



## **Introduction to 2020 CIFTIS Exhibitor Intelligent Customer Service**

For exhibitors: CIFTIS provides a set of intelligent customer service robot platform. Exhibitors can perform self-service opening and configuration maintenance according to their needs, and provide 7\*24 hours of intelligent response consultation and reception services for users visiting their exhibition halls and stores, so as to enhance exhibitors' service efficiency and user experience.

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2. How exhibitors open intelligent customer service in their exhibition halls
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4. How to enable/disable intelligent customer service in the exhibition hall

# Introduction to the opening and using procedures of intelligent customer service for exhibitors

## 2. Exhibitors perform self-service opening of intelligent customer service against the opening manual

- Opening address: <http://3.cn/12UM-284>
- Conditions for opening: Online/offline certified exhibitor corporate accounts

## 4. Enable/Disable exhibitor intelligent customer service

After the configuration and maintenance of the intelligent customer service knowledge base, exhibitors can configure the obtained intelligent customer service link via the path of “服贸会-运营平台-展厅管理-客服设置” (Operating platform - Exhibition hall management - Customer service settings), and choose “开通” (Open), then the intelligent customer service is successfully enabled.



## 1. Opening entrance and guidelines of exhibitors' intelligent customer service

Exhibitors download the opening manual via the path of “服贸会-运营平台-展厅管理-客服设置” (CIFTIS -Operating platform - Exhibition hall management - Customer service setting).



## 3. How to configure the intelligent customer service knowledge base

Exhibitors' customer service/operation staff manage and maintain the intelligent customer service knowledge base according to the configuration manual.



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# How exhibitors open intelligent customer service in their exhibition halls



## Step 1. Enter the operating platform and download the Intelligent customer service opening guidelines.

- After logging in to the “服贸会-运营平台” (CIFTIS operating platform), enter the “展厅管理” (Exhibition hall management) and click “客服设置” (Customer service settings);
- The default status of the intelligent customer service is “不开通” (disabled); if you want to enable it, please be sure to download the intelligent customer service configuration instructions first, and enable and configure according to the manual;
- Self-service opening link of intelligent customer service: <http://3.cn/12UM-284>

Note: If you need to enable the service, please be sure to download the intelligent customer service configuration instructions in PDF format; you can only switch on the intelligent customer service and submit application for review after service opening and knowledge configuration maintenance; otherwise, the service cannot be enabled and the consultation entrance is not displayed!

## Example of “服贸会-运营平台-展厅管理-客服配置” (CIFTIS - Operating platform - Exhibition hall management - Customer service configuration) interface:

The screenshot shows the 'Customer Service Configuration' page in the CIFTIS Operating Platform. The page is titled 'Apply for opening a store' and has a 'To be audited' status. The configuration includes:

- Is JIMI enabled or not:** Radio buttons for 'Enable' (selected) and 'Don't enable'.
- JIMI Link:** A text input field containing the URL `https://jimi-chat.ciftis.org/bot?venderId=...`. A character count shows 'Remaining :145 Character'.
- JIMI Configuration Description:** A link to 'Exhibitor smart customer service opening and using guide.pptx'.
- Preview:** A button to preview the configuration.

The page also features a navigation menu on the left with options like 'Sub-user', 'Conferences', 'Exhibitions', 'Activation', 'Decoration', 'Orders', and 'Opportunities'. The top header includes the CIFTIS logo, 'Operation Platform', and a user profile with 'Welcome, [Name]' and a 'Logout' button.

# How exhibitors open intelligent customer service in their exhibition halls



## Step 2. Self-service intelligent customer service in the exhibition hall

- Self-service opening link of intelligent customer service: <http://3.cn/12UM-284>
- Please log in with the qualified exhibitor enterprise account and click the self-service opening link;
- **Account opening conditions: enterprise account, online/offline exhibitor type, authentication account;**

Note: The account under the same exhibitor enterprise can only open one robot. CIFTIS account logged in at the time of opening will be used as the administrator account of the intelligent customer service management background by default.

It is recommended to use the account number of the customer service representative of the exhibitor to conduct a self-service opening of the intelligent customer service, which is convenient for the exhibitor's customer service personnel to maintain the knowledge base of the store.

Self-service opening page of intelligent customer service (qualified account access):



Page prompts for access by accounts that do not meet the opening conditions:



# How exhibitors open intelligent customer service in their exhibition halls

## Step 3. Successful opening of the intelligent customer service in the exhibition hall

- After self-service opening by an exhibitor using a qualified account, the successful opening page is displayed;
- Click “进入管理后台” (Enter Management Background) to access to the intelligent customer service management background; or you can directly access to the background address (<https://jimi-open-back.ciftis.org/>) to enter the intelligent customer service management background.

Note: Please keep in mind that the currently displayed management background account will be used as the administrator account of the intelligent customer service management background by default, and please remember the above background management address of the intelligent customer service.

Intelligent customer service self-service opening page (qualified CIFTIS exhibitor account):



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# How to configure and maintain intelligent customer service



## Step 1. Log in to the intelligent customer service management background

- Access to the background address (<https://jimi-open-back.ciftis.org/>) to enter the intelligent customer service management background and learn the novice configuration guide on the home page.

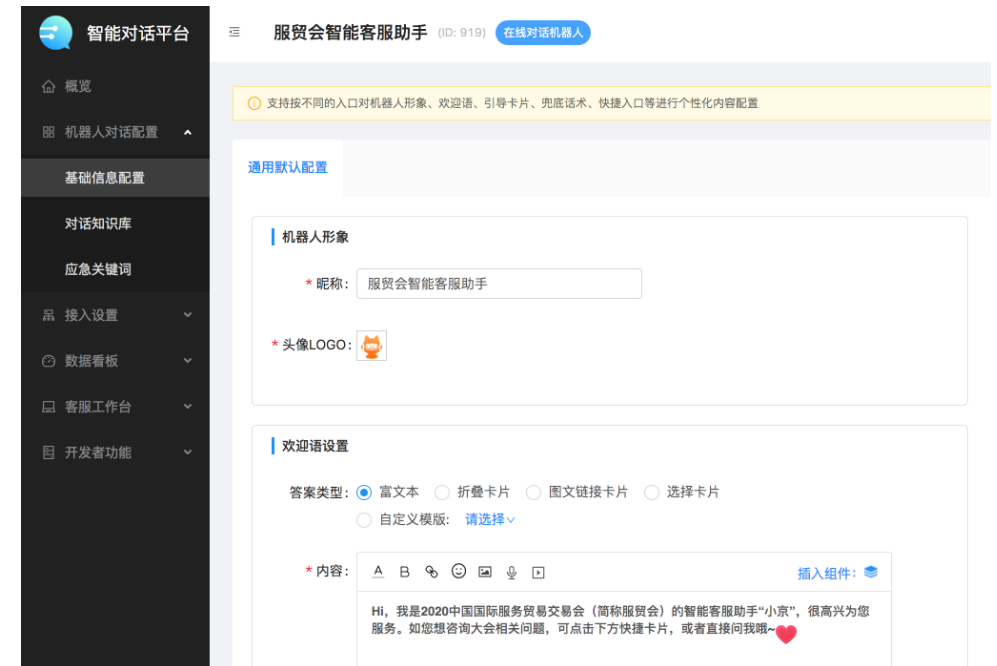
**Note:** You need to log in and access with CIFTIS account that is used to open the intelligent customer service.



## Step 2. Configure intelligent customer service - Basic information

- Click “机器人对话配置-基础信息配置” (Robot dialogue configuration - basic information configuration) to configure the robot image logo, nickname, welcome words, pocket words and other content (mandatory) according to the needs of the exhibition hall;
- Guide card and quick entrance configuration are optional.

## Examples of Basic Information Configuration Interface



# How to configure and maintain intelligent customer service

## Step 3. Configure the robot knowledge base

- The response data of the intelligent customer service robot depends on the QA knowledge sorting and maintenance of the exhibitor's own business scenarios. It is recommended to perform knowledge management and maintenance as follows.

## Examples of Basic Information Configuration Interface



## Requirements on the knowledge base content format: (support online addition and batch import of EXCEL templates; see screenshot on the right for details)

- Knowledge group:** group by store business classification, and determine the name and number of scene groups;
- User question:** question name/user standard questioning method for each knowledge point;
- User questioning method:** similar questioning method for this question; it is recommended that each question has no less than 20 questioning methods, which has better effect;
- Answer:** The robot's verbal tricks to answer the question;

| Group name       | User questions           | Similar questioning methods                   | Answer                                   |
|------------------|--------------------------|-----------------------------------------------|------------------------------------------|
| xx address query | Where is the Xx address? | Where is xxx?                                 | The detailed address of Xxx is at xxx... |
|                  |                          | Where is the address of xx?                   |                                          |
|                  |                          | Can you tell me the detailed address of xx?   |                                          |
|                  |                          | I want to know the detailed address of xx xx. |                                          |
|                  |                          | Where can I find the detailed address of xx?  |                                          |
| Ticket refund    | Ticket refund processing | Can I refund the tickets I bought?            | Hello, this question suggestion...       |
|                  |                          | Can I refund the Xxx ticket?                  |                                          |
|                  |                          | I want to refund the ticket.                  |                                          |

# How to configure and maintain intelligent customer service

## Step 4. Self-test intelligent customer service

- After the knowledge base and basic information are configured, you can click the test window in the upper right corner, enter the question and conduct a self-service test to verify whether the configured knowledge response is correct and effective.

## Step 5. Obtain and generate the intelligent customer service configuration link for your exhibition hall

- Go to the “接入设置-接入方式” (Access settings - Access method) menu and click “申请接入” (Apply for access) to generate a link for access to the exhibition hall management configuration for your exhibition hall: as shown in the screenshot, you can click “测试”(Test) to preview online and copy and remember the access link in the format of <https://jimi-chat.ciftis.org/bot?venderId=xxxxx> (This link is only an example, and the link actually generated in the background shall prevail).

Note: Please remember to save the generated access link, and add “https” in front of the link:

## Access the link to obtain interface examples

智能对话平台 服贸会智能客服助手 (ID: 919) 在线对话机器人 使用手册 消息中心 测试窗 莫晓木

网页接入 微信接入 微博接入 API接入

京东AI对话平台支持通过web、H5、微博、微信等方式为您接入机器人；当机器人对话配置完成后，可按需选择，并根据指导说明完成相关配置及授权。 详见接入流程说明文档

请复制或记住该接入链接，链接前方添加 https:

网页咨询 嵌入式对话框

接入链接: <https://jimi3-chat.jd.com/bot?venderId=1590315080062> 点击测试

- 将默认接入URL链接嵌入到您的网站对应的入口处，即可通过点击入口发起咨询。
- 如您基础配置接入入口进行了个性化配置，可在接入URL链接后添加参数“entry=入口标识”
- 如您针对不同的终端进行了答案配置，可在接入URL链接后添加参数“clientType=终端标识”
- 如您接入H5时需要隐藏机器人页面的顶栏，可在接入URL链接后添加参数“headless=1”

示例 <https://jimi3-chat.jd.com/bot?venderId=12345678&entry=入口标识&clientType=终端标识&headless=1>

用户免登录:  关  开

- 仅对网页接入有效。

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# How to enable/disable intelligent customer service in the exhibition hall

## How to successfully enable intelligent customer service in the exhibition hall interface

- After logging in to the “服贸会-运营平台” (CIFTIS - Operating platform) using the exhibitor's enterprise account, enter the “展厅管理-客服设置” (Exhibition hall management - Customer service settings) page, and select “开通” (Open);
- In the intelligent customer service configuration link, paste and enter the intelligent customer service access link generated in the previous step;
- Click “提交审核” (Submit for review), after the exhibitor information review is approved, the “智能客服” (Intelligent customer service) consultation entry will be displayed on your exhibition hall page;

**Note:** The service can only be enabled after the “开通” (Open) option and "Intelligent customer service configuration link" are configured.

## How to successfully enable intelligent customer service in the exhibition hall interface

- Enter the “展厅管理-客服设置” (Exhibition hall management - Customer service settings) page, select “未开通” (Disabled), after submission for review, the intelligent customer service consultation entry on the exhibition hall interface will be automatically closed.

## “Exhibition hall management - Intelligent customer service” configuration switch interface

The screenshot displays the 'Customer Service Configuration' page in the CIFTIS Operation Platform. The page title is 'Apply for opening a store'. The left sidebar shows navigation options: Sub-user, Conferences, Exhibitions, Activation, Decoration, Orders, and Opportunities. The main content area has tabs for 'Basic Information of Exhibition Stand', 'Exhibition Stand Information', 'Contact Details', and 'Customer Service Configuration'. The 'Customer Service Configuration' tab is active. It contains the following fields:

- Is JIMI enabled or not:** Radio buttons for 'Enable' (selected) and 'Don't enable'.
- JIMI Link:** A text input field containing the URL `https://jimi-chat.ciftis.org/bot?venderid=1593333577563`. Below the field is a 'Remaining :145 Character' indicator.
- JIMI Configuration Description:** A text input field containing the text 'Exhibitor smart customer service opening and using guide.pptx'. Below the field is a 'Preview' button.

A red arrow points to a 'To be audited' status indicator in the top right corner of the configuration area.