Siebel
Smart Answer Connector Guide

January 2019

ORACLE

Siebel
Smart Answer Connector Guide

January 2019

Part Number: F12800-01

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Authors: Siebel Information Development Team

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Preface

This preface introduces information sources that can help you use the application and this guide.

Using Oracle Applications

To find guides for Oracle Applications, go to the Oracle Help Center at *http://docs.oracle.com/*.

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the *Oracle Accessibility Program website*.

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Oracle customers that have purchased support have access to electronic support through My Oracle Support. For information, visit *My Oracle Support* or visit *Accessible Oracle Support* if you are hearing impaired.

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1 What's New in This Release

What's New in Siebel Smart Answer Connector Guide, Siebel CRM 19.1 Update

No new features have been added to this guide for this release. This guide has been updated to reflect only product name changes.

What's New in Siebel Smart Answer Connector Guide, Siebel 2018

No new features have been added to this guide for this release. This guide has been updated to reflect only product name changes.

2 Overview of Siebel Smart Answer Connector

Overview of Siebel Smart Answer Connector

Siebel Smart Answer Connector provides open APIs that you can use to integrate Natural Language Processing (NLP) tools into the Siebel enterprise environment. NLP allows you to use linguistic analysis techniques and content analysis algorithms, thereby eliminating time-consuming analysis and manual processing of high volumes of customer email by:

- Supporting international deployments.
- Enabling routing based on the language of incoming email.
- Providing automatic email responses in multiple languages.
- Providing agents with responses to emails, which are suggested automatically. The emails can be sent in multiple languages.

> **Note:** You must upgrade to Siebel CRM version 8.1 or later to implement Siebel Smart Answer Connector so that you can use Siebel Smart Answer Connector with an existing Siebel Smart Answer version 8.0.x, 7.8.x, and 7.7.x. You must also have a third-party NLP engine and an adapter that is compatible with the Siebel API.

Siebel Smart Answer Connector is available on both Windows and UNIX. For more information about the supported operating systems, see *Siebel System Requirements and Supported Platforms* on Oracle Technology Network.

> **Note:** For Siebel CRM product releases 8.1.1.9 and later and for 8.2.2.2 and later, the system requirements and supported platform certifications are available from the Certification tab on My Oracle Support. For information about the Certification application, see article 1492194.1 (Article ID) on My Oracle Support.

Use Siebel Smart Answer Connector only with Siebel Cross-Industry Applications. You cannot use it with Siebel Industry Applications.

3 Sample Files for Use with Siebel Smart Answer Connector

Sample Files for Use with Siebel Smart Answer Connector

This chapter contains the following types of files, which you use to configure Oracle's Siebel Smart Answer Connector and call various business service methods:

- *Sample Configuration File for Use with Siebel Smart Answer Connector*
- *Sample KBI Files for Siebel Smart Answer Connector*
- *Sample C++ Input and Output Files for Use with Siebel Smart Answer Connector*
- *Sample Lookup (Categorize) Files for Use with Siebel Smart Answer Connector*
- *Sample RefreshKB Files for Use with Siebel Smart Answer Connector*
- *Sample Feedback Files for Use with Siebel Smart Answer Connector*

Note: You must modify the code in each of these sample files for your specific deployment of Siebel Smart Answer Connector.

Sample Configuration File for Use with Siebel Smart Answer Connector

For Siebel Smart Answer Connector to function, you must configure a mandatory XML configuration file. The following code is a sample configuration file that helps establish the connection to an external (third-party) adapter to work with a Siebel application (version 8.1 or later). The administrator must specify the correct values in this file for the DLL Name, Facade Name, and the Siebel File System location.

<?xml version="1.0" encoding="UTF-8"?>

```
<SAConfig xmlns:xsi=http://www.w3.org/2001/XMLSchema-instance
 xmlns:xsd="http://www.w3.org/2001/XMLSchema">
 <!-- NLPAdapterDLLName is a mandatory element -->

 <NLPAdapterDLLName>T:\ses\siebsrvr\XSAAdapter.dll</NLPAdapterDLLName>

 <!-- FacadeName is an optional element. -->
 <!-- If missing, the default value "InvokeMethod" will be used. -->
 <FacadeName>InvokeMethod</FacadeName>
 <!-- FileSystem is an optional element. -->
 <!-- If missing, the default value of $ClientRootDir will be used. -->

 <FileSystem>\\tjones-pc\fs\</FileSystem>
</SAConfig>
```

Sample KBI Files for Siebel Smart Answer Connector

This topic provides the following sample KBI (Knowledge Base Interchange) files that call business service methods for Siebel Smart Answer Connector:

- *LPeter_org.xml File*
- *ITProducts.xml File*
- *Media17.xml File*

LPeter_org.xml File

The following sample code is a Knowledge Base Interchange (KBI) XML file for importing multilevel categories. Enter the knowledge base for your deployment of Siebel Smart Answer Connector; the knowledge base is dictated by the user application.

```
<?xml version="1.0" encoding="UTF-8"?>
<!-- Copyright (c) 2009, Oracle Corporation, Inc., All rights reserved. -->
<!-- -->
<!-- File : KB_Interchange_1_0.xml -->
<!-- Revision : 1.0 -->
<!-- Date : 14 Jan 2009 -->
<!-- Creator : Tom Jones -->
<!-- -->
<!-- Description: Knowledge Base Interchange standard for Siebel Appln. -->
<!-- -->
<!-- Change Log: -->
<!-- author Date Comment -->
<!-- ========== =========== ========================================== -->
<!-- -->

<!DOCTYPE knowledge-base [
<!ELEMENT knowledge-base (category*)>
<!-- name : Name of the knowledge base. Default value is "Siebel_KB" -->
<!ATTLIST knowledge-base
 name CDATA #REQUIRED >
<!ELEMENT category (category*)>
<!-- name : Name of the category -->

<!-- kscore : Knowledge Score of the category -->
<!ATTLIST category
 name CDATA #REQUIRED
 kscore CDATA "50">
]>
<!-- This file shall have 0..* nested categories -->
<knowledge-base name="LPeter_org">
 <category name="David Palmer">
 <category name="Robert Segal">
 <category name="Naomi Campbell">
 <category name="Victor Li"/>
 <category name="Shayam Pitroda"/>
 <category name="Anuja Sonalker"/>
 </category>
 <category name="Bhavin Gosrani"/>
 <category name="Nilesh Shah"/>
 </category>
 <category name="Sheetal Shah">
 <category name="Roop Kumar Rathod"/>
```

```
 <category name="Ramani Iyer"/>
 <category name="Minal Nade"/>
 <category name="Brijesh Vairagiwala"/>
 <category name="Sachin Kulkami"/>
 <category name="Mehul Mehta"/>
 <category name="Rupal Doshi"/>
 <category name="Nalini Hegde"/>
 <category name="Venkatramanan Srinivisan"/>
 <category name="Trupti Goel"/>
 </category>
 <category name="Helen Su">
 <category name="Hemangi Ghodepar"/>
 </category>
 <category name="Aaron Boyd"/>
 <category name="Kishor Kunar"/>
 <category name="Snehal Binn-Smith"/>
 <category name="Ying Ping"/>
 <category name="Roberto Chavez"/>
 <category name="Henry Picean Jr."/>
</category>
 <category name="Elma Gilberto">
 <category name="Rita Gomez">
 <category name="Chini Tumkur"/>
 <category name="John Buchannan"/>
 <category name="Franchesco Pastor"/>
 <category name="Julia Roberts"/>
 <category name="Tom Cruise"/>
 <category name="Owen Willson"/>
 <category name="Jackie Chan"/>
 <category name="King Kenedy I"/>
 <category name="Tim Rutherford"/>
 <category name="Vivian Richards"/>
 <category name="Shaun Pollock"/>
</category>
 <category name="Roberta Martini"/>
 <category name="Ferrie Albuquerque"/>
 <category name="James Hommer"/>
 </category>
</knowledge-base>
```

ITProducts.xml File

The following sample code is an example of a Knowledge Base Interchange (KBI) XML file. Use this code as the basis for creating a file for importing multilevel product categories. Enter the knowledge base for your deployment of Siebel Smart Answer Connector; the knowledge base is dictated by the user application.

```
<?xml version="1.0" encoding="UTF-8"?>
<!-- Copyright (c) 2009, Oracle Corporation, Inc., All rights reserved. -->
<!-- -->
<!-- File : KB_Interchange_1_0.xml -->
<!-- Revision : 1.0 -->
<!-- Date : 14 Jan 2009 -->
<!-- Creator : Tom Jones -->
<!-- -->
<!-- Description: Knowledge Base Interchange standard for Siebel Appln. -->
<!-- -->
<!-- Change Log: -->
<!-- author Date Comment -->
<!-- ========== =========== ========================================== -->
<!-- -->

<!DOCTYPE knowledge-base [
```

```
<!ELEMENT knowledge-base (category*)>
<!-- name : Name of the knowledge base. Default value is "Siebel_KB" -->
<!ATTLIST knowledge-base
 name CDATA #REQUIRED >
<!ELEMENT category (category*)>
<!-- name : Name of the category -->

<!-- kscore : Knowledge Score of the category -->
<!ATTLIST category
 name CDATA #REQUIRED
 kscore CDATA "50">
]>
<!-- This file shall have 0..* nested categories -->
<knowledge-base name="IT Products">
 <category name="Desktop">
 <category name="Input Device">
 <category name="Mouse"/>
 <category name="Keyboard"/>
 </category>
 <category name="CPU">
 <category name="Power Supply"/>
 <category name="RAM"/>
 <category name="CD-ROM Drive"/>
 <category name="Processors"/>
 <category name="HDD 100GB"/>
 </category>
 <category name="Monitor"/>
 </category>
 <category name="Laptop">
 <category name="Power Adapter"/>
 <category name="Portable Mouse"/>
 <category name="Docking Station"/>
 </category>
 <category name="Tablet PC">
 <category name="Sticker"/>
 <category name="Stylus Pen"/>
 </category>
</knowledge-base>
```

Media17.xml File

The following sample code is an example of a Knowledge Base Interchange (KBI) XML file. Use this code as the basis for creating a file for importing multilevel media categories. Enter the knowledge base for your deployment of Siebel Smart Answer Connector; the knowledge base is dictated by the user application.

```
<?xml version="1.0" encoding="UTF-8"?>
<!-- Copyright (c) 2009, Oracle Corporation, Inc., All rights reserved. -->
<!-- -->
<!-- File : KB_Interchange_1_0.xml -->
<!-- Revision : 1.0 -->
<!-- Date : 14 Jan 2009 -->
<!-- Creator : Tom Jones -->
<!-- -->
<!-- Description: Knowledge Base Interchange standard for Siebel Appln. -->
<!-- -->
<!-- Change Log: -->
<!-- author Date Comment -->
<!-- ========== =========== ========================================== -->
<!-- -->

<!DOCTYPE knowledge-base [
<!ELEMENT knowledge-base (category*)>
```

```
<!-- name : Name of the knowledge base. Default value is "Siebel_KB" -->
<!ATTLIST knowledge-base
 name CDATA #REQUIRED >
<!ELEMENT category (category*)>
<!-- name : Name of the category -->
<!-- kscore : Knowledge Score of the category -->
<!ATTLIST category
 name CDATA #REQUIRED
 kscore CDATA "50">
]>
<!-- This file shall have 0..* nested categories -->
<knowledge-base name="Media17">
 <category name="Media">
 <category name="Radio"/>
 <category name="Satellite Radio - XM"/>
 </category>
 <category name="AM Channels">
 <category name="FM Channels">
 <category name="KISS FM"/>
 <category name="KOST 103.5 FM"/>
 <category name="KWIC FM"/>
 </category>
 </category>
 <category name="Television">
 <category name="Music &amp; Fashion"/>
 <category name="Documentary Films"/>
 <category name="Commercial Films"/>
 <category name="News Channel"/>
 </category>
 <category name="Internet"/>
 <category name="Print">
 <category name="Magazine"/>
 <category name="News Paper"/>
 </category>
</knowledge-base>
```

Sample C++ Input and Output Files for Use with Siebel Smart Answer Connector

This topic provides the following input and output files as examples of how the business service methods are called when using Siebel Smart Answer Connector and an adapter that uses C++:

- *Categorize Output File*
- *Identify Language Input File*
- *Identify Language Output File*

Categorize Output File

The following sample code is an example of the expected output of the Categorize method. This XML-formatted message flows from a third-party adapter to a Siebel application (version 8.1 or later).

```
<?xml version ="1.0" encoding ="UTF-16"?>
<?XsearchAdapter-XML EscapeNames="true"?>
<OutputBlock Character_spcSet="utf16" Language="English">
 <Categories>
 <category name="Ramani Iyer" kscore="95"/>
```

```
 <category name="Bhavin Gosrani" kscore="96"/>
 </Categories>
</OutputBlock>
```

Identify Language Input File

The following sample code is an example of the expected input for the Identify Language method. This XML-formatted message flows from a Siebel application (version 8.1 or later) to a third-party adapter.

Note: This message might or might not identify the internal Document Type Definition (DTD).

```
<?xml version="1.0" encoding="UTF-8"?>
<!-- Copyright (c) 2009, Oracle Corporation, Inc., All rights reserved. -->
<!-- -->
<!-- File : IdLanguageInput.xml -->
<!-- Revision : 1.0 -->
<!-- Date : 09 Apr 2009 -->
<!-- Creator : Tom Jones -->
<!-- -->
<!-- Description: Sample input for NLP engine adapter based on SAIO -->
<!-- format -->
<!-- -->
<!-- Change Log: -->
<!-- author Date Comment -->
<!-- ========== =========== ========================================== -->
<!-- -->

<!DOCTYPE saio [
<!ELEMENT method (input*, output*)>
<!-- name : Name of the property -->
<!ATTLIST method
 name CDATA #REQUIRED
 action CDATA #REQUIRED>
<!ELEMENT input (category*, property*)>
<!ELEMENT output (category*, property*)>
<!ATTLIST input
 category-count CDATA #REQUIRED
 property-count CDATA #REQUIRED >
<!ATTLIST output
 category-count CDATA #REQUIRED
 property-count CDATA #REQUIRED>
<!-- name : Name of the category -->
<!-- kscore : Knowledge Score of the category -->
<!ATTLIST category
 name CDATA #REQUIRED
 kscore CDATA #REQUIRED >
<!-- name : Name of the property -->
<!-- value : Value of the property -->
<!ATTLIST property
 name CDATA #REQUIRED
 value CDATA #REQUIRED >
]>
<method name="IdentifyLanguage">
 <input category-count="0" property-count="2">
 <property name="Text" value="testing arun"/>
 <property name="Channel" value="eMail"/>
</input>
</method>
```

Identify Language Output File

The following sample code is an example of the expected output for an Identify Language method. This XML-formatted message flows from a third-party adapter to a Siebel application (version 8.1 or later).

```
<?xml version="1.0" encoding="UTF-8"?>
<!-- Copyright (c) 2009, Oracle Corporation, Inc., All rights reserved. -->
<!-- -->
<!-- File : IdLanguageInput.xml -->
<!-- Revision : 1.0 -->
<!-- Date : 09 Apr 2009 -->
<!-- Creator : Tom Jones -->
<!-- -->
<!-- Description: Sample input for NLP engine adapter based on SAIO -->
<!-- format -->
<!-- -->
<!-- Change Log: -->
<!-- author Date Comment -->
<!-- ========== =========== ========================================== -->
<!-- -->

<!DOCTYPE saio [
<!ELEMENT method (input*, output*)>
<!-- name : Name of the property -->
<!ATTLIST method
 name CDATA #REQUIRED
 action CDATA #REQUIRED>
<!ELEMENT input (category*, property*)>
<!ELEMENT output (category*, property*)>
<!ATTLIST input
 category-count CDATA #REQUIRED
 property-count CDATA #REQUIRED >
<!ATTLIST output
 category-count CDATA #REQUIRED
 property-count CDATA #REQUIRED>
<!-- name : Name of the category -->

<!-- kscore : Knowledge Score of the category -->
<!ATTLIST category
 name CDATA #REQUIRED
 kscore CDATA #REQUIRED >
<!-- name : Name of the property -->

<!-- value : Value of the property -->
<!ATTLIST property
 name CDATA #REQUIRED
 value CDATA #REQUIRED >
]>
<method name="IdentifyLanguage">
 <output category-count="0" property-count="6">
 <property name="Channel" value="eMail"/>
 <property name="Text" value="testing arun"/>
 <property name="Language Name" value="English US"/>
 <property name="Language Code" value="ENU"/>
 <property name="Msg Character Set" value="utf16"/>
 <property name="Status" value="Success"/>
 </output>
</method>
```

Sample Lookup (Categorize) Files for Use with Siebel Smart Answer Connector

This topic provides the following input and output files as examples of how the Lookup (Categorize) business service method is called when using Siebel Smart Answer Connector:

- *Lookup (Categorize) Input File*
- *Lookup (Categorize) Output File*

Lookup (Categorize) Input File

The following sample code is an example of a SOAP (Simple Object Access Protocol) request message for the Lookup (Categorize) method. A SOAP message is a specification for exchanging structured information in the implementation of Web services. This request message is sent to a third-party adapter or Web service from a Siebel application (version 8.1 or later).

```
<?xml version="1.0" encoding="UTF-8" ?>
<?Siebel-Property-Set EscapeNames="true"?>
<PropertySet
Character_spcSet="utf16"
Language=""
ProcessMode="Local"
Return_spcCategory_spcId="TRUE"
Default_spcCharacter_spcSet="utf16"
Default_spcLanguage="">
<Categorization_spcEntity text="question" />
</PropertySet>
```

Lookup (Categorize) Output File

The following sample code is an example of a SOAP response message for the Lookup (Categorize) method. This response message is sent from a third-party adapter or Web service to a Siebel application (version 8.1 or later).

```
<SOAP-ENV:Envelope xmlns:SOAP-ENV="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">

<SOAP-ENV:Body>
<rpc:LookupResponse xmlns:rpc="http://siebel.com/asi/">
 <OutputLookupSiebelMessage>
 <ListOfSALookupOutput xmlns="http://www.siebel.com/xml/GetParams_IO">
 <SALookupHeader>
 <CharacterSet>utf16</CharacterSet>
 <Language>English</Language>
 <Categories>
 <CategoryName>Ramani Iyer</CategoryName>
 <CategoryScore>95</CategoryScore>
 </Categories>
 <Categories>
 <CategoryName>Bhavin Gosrani</CategoryName>
 <CategoryScore>96</CategoryScore>
 </Categories>
 </SALookupHeader>
 </ListOfSALookupOutput>
```

```
 </OutputLookupSiebelMessage>
</rpc:LookupResponse>
</SOAP-ENV:Body>
</SOAP-ENV:Envelope>
```

Sample RefreshKB Files for Use with Siebel Smart Answer Connector

This topic provides the following input and output files as examples of how the RefreshKB business service method is called when using Siebel Smart Answer Connector:

- *Refresh KB Input File*
- *Refresh KB Output File*

Refresh KB Input File

The following sample code is an example of a SOAP request message that calls a RefreshKB method. This request message is sent from a Siebel application (version 8.1 or later) to a third-party adapter or Web service.

```
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:asi="http://siebel.com/asi/"
xmlns:get="http://www.siebel.com/xml/GetParams_IO">
<soapenv:Header/>
<soapenv:Body>
<asi:RefreshKB>
 <InputRefreshSiebelMessage>
 <get:ListOfSARefreshInput>
 <!--Zero or more repetitions:-->
 <get:SARefreshInput>
 <get:KBName>test_arun</get:KBName>
 </get:SARefreshInput>
 </get:ListOfSARefreshInput>
 </InputRefreshSiebelMessage>
</asi:RefreshKB>
</soapenv:Body>
</soapenv:Envelope>
```

Refresh KB Output File

The following sample code is an example of a SOAP response message generated from a third-party Web service in response to a RefreshKB method called by a Siebel application (version 8.1 or later).

```
<SOAP-ENV:Envelope xmlns:SOAP-ENV="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">

<SOAP-ENV:Body>
<rpc:RefreshKBResponse xmlns:rpc="http://siebel.com/asi/">
 <OutputRefreshSiebelMessage>
 <ListOfSARefreshOutput xmlns="http://www.siebel.com/xml/GetParams_IO">
 <SARefreshOutput>
 <Status>Success</Status>
 <ExportFileURI>\\tjones-pc\fs\smartanswer\export\
```

```
 ITProductsKBI_20090409122506.xml<ExportFileURI>
 </SARefreshOutput>
 </ListOfSARefreshOutput>
 </OutputRefreshSiebelMessage>
</rpc:RefreshKBResponse>
</SOAP-ENV:Body>
</SOAP-ENV:Envelope>
```

Sample Feedback Files for Use with Siebel Smart Answer Connector

This topic provides the following input and output files as examples of the invocation of the Feedback business service method for Siebel Smart Answer Connector:

- *Feedback Input File*
- *Feedback Output File*

Feedback Input File

The following sample code is an example of a SOAP request message for the Feedback method. This request message is sent from a Siebel application (version 8.1 or later) to a third-party adapter or Web service.

```
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:asi="http://siebel.com/asi/"
xmlns:get="http://www.siebel.com/xml/GetParams_IO">

<soapenv:Header/>
<soapenv:Body>
<asi:Feedback>
 <InputFeedbackSiebelMessage>
 <get:ListOfSAFeedbackInput>
 <!--Zero or more repetitions:-->
 <get:SAFeedbacklnput>
 <get:Language>English</get:Language>
 <get:LookupText>test</get:LookupText>
 <get:CharacterSet>utf16</get:CharacterSet>
 <get:PositiveCategory>Ramani Iyer</get:PositiveCategory>
 <get:NegativeCategory>Bhavin Gosrani</get:NegativeCategory>
 </get:SAFeedbacklnput>
 </get:ListOfSAFeedbackInput>
 </InputFeedbackSiebelMessage>
</asi:Feedback>
</soapenv:Body>
</soapenv:Envelope>
```

Feedback Output File

The following sample code is an example of a SOAP response message generated from a third-party Web service in response to a Feedback method called by a Siebel application (version 8.1 or later).

```
<SOAP-ENV:Envelope xmlns:SOAP-ENV="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
```

```
<SOAP-ENV:Body>
<rpc:FeedbackResponse xmlns:rpc="http://siebel.com/asi/">
<OutputFeedbackSiebelMessage>
 <ListOfSAFeedbackOutput xmlns="http://www.siebel.com/xml/GetParams_IO">
 <SAFeedbackOutput>
 <Status>Success</Status>
 </SAFeedbackOutput>
 </ListOfSAFeedbackOutput>
 </OutputFeedbackSiebelMessage>
</rpc:FeedbackResponse>
</SOAP-ENV:Body>
</SOAP-ENV:Envelope>
```