![MOVIUS]

WeChat Messaging

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The MultiLine WeChat Messaging channel allows compliant WeChat messaging directly inside MultiLine.

- MultiLine users can receive WeChat messages from followers and they can read and reply to WeChat messages on the MultiLine messages screen alongside SMS, social messages, and voicemail messages.
- WeChat users are able to follow and send messages to an Official WeChat account.
- MultiLine WeChat channel supports 1:1 messaging and group messaging.

About WeChat Messaging Channel - Android

Read on to learn about the MultiLine WeChat Messaging Channel.

Overview

The MultiLine WeChat Messaging channel allows compliant WeChat messaging directly inside MultiLine.

- MultiLine users can receive WeChat messages from followers and they can read and reply to WeChat messages on the MultiLine messages screen alongside SMS, social messages, and voicemail messages.
- WeChat users are able to follow and send messages to an Official WeChat account.
- MultiLine WeChat channel supports 1:1 messaging and group messaging.

Benefits

- Engage with clients on their preferred consumer messaging channel
- Help unify and bring together mobile voice and multiple messaging channels in a single, convenient user experience
- Ability to record and archive all conversations over voice, SMS, and social messaging within MultiLine for surveillance and compliance
- All conversations are captured and can be automatically be sent to existing compliance archive and logged inside CRM

Features

- Call, SMS and social messaging – all within MultiLine app
- Shared messages inbox containing SMS and social messaging threads
- Supports one-to-one messaging between MultiLine App and external WeChat users
- Supports group messaging for members of the same sub-organization.
- Supports data loss prevention feature with ability to redact or block WeChat messages as per business defined policy
- Optional recording of all WeChat messages (with recording add-on)
- Support for iOS and Android

- Support for MultiLine Messaging App for Microsoft Teams
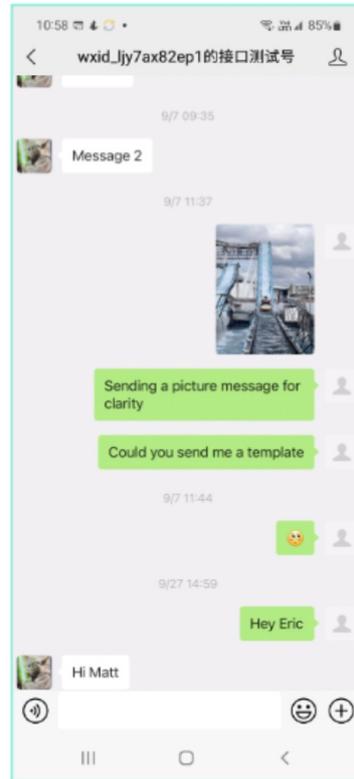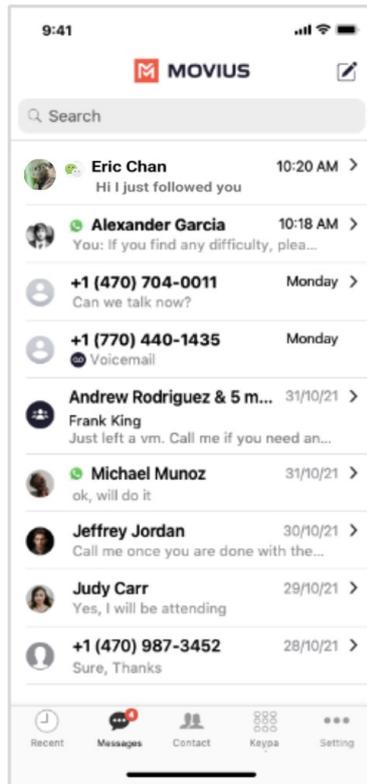
How it works

1. A WeChat user searches for the Official Account.

2. The Official Account sends a QR code to the user, which they can use to follow the account.
3. When a user follows an account, they are able to message it.
    1. The WeChat user goes to their Contacts > Official Accounts.

    2. The WeChat user selects the business name to send and view messages.

4. The MultiLine user sees any WeChat messages with their other messages.
    1. WeChat messages are designated by the WeChat icon.

    2. The Message thread will look similar to other message types.

WeChat Messaging - Android

Read on to learn about using MultiLine for WeChat Messaging.

Overview

- MultiLine's WeChat Messaging Channel allows compliant WeChat messaging directly inside MultiLine.
- MultiLine users can send WeChat messages to contacts, and they can read and reply to WeChat messages on the MultiLine messages screen alongside SMS and Voicemail messages.
- WeChat users receive messages from the MultiLine user as coming from an official WeChat business account.

Before you start

- Using WeChat from MultiLine Messaging Microsoft Teams app requires it to be enabled by your MultiLine administrator.
- WeChat has policies that must be followed by business accounts:
  - WeChat users must initiate conversations with business accounts
  - WeChat will make a chat inactive when:
    - WeChat users do not reply after 48 hours
    - WeChat users do not reply after approximately 5 messages
    - For more info: WeChat public platform (qq.com) ↗ (https://mp.weixin.qq.com/) ↗
  - When chats are inactive, MultiLine users will be able to queue up a certain number of messages according to company policy and the WeChat user will be prompted to reinitate the inactive chat. Learn more in the section about Message Queueing.

> This article currently contains Android screens. iOS screens to be added soon.

Starting WeChat Messaging

In your message threads, the WeChat icon 💬 indicates the conversation is happening on WeChat. Select the message to begin chatting.

1. Go to **Messages**.
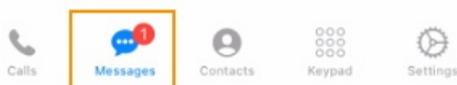
2. Select a message indicated by the WeChat icon.
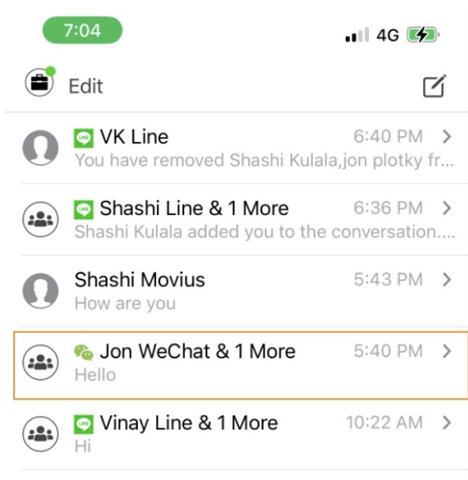
3. Type your message in the field and select send to message.

WeChat Messaging Experience

Note: The text below is provided as examples; the actual text of auto messages can vary according to the communication policies of the customer.

Initial Interaction

Initial Auto Message to the Customer (WeChat user):
"Thank you! You can now start messaging your contact. Please note, WeChat allows your contact four consecutive replies, including system messages, before requiring a response from you to continue messaging. If the conversation is inactive after 48 hours, your contact will not be able to send any messages until you send a message. To leave the chat at any time, reply with #LEAVE."

Auto Message to Employee:
Please note, WeChat allows you to send four consecutive messages, including system messages, before requiring a response from your contact to continue messaging. If the conversation is inactive after 48 hours, you will not be able to send any messages until your contact responds.

Message Limit Reached by Employee (after 3 Messages)

Auto Message to Employee (MultiLine user):
"You have reached the maximum limit of three consecutive messages without a response from your contact. You cannot send any more messages until your contact replies."

Auto Message to Customer:
No auto message will be sent to the customer.

After 24 Hours of No Response from Customer

Auto Message to Employee (MultiLine user):
"Your contact has not responded for 24 hours. If no response is received in the next 24 hours, your chat will become inactive until your contact replies"

Auto Message to Customer:
No auto message will be sent to the customer.

If the Message Limit Was Previously Reached

Auto Message to Customer (WeChat user):
"Your contact is unable to send you any more messages, till you respond. Per WeChat Policy, this conversation is on-hold. Please reply to resume"

If Users Have Been Added or Removed During Pause Time

Auto Message to Customer (WeChat user):
"If you do not reply in the next 24 hours, your contact will not be able to send any more messages. To keep the chat active, please reply with any message. Please note: Other user(s) have been added or removed from this chat."

WeChat: AI-enabled Incoming Message Routing

WeChat: AI-enabled Incoming Message Routing

Read on to learn about the AI-enabled incoming message routing for WeChat.

Before you start

- This feature must be configured for your organization by Movius support for it to be available to you.

Feature Overview

The AI-enabled incoming message routing feature allows WeChat users to message the Enterprise and be routed to a desired employee contact at the business. The Enterprise can provide a phone number, account email address, and notification email address to use as the MultiLine user's contact information.

When a WeChat user sends a message, a chatbot using Movius AI technology engages in a conversation with the user. It asks the users questions to determine the desired employee contact. If the bot fails to identify the desired contact, it will try to guide the user to provide the correct information with additional prompts.

Example WeChat Conversation
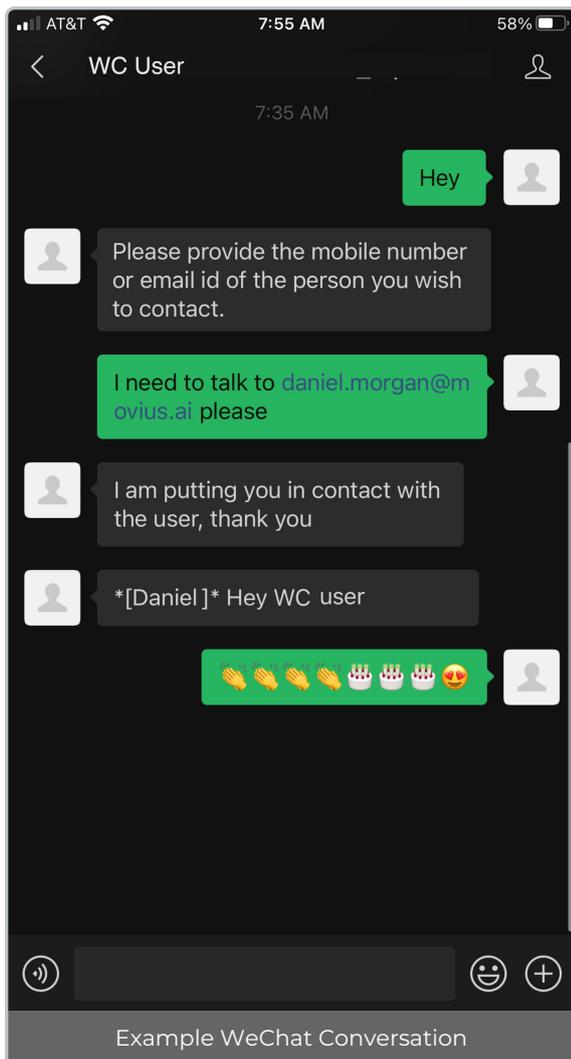
The bot leaves the conversation once the parties are connected. The MultiLine user and WeChat

users receive auto-messages as configured by the business and the MultiLine user and guest can begin messaging each other.

WeChat: Guest Phone Number Validation Flow

Read on to learn about the WeChat Guest Phone Number validation flow.

Overview

Some companies have a compliance requirement to identify the phone number of the guests they message with on the WeChat platform. The WeChat Guest Phone Number validation flow guides guests through a process of validating their phone number before connecting them with their desired point of contact at the company.

Before you start

- This feature must be configured for your organization by Movius support for it to be available to you.

Message from New WeChat user

This is the flow for the first time a WeChat user messages the business

1. The WeChat user messages the business.
2. An automatic reply requests the user provide their phone number
3. The user provides the phone number
4. If the phone number is correct, the automatic reply requests the user to provide the PIN
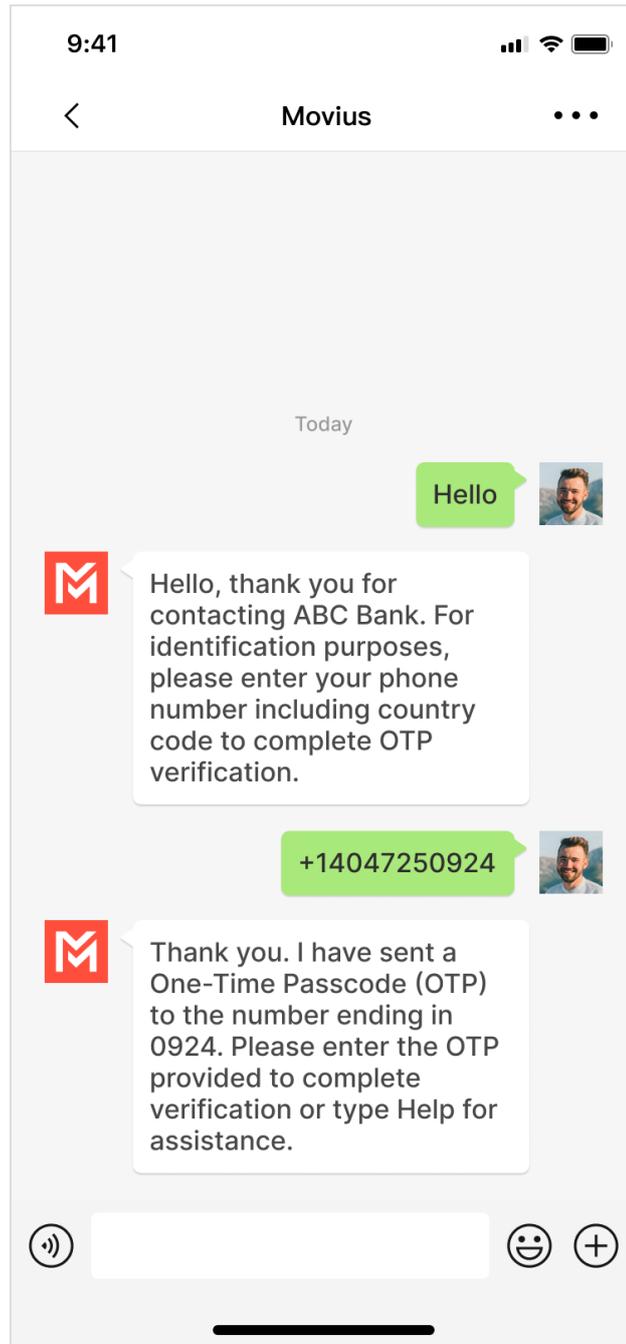
5. If the PIN is correct, the automatic reply requests the user provide the phone number of the person they want to reach.
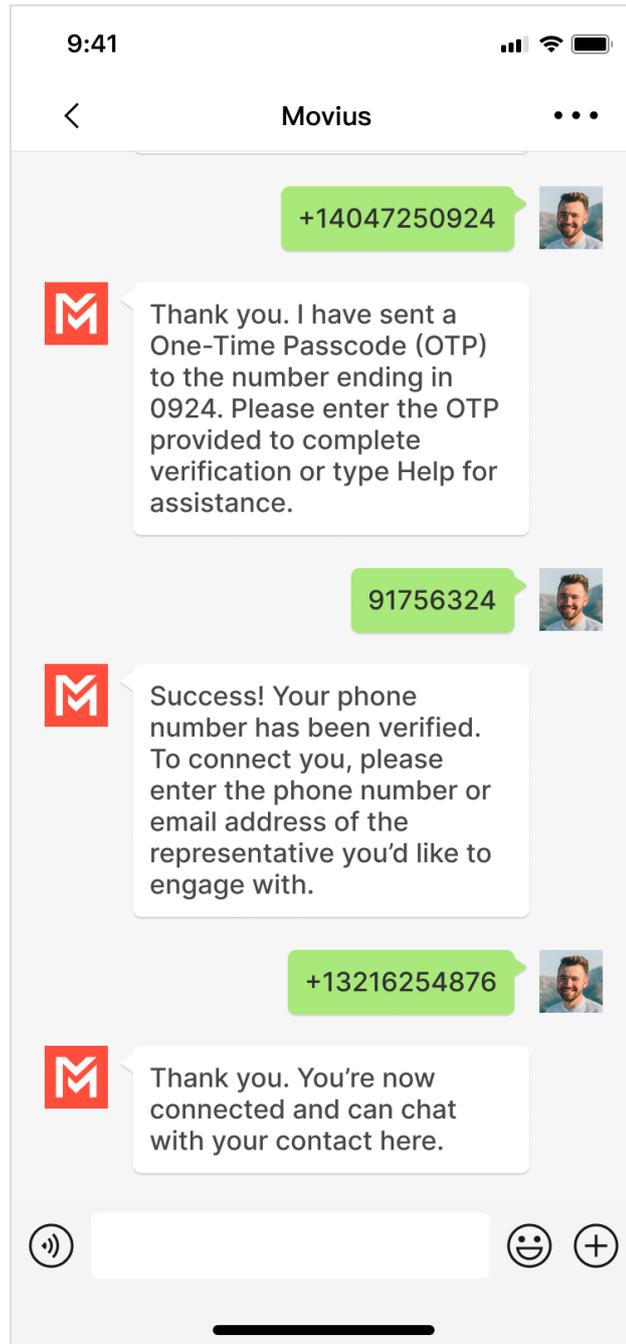
The MultiLine user and the WeChat user will then be able to message with one another.

WeChat user provides an incorrect phone number

If the WeChat user provides an incorrect phone number, they will have three opportunities to provide the correct one.
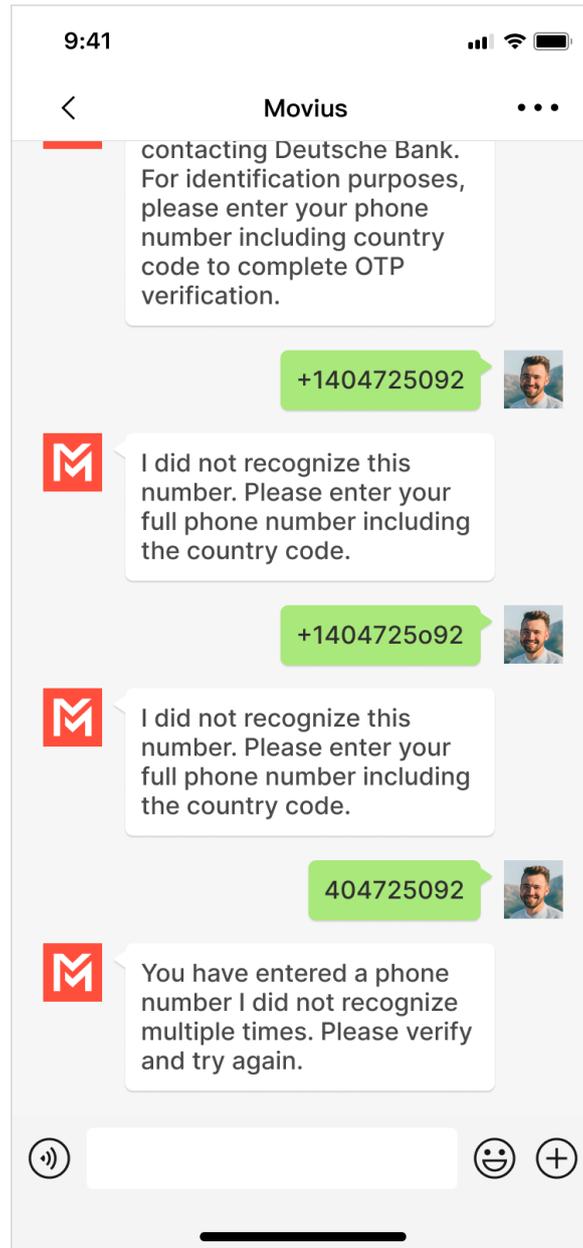
WeChat user provides Incorrect PIN

If the WeChat user provides an incorrect PIN, they will have three opportunities to provide the correct one.
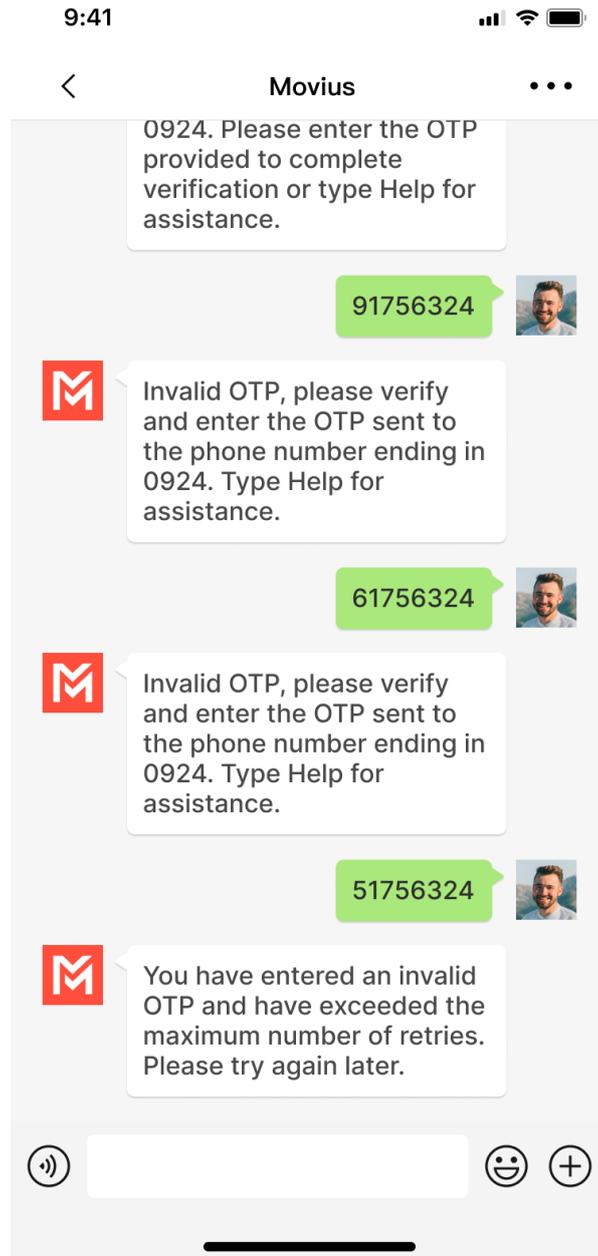
WeChat user requires additional Help options

If the WeChat user does not enter an OTP after a certain amount of time, or if they type 'Help', they will receive additional options including updating their phone number, receiving the OTP by call, and having the OTP resent to the provided number.

![Movius logo]

Screenshot of chat conversation:

9:41

Movius

M Hello, thank you for contacting ABC Bank. For identification purposes, please enter your phone number including country code to complete OTP verification.

+14047250924

M Thank you. I have sent a One-Time Passcode (OTP) to the number ending in 0924. Please enter the OTP provided to complete verification or type Help for assistance.

Help

M Type "Update" to update your phone number and receive the OTP again. Type "Resend" to get the OTP via SMS if not received. Type "Call" to get the OTP via phone call.

Returning WeChat user - Same number

When a WeChat user has previously messaged with the business the automatic reply will ask if they still use the same number. If so, the WeChat user will be prompted for the OTP.
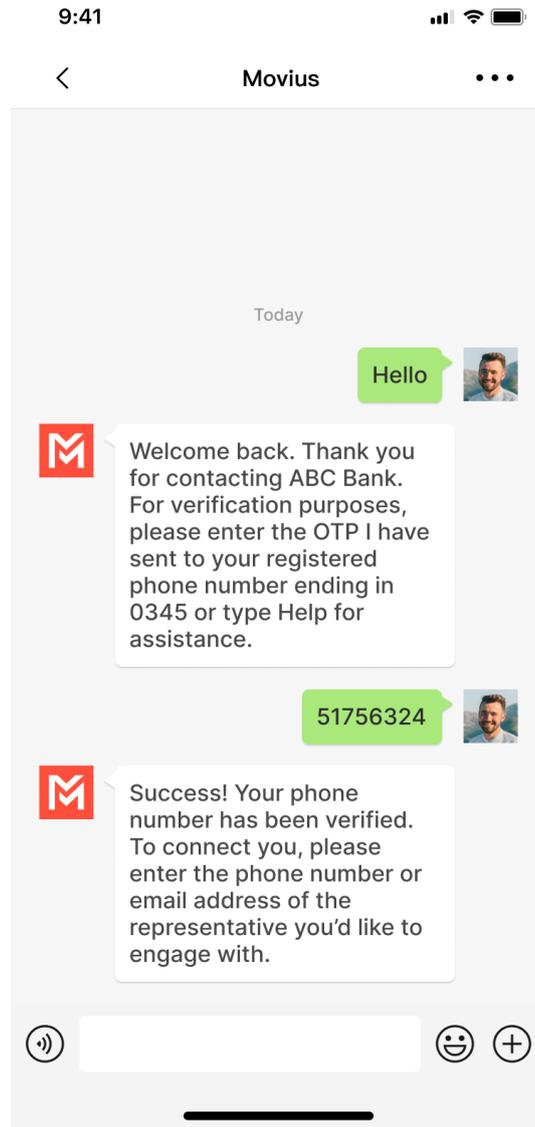
Returning WeChat user - Update number

When a WeChat user has previously messaged with the business, the automatic reply will ask if they still use the same number. If not, the WeChat user will type 'Help' and 'Update' to provide their new number for receiving the OTP.