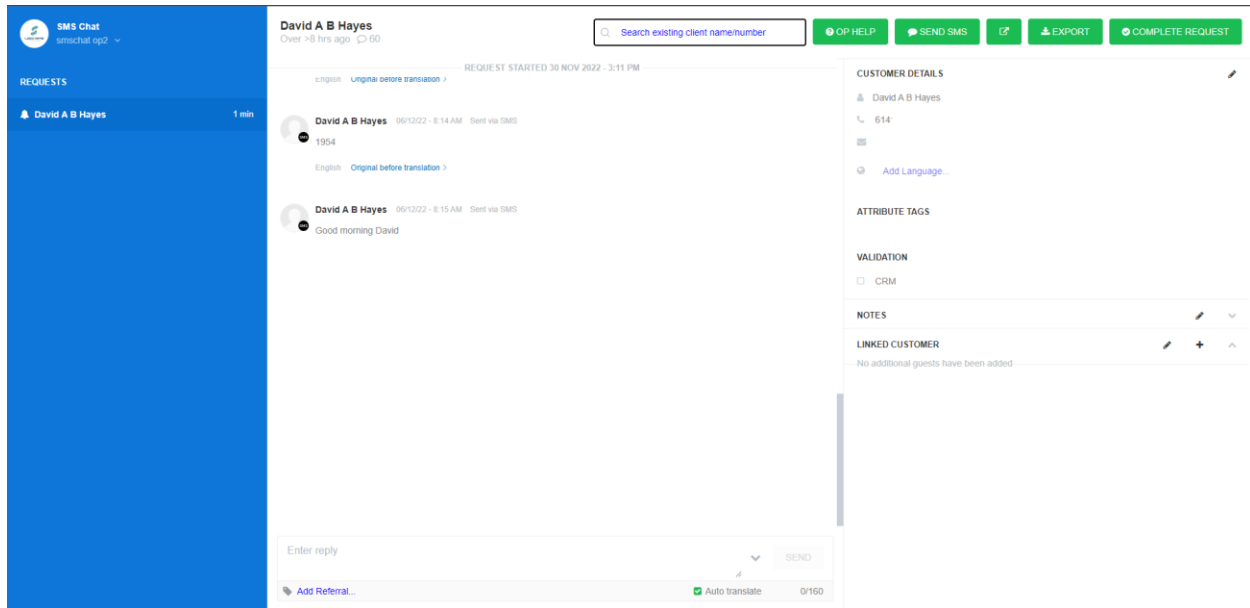


The only Multi-lingual Omnichannel Messaging platform built for global customer service in 133 languages



Messaging is fast becoming the preferred method for customers to communicate with organizations. It's fast, easy to use on the go, and provides a written record of the communication.

The Babel Text platform allows customers to message an organization (via any channel) in their own language. As an operator, you receive these messages in English and respond accordingly. The platform will automatically translate your messages into the user's initial language, allowing easy communication.

By streamlining all inbound messaging through a single platform, operators save time switching between screens and can communicate with a greater number of customers.

This manual serves to showcase the features of the platform, FAQs, and enable you to fully utilise the benefits of this intuitive system.

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OPERATOR OVERVIEW

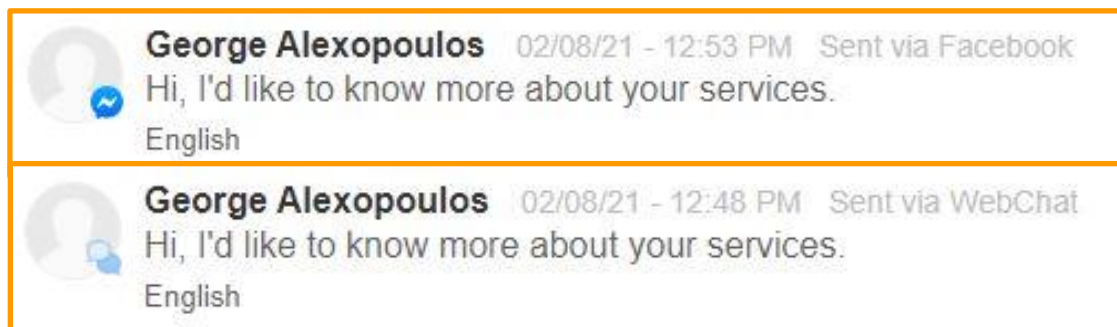
Channels

The basic concept of the platform is that it allows you as an operator to have a conversation via messaging with another person requesting information. Depending on the channels your organization has chosen, messages can be delivered via:

- SMS
- Webchat
- SMS to Webchat
- Facebook Messenger
- WhatsApp
- Google Business Messages
- Telegram

The channel the customer is communicating via will be displayed next to their name in the message screen, as well as an icon by their name.

See the difference in the two examples below:



Note: A customer can move from one conversation channel to another. The platform will sync this communication together if it recognizes the same phone number.

Log In / Log Out Requirements

Log In: Each team member utilizing the platform will have a different log in. This ensures that inbound messages are divided equally among the team, and multiple operators aren't doubling up on one conversation. It is essential to log in via your assigned username and password.

Operator Login

Remember, every customer is important.
Make every communication count.

Username

Password

Login

[Forgot password?](#)

Once logged in, the platform **will take up to 2 minutes to load** all available requests, as it has been built to support significant inbound traffic.

Please note: You must give the system time to start-up before you get to work.

Log Off: When you have finished your shift, **you must log off** by clicking the **Log Out** button. Closing the browser or not logging out means that your User will continue to receive message requests until the system logs you out automatically (which may take up to an hour).

Account Settings


Within this section, you have the option to adjust various Account Settings, including:

- Profile Image
- Display Name
- Password
- Mobile (Admin Use Only)
- Business Name (Admin Use Only)
- **Audible Notifications** - Tick or Untick the box to enable/disable

OPERATOR PORTAL USER GUIDE

Press "Save" to update these changes.

Account Settings



Username

Business 17A Engagement

Name

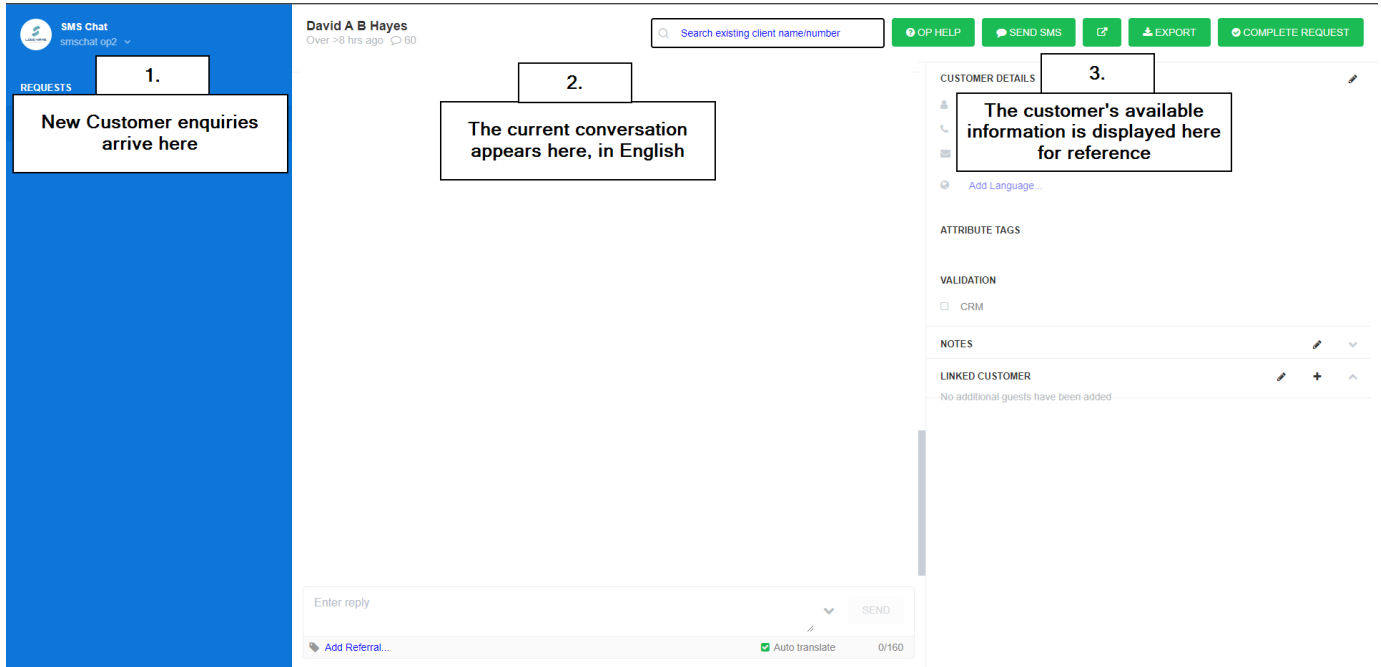
Password

Mobile

Notifications

Languages

PLATFORM SCREENS



The Operator’s screen is split into three sections: New Requests (Left), Conversation (Centre), and the Customer’s Details (Right).

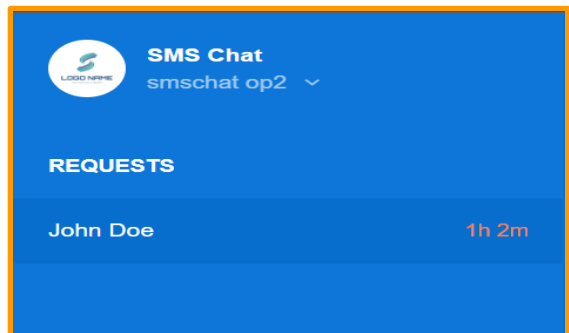
- 1. Requests** These are inbound messages from customers initiating a conversation
- 2. Conversation** Once a request has been selected by the operator, this section will populate with their specific conversation. See more specifics below
- 3. Customer Details** This section allows for the population of key customer information.

New Requests

When a new request is created, the customer’s name will appear on the left-hand side of the screen. If their name is not known, their phone number will display.

Alongside their name will be the duration since their last message was received.

Clicking a request will populate the Conversation & Customer Details screens.



Conversation

This window is where you interact with the customer. You can see all message history (including from prior conversations), and type replies accordingly.

Conversations are displayed with the latest message at the bottom of the page, above the reply section.

Below is example where Operator A is conversing with customer “David Hayes”, who is speaking Chinese:

David Hayes
Over 17 mins ago 93

Request started 27 Jul 2021 - 7:52 AM

Op A dave.17a 27/07/21 - 12:35 PM Sent via SMS
Can you please tell me the version number of your software
English
Translation ▾
Chinese (Simplified)
你能告诉我你的软件的版本号吗
Software Support

David Hayes 27/07/21 - 12:37 PM Sent via SMS
I am using version 5.2
English
Original before translation ▾
Chinese (Simplified)
我正在使用 5.2 版

Op A dave.17a 27/07/21 - 12:39 PM Sent via SMS
May I suggest you upgrade to version 6.1 via this link - <https://www.17a.com.au/>
English
Translation ▾
Chinese (Simplified)
我建议您通过此链接升级到 6.1 版 - <https://www.17a.com.au/>

It was a pleasure helping you and further issues please just text via SMS, Facebook Messenger, Google Business Chat or Web Chat. Have a good day. ▾ SEND

Customer Complete Customer Complete Auto translate 145 /160

OPERATOR PORTAL USER GUIDE

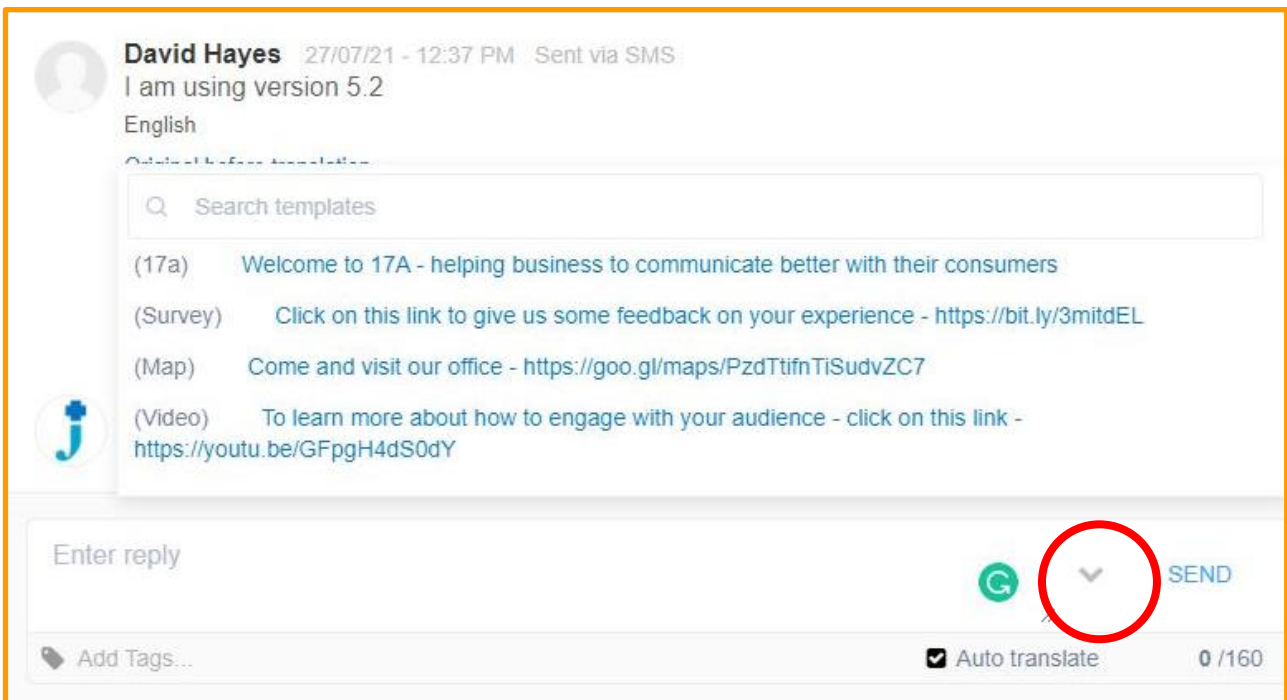
From this example you can see that the Operator is viewing all messages in English. If they choose, they can click the “*Original before translation*” button to view the customer’s original message in their language.



Operators can reply to messages by either typing a reply, or selecting from a predefined list of responses.

Predefined Text Messages

By selecting the predefined text message arrow (*shown in red below*), a popup will display all predefined text messages available. You can search for a message and select it, populating the reply section. You can edit and send the message by clicking the “*SEND*” button.



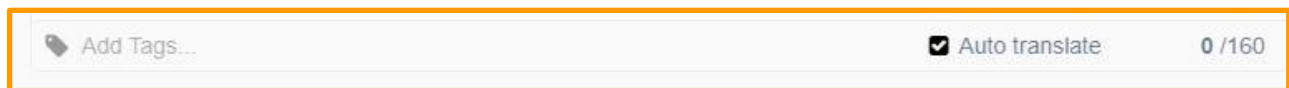
Manual Reply

You can manually reply by simply typing into the reply section and clicking “*SEND*” when ready.

OPERATOR PORTAL USER GUIDE

Tips & Tricks


- All text messages are limited to 160 characters. A text counter is displayed
- In the event, you are replying to a non-English message, please be clear and succinct; the shorter the message the more accurate the translation
- Be conversational and less emotive in replies to ensure translation accuracy
- In the event you are replying to a non-English message and wish to highlight a brand name, simply type in capital letters, and it will not be translated
- **Tags** - The operator can tag messages to assist in monitoring the trends of messages. E.g. “New customers”
- **Auto-Translate** - If you are proficient in the customer’s language you can turn off the Auto-Translate feature by clicking on the box.





Customer Details



This section allows for the population and easy reference of key customer information. Depending on the questions your organization asks new customers upon first engaging with the platform, some fields will be pre-populated (*commonly this will include their name and phone number*).





Guest details

 David Hayes

 61419371555

 david@jeeves.Plus

 Hebrew 


 Age 67  Male  Dover Heights 

Validation

CRM

ADDITIONAL GUESTS

NOTES

Add Notes... 

27/07/2021 by Operator A dave.17a
David is 67 male and lives in Dover Heights

OPERATOR PORTAL USER GUIDE

The key details in Customer/Guest details can be populated either via:

Self-Registration Link - When a new customer connects with the platform for the first time they will receive a self-registration request message and link. This link will open a web session allowing the customer to enter first name, last name and email address. Once submitted the data collected will be updated within the customer's details in the operator platform.

Alternatively - If Customer does not complete self-registration link-

Operator Update - The operator, being you, will be able to manually enter details of first name, last name, email address, once volunteered by the customer displayed in the conversation. The operator must click the "Save" button (the Floppy Disk icon) to save their changes.

Fields

Language - This allows the operator to select the languages used by the customer. The operator can select multiple languages. Filling out this section is not required to initiate automatic translation - this will happen automatically once the customer starts communication in their language.

Attributes/Operator Flags - Your organization may want to note certain customer characteristics (*e.g. VIP*). These attributes are displayed in green to the operator. Simply type in, hit "Tab" on your keyboard, and then press the "Save" button. You can add as many attributes as needed.

CRM Button allows the operator to validate the customer's details against an external database. Once this is selected, all future operators accept that the customer's details are correct. E.g. Aged Care customers could be validated.

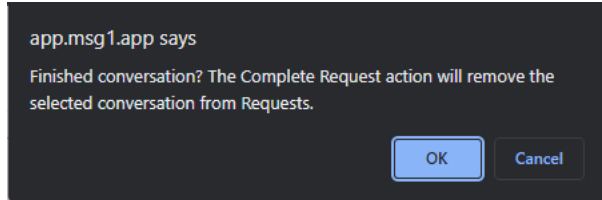
Additional Guests/Linked Customers - This allows the operator to include the details of any additional customers linked to the original customer. *E.g. in a hotel setting, they may be a partner or child.* An operator can add as many linked customers as necessary.

Notes - This allows for general comments to be noted by the operator for reference by other operators in future conversations.

SPECIAL NOTE - If an operator makes any changes in the above sections, they must click the "Save" button (the Floppy Disk icon). Once saved a confirmation will appear. If not, try saving again.

Completing a Request

Request Completed Button – Once a request has been completed, the operator will press the blue “Request Completed” button. This will prompt to confirm if you would like to Confirm or Cancel the actions.

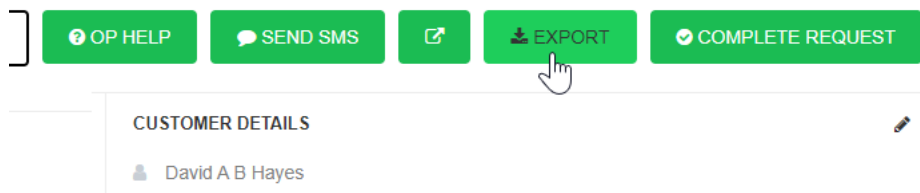


Once confirmed, it removes the conversation from the request list, and the operator can move on to the next request.

This is important for reporting purposes, as organizations may monitor the time taken between receiving a request and completing it.

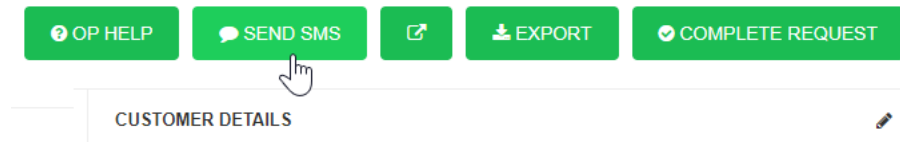
Note: *In the event the customer sends another message after this point, this will then be displayed in the request section again with the history.*

Export – Clicking this button will export all messages associated with the selected conversations. The export will be a CSV file and will include all fields associated with the selected conversation. This CSV will be emailed to a dedicated email address set up by your organisation.



SEND SMS

An operator can send a single SMS to a nominated mobile number to generate a new conversation or ask questions. The message and all replies will be automatically presented in Conversation when a recipient replies to the SMS.



Send SMS: Clicking on this button will allow the user to send a single SMS regardless of the client being under Requests. The user will see a pop-up allowing the user to input the recipient's mobile number and the body of the SMS. Click on Submit to send the SMS.

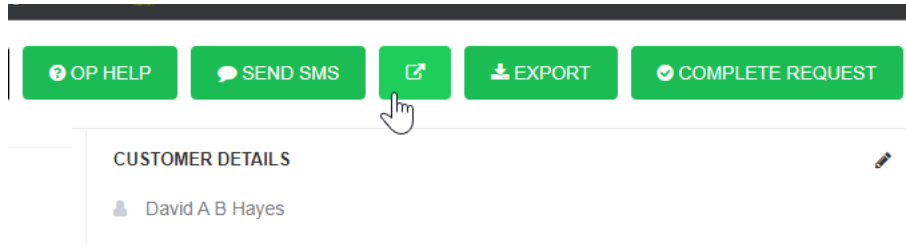
A screenshot of the 'Send SMS' pop-up form. The form has a title 'Send SMS' and a note: 'Please check [Terms and Conditions](#) before submitting this form.' Below the note are two input fields: a text input field for the mobile number with placeholder text 'Enter mobile number including country code eg 61419371555' and a text area for the message with placeholder text 'Enter Message'. Below the text area is a character count: 'Characters Remaining: 0/160'. At the bottom right of the form are two blue buttons: 'CANCEL' and 'SUBMIT'.

Note:

- The mobile must be input including the country code. For example, Australia's country code is 61, therefore, an Australia number would be 614123456789.
- The user may read the Terms and Conditions by clicking on the hyperlink.

EXTERNAL LINK BUTTON

A client can opt to enable external link button in their tenancy to allow an operator to directly visit any link using a button in the operator portal. The destination link can be customised to fit the client's requirements.



An operator can navigate to an external link using a shortcut (**Note: The button will only be visible if the client has opted to enable it**).

SYSTEM RESET

Your organization's platform can be reset should there be an issue that is unable to be resolved quickly. A system reset may be necessary when Operators fail to log out of their account, and inbound messages are directed to their inactive session.

Your account administrator can reset all active sessions by texting **"Reset"** from their predetermined phone number to your contact center's phone number.

For assistance resetting your platform, please contact Support.

SUPPORT

Platform Support is available within the platform by selecting Operator Help. You can also connect with your account manager. Support is between 8am and 6pm.