

Chat & Messaging Configuration

Topic	Detail
Navigation	Menu → Digital and Telephony → Message → Platform Integrations
Purpose	Connect third-party messaging channels (WhatsApp, Facebook, Instagram, SMS, LINE, X/Twitter, Apple Messages) to Genesys Cloud ACD routing
Routing Engine	All messaging interactions route through Architect Inbound Message Flows
Conversation Grouping	Multiple messages from the same customer within 72 hours are grouped into a single interaction

“ ” **Verified against Genesys Cloud Resource Center — March 2026**

Overview — ACD Messaging

Genesys Cloud ACD messaging enables agents to send and receive interactions from messaging channels like Facebook Messenger, X (Twitter) DM, LINE, WhatsApp, SMS, web messaging, and open messaging. Messages work like other interaction types — you can set alerting timeouts, service levels, use scripts, and view analytics.

Key behaviors:

- Genesys Cloud attempts to route message replies to the last handling agent.
- Messages are asynchronous but Genesys Cloud groups multiple messages into a single interaction if they occur within 72 hours — allowing the same agent to handle all messages in the conversation and see the interaction history.
- Agents complete wrap-up on each portion of a multi-message interaction.

Supported Messaging Channels

Channel	Type	Notes
Web Messaging	Native Genesys	Persistent/async — configured via Messenger Deployments (see Widgets page)
SMS	Native	Requires provisioned DID or Short Code in SMS Inventory
WhatsApp Business	Third-party	Requires Meta Business Manager account + voice/SMS number ownership
Facebook Messenger	Third-party	Requires a Business Facebook page with Messenger enabled
Instagram DM	Third-party	Requires a business Instagram account
X (Twitter) DM	Third-party	Requires a registered X business handle
Apple Messages for Business	Third-party	Separate ACD setup required
LINE	Third-party	Supported via API/professional services
Open Messaging	Custom API	Connects any custom channel via outbound notification webhook

Platform Integration Setup

All third-party messaging channels are configured from a central location:

Menu → Digital and Telephony → Message → Platform Integrations

You can create and manage integrations for the following platforms: Apple Messaging for Business, Direct Messaging, Facebook, Instagram Social Listening, WhatsApp, and X (Twitter). All integrations can be managed and updated from the centralized Messaging Platforms page.

WhatsApp Configuration

Prerequisites

- Meta Business Manager account — business must be verified with Meta
- A voice or SMS number provisioned and **owned by the customer** (not Genesys)
- Customer retains ownership of the number while the WhatsApp account is active

Setup Path

1. Navigate to `Menu → Digital and Telephony → Message → Platform Integrations`
2. Click **Add Integration → WhatsApp**
3. Use the **WhatsApp Embedded Signup Flow** to connect via Meta Business Manager
4. Link the provisioned phone number to the integration
5. Configure the integration name and routing settings
6. Assign an **Architect Inbound Message Flow** to handle routing

Key WhatsApp Rules

Rule	Detail
24-hour response window	Agents must reply within 24 hours of the customer's last message
After 24 hours	Only Message Templates (pre-approved by Meta) can be sent — free-text responses are blocked
Opt-in requirement	Meta requires explicit customer opt-in before outbound WhatsApp messages can be sent — captured via IVR, website, or SMS
Outbound throughput	Up to 18,000 messages/minute for outbound campaigns; up to 3,000 messages/minute for agentless API messages (as of February 2026)
Voice notes	Agents can play back, record, and download .ogg voice note files within WhatsApp conversations

Facebook Messenger Configuration

Prerequisites

- A business Facebook page with Messenger enabled
- Facebook Business account

Setup Path

1. Navigate to `Menu → Digital and Telephony → Message → Platform Integrations`
 2. Click **Add Integration → Facebook**
 3. Authenticate with your Facebook Business account
 4. Select the Facebook page to connect
 5. Assign an **Architect Inbound Message Flow**
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Instagram Direct Message Configuration

Prerequisites

- A business Instagram account linked to a Facebook Business page

Setup Path

1. Navigate to `Menu → Digital and Telephony → Message → Platform Integrations`
 2. Click **Add Integration → Instagram**
 3. Authenticate via Facebook Business Manager (Instagram is connected through Meta)
 4. Select the Instagram account
 5. Assign an **Architect Inbound Message Flow**
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X (Twitter) Direct Message Configuration

Prerequisites

- A registered X (Twitter) business handle

Setup Path

1. Navigate to `Menu → Digital and Telephony → Message → Platform Integrations`
2. Click **Add Integration → X (Twitter)**
3. Authenticate with your X business account
4. Assign an **Architect Inbound Message Flow**

Open Messaging (Custom Channels)

Open Messaging allows connection to any custom messaging platform not natively supported by Genesys Cloud — such as Telegram, WeChat, custom apps, or proprietary enterprise messaging tools.

Feature	Detail
Method	Outbound Notification Webhook — Genesys sends and receives messages via your middleware
Middleware	Customer is responsible for building and maintaining middleware between Open Messaging and the external platform
Routing	Full ACD routing, skills, queues, and analytics apply like any native channel

Routing Architecture for All Messaging Channels

All messaging channels — without exception — route through **Architect Inbound Message Flows** before reaching an agent.

Customer sends message (WhatsApp / FB / SMS / etc.)



Platform Integration receives message



Architect Inbound Message Flow

- ├ Bot automation (optional)
 - ├ Customer identification
 - ├ Data collection
 - ├ Transfer to ACD Queue
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- Agent receives interaction

Character Limits by Channel

Message composition supports channel-specific character limits: WhatsApp and web messaging (4,000), Facebook (2,000), Instagram (1,000), SMS (160/765), and Apple Messages for Business (2,000).

Channel	Character Limit
WhatsApp	4,000
Web Messaging	4,000
Facebook Messenger	2,000
Apple Messages for Business	2,000
Instagram DM	1,000
SMS (standard segment)	160
SMS (Unicode/extended)	765

File Attachments by Channel

Channel	Supported Formats	Max Size
WhatsApp	JPG, PNG, GIF, PDF, voice notes (.ogg)	Platform limit
Facebook Messenger	JPG, PNG, GIF	Platform limit
Apple Messages for Business	Multiple formats	100 MB
Web Messaging	JPG, PNG, GIF	Platform limit

Multiple file attachments are sent as individual messages — not bundled.

Agent Behavior — Messaging Interactions

Feature	Detail
Conversation history	Agents see prior bot and agent conversation transcripts
Delivery status	Pending / Delivered / Failed indicators per message
Canned responses	Available in all messaging channels
Voice notes	WhatsApp only — agents can record, play back, and download
Data filtering	From February 2026 — outbound messages can be checked against admin-defined content filters (profanity, regex patterns)
Authentication indicator	Green shield shown for authenticated web messaging sessions

Customer Responsibilities

When integrating third-party messaging channels, the customer (not Genesys) is responsible for:

Responsibility	Detail
Platform accounts	Owning and maintaining all third-party business accounts (Meta, X, Instagram)
Number ownership	WhatsApp phone numbers are owned by the customer, not Genesys
Meta Business Verification	Required before WhatsApp can be activated
Terms of Service compliance	Must adhere to each platform's messaging terms and policies
Open Messaging middleware	Custom channel integrations require customer-built middleware

Interview Cheat Sheet

Question	Answer
Where are messaging platform integrations configured?	Menu → Digital and Telephony → Message → Platform Integrations
How long before messages from the same customer are grouped?	72 hours
What happens with WhatsApp after 24 hours?	Free-text replies are blocked — only pre-approved Message Templates can be sent
What is the WhatsApp outbound campaign throughput limit?	18,000 messages per minute (February 2026)
What is Open Messaging used for?	Connecting custom or unsupported channels via webhook + customer middleware
Who owns the WhatsApp phone number?	The customer — not Genesys
What is the SMS character limit per standard segment?	160 characters
What routes all messaging interactions?	Architect Inbound Message Flows
What is the file attachment limit for Apple Messages for Business?	100 MB

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