Business Chat
Policies and Best Practices

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Policies

All businesses must comply with the following Business Chat channel policies.

Live support available. The business must provide access to a live agent during its regular business hours. A business must not provide a limited or bot-only solution.

Unsolicited messages. Your business is prohibited from sending unsolicited messages. Your business may only send a message in response to an active conversation unless you comply with the restrictions below.

- If your business wants to send important notifications related to your customer's account status or previous transactions, then your business must provide the following notification, "We will send important notifications related to your account status or transactions. Send 'Unsubscribe' to manage your message preferences."

- Businesses and Messaging Service Providers (MSPs) must support subscribe and unsubscribe operations that allow the customer to configure message delivery preferences. The List Picker should permit the customer to select or unselect the notification types that your business may send.

- At no time may your business send marketing information, promotional offers, or information related to products or services that the customer has not purchased unless the customer has expressly sent "subscribe" and provided their permission.

Deleted conversation. Businesses and MSPs must not send messages to customers when they expressly delete a conversation. MSPs must handle the delete action received through Business Chat and should not send any further messages to the customer unless the customer initiates conversation again with the business.

Trigger words. Businesses that employ these features should use and respond to standardized trigger words. Businesses should use the primary term in text sent to the customer, but should also support the alternative words if sent by a customer.

- To reach a live agent, the primary term is "agent". Alternatives are "support" or "help".

- To view a menu or list of available items, the primary word is "menu". Alternatives are "list" or "?".

- To manage message preferences, the primary term is "unsubscribe". Alternatives are "spam", "stop", or "end".

Prohibited uses. The following list of business categories are prohibited from offering Business Chat to their customers:

- Violates any law or otherwise fails to comply with legal requirements;

- Offers transactions involving:

    - cigarettes or tobacco products;

    - vaping;

- counterfeit or stolen goods;

- firearms, weapons, or ammunition;

- gambling;

- gaming involving purchases of digital goods (customer service is allowed);

- illegal drugs or non-legally prescribed controlled substances;

- items that create consumer safety risks;

- items that are intended to be used to engage in illegal activities;

- political organizations (government institutions are allowed);

- pornography; or

- personal fundraising or collections of [nonprofit donations](#) unless approved by Apple.

- Primarily offers or sells drug paraphernalia or sexually-oriented items or services;

- Promotes hate, violence, or intolerance based on race, age, gender, gender identity, ethnicity, religion, or sexual orientation;

- Allows an end-user to purchase currency or establish a pre-paid account;

- Constitutes a staged digital wallet (for example, where a second payment transaction is conducted in order to complete the first transaction or where there is a substitute merchant of record in a transaction);

- Engages in fraud;

- Infringes or violates the intellectual property, publicity, or privacy rights of another; or

- Shows Apple or its products in a false or derogatory light.

Apple reserves the right at any time to disable Business Chat for any reason it deems prudent.

Best Practices

We recommend these best practices for businesses to ensure a positive customer experience.

Label list and time pickers appropriately. Provide appropriate titles to the list and time pickers so customers are clear on the contents of the pickers.

Use iMessage apps to enhance customer experience. Analyze the top reasons why customers contact your business and convert resolutions that require a transaction or a workflow to an app experience using custom iMessage apps with your primary iOS app. Not only does this offer a great customer experience, it promotes your app to your customers.

Prompt customers on next steps after installing iMessage apps. When customers receive a link to install an iMessage app, they should be prompted on next steps to remind them to tap the bubble to launch the app.

Handle message routing using intent and group IDs. Businesses can work with MSPs to populate intent and group ID parameters and build business rules to route messages to appropriate groups.

End your conversation with a customer by asking if there is anything else you can do to help. After helping a customer, the agent should always end conversations by asking if they can be of further assistance.