaker. The platform has achieved an SLA (Service Level Agreement) of 99.95% across all browsers. The operation on Google Cloud guarantees the protection of the Botmaker platform against web attacks and denial of service through Google Cloud Armor technology.

Bootmaker's robust, cloud-based infrastructure supports millions of real-time conversations 24 hours a day, 365 days a year, and allows the platform to be operated from any device with an internet connection. Thus, it is possible to develop code and integrate bots with APIs and web services to create advanced behaviors, include code within the platform in a fast, secure, and auto-scalable way, and upload entities to the platform to validate responses and register groups of classes and concepts.

Botmaker Mobile App

With the Botmaker mobile application, it is possible to manage your conversations in a practical and agile way no matter where you are. The first step is to download our official app from the Play Store (if you use Android) or Apple Store (if you use iOS) and it is important that you provide all the requested permissions. When you log in, you will access the conversations configured for your profile and you will be able to interact with individual users.

API with code actions

Through *Menu>Chatbots>Code*, you can develop your own code using client actions to perform more advanced behaviors and use the result in an intent. Integrate with a REST service to obtain or send data through an API by saving data in the bot through variables. Using the Botmaker API, you can create code actions to design complex intents or add arbitrary code in a conversation.

Also, access our API from the Botmaker platform in *Menu>Channels and Integrations>Botmaker API*, get your credentials and manage your communications from there by creating client actions.

. 7.   Artificial Intelligence

Botmaker uses a proprietary artificial intelligence engine through machine learning using NLP (natural language processing and understanding) and operating in three languages: Spanish, English, and Portuguese.
The machine learning process is based on incorporating data that is used in different communicative contexts to compare responses to produce more accurate data-driven models. The machine learning models are iterated with datasets before being implemented to achieve improvements in understanding linguistic patterns and associations. After training, the Botmaker platform can use the model in real time to learn from the data. Thus, the chatbot is able to "understand" the content of users' messages, including their contextual nuances.

Accessing conversation history data in Botmaker

Through the Support department, you can request access to the conversation history by simply providing an email address from a Google account (**Gmail or GSuite**) (example@gmail.com). This information can be viewed in tabular form through Google's BigQuery platform.

The table is divided into three sections: *session metrics, events, and messages*.

- → **Sessions** refer to the conversations between the user and the bot or the live chat agent, from the beginning to the end.
- → **Events** refer to those actions that took place in the session, such as logout, muting the bot, assignment to the agent (operator).
- → Finally, **messages** refer to the exchange of information within the session, whether they are texts, multimedia files, surveys answered by the user, types of conversation (reason for which the conversation was initiated: inquiries, sales, support, etc.), notifications received by the user. Metrics are always linked to a specific session.

8.   Integrations

Botmaker is a conversational platform through which you can:

- → Create super flexible and adaptable chatbots
- → Connect live agents to take conversations where human intervention is required
- → Automate workflows directly from chats with your customers
- → Create marketing campaigns through WhatsApp and other channels
- → Manage all your conversations and channels in the same place
- → Access via API to other chat platforms by configuring the appropriate options

Boost your communication and sales with Botmaker through native and customized integrations with different CRM, messaging, customer care, e-commerce, payment, and social media platforms, helping thousands of customers around the world to improve their customer service, sell more, and generate more leads!

Some of the available integrations are

- → CRMs Construtor de Vendas, Salesforce, RDStation, ZohoCRM)
- → E-commerce: Mercado Libre
- → Customer Support: Zendesk

- → Messaging and e-mail channels: Slack, MSTeams, WhatsApp, Email, Google Business Messages, Facebook Messenger, SMS, WebChat.
- → Payment methods: Mercado Pago, Maxi Pago, Todo Pago
- → Integration with social networks: Twitter, Telegram, Facebook, Instagram
- → Integration with collaborative workspaces: Workplace by Facebook
- → Integration with data analysis tools: Google Analytics

Access your business data in one place with Google Analytics

The integration with Google Analytics is native to the platform from *Menu>Channels>Integrations* and, with it, you will be able to send data on conversations and interactions between the chatbot and users. Then, you will be able to perform a detailed analysis of them and make commercial and communication decisions accordingly.

Enjoy centralized communication and enhance your communications and customer service processes with Botmaker. Contact us for more information: [Botmaker | Conversations to Grow Your Business](#)