## Business Chat Overview

- Roles and responsibilities

## Viewing and Editing Information

## Organization Registration

## Team Members

## Brands

- General guidelines for logos
- Logo specifications
- Messages header configuration
- Business and place cards

## Locations

## Providing Business Chat buttons and links

## Business Chat Accounts

- Whitelisted test users
- Using an iPhone to test
- Access and entrypoints
- Third party client support

## Customer Service Platforms

## Business Chat Resources
Business Chat Overview

When you register your organization with Business Chat using Apple Business Register, your support and sales teams can chat directly with your customers using the Messages app. Using the full power of the iMessage app framework, you can help your customers resolve issues, schedule appointments, make purchases and payments with Apple Pay. And, depending on your configuration, your customers are able to find your business and start a conversation from within Siri, Safari, Search, Maps, and your website and iOS app.

Through Apple Business Register, you can create Business Chat Accounts and Customer Service Platforms (CSPs). These are the two main components of the Business Chat feature. Business Chat Accounts are used for businesses that can connect to the Apple Business Chat server through a CSP. A CSP account allows a messaging service provider to connect their platform to the Business Chat server. This enables their business clients to respond from their agent desktop to customer messages sent from the Messages app on iOS 11.3 and macOS 10.13.4. See Business Chat Resources.

As seen in the diagram below, Business Chat lets customers chat directly with your business using Messages on their device, and it lets you respond to those messages through your Customer Service Platform (CSP). Your CSP provider implements the server-to-server API that makes it possible to send and receive texts and photos, request payment through Apple Pay, and much more. Customers can even start a chat from your app with the tap of a button.

The application processes requires reviews and approvals from Apple. While Apple is reviewing your application, you can start planning your Business Chat. You should research your organization’s needs and have an adequate process plan to identify and authenticate your customers within Business Chat. Visit Business Chat Sandbox to learn more about the Business Chat features, understand the data exchange protocols, and get hands-on with Business Chat in a testing environment.

The Business Chat Getting Started Guide allows you to quickly set up your business to use Business Chat, the Business Chat Features Guide walks you through detailed instructions designed to give you more flexibility in your set up.

Roles and responsibilities

The complete onboarding process begins with registering your organization and requires actions from an administrator, a technical contact, a corporate signing authority (CSA), and a sponsoring executive. The administrator uses Apple Business Register to register the organization for Business Chat, the CSA and
sponsoring executive approve the Terms of Use at different points in the process. To provide additional coverage, Apple recommends that you add more than one administrator to your Team Members.

The administrator or technical contact can set up Business Chat Accounts, Customer Service Platforms, and brands. You should have these program contact roles identified prior to registration. Each role should have an Apple ID using your organization’s email address.

- Administrative contact: The person Apple Business Register can contact for technical issues. The administrator can also register the business using Business Register.
- Corporate Signing Authority (CSA): A senior executive responsible who has corporate signing authority.
- Technical contact: The person Business Chat can contact for technical issues.
- Sponsoring executive: A senior member of your team responsible for overseeing your Business Chat project.

**Viewing and Editing Information**

You can view and edit information in your organization’s profile and accounts. Viewing information requires you click the icon of your choice on your homepage and select the account you want to view. If you want to edit information, click Edit located on the right side of the section when viewing the account.

**Note:** Most changes or edits require a resubmission to Apple for review and authorization.

**Organization Registration**

The organization onboarding process for either a Business Chat Account or Customer Service Platform (CSP) requires actions from an administrator and a corporate signing authority. The administrator uses Apple Business Register to register the organization and the CSA approves the Terms of Use.

Before your business can offer Business Chat to its customers, you must register with Apple. You'll need to determine the type of registration for which you qualify, Business or a Customer Service Platform (CSP). During registration, you'll need to select an Apple approved CSP to use Business Chat.

After registering, you'll receive a business identifier, formatted as a UUID string, which you use to start chats. For more information about how to set up chat buttons, see Providing Business Chat buttons and links.

The first step in onboarding your organization, whether you are a business or a CSP provider, is to ensure your points of contacts have an Apple ID.

1. **Create an Apple ID.** An Apple ID is typically for the personal use of Apple services, such as storing personal content in iCloud and downloading apps from the App Store. If you have a personal Apple ID, you should create a separate one using your organization’s email address to administer Business Chat. A separate administrative Apple ID aids you to identify Business Chat communications from personal Apple communications. See Create an Apple ID.

2. **Register your organization.** This task is performed by an administrator. Begin Business Chat onboarding by registering your organization's profile at Apple Business Register. You can register only one organization per Apple ID.
Team Members

As an administrator for the account, you can add other team members to your account with either No Access or Administrative Access. The additional Team Members are placed in the drop-down list when you choose or change your technical contact, administrator, sponsoring executive, and CSA. This service does not include whitelisted test users.
Brands

Brands provide public information about your organization. In conjunction with a logo, your organization becomes easily identifiable in Siri, Safari, Spotlight, and Maps. You can set up your brand while applying for an account or platform when you set your registration type to Commercial. Allowing you to visually test and make adjustments to your brand, if needed, before your account goes live.

Note: A Business Chat account is only available to the official owner of the brand. Franchisees and others are encouraged to work through their brand owner to use Business Chat.

Using the specifications listed below, you can upload both a square and wide logo. You have the option to choose which type of logo can be displayed on the Business Chat messages header that appears when a message conversation has been initiated by a customer. The square logo is displayed in the Business Chat messages header, as well as in search results when searched for your brand in Siri, Safari, Spotlight, and Maps. You can also specify a background color for the Business Chat messages header, and a color for the icons in the messages header. The icons in the messages header are ‘<’ and ‘i’.

- Tap on “<” to go back to your list of messages.
- Tap on “i” to open the Details of the opened message.

Wide logo messages header with message icons.

General guidelines for logos

- Logos can include text only.
- File types must be PNG.
- Logos must be horizontal and on one line only—no stacked text.
- Use a transparent background (no fill)—a mask is applied in some views.
- Area around the text must be cropped or trimmed to remove extra space (padding is applied automatically).

Don’t include any of the following elements in your logo:

- Copyright or trademark symbols
- Photos
- Promotional text or URLs
- White text against transparency
**Logo specifications**

When creating a brand account, organizations can provide their logo in a square or wide format. Although wide logo’s are optional, you must provide a square logo. When supplying your logo, keep to the following specifications:

**Square logo’s** must be in full color and appear in search results when searching for an organization in Siri, Safari, Spotlight or Maps. When an organization is selected, they appear on the business card. They also appear on the Business Chat navbar in conversations. You must use the following specifications when setting up your logo:

- **Height**: 1024 pixels minimum
- **Width**: 1024 pixels minimum
- **File size**: 2 MB maximum

Wide logo’s in one color for navbar are optional and can be chosen to appear on the Business Chat navbar. The wide logo has the following specifications:

- **Height**: Minimum of 256 pixels.
- **Width**: Minimum of 256 pixels with a maximum of 2560 pixels (some scaling occurs in logos with the maximum width).
- **Aspect ratio**: Maximum of a 10:1 ratio.
- **File size**: Maximum of 2 MB in size.
- **Text positioning**: Should be transparent against color.
- **Outlined text**: Should be transparent (no color fill).
**BRANDS**

**Wide multicolor logo's for navbar** use full color with the following specifications:

- **Height**: Minimum of 256 pixels.
- **Width**: Minimum of 256 pixels with a maximum of 2560 pixels (some scaling occurs in logos with the maximum width).
- **Aspect ratio**: Maximum of a 10:1 ratio.
- **File size**: Maximum of 2 MB size.

Wide logo in a Business Chat message header.

**Messages header configuration**

You can configure the header background color for the navbar and choose the button color of the icons, ”<“ and “(i)”, displayed on the header.

**Background color for navbar**: Click Edit on Messages Header Configuration and select a hex code for the color.

**Button color for navbar**: Click Edit on Messages Header Configuration. Choose colors for the buttons ”<“ on the left side of the Navbar and “(i)” on the right side of the Navbar, by selecting a hex code for the icon color.

Square logo in a Business Chat messages header.
Business and place cards

If you have physical locations for customers to visit, such as a brick and mortar, then place cards are shown when a customer searches for your business in Maps, Siri, Spotlight and Safari.

Business cards are shown when a customer searches for your business in Siri, Spotlight or Safari. Business cards display the global contact details for your business. For example, your business phone number, email, website URL, and Business Chat button. You can choose to show or hide a business card. Also, you have the option to show business cards above place cards or vice versa in search results. Business cards cannot be controlled per country or by region.

You can choose to show or hide your business card in iOS entrypoints, such as Spotlight, Safari, Siri, and Maps. You can also select the search result display order of your business card with respect to your place cards. If business cards are selected to be displayed over place cards, or if you have physical locations and a customer searches for your business, the business card is displayed higher than your physical locations.
LOCATIONS

Locations

Locations specify a physical, or brick and mortar, location of a business. Not all businesses need to manage their location in Apple services. If you need to manage your locations, contact your Apple representative to get Locations authorized for your account.

The Location intent and group IDs are attached to the location you set up. Each location has its own Location intent and group ID. If you choose to leave those fields empty, then a default intent ID is used that sends only the location information, and the group ID field is empty. The location information is sent to an agent when a customer taps the message button on the business card.

Before creating a location profile, determine which locations to register. The most useful locations are the ones customers visit, such as a retail store.
Providing Business Chat buttons and links

Business Chat buttons are placed on web pages, and links can be placed in emails, on web pages, or sent through messages. Business Chat buttons and links are enabled through iOS entrypoints located in Business Chat Accounts and enabled in the section Business Chat Account located in Locations, see Locations. The Business Chat Account section in Locations is enabled by passing the launch readiness review. Once the account has passed launch readiness review, you can go into Locations to set up chat intent in the Business Chat Account section.

The intent ID, group ID, and body can be specified as URL parameters embedded in websites, apps, or Apple iOS entrypoints. The Business Chat Account section, in Locations, contains the intent ID and group ID parameters in a URL. When the parameters are defined, they allow you to track the location where the requests are generated. Locations does this by attaching the location’s intent ID to the place card.

Businesses can create a URL to specify the intent ID and group ID to represent anything you want, and then place the URL on your website for customers to access. For example, you can tag your physical or retail locations so that you know where customers initiate conversations. The two variables can be whatever you specify to identify entrypoint location and intent. By default, the intent ID is set as the business_name: physical_address_of_the_location.

Typically, the intent ID is used to specify the intent of the conversation. For example, a restaurant could have a “reservation_SFO_MarketSt” intent ID attached to their Market Street location. When a customer presses the Business Chat button in the business card to make a reservation at the Market Street location the businesses intent ID is noted.

The group ID can be used to further define the purpose of the chat. The group ID can indicate the specific group to which the message is routed, such as “Sales”, “Support”, or which ever group you want to name. For example, a customer using your website wants to contact you with a question about their credit card account. The customer clicks “Contact Us” and is asked, “What may we help you with?” The customer selects from a list of possible answers, including checking, savings, credit card, and online banking. When the customer makes their selection, they can be presented with further questions. In this example, the customer selects “credit card”, which determines the purpose of the chat—to ask a question about their credit card account. Their selection also identifies the group that should review the message: the credit card department.

You can also provide a more granular intent such as “report missing or stolen credit card.” You decide how to best use intent ID and group ID based on the needs of your business.

Here’s an example of what the URL might look like for the bank customer:
https://bcrw.apple.com/urn:biz:9c231233-d943-482a-b913-7c625ba19988?
biz-intent-id=account_question&
biz-group-id=credit_card_department

Your business ID is used to identify the business to which the chat intent information is sent. To begin creating a URL link, start with the following:

where <your-business-id> is replaced with the business ID you received when you registered your company with Business Chat.

There are three optional query string parameters you can include in the URL. You can either define the intent and group ID parameters using Business Chat Account section in Locations or manually, and the body parameter is defined manually:
LOCATIONS

• biz-intent-id=<you define the intent ID>
• biz-group-id=<you define the group ID>
• body=<an additional parameter defined by you>

Body is used in Business Chat to prepopulate a message for your customers so all they need to do is hit send in the Message app. For example, when accessing your website, the customer presses a chat button which automatically opens up a text message with a prepopulated message, “I am ready to order.” The customer need only press send to notify the business of their intent and initiate the conversation. The following example is a URL for Sam’s restaurant with all three parameters defined. Note that an “&” has been added to join parameters:

https://bcrw.apple.com/urn:biz:12rf5f345?biz-intent-id=MarketStr&biz-group-id=101&body=I'm_ready_to_order
Business Chat Accounts

Business Chat Accounts (BCAs) onboarding requires actions from an administrator or a technical contact to setup services and a sponsoring executive to approve the Terms of Use internally within the business. (See Roles and Responsibilities.)

Business Chat Accounts are used by businesses to connect to CSPs. CSPs use the Business Chat framework through an API to connect and decipher messages sent and received from customers. The messages contain information which can then be routed to a service agent based on a predefined workflow. The predefined workflow is determined by working on a design with your CSP.

When configuring your Business Chat account, choose your CSP provider during the Business Chat registration. You can create an account for testing, development, staging, or production. After successful completion of your testing initial connectivity, design a positive customer experience before it is reviewed for launch readiness.

1. **Apply for your Business Chat Account.** Once completed and submitted, the application is sent to Apple for authorization. You are notified through email of the results. See [Apply for your Business Chat Account](#).

2. **Configure your Business Chat Account.** Once you receive your approval email, you can return to [Apple Business Register](#) to configure your Business Chat Account. See [Configure Business Chat Accounts](#).

3. **Test your Business Chat Account.** Test your BCA to verify you can send and receive messages from your whitelisted test users. See [Business Chat Testing](#).

4. **Design and build your Business Chat experience.** Design a positive customer experience.

5. **Your account needs to be reviewed for launch readiness.** Notify your CSP to start the launch readiness review process.

**Whitelisted test users**

Whitelisted test users are people within your business that you have designated as a tester. You add them to your internal or private test accounts. You can add up to 500 whitelisted test users to your Business Chat account. To sign them up as a tester, each tester needs an Apple ID. The Apple ID can be used for either personal or business use.

Whitelisted test users should log into their iOS 11.3 or later device using the same Apple ID that was added to the whitelisted test user group. If using an iPhone, verify that you are not using your phone number for iMessages.

The instructions the whitelisted test users receive contains the test Business Chat URL that your testers use to send test messages. You can add yourself as a test user.

**Using an iPhone to test**

1. Verify your device has iOS 11.3 or later.

2. Verify you are logged into your phone using the same Apple ID that was whitelisted.

3. Go to Settings > Messages > Send & Receive
   - This should show the whitelisted Apple ID.

4. Verify that 'You can be reached by iMessage at' should have the whitelisted Apple ID checked.

5. Verify that 'Start new conversations from' should have the whitelisted Apple ID checked.
6. After setting these values, reboot the phone by turning it off then back on.

**Access and entrypoints**

iOS entrypoints are Spotlight, Safari, Siri, and Maps. Business Chat Accounts profile allows you the ability to decide who can have access to your business through an iOS entrypoint. You can decide to give testers or the public access to your business using links or message buttons per region.

Message buttons allow you to decide, as a business, where and when to show the Business Chat button to your customers to better control engagement volume. You can choose to turn iOS search entrypoints ON or OFF for Business Chat. Once turned ON, you cannot turn them OFF. This feature is only available for commercial accounts that have passed testing and are ready to go live.

Businesses can choose to be accessible to whitelisted testers or whitelisted testers plus Apple employees, which enables you to begin the Apple employee evaluation program without the need for whitelisting. Full public access is listed, but not enabled until your solution has passed the launch readiness review.

You can enable iOS entrypoints on your website using Business Chat buttons, URL links in websites and email to initiate Business chat conversations. See [Providing Business Chat Buttons](#).

If you have physical locations, you can enable the Business Chat button on iOS entrypoints in different countries or regions, including states, provinces, or territories within U.S, Canada, and Australia.

**Third party client support**

In Business Chat Accounts, at the bottom of the page there is a redirect link where you can put in a URL. The URL should go to a webpage that notifies customers when they are using an unsupported device. A supported device is one that runs iOS 11.3 or macOS 10.13.4.
Customer Service Platforms

Customer Service Platforms (CSP) are for third party businesses who provide asynchronous messaging capabilities to their clients. At a minimum, you must also enable your business clients to receive, ticket, respond, route, and escalate customer support interactions with human agents. As a CSP provider, you can have many different platforms, one for each phase of development, including testing, staging, and production. You can test and stage different setups before moving them into production. If you have different setups for your production environment, then each would need its own account to maintain its separate setup.

Integrating with the Business Chat service requires you to build all systems needed for sending and receiving messages with our server. You can do this by working with your business clients to determine customer intent, queuing and prioritizing messages, routing messages to the appropriate agents, and sending and receiving messages and app content to your clients’ customers using our server.

Before registering, review this document and the Business Chat Resources to determine your readiness to support Business Chat with your clients. 

First, the designated Administrator registers a business profile by filling out the requested information. Towards the end of the application process, your Corporate Signing Authority (CSA) is designated and a confirmation email is sent to their Apple ID. Once the CSA has approved the Terms of Use, the business profile registration is approved and you can move onto applying for a Customer Service Platform. You can create accounts for testing, development, staging, or production. Once your account is approved, commence testing of your CSP provider profile. Upon testing completion, contact your Apple representative to begin your launch readiness review. 

1. **Apply for the CSP service in your Business Chat profile.** Once you’ve applied for a CSP account, you’ll receive an email notifying you that Apple received your application, and another email will follow with next steps. See Apply for your Customer Service Platform.

2. **Configure your CSP account.** Once you’ve been notified through email that your CSP account has been approved, you need to configure your CSP environment for integration and testing. See Configure your Customer Service Platform.

3. **Test your CSP profile setup by creating private accounts.** Integrate your CSP profile into our server. See Integration and Testing.

4. **Design and build your messaging platform integration.** Work with your clients to design a customer experience to suit their needs.

5. **Apple to review your account for launch readiness.** Contact your Apple representative to begin the launch readiness review process.

**Additional services**

As a CSP provider, you can enable and configure Business Chat Accounts for testing using your own platform as the CSP.

1. **Apply for the BCA service in your Business Chat profile.** You enable Business Chat Accounts first, apply for a BCA, then it goes to Apple for authorization. See Apply for your Business Chat Account.

2. **Configure your Business Chat Account.** Once you receive your approval email, you can return to Apple Business Register to configure your Business Chat Account. See Configure your Business Chat Account.
Business Chat Resources


Server Specification

Connects your platform to ours, refer to the server specification: [https://developer.apple.com/library/content/documentation/General/Conceptual/MessagesIntegration/](https://developer.apple.com/library/content/documentation/General/Conceptual/MessagesIntegration/)

Java Server Library

If you use Java, you can use this library to help you connect using the API: [https://mapsconnect.s3.amazonaws.com/content/msp-bridge-1.10.zip](https://mapsconnect.s3.amazonaws.com/content/msp-bridge-1.10.zip).

iMessage Developer Forum


Business Chat Sandbox is used to better understand the content of the API as it relates to built-in features and Message apps at [https://developer.apple.com/support/business-chat-sandbox/](https://developer.apple.com/support/business-chat-sandbox/).

Sample code for built-in features and Message apps