

Canned Responses & Response Assets

Canned Responses

Topic	Detail
Navigation	Admin → Contact Center → Canned Responses
Purpose	Pre-written answers agents can insert into Chat, Email, or Message interactions for consistency and speed
Structure	Libraries → Responses
Channels	Chat, Email, Message (WhatsApp, SMS, social)

Libraries

Libraries group responses by team, department, or topic (e.g., Billing, Technical Support, General FAQ). Access is controlled at the library level — only relevant teams see specific content.

Creating a Canned Response

1. Navigate to [Admin](#) → [Contact Center](#) → [Canned Responses](#)
2. Click **Add Library** and provide a meaningful name
3. Inside the library, click **Add Response**
4. **Name** the response — this is what agents see in the search bar during interactions
5. Enter content and save

Start by creating a new library to categorize canned responses.



Add library

Library Name

Libraries

[Manage Libraries](#)[View All Responses](#)

New Library

Search Responses

Response Name

Library

Actions

No responses

[Add a response](#) or [view all responses](#)

Response Types

Type	Use Case	Constraint
Standard	Chat and Email replies	Can be edited or personalized by the agent before sending

Type	Use Case	Constraint
Message Template	WhatsApp Business / proactive outbound	Requires pre-approval from Meta/WhatsApp — mandatory for messages sent 24+ hours after last customer message
Campaign SMS	Bulk SMS notifications	160 characters per segment — carrier compliance required; supports variables/macros for personalization
Email Footer	Legal compliance / branding	Auto-appended to all outbound emails from the library — agents cannot see or remove it

Response Name

New Response

Library

Select a library

Response Type

Standard Message Template Campaign SMS Template Campaign Email Template Footer

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Type text here

Agent Usage

Mode	Description
Read-only	Agent reads the response to the customer — common for voice interactions
Insertion	Agent clicks to insert the full text directly into a chat, email, or messaging thread

Best Practices

Practice	Reason
Organize responses into focused libraries	Helps agents find responses quickly
Use clear response names	Agents search by name during live interactions

Practice	Reason
Keep standard responses concise	Long responses slow down chat interactions
Review Message Templates before WhatsApp campaigns	Meta approval can take days
Always configure Email Footer at library level	Prevents accidental removal of legal disclaimers

Response Assets

Topic	Detail
Navigation	Admin → Contact Center → Response Assets
Purpose	Central repository for images and documents embedded in Canned Responses
Supported Files	PNG, JPG (images); PDF (documents)

Overview

Response Assets is a central media library. Images and documents must be uploaded here **before** they can be embedded in a Canned Response. This ensures agents always use the most current version of a file and prevents broken image links in customer emails.

Asset Repository

- Navigate to [Admin](#) → [Contact Center](#) → [Response Assets](#)
- Upload images or documents before attaching them to any Canned Response
- From the dashboard: view file details, delete outdated assets, search existing media

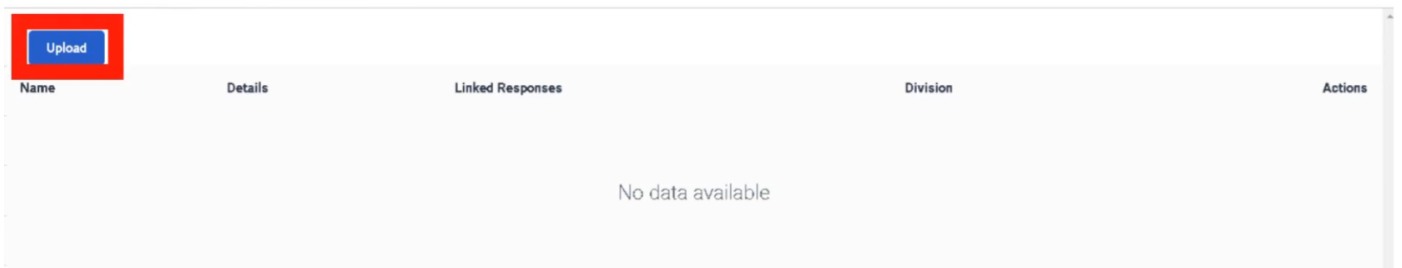
Embedding in Canned Responses

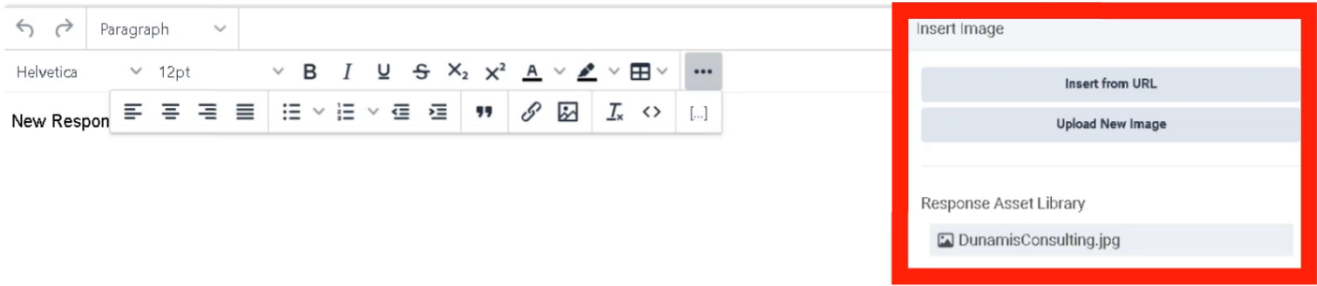
Method	Description
Upload from Library	Select a pre-uploaded asset from the Response Asset collection — most secure and consistent

Method	Description
Insert from URL	Link to an externally hosted image — flexible but less secure
Upload New Image	Upload directly while editing a response — automatically populates the asset library

Key Facts

Feature	Detail
Centralization	Prevents broken image links in customer emails
Security	Internally hosted assets are scanned and verified by Genesys Cloud
Supported formats	PNG, JPG, PDF
Access	Accessible via a dedicated icon in the Canned Response editor





Interview Cheat Sheet

Question	Answer
What is a Canned Response library?	A named grouping of responses organized by team or topic
What approval does a WhatsApp Message Template require?	Pre-approval from Meta/WhatsApp
What is the SMS segment character limit?	160 characters per segment
What does Email Footer do?	Auto-appends legal/branding content to outbound emails — agents cannot remove it
Where must images be uploaded before embedding in a response?	Response Assets (Admin → Contact Center → Response Assets)

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