Policies

All businesses must comply with the following Business Chat 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 CSP providers must support ‘Subscribe’ and ‘Unsubscribe’ operations that allow the customer to configure message delivery preferences using the List Picker. 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 CSP providers must not send messages to customers when they expressly delete a conversation. CSP providers 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”.


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 app extensions 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 CSP providers to populate Intent ID and Group ID fields 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.