

Facebook Chatbot Extension for Magento 2 User Guides

Thank you for purchasing our extension. If you have any questions that are beyond the scope of this document, please feel free to contact us via support@magenest.com

By: Magenest | Support Portal: <https://servicedesk.izysync.com/servicedesk/customer/portal/158>

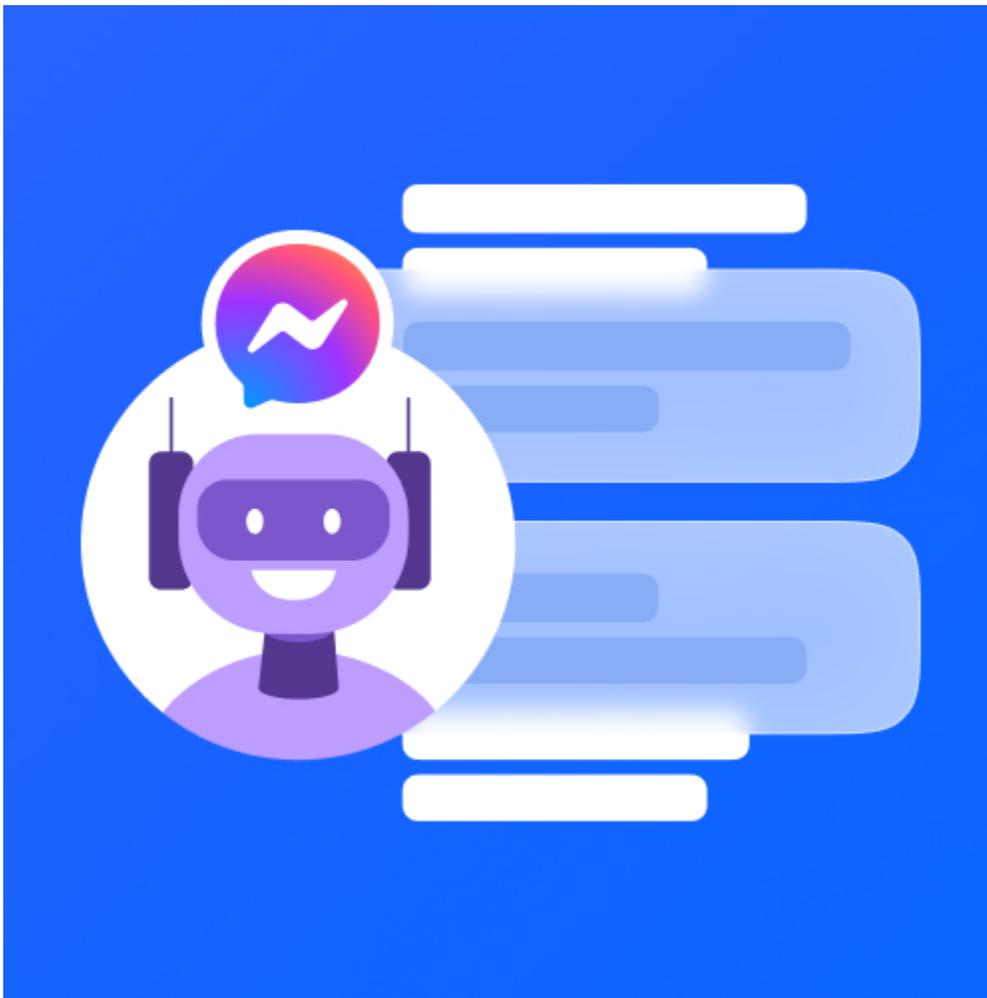
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Introduction

In the time of growing competition between businesses, customer communication has been playing a decisive role in increasing sales and strengthening business-customer relationships. And in order to achieve this, business owners need to adopt a digital-first business strategy - Chatbot.

Magenest Chatbot extension could help engage customers 24/7 and effectively improve customer experience. This is a scalable tool to manage customer requests with instant responses and boost customer satisfaction.

Highlight Features



For Admin

- Enable or Disable chatbot extension.
- Enable or Disable human support.
- Build custom auto-messages with different trigger rules to correspond to the user's needs.
- Display and link products and categories list from Magento store in Facebook messenger.
- Add multiple items to the persistent menu.
- Display call-To-Action buttons for each product option.

For User

- Customers can directly add products to cart from Messenger.
- Create Order: start the order creation process [NEW]
- Cancel Order Creation: cancel order creation [NEW]
- Customers can request for human support

System Requirements

Your store should be running on **Magento 2 version 2.2.x; 2.3.x.**

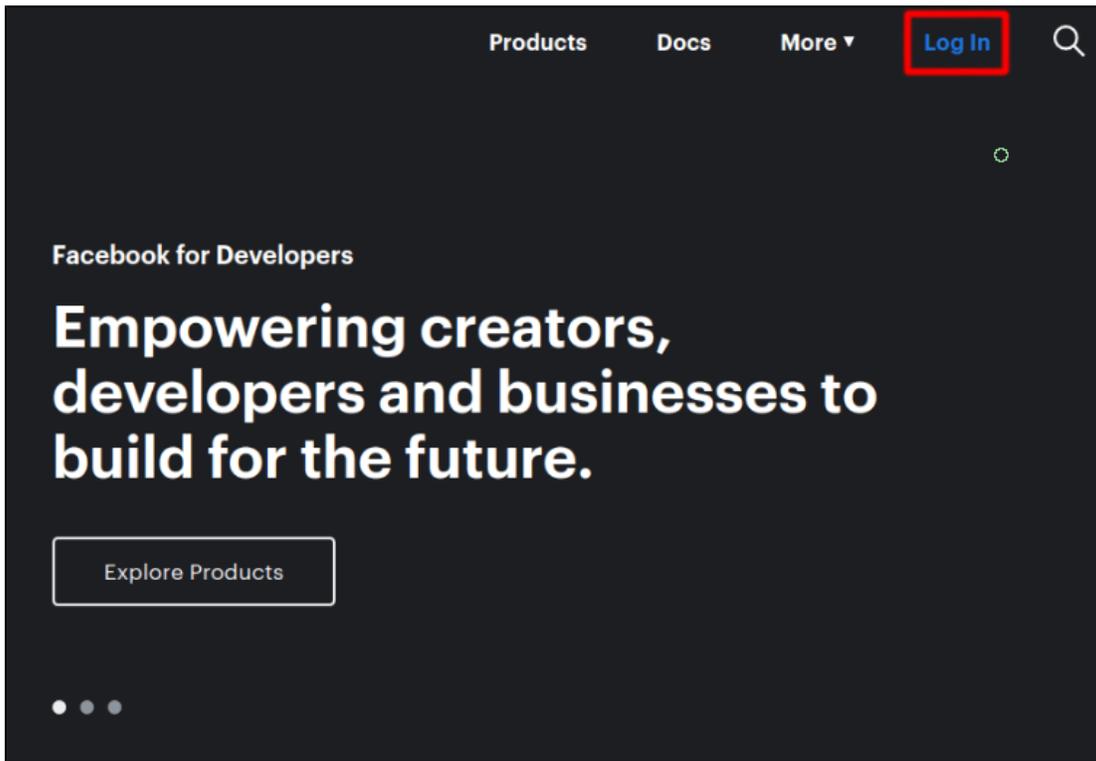
Connect your Magento website with Facebook Messenger

Requirement

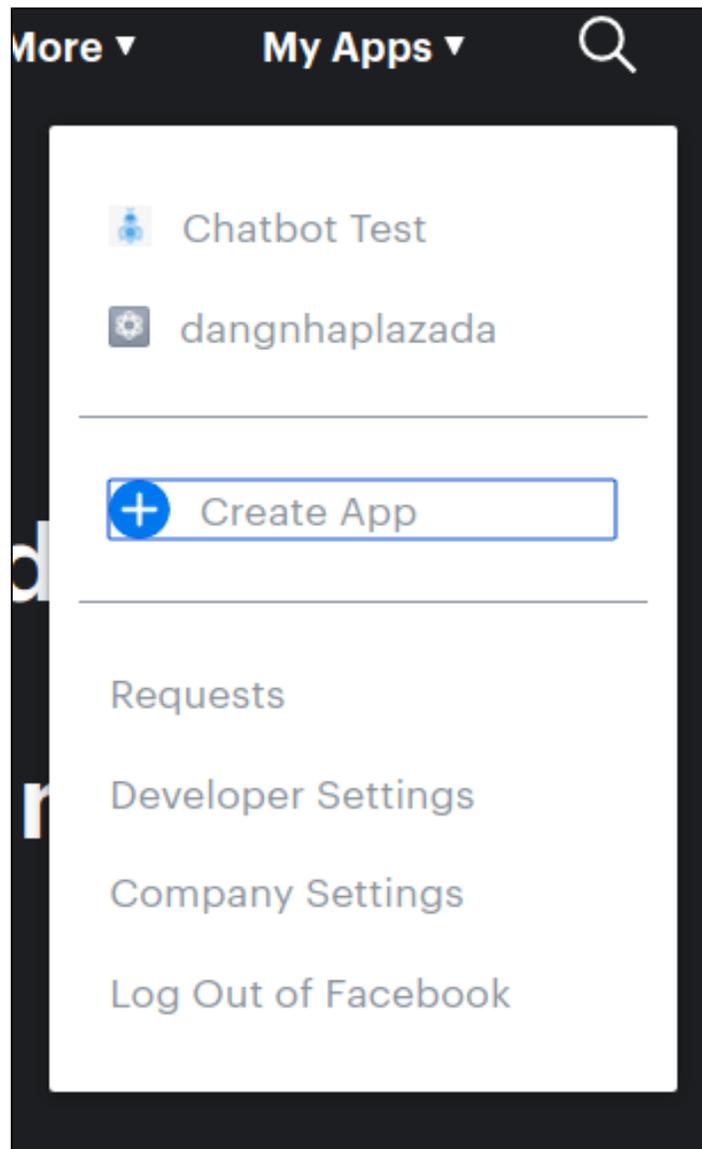
You would need a **Facebook Page**. Please navigate here to create a Facebook Page <https://www.facebook.com/pages/create>

Then follow these steps to generate a Facebook Token for the connection:

1. Redirect here <https://developers.facebook.com/> to login to your **Facebook Developers** (Using your Facebook account)



2. Click on the Create App option



3. Then enter the App Display Name and add contact email to create New App ID

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Test

Contact Email

example@gmail.com

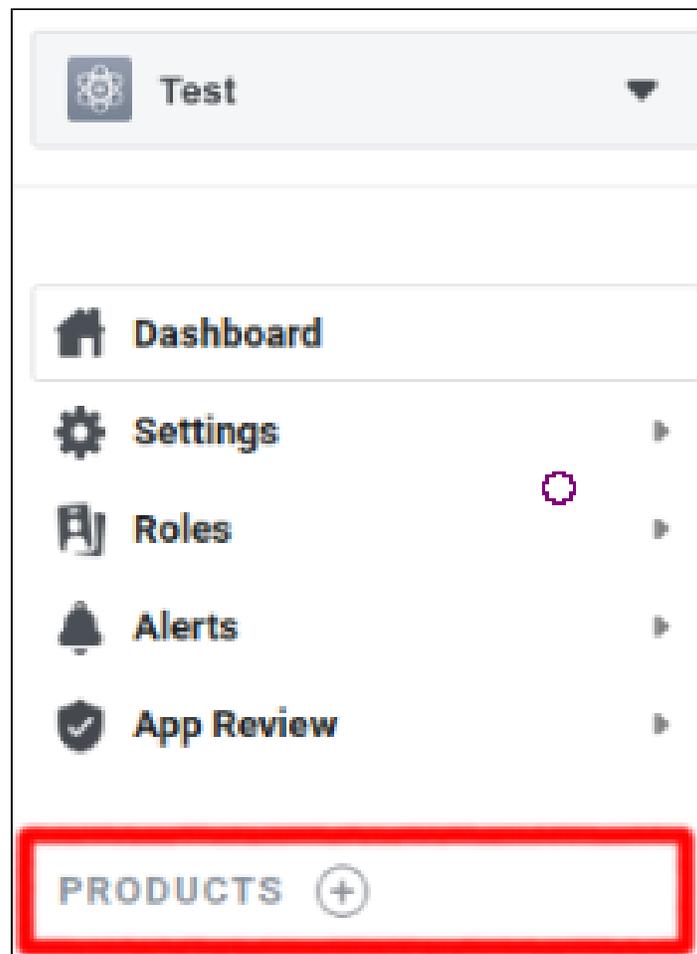
This email address is used to contact you about potential policy violations, app restrictions or steps to recover the app if it's been deleted or compromised.

By proceeding, you agree to the [Facebook Platform Policies](#)

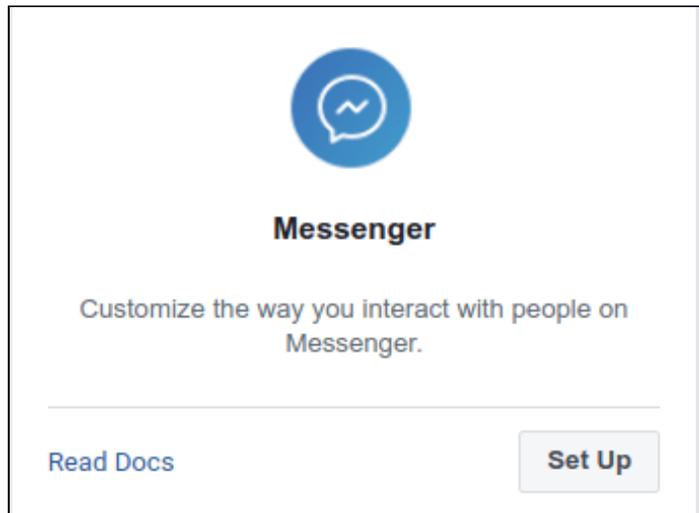
Cancel

Create App ID

4. On the left menu navigation bar: Click **Add Products**



5. Choose Messenger: Click **Set up**



6. Scroll down to see the **Access Tokens** section to add the newly created page

Access Tokens Create New Page

Generate a Page access token to start using the platform APIs. You will be able to generate an access token for a Page if:

1. You are one of the Page admins, and
2. The app has been granted the Page's permission to manage and access Page conversations in Messenger.

Note: If your app is in dev mode, you can still generate a token but will only be able to access people who manage the app or Page.

No page permissions granted

You'll need to connect pages and grant them the required permissions in order for tokens to be generated.

[Add or Remove Pages](#) ⓘ

Generate Token

➕ After adding your page, continue to generate a **Token** to start using the API

Pages ↑	Tokens
 Fb Chatbot Test 109229170719700	— Generate Token ⓘ

Token Generated ✕

F

Fb Chatbot Test
109229170719700

To protect your security, **ONLY** share this token with app developers you trust.

This token will only be shown once, so keep it safe. If it gets lost, you'll need to create a new one. Anyone could potentially use this token to impersonate this page, depending on the privacy settings of your app. If you wish to revoke all previously generated tokens from a page, you can remove this page from the app using the button below the table.

I Understand

EAAKH3agzGaMBADivd40QiZBAgHoUJmVwaoDSWb2J6UA64BtqdaCNtXZCxOM...

📄 Copy

Done

After generating the Facebook Token as instructed, click on **Copy** to get the Token for your Magento store connection.

+ On your Magento **Admin sidebar**, go to **Facebook chatbot menu > Configuration**.

+ On the **Facebook Connection** section.

The screenshot shows the 'Configuration' page for the Facebook Chatbot module. The left sidebar contains navigation options: DASHBOARD, SALES, CATALOG, MARKETING, CONTENT, FACEBOOK CHATBOT (selected), STORES, and SYSTEM. The main content area is titled 'Configuration' and includes a 'Scope' dropdown set to 'Default Config' and a 'Save Config' button. The 'Facebook Connection' section is expanded, showing the following settings:

- Enable Chatbot:** A dropdown menu set to 'Yes'.
- Access Token:** An empty text input field with a link to 'Enter Your Page Access Token here'.
- Verification Token:** A text input field containing 'chatbot123'.

Below these fields are three sections: 'Human Support', 'Default Message', and 'Display Chat Popup', each with a toggle switch.

- **Enable Chatbot:** Select **Yes** to enable the Facebook Chatbot extension.
- **Access Token:** Fill in this field with the Access Token that you've copied in the previous step.
- **Verification Token:** Define your own Verification Token

+ After finishing the above steps, click on the **Save Config** button. Then open your Facebook App again, in the **Webhook** section, click **Add Callback URL**.

Edit Callback URL ✕

Callback URL

Verify Token

[Learn more](#) Cancel Verify and Save

- **Callback URL:** your_url/chatbot/webhook/subscribe
- **Verify Token:** Enter the verification token that you've defined previously.
- Click on **Verify** and **Save**

➕ After the verification step, you'll be able to see this page. Click on the **Add Subscription** button

Webhooks

To receive messages and other events sent by Messenger users, the app should enable webhooks integration.

Callback URL: Verify Token:

Validation requests and Webhook notifications for this object will be sent to this URL. Token that Facebook will echo back to you as part of callback URL verification.

Edit Callback URL Show Recent Errors

Pages ↑	Webhooks
 Fb Chatbot Test 109229170719700	0 Fields — Add Subscriptions

Add or Remove Pages ⓘ

> Webhook Field Version Controls

- Then, choose at least 2 options: **messages** and **messaging_postbacks**

Edit Page Subscriptions ✕

 **Fb Chatbot Test**
109229170719700

Subscription Fields

<input checked="" type="checkbox"/> messages	<input checked="" type="checkbox"/> messaging_postbacks	<input type="checkbox"/> messaging_optins
<input type="checkbox"/> message_deliveries	<input type="checkbox"/> message_reads	<input type="checkbox"/> messaging_payments
<input type="checkbox"/> messaging_pre_checkouts	<input type="checkbox"/> messaging_checkout_updates	<input type="checkbox"/> messaging_account_linking
<input type="checkbox"/> messaging_referrals	<input type="checkbox"/> message_echoes	<input type="checkbox"/> messaging_game_plays
<input type="checkbox"/> standby	<input type="checkbox"/> messaging_handovers	<input type="checkbox"/> messaging_policy_enforcement
<input type="checkbox"/> message_reactions	<input type="checkbox"/> inbox_labels	

[Learn more](#) Cancel Save

Human Support Configuration

 In the development mode, redirect to this link to Add Permissions for Human Support <https://developers.facebook.com/tools/explorer/v2/>

Access Token



EAAKIN1JMb3YBAI4etkWkQfmT6iXeiovA4btTfSoluaiWdZBPptnPBQRnZAL5PDZCp



Generate Access Token

Facebook App



Chatbot Test



User or Page



Fb Chatbot Test



Permissions



× manage_pages

× pages_show_list

× publish_pages

× business_management

× pages_messaging

public_profile



Add a Permission

5 options selected



After that, please follow the confirmation steps here <https://developers.facebook.com/tools/debug/accesstoken/>

Configuration

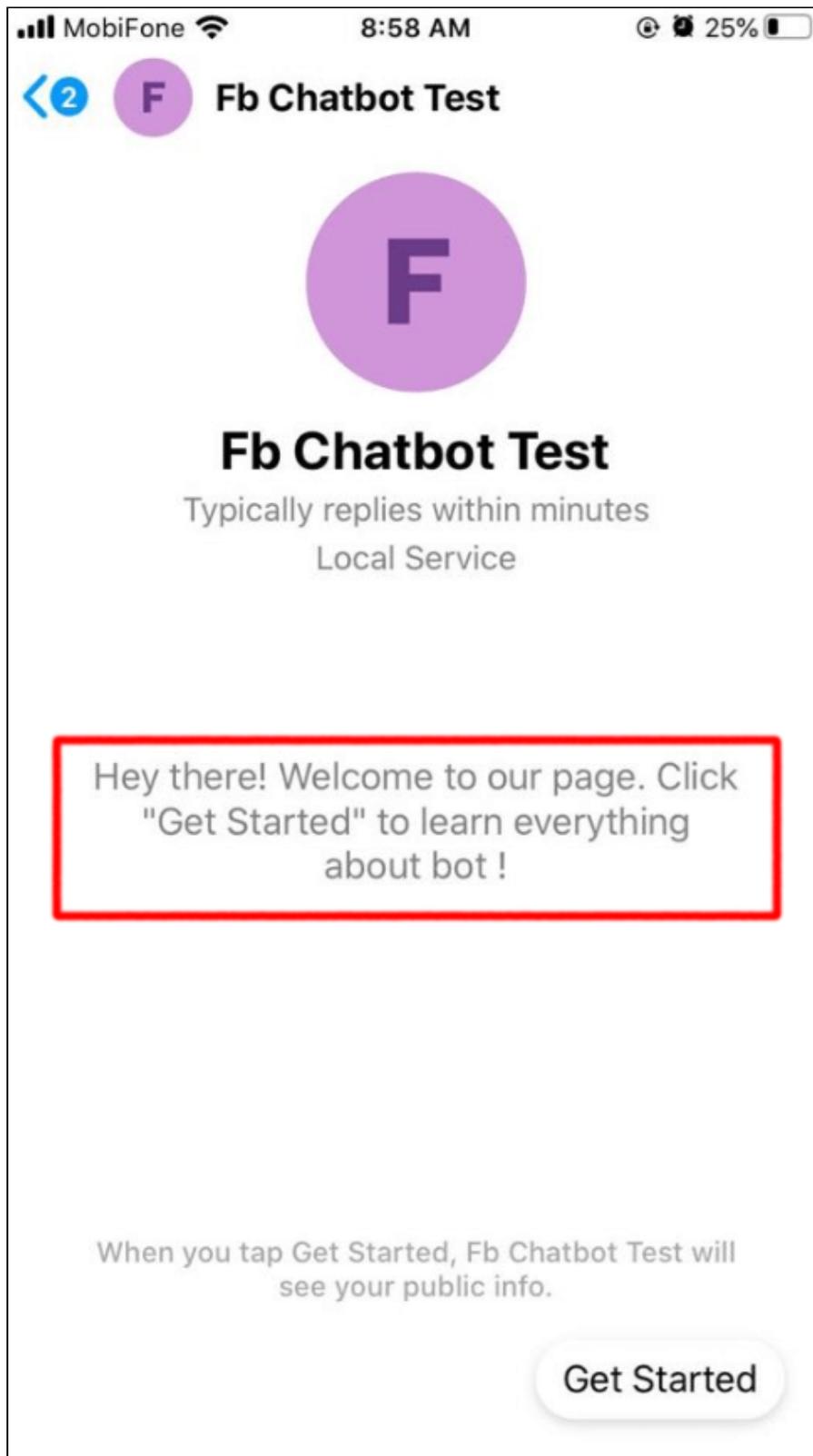
On the Admin sidebar, go to **Store > Configuration > Magenest > Facebook Chatbot**

The screenshot shows the 'Configuration' page in a Magento admin interface. On the left is a sidebar with navigation options: DASHBOARD, SALES, CATALOG, MARKETING, CONTENT, FACEBOOK CHATBOT (selected), STORES, and SYSTEM. The main content area is titled 'Configuration' and shows settings for 'Facebook Chatbot'. At the top right, there's a 'Save Config' button. The settings are organized into sections: 'Facebook Connection', 'Human Support', 'Default Message', and 'Display Chat Popup'. Under 'Human Support', 'Enable Human Support' is set to 'Yes' and 'Human Support Email' is 'jenick2000@gmail.com'. Under 'Default Message', the 'Greeting Message' is 'Hi {{user_first_name}}! Welcome to our page. Click "Get Started" to shop with us.' and 'Use system value' is checked. Under 'Display Chat Popup', 'Enable FacebookSupportLive' is set to 'No'.

- **Human Support:** Select **Yes** to enable the human support feature
- **Human Support Email:** Fill in the email of your human support. This provided email will receive a notification when the user submits a request.
- **Greeting Message:** Specify the greeting message that customers will see when they first open the chat.
- **Enable Facebook Support Live:** choose Yes to enable Facebook Support Live

Manually set up a Facebook chat popup on front end. Learn how to enable your Facebook page chat [here](#). Alternatively, you can generate code snippet from [Facebook's setup tool](#).

The screenshot shows the front-end of the LUMA e-commerce website. The header includes the LUMA logo, a search bar, and navigation links for 'What's New', 'Women', 'Men', 'Gear', 'Training', and 'Sale'. The main banner features a woman in a yoga pose with the text 'New Luma Yoga Collection' and 'Get fit and look fab in new seasonal styles', with a 'Shop New Yoga' button. Below the banner are promotional tiles: '20% OFF Luma pants when you shop today*' and 'Even more ways to mix and match. Buy 3 Luma tees get a free'. A Facebook chatbot popup is overlaid on the right side, titled 'Chat with Chatbot Demo' and showing a 'Hello world' message. It has buttons for 'Log into Messenger' and 'Continue as Guest', with a note that continuing as a guest implies agreement to Facebook's Terms, Data Policy, and Cookies Policy.



Create Persistent Menu

+ On the Admin Sidebar, go to **Facebook Chatbot > Persistent Menu**

+ On the **Persistent Menu** page, you will see some default menu such as **Request Human Support, My order and My Wishlist.**

Please note that you won't be able to change the name of **Request Human Support** menu, or delete it.

Persistent Menu

14 jenick

Add a new message template from customers

Filters Default View Columns

Search by keyword

Actions 5 records found
20 per page
1 of 1

ID	Name	Status	Action
1	Request Human Support	Inactive	Select
2	My Orders	Active	Select
3	Wishlist	Active	Select

+ Click on **Add a new message template from customers**

On the **Edit Menu** page:

New Menu

25 magenest

← Back Reset Save and Continue Edit **Save**

Menu Information

Active * Yes

Message template from customers *

Description

Replies from Bots *

Default Message

Get Started

Show Categories

Continue with Bot

Request Human Support

View Address

About Us

What would you like to do ?

Show Product Buttons

My Orders

My Wishlist

Show Promotion

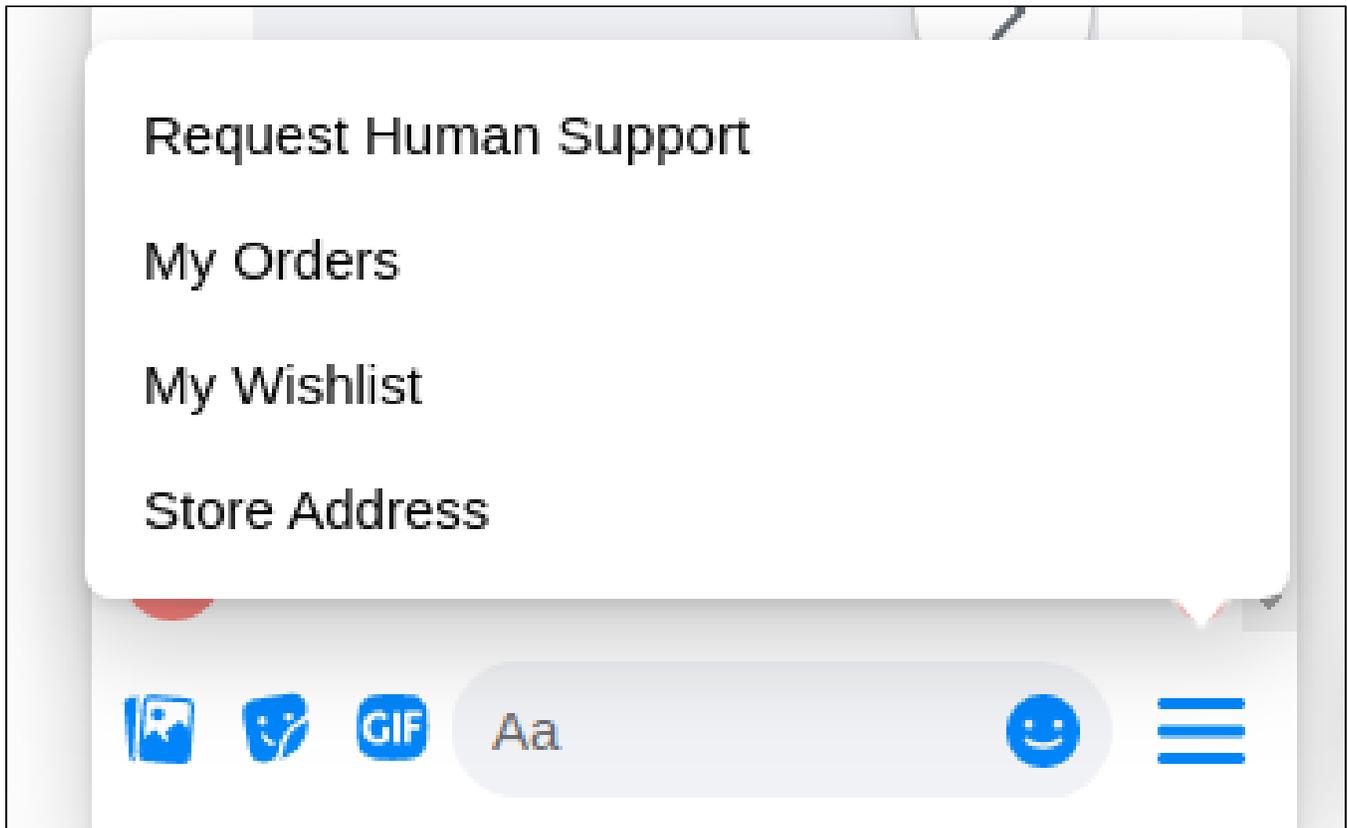
Create order

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 Magento ver. 2.4.1
[Privacy Policy](#) | [Account Activity](#) | [Report an Issue](#)

- **Active:** Switch to Yes to activate the menu
- **Name:** Fill in the label for the persistent menu messenger
- **Description:** This field is non-mandatory. You could fill in the menu description.
- **Replies from Bots:** Fill in this field with the message (get from message grid) that the bot will reply when the user selects the menu

★ Display on the front end



Create Message

+ On the Admin Sidebar, go to **Facebook Chatbot > Automated messages from Bots**

+ On the **Messages** page:

Messages 🔍 🔔 4 🧑 Jenick ▾

[Add new Bot's message](#)

⌵ Filters |
 👁 Default View ▾ |
 ⚙ Columns ▾

Search by keyword 🔍

Actions ▾ |
 16 records found |
 20 ▾ per page |
 < 1 of 1 >

ID	Message Name	description	Action
1	Default Message		Select ▾
2	Get Started		Select ▾
3	Show Categories		Select ▾
4	Continue with Bot		Select ▾
5	Request Human Support		Select ▾
6	View Address		Select ▾
7	About Us		Select ▾
8	What would you like to do ?		Select ▾
9	Show Product Buttons	This message is for retrieving the buttons when showing the product from category	Select ▾
10	My Orders	This message will display the last 5 orders of the customer	Select ▾
11	My Wishlist	This message will display the last 5 wishlist of the customer	Select ▾
12	Create Order	This message will create an ordering process on the bot	Select ▾

- There are 12 default messages when you first install the module. Please note that you cannot delete and change the message name for the Message ID: 1, 2, 4, 5.

- Click on **Add new Bot's message** on the New Message page:

Message Information

- **Name:** Fill in a title for the message to better management on the backend
- **Description:** Describe the content of the message

Sender Actions

- **Show typing time:** Switch to Yes to allow the bot to delay the message
- **Bot's typing time(s):** Enter the time (measured in seconds) you want to let the customer aware that his message is received and an answer is being processed

+ Message Content

Message Name: Only used to describe the message content item.

Message Type: You will be able to see 1 of 8 message types.

Message Content

Create the message variations. Add Message

< 1 of 1 >

New Message

Message Name

Include Buttons

Message Type *
 Product Display
 Product Display
 Category Display
 Text
 Text & Image
 View Order
 View Wishlist
 Create Order
 Cancel Order Creation

Product Name

Button Label *

- **Product display:** show product list.

Product Name: will display products whose names like the value in this field. If not entered, product random will be displayed.

New Message

Message Name

Include Buttons

Message Type *
 Product Display

Product Name

Button * Action * Button Label *

Add Button

- **Categories:** display categories by level

New Message

Message Name

Include Buttons

Message Type *
 Category Display

Category Level *
 Level 0
 Level 0
 Level 1
 Level 2
 Level 3
 Level 4

Button * Action *

Add Button

- **Text:** display message as text

New Message

Message Name

Include Buttons

Message Type *
 Text

Text *

Button * Action * Button Label *

Add Button

- **Text & Image:** Display image and text

Image: upload image from local or gallery

- **View Order:** display 5 previous orders generated by bot
- **View Wishlist:** display 5 item of customer's wishlist
- **Create Order:** start the order creation process [NEW]
- **Cancel Order Creation:** cancel order creation [NEW]

★ **Note:** The default message script in the bot can be changed by updating the csv file available in the module Fbchatbot/i18n/en_US.csv

```

"Your postCode invalid please enter again", "Your postCode invalid please enter again"
"Your country invalid please enter again", "Your country invalid please enter again"
"Your shipping address: ", "Your shipping address: "
"re-enter the address", "re-enter the address"
"Choose shipping method", "Choose shipping method"
"Do you have a coupon code?", "Do you have a coupon code?"
"Enter your coupon code", "Enter your coupon code"
"Choose payment method", "Choose payment method"
"Confirm your order", "Confirm your order"
  
```

→ content will show on bot

+ Include Button

To include buttons in the message (In addition to **Text** and **Text & Image** message type, all must include buttons), click **Add Button**.

- **Button:** Select a button type enclosed in the message. There are 4 Button Types:

The screenshot shows the 'New Message' configuration interface. The 'Message Name' field is empty. The 'Message Type' is set to 'Product Display'. The 'Button' dropdown is open, with 'Show next message' selected. The 'Action' dropdown is set to 'Default Message'. The 'Button Label' field is empty.

- **Action:** this field depends on the field Button

Select **Show next message** to select one of the corresponding options.

The screenshot shows the 'New Message' configuration interface with a dropdown menu open. The dropdown lists various actions. 'Default Message' is highlighted. The 'Message Name' field is empty. The 'Message Type' is set to 'Product Display'. The 'Button' dropdown is set to 'Show next message'. The 'Action' dropdown is set to 'Default Message'. The 'Button Label' field is empty.

Select **URL** to enter a redirect link.

The screenshot shows the 'New Message' configuration interface. The 'Button' dropdown is set to 'Show URL'. The 'Action' field is empty. The 'Button Label' field is empty.

Select **Telephone** to enter a hotline.

The screenshot shows the 'New Message' configuration interface. The 'Button' dropdown is set to 'Phone number'. The 'Action' field is empty. The 'Button Label' field is empty.

Select **Take Action** to choose one of the corresponding actions.

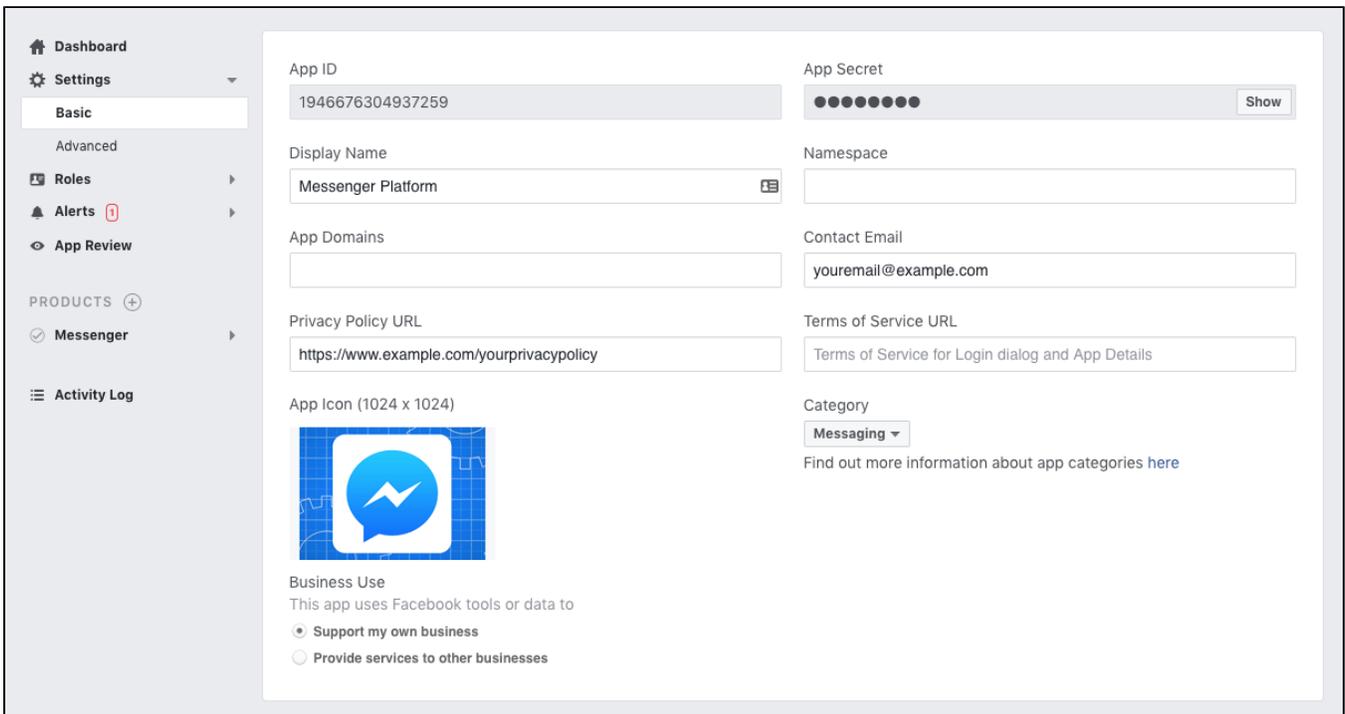


- **Button Label:** display label for button

Configure Your Facebook App

+ You are required to provide the following basic information in the app console under **Settings > Basic**:

- App Icon
- Privacy Policy URL
- Category
- Business Use



+ In order to allow Users to Message Your Page, you must enable messaging on your Page. Go to **Page Settings > General**.

- In the **'Messages'** section, click the **'Edit'** button.
- Select the 'Allow people to contact my Page privately by showing the Message button' checkbox.
- Click 'Save Changes'

Page	Inbox	Notifications 17	Insights	Publishing Tools	Settings	Help
⚙️ General					Shortcuts	Page is not pinned to shortcuts Edit
💬 Messaging					Page Visibility	Page published Edit
⚙️ Edit Page					Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page Edit
🏷️ Post Attribution					Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience for your posts is turned off Edit
🔔 Notifications					Messages	People can contact my Page privately. Edit
🗣️ Messenger Platform					Tagging Ability	Only people who help manage my Page can tag photos posted on it. Edit
🗨️ Messenger Reviews					Others Tagging this Page	People and other Pages can tag my Page Edit

+ Then, please **Activate** Your app in Live Mode

App ID: 744606975946614


Live

+ In order to add more permissions, please sign in to your **App Dashboard** and click on your app. Under Products, click **Messenger > Settings**. (If Messenger does not appear under Products, click the + icon and add it.)

Chatbot Test
App ID: 744606975946614
Live
View Analytics
Help

- Dashboard
- Settings
- Roles
- Alerts
- App Review
- PRODUCTS +
- Webhooks
- Messenger
- Settings**
- App Analytics
- Activity Log

Messenger Platform

Welcome to the Messenger Platform!

The Messenger Platform offers a rich set of APIs, web plug-ins, and a complete webview that give you everything you need to build awesome experiences. Reach people across every device and platform they use, support multiple communication channels, create hybrid experiences that incorporate automated and live chat, and more, all in Messenger.

To ensure quality and prevent abuse of the Platform, all Messenger apps must be submitted for review before they can interact with everyone on Messenger. During development you will be able to send messages to anyone that has been granted either the Administrator, Developer or Tester role for your app.

To get started, check out our [developer documentation](#) for complete details on what the Platform has to offer, and be sure to read our [Platform Policies](#) for information on allowed usage and terms of use.

Increase Traffic to Messenger

Create ads to help more people discover your experience in Messenger.

[Learn more](#)

Get started

Check out some resources that may help you in development: [Quick Start](#) (build a Messenger app in 10 minutes) and [Complete Documentation](#). Also join our [Messenger Platform Developers Community](#) on Facebook to get latest news and learn more!

+ Scroll down to the **App Review** for Messenger section, then click the **Add to Submission** button for the pages_messaging permission.

Built-in NLP (Natural Language Processing) parses the messages your Page receives to help detect meaning and extract information about dates, time and more. To automatically integrate built-in NLP, start by choosing a Page. [Learn more.](#)

Subscribe a Page first under the "Webhooks" section to use Built-In NLP

App Review for Messenger

To use Messenger Platform, your app needs to be approved for the Send API (pages_messa

pages_messaging
Enables your app to send and receive messages using a Facebook Page.

pages_user_gender
This grants the app access to a user's gender through the Page your app is connected to.

Add to Submission

+ Then, to **Describe Data Usage**, you could follow the steps below

pages_messaging

The **pages_messaging** permission allows your app to manage and access Page conversations in Messenger. You can use this permission to create user-initiated interactive experiences, send customer support messages or to confirm bookings or purchases and orders.

Allowed Usage

- Create interactive experiences initiated by a User.
- Confirm customer interactions such as purchases, orders, and bookings.
- Send customer support messages.

I agree to Facebook's permission and feature usage guidelines.

Tell us about the use case(s) for your app will use the permission for

- Send / respond to messages in Messenger automatically.
- Involved business integration to support live chat by humans.
- Send / respond to comments or visitor posts for a Page automatically. This requires `manage_pages` too.
- Others, please further elaborate your use cases:

Describe the Messenger experience you'll enable from this integration.

Test and reproduce the functionality of your integration

As part of the review process, we will check that the functionality of the app experience is working as intended. If you provide a Page management surface to users, provide us with a temporary test account so we can test it.

Fb Chatbot Test ▾

Step 1: Go to the test Page with (m.me) link, and Get Started.
Step 2: Click "Show Categories" Button.
Step 3: Click "Show Products" button to bring products information from my website

Show us how you're using this permission or feature

Provide a detailed step-by-step video walkthrough of how your app will use this permission or feature so we can confirm the permission is used correctly and it does not violate our policies. [Learn more about screencasts.](#)

Screencast requirements:

1. How a person sees this feature used in your app.

Drag and Drop Your File

 Upload File

Before you can submit for review, complete the following:

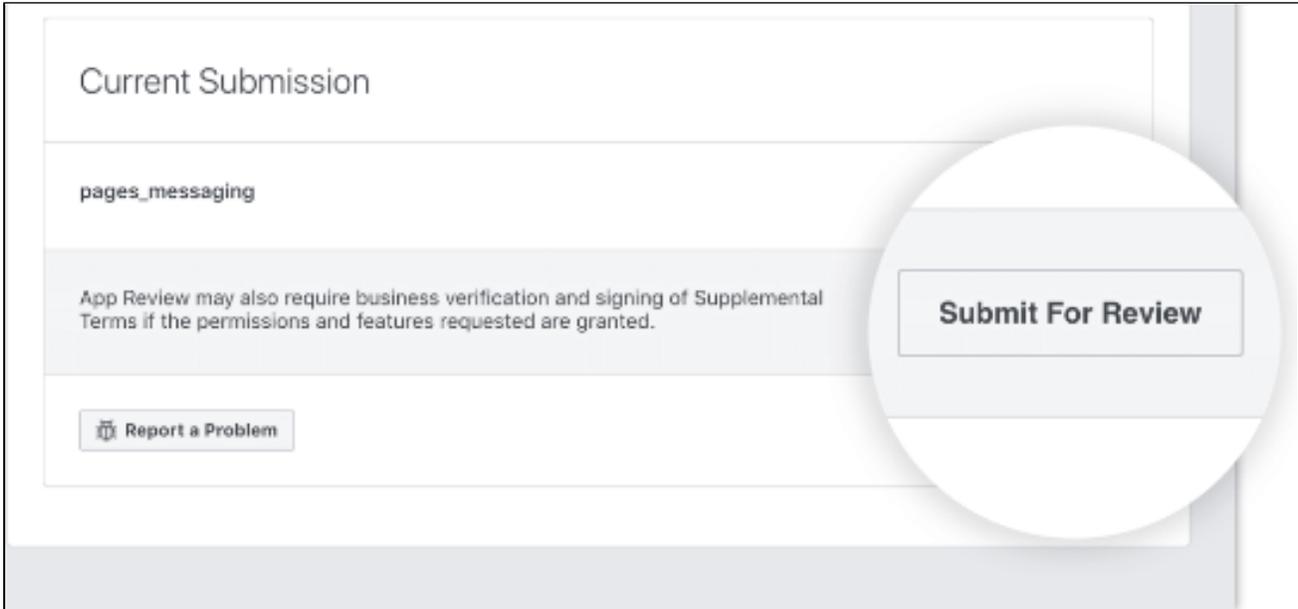
- Please accept permission or feature usage guidelines.
- Please provide a reason for why you are using this feature.
- Please provide instructions for how to reproduce this feature.
- Please provide a screencast that shows how this feature is used in your app.

Cancel

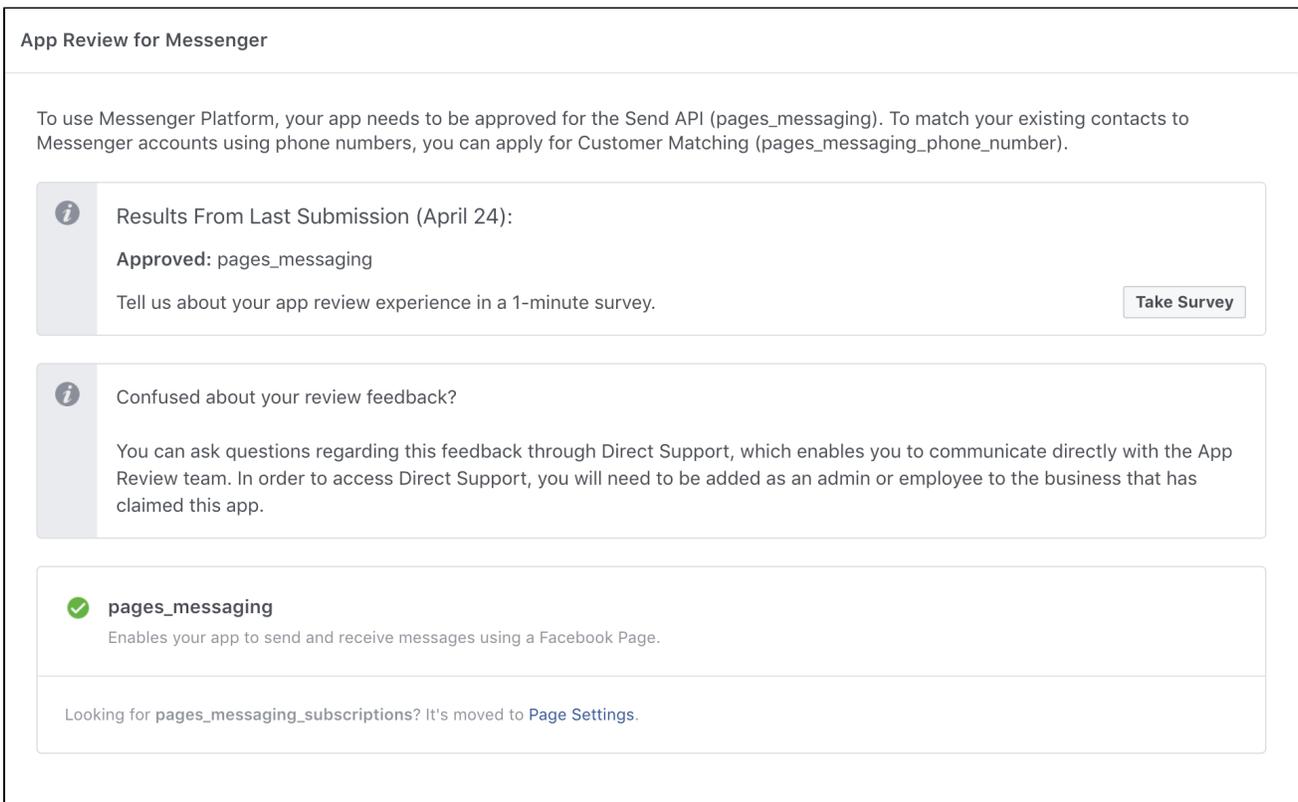
Save

+ Download file and drag into screencast requirements: [File](#)

After providing all the necessary information, you will need to have a reviewer to verify that your app uses the pages_messaging permission correctly, click Submit For Review.



+ When approved, a green checkmark will also appear next to the pages_messaging permission under 'App Review for Messenger'.

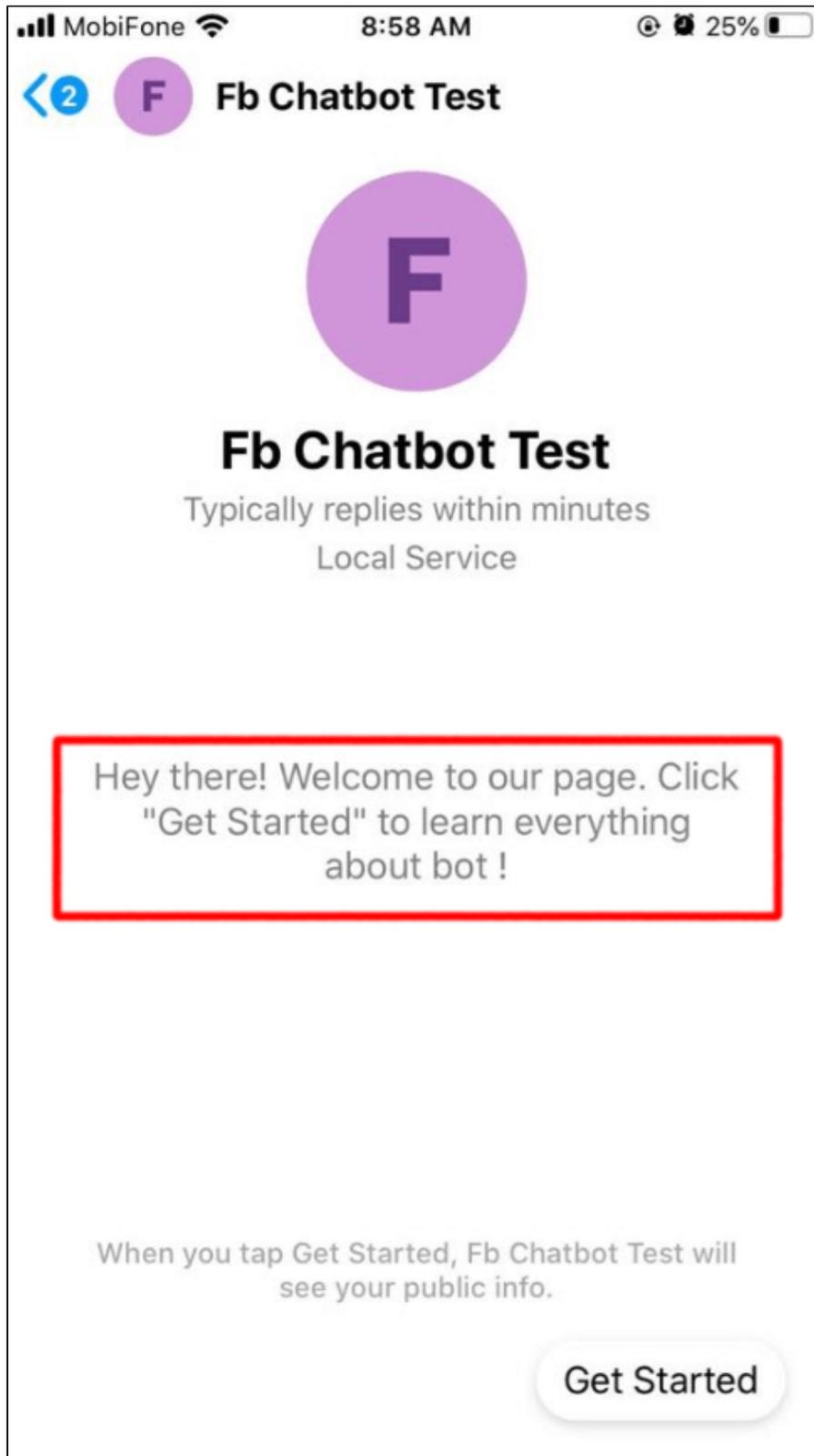


+ In rare cases that your app is not approved, click the 'Add to Submission' button next to 'pages_messaging' to see the feedback from Facebook review team.

If you have any questions, you can communicate directly with the review team to clarify how you can update your app by using the 'Ask a Question' button below the rejection notice.

Live Facebook Chatbot

+ After finishing all the required configurations, you could see your Bot ready to serve the customer and boost your business.



F Fb Chatbot Test

F Fb Chatbot Test
Quan Pham likes this
Local Service

1:43 PM

Get Started

Welcome to Dev10

What we can do to help you today

- Shop now
- Show Categories

Show Categories

Bags

- View Category Detail
- Show Products

Fitness Equipment

- View Category >
- Show Products



Type a message...



Fb Chatbot Test

Show Products

Bags Products

Strive Shoulder Pack
\$32.00
View Product Detail
Add To Cart

Driven Backpack
\$36.00
View Product Detail
Add To Cart

Joust Duffle Bag
\$34.00
Add To Cart

Strive Shoulder Pack has been added to cart

What would you like to do ?

Show Categories
Modify Cart & Checkout

Type a message...

Update

- When a bug fix or new feature is released, we will provide you with the module's new package.
- All you need to do is repeating the above installing steps and uploading the package onto your store. The code will automatically override.
- Flush the config cache. Your store and newly installed module should be working as expected.

Support

- We will reply to support requests within **2 business days**.
- We will offer a **lifetime free update and 6 months of free support for all of our paid products**. Support includes answering questions related to our products, bug/error fixing to make sure our products fit well in your site exactly like our demo.
- Support **DOES NOT** include other services such as customizing our products, installation, and uninstallation service.