

O2 RCS BUSINESS MESSAGING



Start guide



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1. ABOUT THIS DOCUMENT

This document provides basic information about RCS business messages. And shows examples of API commands for various types of RCS messages that can be send via O2 RCS business platform. Link for full API RCS documentation is in section [5.REFERENCES](#)

1.1. Revision history

Version	Date	Author	Notes
Version 0.91	14. 10. 2022	Tomáš Zvolský	Web links in references not ready
Version 1.0	23. 2. 2023	Tomáš Zvolský	References update



2. CHATBOT CREDENTIALS

O2 will provide credentials for Chatbot (bot ID and client_secret)

e.g.:

1. bot id is Test_RCS_O2CZ@botplatform.rcs.o2.cz
2. client_secret is O2CZO2CZ

3. UNDERSTAND BASIC TERMINOLOGY

3.1. Introduction

Rich Messaging allows you to push something more rich and interactive than just plain text. A single request can include text, a rich card, an image, or a video as well as suggested replies and suggested actions.

3.2. Basic terminology

Bot Id (Same as Bot service Id)

This is the Id generated by O2 Platform when the bot is on boarded. Full Bot ID url -> botid@botplatform.rcs.o2.cz

Client secret

Provided by O2 Platform

User MSISDN

(Mobile Station Integrated Services Digital Network) is the phone number which identifies a device

3.3. Supported formats

- .jpg, .png, .mp4, .gif, .mp3*

3.4. Card template

The RCS Business Messaging card has 2 template orientation options:

1. Vertical card
2. Horizontal card

Vertical rich cards display horizontal media at the top of the card. Horizontal media should have an aspect ratio of 2:1, 16:9, or 7:3.

When you send media to a user, you should be respectful of the user's resources. When horizontal media has a 4:3 ratio, the optimal resolution for the media is 960x720 px with a maximum recommended file size of 2 MB for images and 10 MB for video. The optimal resolution for the media's thumbnail is 770x335 px with a recommended file size of 40 kB and a recommended maximum size of 100 kB.

Horizontal rich cards display vertical media on the left or right side of the card. Vertical media should have an aspect ratio of 3:4.

When you send media to a user, you should be respectful of the user's resources. When vertical media has a 3:4 ratio, the optimal resolution for the media is 768x1024 px with a maximum recommended file size of 2 MB for images and 10 MB for video. The optimal resolution for the media's thumbnail is 250x330 px with a recommended file size of 40 kB and a recommended maximum size of 100 kB.



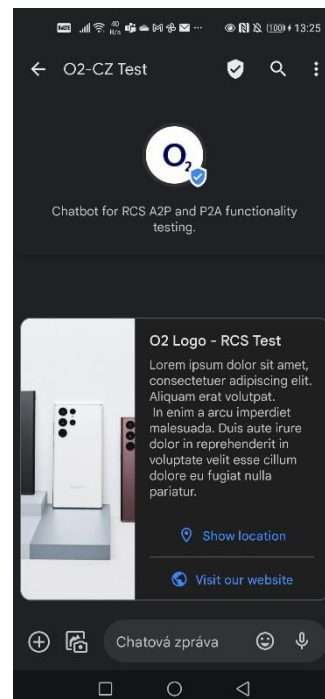
Both cards contain the following elements:

- Title text
- Subtitle text (including emojis)
- Image/video
- Up to 4 buttons (RCS limitation) with the following actions:
 - Url action
 - Publish text click action
 - Location action
 - Call action
 - Calendar action
- Up to 11 suggestion actions

Vertical card example image:



Horizontal card example image:





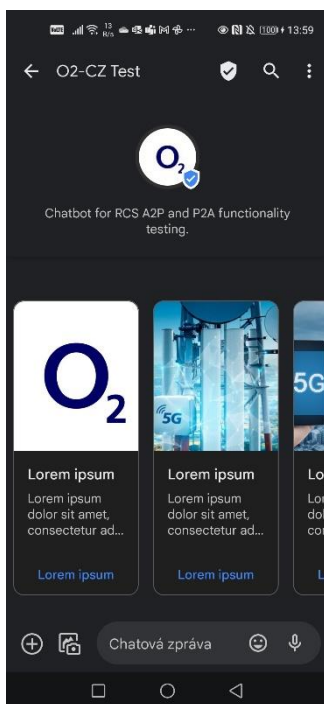
3.5. Carousel Templates

The RCS carousel is a horizontally scrollable carousel of up to 10 vertical rich cards. Each card can include the following elements:

- Title text
- Subtitle text
- Image (which will be placed above the title, subtitle and buttons) - image is not required to be placed in a card
- Up to 4 buttons (RCS limitation) with the following actions:
 - Url action
 - Publish text click action
 - Location action
 - Call action
 - Calendar action
- Up to 11 suggestion actions

When the media has a 4:3 aspect ratio, the optimal resolution for the media is 960x720 px with a maximum file size of 1 MB for images and 5 MB for video. The optimal resolution for the media's thumbnail is 605x452 px with a recommended file size of 40 kB and a recommended maximum size of 100 kB.

Carousel example image:





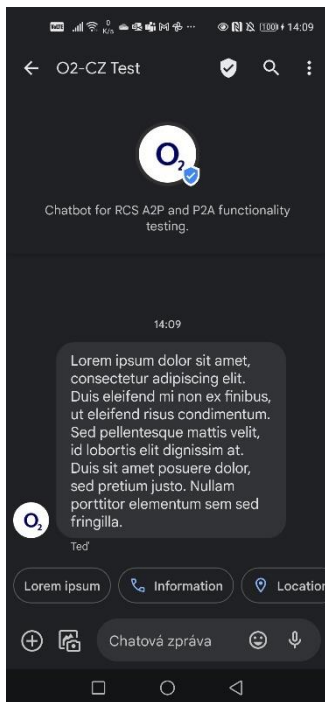
3.6. Suggested Actions Template

Quick Replies for RCS Business Messaging include the question/statement text and a set of up to 11 replies that each contain:

- Url action
- Publish text click action
- Location action
- Call action
- Calendar action

Suggested actions allow an agent to hook into native device actions and provide a tightly integrated experience for the user. When relevant, suggested actions can make calling customer support or finding a location on the map easy, but don't overwhelm users with options. Only provide actions that are related to the most recent message, and only provide as many actions as necessary. Limit the number of suggested actions and suggested replies to what is useful and useable for the user in given the context.

Suggested actions example image:



3.7. Limitations

3.7.1. General limitations

- A rich card can contain any or all of the supported elements: image, title, subtitle, buttons. However, it must contain at least an image or title to be valid.
- RCS Business Messaging allows consumers to perform various actions using button actions — share user location, dial phone number, add to calendar, payment request

3.7.2. Element limitations

- Cards have a maximum of 4 buttons
- Carousels have a maximum of 10 scrollable cards



3.7.3. Character limitations

- Button text can contain up to 25 characters
- Google doesn't have a hard limitation on number of characters within title or subtitle, but generally recommend to be concise

3.7.4. Sizing

- RCS Card Images sizes — RCS card images are available in three heights: short, medium, tall.
- RCS Carousel Images sizes RCS card images are available in three heights: short, medium, tall with medium or small width
 - Google recommends the image file size should not exceed 2MB.
 - If the image size added doesn't fit the dimensions of the card's height, the image preview is chosen by zooming and cropping the image.

3.7.5. Error conditions

- Agent or bot will receive an error when trying to send RCS Structured Content elements with the following character limitations:
 - If button text exceeds 25 characters
 - If structured content map element is applied



3.8. Tips for RCS messages

3.8.1. Start a new line

- \n – start a new line of text

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

---BEGIN Message---
...
"description":"Lorem ipsum dolor sit amet, consectetur adipiscing elit.\nAliquam erat volutpat. \n\nIn enim a arcu imperdiet malesuada.
\nDuis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. \n\nFusce tellus. \nEtiam sapien
elit, consequat eget, tristique non, venenatis quis, ante.",
...
---END Message---
```

Description without \n in text:

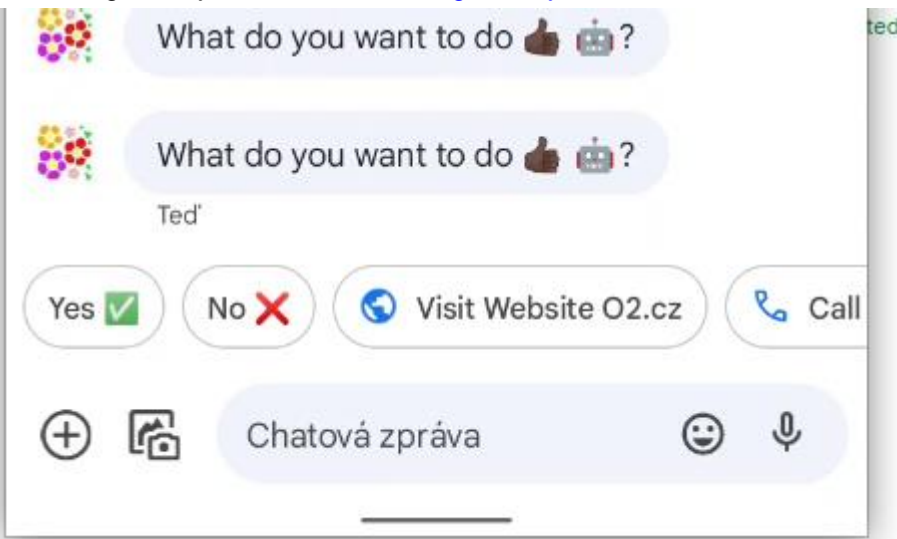


Description where \n was used for new line:



3.8.2. Emojis

- Google emojis can be used - [Google Emoji List](#)



3.8.3. Truncation

Much like rich cards, many factors (such as screen resolution, pixel density, and user preferences) affect how cards appear to end users. In a carousel, however, the height of the first few cards defines the height of all the cards in the carousel, and card height affects title, description, and suggestion truncation.

If a device can't display all elements of a card because of display constraints or card height, RBM truncates the card until it can display on the device, using the following logic:

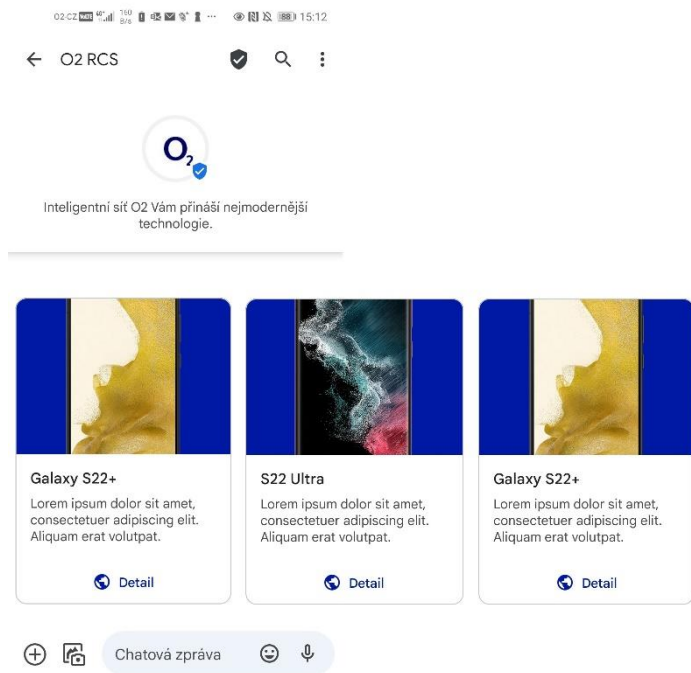
1. Reduce the description to one line.
2. Reduce the title to one line.
3. Omit suggestions that don't fit in the card, starting from the end of the defined list.
4. Omit the description.
5. Omit the title.

To avoid truncation, keep titles and descriptions as short as possible. For tall media, use either a title and description or one suggestion. For medium media, use up to two suggestions. For short media, use up to three suggestions. To fit four suggestions, don't include media in the card.

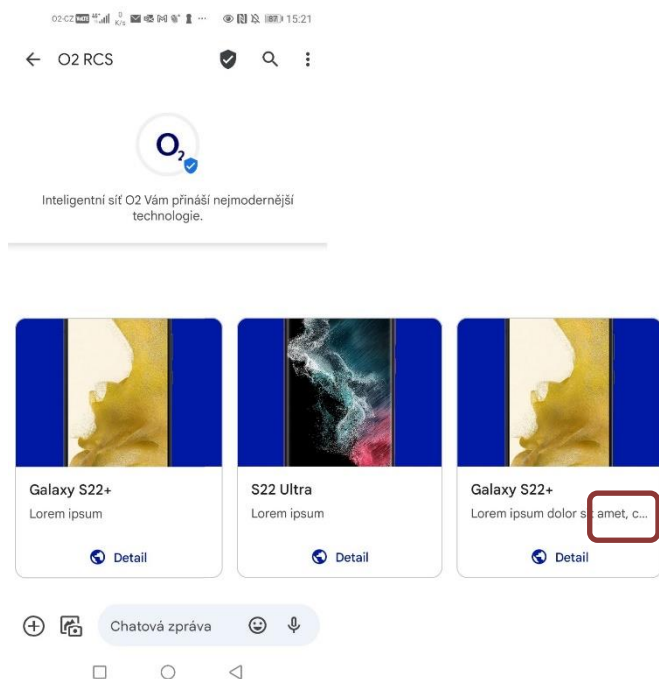
Keep cards roughly equivalent in terms of content sizing and length, and if necessary, front-load the carousel with larger cards to avoid truncation in following cards.



Description without truncation:



Third card with truncation (because first and second card have short description):





4. BOT INTERACTION WITH O2 MAAP

4.1. Access token

4.1.1. Obtaining access token first time

ChatBot at startup should send the following REST API to get the token first time using one of the options provided below.

4.1.1.1. Request Option 1:

Sample Request:

```
POST /oauth2/v1/token
Host: botplatform.rcs.o2.cz
Authorization: Basic VGVzdF99SQ1NfTzJDWk8yQ1o=
Content-Type: application/x-www-form-urlencoded
scope=botmessage&grant_type=client_credentials
```

where 'VGVzdF99SQ1NfTzJDWk8yQ1o=' is the base64 encoded value for (client_id:client_secret).

1. bot id is Test_RCS_O2CZ@botplatform.rcs.o2.cz
2. client_secret is O2CZO2CZ

base64(Test_RCS_O2CZ@botplatform.rcs.o2.cz: O2CZO2CZ) is VGVzdF99SQ1NfTzJDWk8yQ1o=
So, Authorization header will look like Authorization: Basic VGVzdF99SQ1NfTzJDWk8yQ1o=

4.1.1.2. Request Option 2

Sample Request:

```
POST /oauth2/v1/token
Host: botplatform.rcs.o2.cz
Content-Type: application/x-www-form-urlencoded
scope=botmessage&grant_type=client_credentials&client_id=VGVzdF99SQ1NfTzJDWk8yQ1o=&client_secret=TzJDWk8yQ1o=
```

1. bot id is Test_RCS_O2CZ@botplatform.rcs.o2.cz
2. client_secret is O2CZO2CZ

base64(Test_RCS_O2CZ@botplatform.rcs.o2.cz) is VGVzdF99SQ1NfTzJDWk8yQ1o=
base64(O2CZO2CZ) is TzJDWk8yQ1o=

Content of HTTP request above will be Content of HTTP request above will be scope=botmessage&grant_type=client_credentials&&client_id=VGVzdF99SQ1NfTzJDWk8yQ1o=&client_secret= TzJDWk8yQ1o=

4.1.1.3. Response

O2 Maap will return the access_token in 200Ok response to the above HTTP request

```
HTTP/1.1 200 OK
Content-Type: application/json
{
  "access_token": "NpN9quxrA6A03935QXEZd2",
  "refresh_token": "nywaQRev4RJHOZZbep8DeZ",
  "expires_in": 3600,
  "token_type": "Bearer"
}
```



4.1.2. Refreshing the access_token

ChatBot needs to refresh the token at regular intervals (before the duration mentioned in expires parameter)

4.1.2.1. Refresh token Option 1

```
POST /oauth2/v1/token
Host: botplatform.rcs.o2.cz
Authorization: Basic VGVzdF9SQ1NfTzJDWk8yQ1o=
Content-Type: application/x-www-form-urlencoded
scope=botmessage&grant_type=refresh_token&refresh_token=nywaQRev4RJHOZZbep8DeZ
```

4.1.2.2. Refresh token Option 2

```
POST /oauth2/v1/token
Host: botplatform.rcs.o2.cz
Content-Type: application/x-www-form-urlencoded
scope=botmessage&grant_type=refresh_token&refresh_token=nywaQRev4RJHOZZbep8DeZ&client_secret=TzJDWk8yQ1o=&client_id=VGVzdF9SQ1NfTzJDWk8yQ1o=
```

Except for grant_type=refresh_token, all other attributes are same as in Obtaining First time token.

4.1.3. Usage of the access token

ChatBot at startup should send the following REST API to get the token first time using one of the options provided below.

How to send access token in the message

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage" : {
    "timestamp" : "2022-02-02T02:02:02+02:00",
    "textMessage" : " 🤖🤖 Visit our website for special deals 🤖🤖"
  },
  "messageContact" : {
    "userContact" : "+420602020202"
  }
}
```



4.2. Bot sending message to User

4.2.1. Text Message

Bot can use the below as a reference to send text message to user

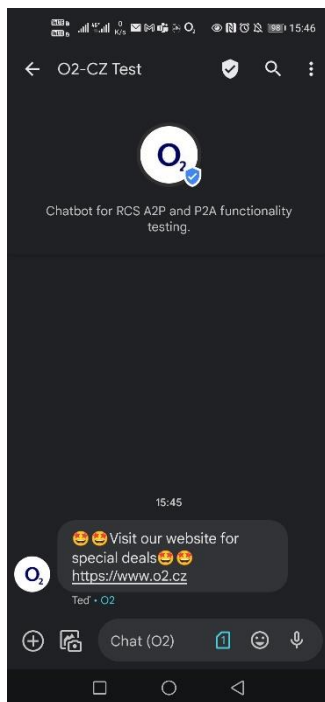
```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage": {
    "timestamp": "2022-02-02T02:02:02+02:00",
    "textMessage": "😄😄 Visit our website for special deals 😄😄 \nhttps://www.o2.cz"
  },
  "messageContact": {
    "userContact": "+420602020202"
  }
}
```

Test_RCS_O2CZ@botplatform.rcs.o2.cz must be replaced with the id of the bot sending the message to ott. MSISDN specified in the userContact (+420602020202 in the above example) is the user to which the text message will be sent.

Note : BOT id and host Address are provided for reference. Same need to be relaced with as per site configuration.

Display on the OTT will be like below:





4.2.2. Suggested ChipList

Bot can use the below as a reference to send Suggested ChipList to user. This is the Suggested Chip List JSON object following UP 2.0 specification, a.k.a. the "suggestions" object defined in 3.6.10.3 of RCC.07 Specification.

Suggested Chip List Request:

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

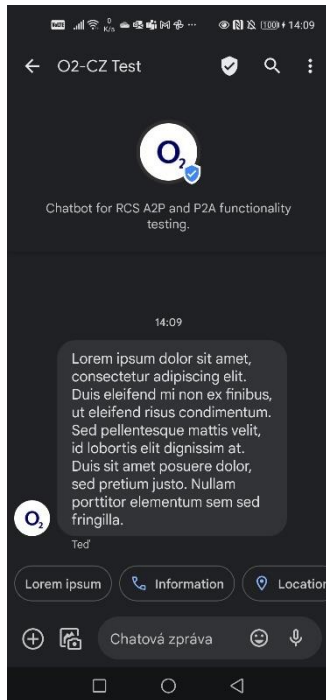
{
  "RCSMessage": {
    "suggestedChipList": {
      "suggestions": [
        {
          "reply": {
            "displayText": "Lorem ipsum",
            "postback": {
              "data": "NOREPLY"
            }
          },
          {
            "action": {
              "displayText": "Information",
              "postback": {
                "data": "NOREPLY"
              },
              "dialerAction": {
                "dialPhoneNumber": {
                  "phoneNumber": "800020202",
                  "fallbackUrl": "2020-05-02T00:00:00Z"
                }
              }
            },
            {
              "action": {
                "mapAction": {
                  "showLocation": {
                    "location": {
                      "query": "O2 CZ"
                    },
                    "fallbackUrl": "https://o2.cz"
                  }
                },
                "displayText": "Location",
                "postback": {
                  "data": "NOREPLY"
                }
              }
            }
          ]
        },
        {
          "timestamp": "2020-22-07T16:18:29Z"
        },
        {
          "messageContact": {
            "userContact": "{{MSISDN}}"
          }
        }
      ]
    }
  }
}
```



Please refer to Suggested Response for the content format to sent to BOT on tapping above Oder or Reserve button

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:



4.2.3. Rich Card with Suggestions

Bot can use the below as a reference to send Suggested ChipList to user.

This is the Suggested Chip List JSON object following UP 2.0 specification, a.k.a. the "suggestions" object defined in 3.6.10.3 of RCC.07 Specification.

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json
```

```
{
  "RCSMessage":{
    "suggestedChipList":{
      "suggestions":[
        {
          "reply":{
            "displayText":"Lorem ipsum",
            "postback":{
              "data":"NOREPLY"
            }
          }
        },
        {
          "action":{
            "displayText":"Information",
            "postback":{
              "data":"NOREPLY"
            }
          }
        }
      ]
    }
  }
}
```




```
"dialerAction":{
  "dialPhoneNumber":{
    "phoneNumber":"800020202",
    "fallbackUrl":"https://o2.cz"
  }
},
{
  "action": {
    "mapAction":{
      "showLocation":{
        "location":{
          "query":"O2 CZ"
        },
        "fallbackUrl":"o2.cz"
      }
    },
    "displayText": "Location",
    "postback": {
      "data": "NOREPLY"
    }
  }
}
],
"richcardMessage":{
  "message":{
    "generalPurposeCard":{
      "layout":{
        "cardOrientation":"VERTICAL"
      },
      "content":{
        "media":{
          "mediaUrl":"https://www.o2.cz/\_pub/a6/fb/2b/237540\_504860\_O2\_RGB.jpg",
          "mediaContentType": "image/jpg",
          "height":"TALL_HEIGHT",
          "mediaFileSize": 400,
          "contentDescription":"test_TZ"
        },
        "description":"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam erat volutpat.\n In enim a arcu imperdiet malesuada. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.",
        "title":"O2 Logo - RCS Test",
        "suggestions":[
          {
            "action":{
              "displayText":"Visit our Web",
              "urlAction":{
                "openUrl":{
                  "url":"https://www.o2.cz/"
                }
              }
            },
            "postback":{
              "data":"NOREPLY"
            }
          }
        ]
      }
    }
  }
},
"messageContact":{
  "userContact":"{{MSISDN}}"
}
}
```



Please refer to Suggested Response for the content format to send to BOT on tapping above Order or Reserve button

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:



4.2.4. Rich Card Carousel

Bot can use the below as a reference to send Rich Card Carousel to user.

Rich Card Carousel Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json
```

```
{
  "RCSMessage": {
    "richcardMessage": {
      "message": {
        "generalPurposeCardCarousel": {
          "content": [
            {
              "suggestions": [
                {
                  "action": {
                    "displayText": "Detail",
                    "urlAction": {
                      "openUrl": {
                        "url": "https://www.o2.cz/telefony-a-zarizeni/produkt/samsung-galaxy-s22-plus-5g-128gb-cerna"
                      }
                    }
                  }
                }
              ],
              "postback": {
```



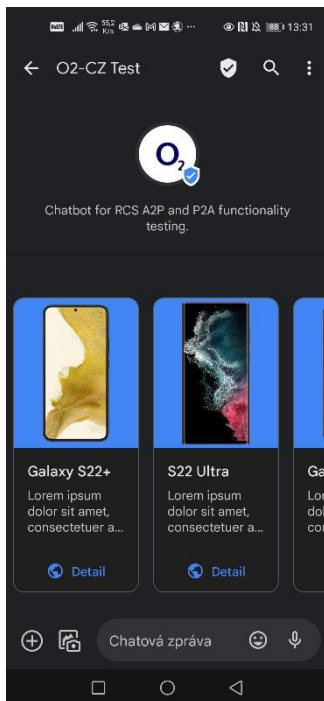
```
        "data": "NOREPLY"
      }
    }
  ],
  "title": "Galaxy S22+",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit.",
  "media": {
    "mediaUrl": "https://images.o2.cz/hwapi/2022_9_13/195497CjUHwevs6.png",
    "mediaFileSize": 3163160,
    "mediaContentType": "image/jpeg",
    "height": "MEDIUM_HEIGHT"
  }
},
{
  "suggestions": [
    {
      "action": {
        "displayText": "Detail",
        "urlAction": {
          "openUrl": {
            "url": "https://www.o2.cz/telefon-y-a-zarizeni/produkt/samsung-galaxy-s22-ultra-5g-128gb-vinova"
          }
        }
      },
      "postback": {
        "data": "NOREPLY"
      }
    }
  ]
},
{
  "title": "S22 Ultra",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit.",
  "media": {
    "mediaUrl": "https://images.o2.cz/hwapi/2022_9_13/195501uxbTiNe43.png",
    "mediaFileSize": 3163160,
    "mediaContentType": "image/jpeg",
    "height": "MEDIUM_HEIGHT"
  }
},
{
  "suggestions": [
    {
      "action": {
        "displayText": "Detail",
        "urlAction": {
          "openUrl": {
            "url": "https://www.o2.cz/telefon-y-a-zarizeni/produkt/samsung-galaxy-s22-plus-5g-128gb-cerna"
          }
        }
      },
      "postback": {
        "data": "NOREPLY"
      }
    }
  ]
},
{
  "title": "Galaxy S22+",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit.",
  "media": {
    "mediaUrl": "https://images.o2.cz/hwapi/2022_9_13/195497CjUHwevs6.png",
    "mediaFileSize": 3163160,
    "mediaContentType": "image/jpeg",
    "height": "MEDIUM_HEIGHT"
  }
}
],
"layout": {
  "cardWidth": "SMALL_WIDTH"
}
```



```
    }  
  }  
  },  
  "messageContact": {  
    "userContact": "{{MSISDN}}"  
  }  
}
```

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:



4.2.5. URL Action

Bot can use the below as a reference to send Url Action to user.

URL Action Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages  
Host: botplatform.rcs.o2.cz  
Authorization: Bearer NpN9quxrA6A03935QXEZd2  
Content-Type: application/json
```

```
{  
  "RCSMessage" : {  
    "textMessage": "🤔🤔 Visit our website for special deals 🤔🤔",  
    "timestamp": "2020-03-04T12:16:49-05:00",  
    "suggestedChipList": {  
      "suggestions": [{  
        "action": {  
          "urlAction": {  
            "openUrl": {
```



```

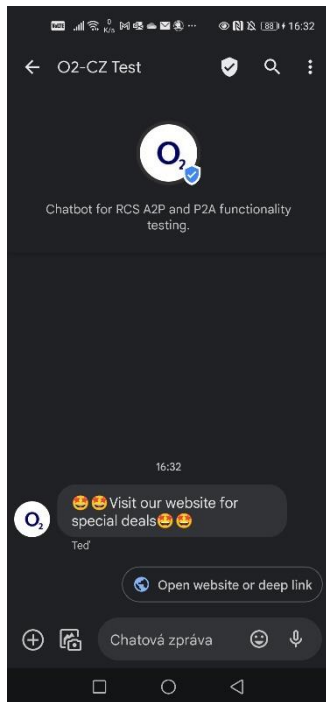
    "url": "https://www.o2.cz"
  }
},
"displayText": "Open website or deep link",
"postback": {
  "data": "set_by_chatbot_open_url"
}
}
}}
}
},
"messageContact": {
"userContact": "{{MSISDN}}"
}
}
}

```

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:

On Clicking the action display will be like below:



4.2.6. Map Action

Bot can use the below as a reference to send Map Action to request users location

Map Action Request

```

POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

```

```

{
  "RCSMessage": {
    "textMessage": "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam erat volutpat. In enim a arcu imperdiet malesuada."
  }
}

```

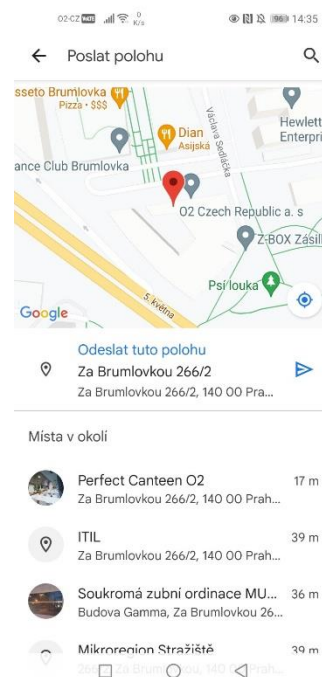


```
"timestamp": "2018-03-04T12:16:49-05:00",
"suggestedChipList": {
"suggestions": [{
"action": {
"mapAction": {
"requestLocationPush": {
}
}
}
}],
},
"displayText": "Request a geo location",
"postback": {
"data": "CMD_Command1"
}
}
}],
},
"messageContact": {
"userContact": "{{MSISDN}}"
}
}
```

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:

On Clicking the action display will be like below:





4.2.7. Calendar Action

Bot can use the below as a reference to send Calendar Action to user

Calendar Action Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
```

```
Host: botplatform.rcs.o2.cz
```

```
Authorization: Bearer NpN9quxrA6A03935QXEZd2
```

```
Content-Type: application/json
```

```
{
  "RCSMessage":{
    "richcardMessage":{
      "message":{
        "generalPurposeCard":{
          "layout":{
            "cardOrientation":"VERTICAL"
          },
          "content":{
            "media":{
              "mediaUrl":"https://www.o2.cz/_pub/a6/fb/2b/237540_504860_O2_RGB.jpg",
              "mediaContentType": "image/jpg",
              "height":"TALL_HEIGHT",
              "mediaFileSize": 400,
              "contentDescription":"test_TZ"
            },
            "description":"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam erat volutpat. In enim a arcu imperdiet
            malesuada. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.",
            "title":"Lorem ipsum dolor sit amet",
            "suggestions":[
              {
                "action":{
                  "displayText":"Add to calendar",
                  "postback":{
                    "data":"NOREPLY"
                  },
                },
                "calendarAction":{
                  "createCalendarEvent":{
                    "startTime":"2022-10-08T18:00:00Z",
                    "endTime":"2022-10-08T21:30:00Z",
                    "title":"Lorem Ipsum",
                    "description":"Lorem Ipsum",
                    "fallbackUrl":"https://o2.cz/"
                  }
                }
              }
            ]
          }
        }
      },
      "messageContact":{
        "userContact":"{{MSISDN}}"
      }
    }
  }
}
```

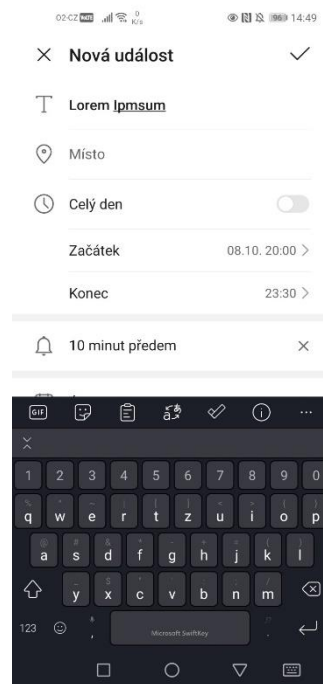
Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.



Display on the OTT will be like below:



On Clicking the action display will be like below:



4.2.8. Dialer Action

Bot can use the below as a reference to send Dialer Action to user

Dialer Action Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json
```

```
{
  "RCSMessage": {
    "textMessage": "☎️ Call us...",
    "suggestedChipList": {
      "suggestions": [ {
        "action": {
          "displayText": "Infolinka",
          "postback": {
            "data": "NOREPLY"
          }
        },
        "dialerAction": {
          "dialPhoneNumber": {
            "phoneNumber": "44444343",
            "fallbackUrl": "2020-05-02T00:00:00Z"
          }
        }
      }
    ]
  },
  "messageContact": {
    "userContact": "{{MSISDN}}"
  }
}
```




Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:



On Clicking the action display will be like below:



4.2.9. Send Location

Bot can use the below as a reference to send Location to user.

Parameters need to be sent as per RCS Geolocation Push defined in 3.2.6 of RCC.07 Specification.

Send Location Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: botplatform.rcs.o2.cz
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json
```

```
{
  "RCSMessage": {
    "textMessage": "😄 Visit our headquarters 😄",
    "suggestedChipList": {
      "suggestions": [ {
        "action": {
          "mapAction": {
            "showLocation": {
              "location": {
                "latitude": "50.04665461423805",
                "longitude": "14.455768573286594"
              }
            }
          }
        },
        "fallbackUrl": "o2.cz"
      }
    ],
    "displayText": "O2 headquarters",
    "postback": {
      "data": "NOREPLY"
    }
  }
}
```



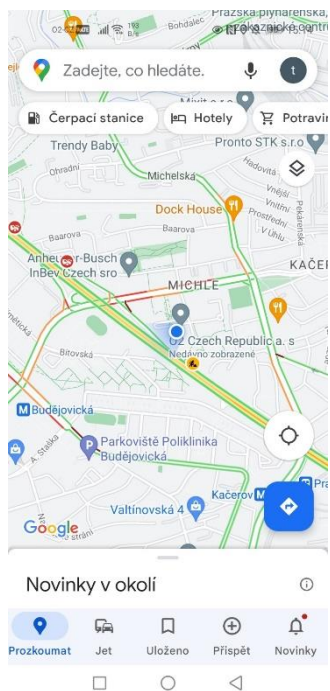
```
}  
}  
},  
"messageContact" : {  
"userContact" : "{{MSISDN}}"  
}  
}
```

Note : BOT id and host Address are provided for reference. Same need to be replaced with as per site configuration.

Display on the OTT will be like below:



On Clicking the action display will be like below:





4.3. User Sending Messaging to Bot

4.3.1. Text

MaaP will use the below format to send the Text Message to BOT

Text Message Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: application1.chatbot.com
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage" : {
    "msgId": "64638bef-3064-44f0-9905-6de0efda5928",
    "timestamp" : "2018-07-13T11:04:20+00:00",
    "textMessage" : "Hi"
  },
  "event": "message",
  "messageContact" : {
    "userContact" : "{{MSISDN}}"
  }
}
```

4.3.2. Suggested Response

MaaP will use the below format to send the Suggested Response to BOT.

This is the Suggested Response JSON object following UP 2.0 specification, a.k.a. the "response" object defined in 3.6.10.3 of RCC.07 Specification.

Suggested Response Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: application1.chatbot.com
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage" : {
    "msgId": "64638bef-3064-44f0-9905-6de0efda5928",
    "timestamp" : "2018-07-13T11:04:20+00:00",
    "suggestedResponse": {
      "response": {
        "reply": {
          "displayText": "Advanced Functions",
          "postback": {
            "data": "reply_test_advanced"
          }
        }
      }
    }
  },
  "event": "response",
  "messageContact" : {
    "userContact" : "{{MSISDN}}"
  }
}
```



4.3.3. User's Location

MaaP will use the below format to send the User's Location to BOT

User's Location Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: application1.chatbot.com
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage" : {
    "msgId": "64638bef-3064-44f0-9905-6de0efda5928",
    "timestamp" : "2018-07-13T11:04:20+00:00",
    "geolocationPushMessage": {
      "timestamp": "2018-07-13T11:04:20+00:00",
      "pos": "13.04573250000009 77.62108203124998"
    }
  },
  "event": "message",
  "messageContact" : {
    "userContact" : "+19725551234"
  }
}
```

4.3.4. User's Device Specific

MaaP will use the below format to send the User's Device Specifics to BOT.

This is the Shared Data JSON object following UP 2.0 specification, a.k.a. the "sharedData" object defined in 3.6.10.3 of RCC.07 Specification.

User's Device Specifics Request

```
POST /bot/v1/Test_RCS_O2CZ@botplatform.rcs.o2.cz/messages
Host: application1.chatbot.com
Authorization: Bearer NpN9quxrA6A03935QXEZd2
Content-Type: application/json

{
  "RCSMessage" : {
    "msgId": "64638bef-3064-44f0-9905-6de0efda5928",
    "timestamp" : "2018-07-13T11:04:20+00:00",
    "suggestedResponse": {
      "sharedData": {
        "deviceSpecifics": {
          "deviceModel": "samsung_SM610F",
          "platformVersion": "Android_8.0",
          "clientVendor": "MavenirSystems",
          "clientVersion": "0.0.214",
          "batteryRemainingMinutes": 517
        }
      }
    }
  },
  "event": "response",
  "messageContact" : {
    "userContact" : "+19725551234"
  }
}
```



5. REFERENCES

[O2 Logo design guidelines for RCS chatbot](#) best practices for Logo and Hero image chatbot's branding

[O2 Chatbot platform northbound API specification in Yaml format](#) Documentation to NB API (fully compatible with official GSMA specification enriched with additional advanced features)

[Official GSMA API specification](#)