

**CXBOX Commerce**

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# User Manual Guide



**CXBOX**  
COMMERCE

All-in-one application for better customer service

[www.cxbox.io](http://www.cxbox.io)

Developed by Demeter ICT

## Table of Contents

• Introduction	.....	3
• Login	.....	3
• Zendesk Integration	.....	4
• Automation	.....	10
• eCommerce Integration	.....	12
• Shopify	.....	14
• Lazada	.....	26
• Shopee	.....	27
• Search Order Information	.....	29
• Shopify Order	.....	29
• Lazada / Shopee Order	.....	32
• FAQs	.....	35
• CXBOX's Products	.....	35

## Introduction

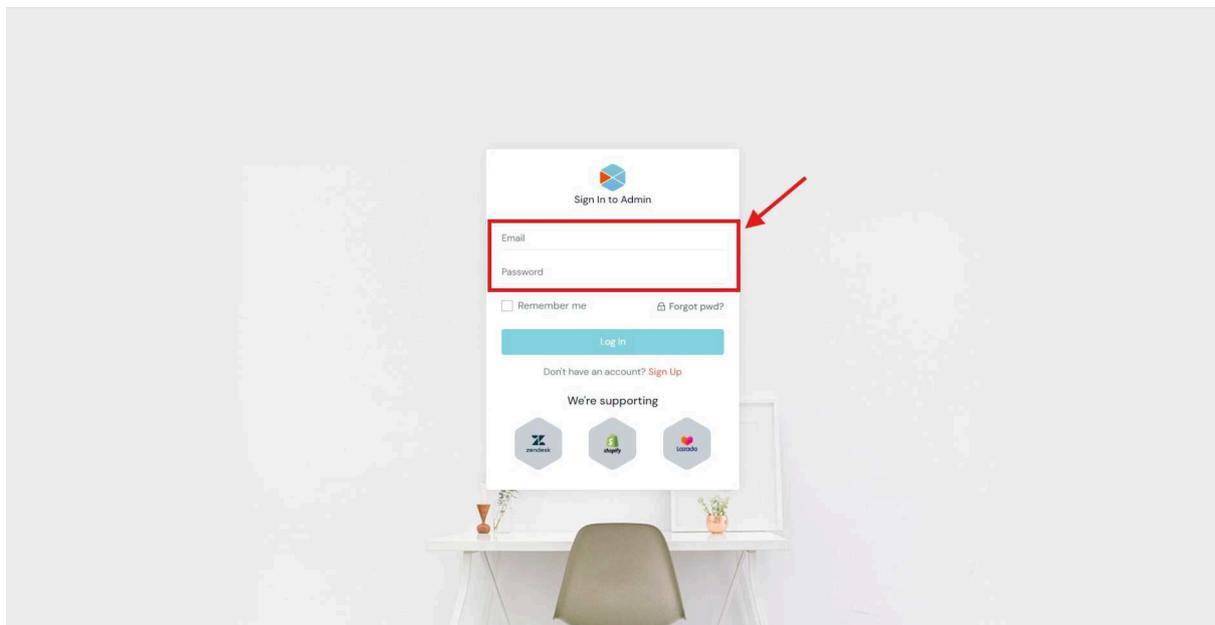
CXBOX Commerce, developed by Demeter ICT, is a comprehensive platform designed to streamline customer engagement for businesses across eCommerce platforms like Shopify, Lazada, Shopee, and more. CXBOX enhances customer interactions across multiple eCommerce platform, elevating the overall customer service experience.

This guide provides a step-by-step walkthrough of setting up and utilizing CXBOX Commerce's core features, ensuring a smooth and efficient implementation process.

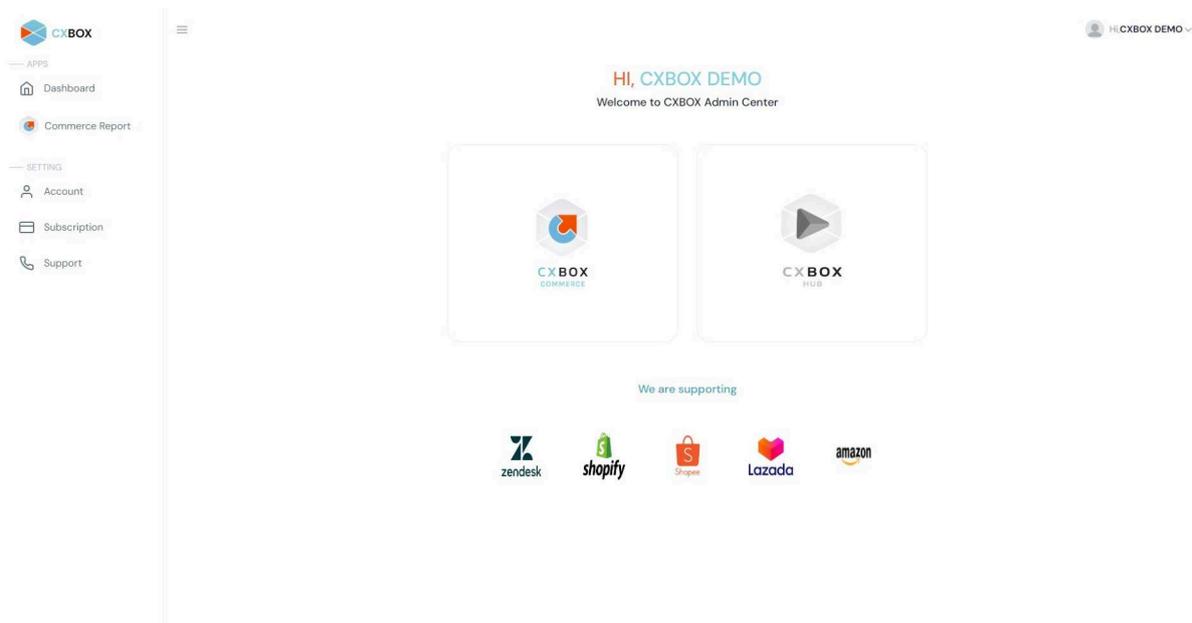
## CXBOX Commerce

### Login

To begin the integration process, access the [CXBOX console](#) by logging in.



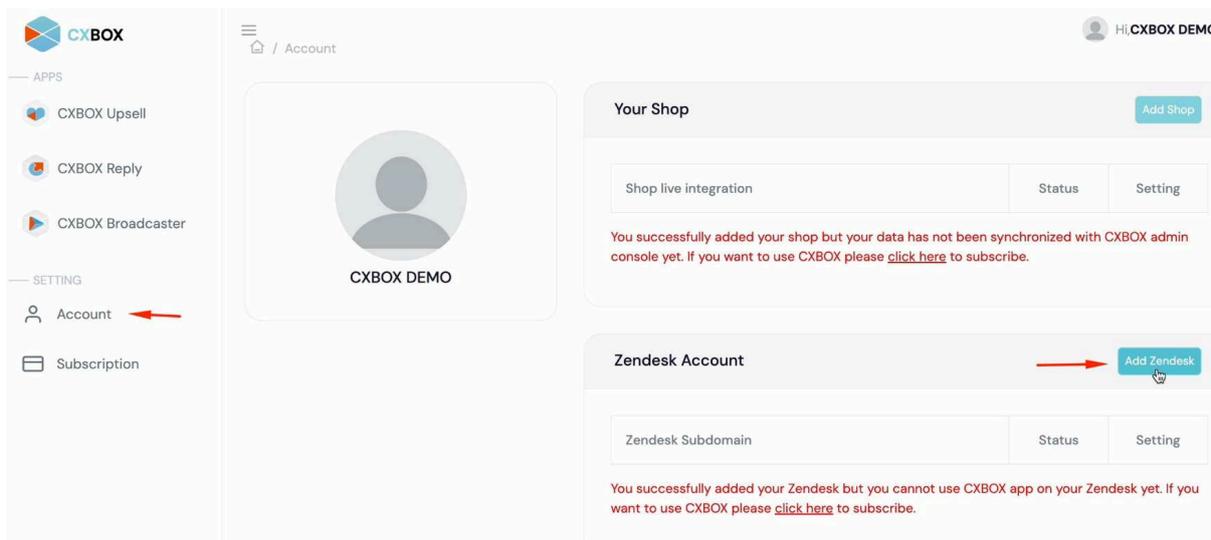
User logs in using provided credentials



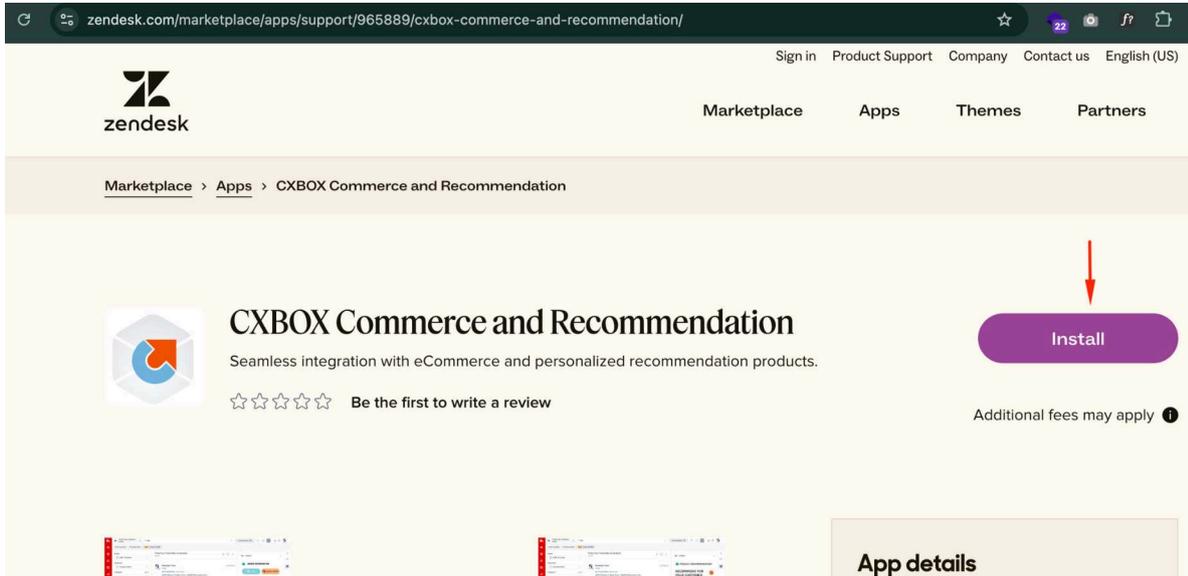
User is directed to CXBOX Admin Center

## Zendesk Integration

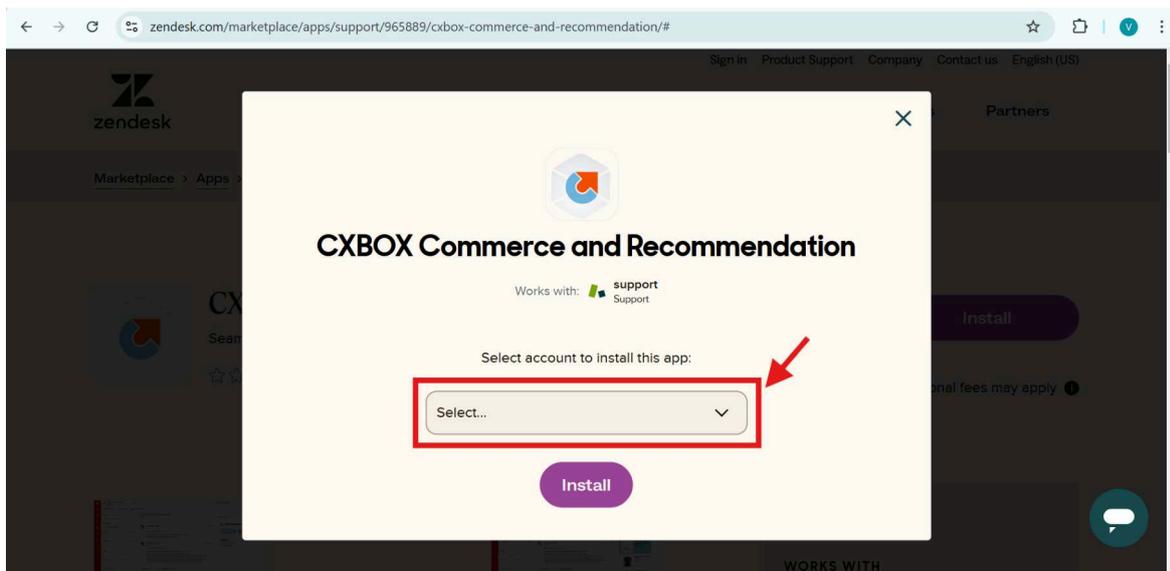
Once you log into CXBOX, navigate to the left side of the menu and select **Account**. From there, click on **Add Zendesk** to connect it with your Zendesk account.



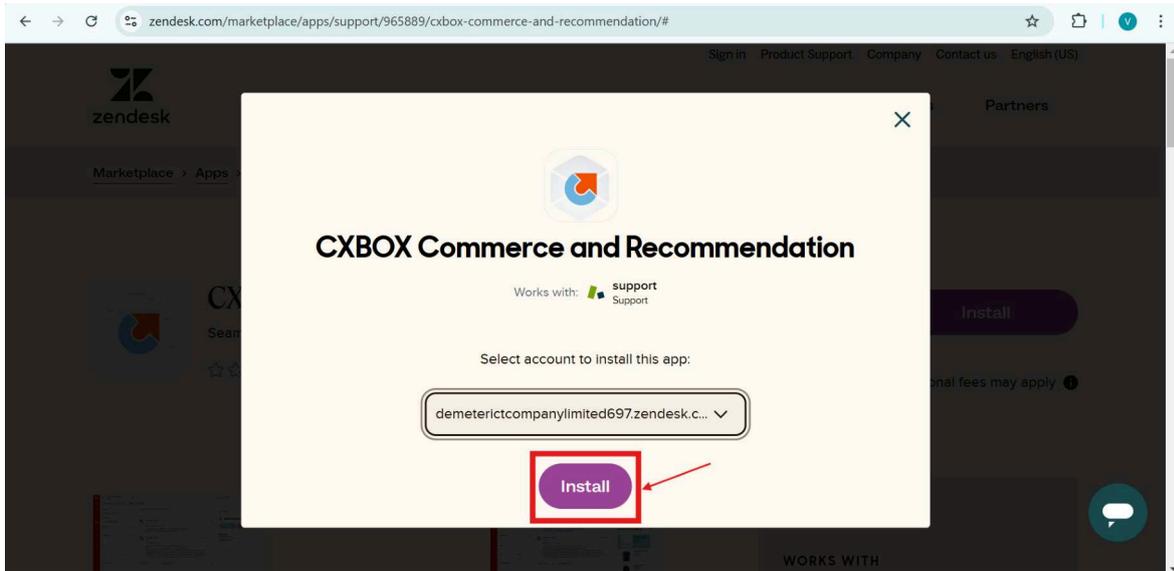
To install CXBOX Commerce module, visit the [Zendesk marketplace](#) and click on the **Install** button. Log in to your Zendesk account before proceeding with the installation. Once initiated, Zendesk will prompt you to select the account you wish to link with CXBOX.



Select your Zendesk account

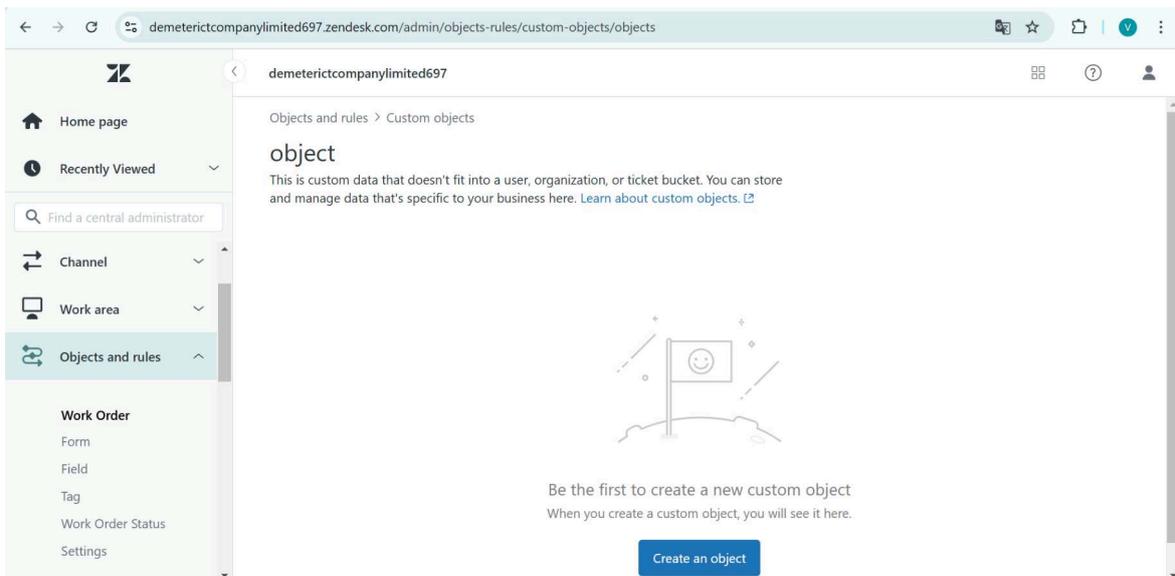


Click "Install"



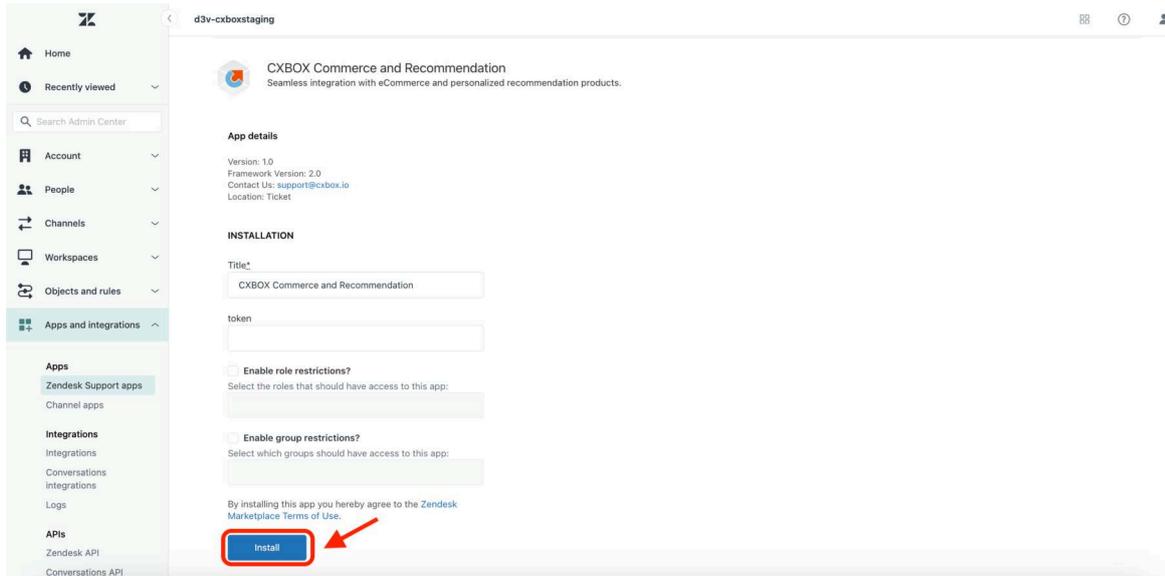
Go to **Objects and Rules > Objects**

Make sure to enable the custom object at the admin center.

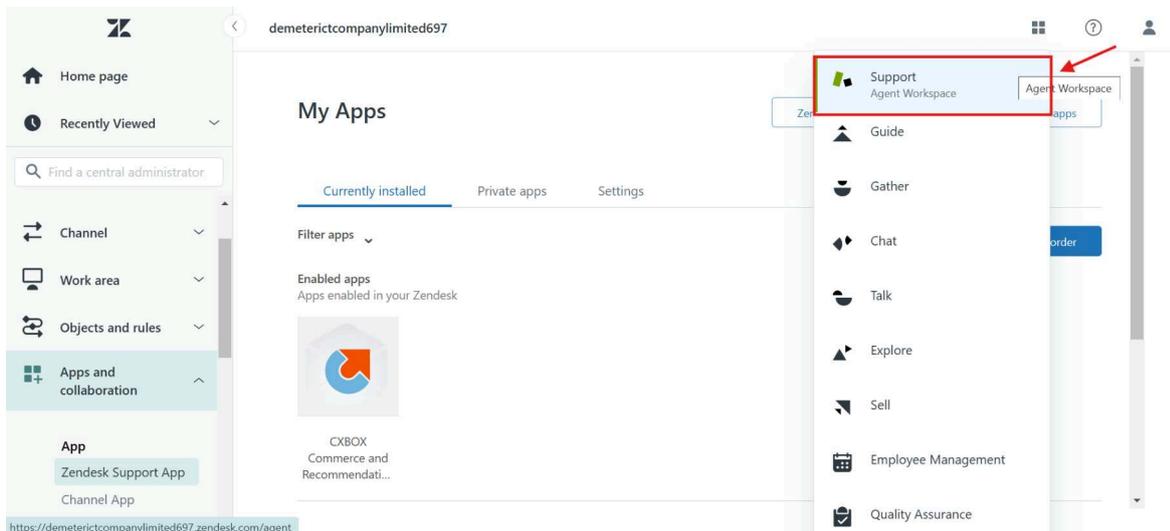


Next, go to **Apps and collaborations > Zendesk support App**

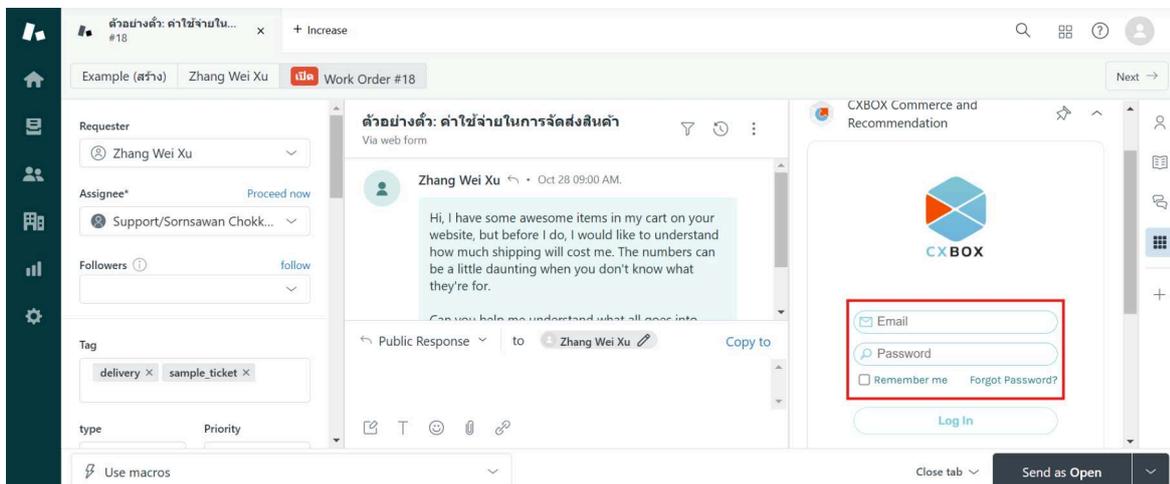
### Click "Install"



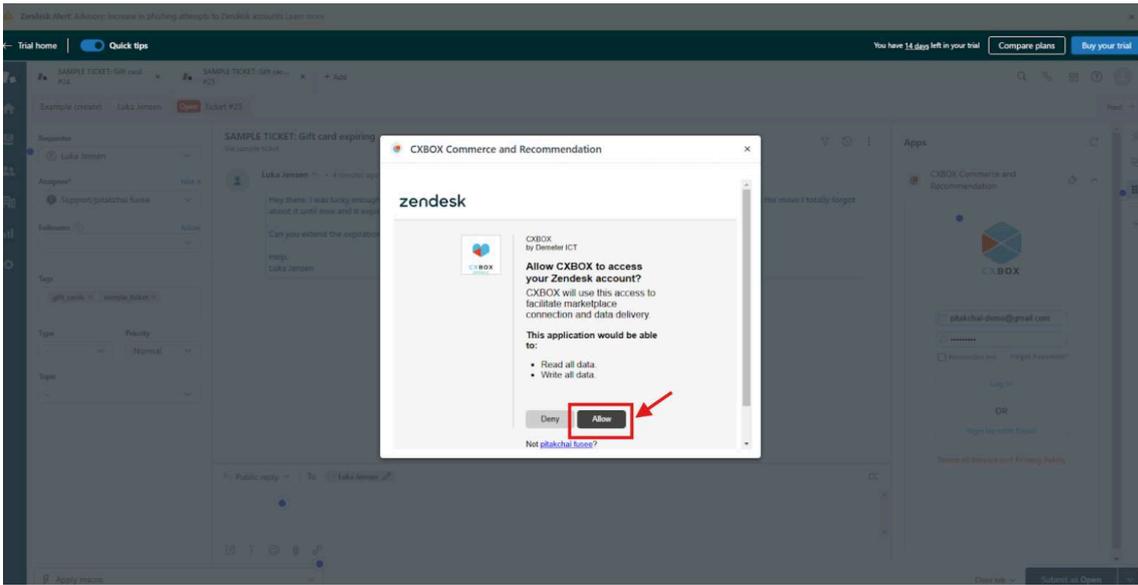
### Click "Support"



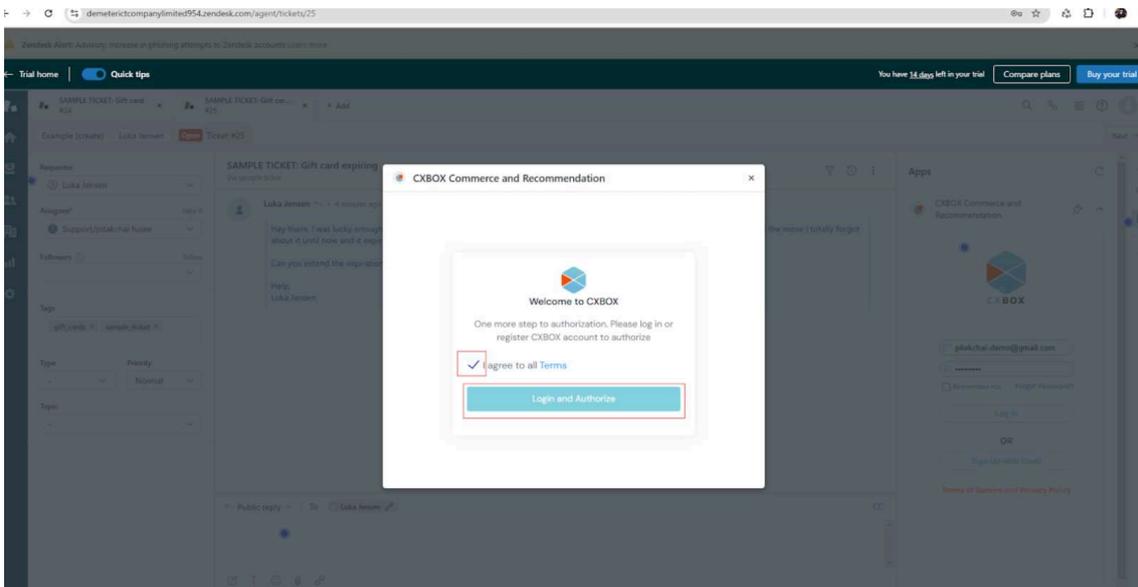
### Login Custom App



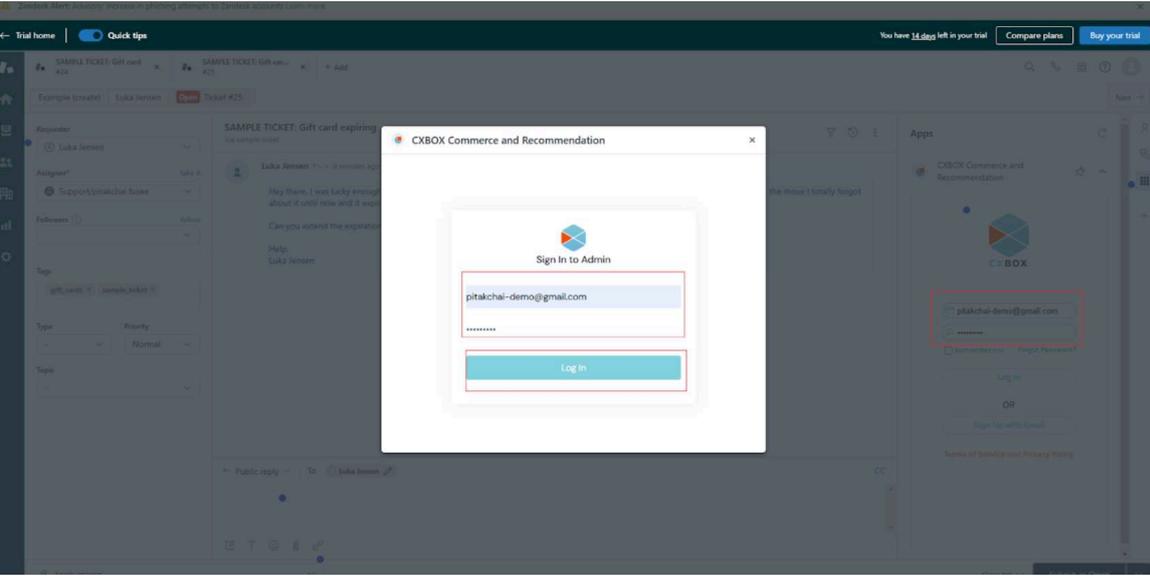
Click “Allow”



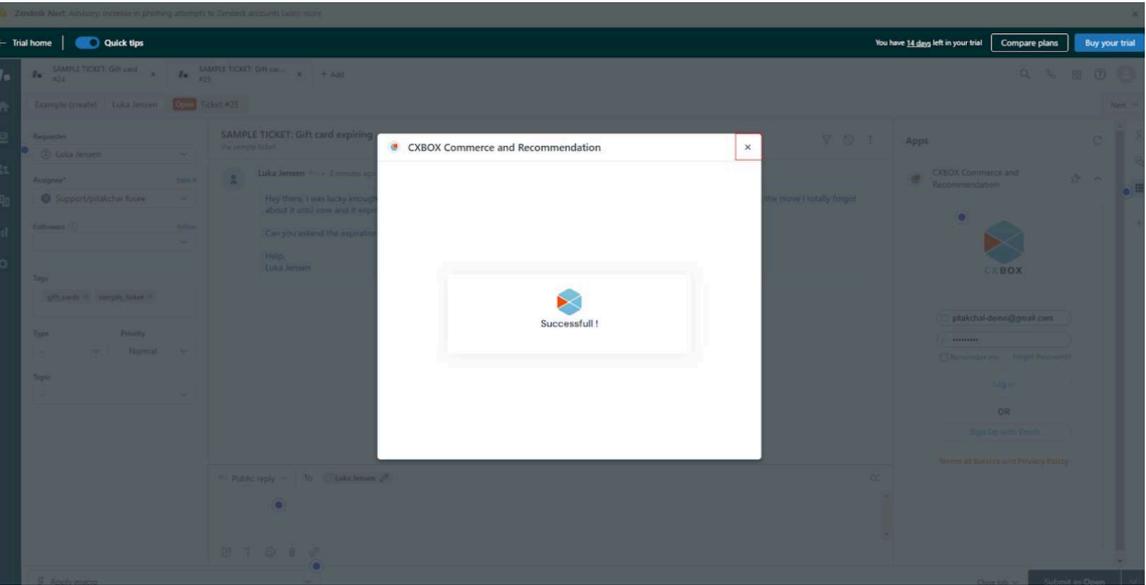
Click check box, followed by clicking on “Login and Authorize”



Login again



Setup Successful; Click to close window



# Automation

After installing the CXBOX application in Zendesk, it's essential to configure the automation to close tickets in the admin center. This setup will assist you in closing all resolved tickets created for Lazada and Shopee through the web service API.

Please follow the screenshot below to set the automation.

**Automation title**  
CXBOX-Close ticket!

Meet **all** of the following conditions:

- Ticket: Status category **Is** Solved
- Ticket: Hours since status category solved **Greater than** 1
- Ticket: Channel **Is** Web service (API)

Add condition

Meet **any** of the following conditions:

- Ticket: Tags **Contains at least one of the following**  
cxbox\_lazada
- Ticket: Tags **Contains at least one of the following**  
cxbox\_shopee

Add condition

Preview match for the conditions above

**Perform these actions:**

- Ticket: Status category **Closed**
- Notifications: Active webhook **CXBOX Reply Close Ticket Lazada**

**Endpoint:**  
http://console.cxbox.io:3022/publish/v1/automation-close-ticket

**Method:**  
POST

**JSON body:**

```

1 - {
2     "ticketId": "{{ticket.id}}",
3     "integrationChannel": "agentcommentcase",
4     "externalId": "{{ticket.external_id}}",
5     "comment_value": "{{ticket.latest_comment_rich}}",
6     "author_role": "{{ticket.latest_comment.author.role}}",
7     "author_email": "{{ticket.latest_comment.author.email}}",
8     "author_name": "{{ticket.latest_comment.author.name}}",
9     "requester_email": "{{ticket.requester.email}}",

```

View available placeholders >

Add action

Update Submit

Copy the code that provided at the next page and paste into JSON body

```

{
  "ticketId": "{{ticket.id}}",
  "integrationChannel": "agentcommentcase",
  "externalId": "{{ticket.external_id}}",
  "comment_value": "{{ticket.latest_comment_rich}}",
  "author_role": "{{ticket.latest_comment.author.role}}",
  "author_email": "{{ticket.latest_comment.author.email}}",
  "author_name": "{{ticket.latest_comment.author.name}}",
  "requester_email": "{{ticket.requester.email}}",
  "agentSignature": "{{ticket.current_user.signature}}",
  "user_reply": "{{ticket.ticket_field_XXXXXXX}}",
  "user_shop": "{{ticket.ticket_field_XXXXXXX}}",
  "comment_html": "{{ticket.latest_comment_html}}",
  "comment_reply_v1": "{{ticket.latest_comment_rich}}",
  "comment_reply_v2": "{{ticket.latest_public_comment_rich}}",
  "ticket_status": "{{ticket.status}}",
  "ticket_tags": "{{ticket.tags}}",
  "comment_attachment": [
    {% for comment in ticket.comments limit:1 offset:0 %}
      {% for attachment in comment.attachments %}
        {% if forloop.last %}
          {
            "attachmentName": "{{attachment.filename}}",
            "attachmentURL": "{{attachment.url}}"
          }
        {% else %}
          {
            "attachmentName": "{{attachment.filename}}",
            "attachmentURL": "{{attachment.url}}"
          },
        {% endif %}
      {% endfor %}
    {% endfor %}
  ]
}

```

Copy above code and paste into JSON body

Replace **XXXXXXX** with your ticket field number in user\_reply and user\_shop. You can get those ID numbers at “Fields” under “Objects and rules” at admin center.

*xxxxxx for user\_reply = cxbox\_customer field ID*

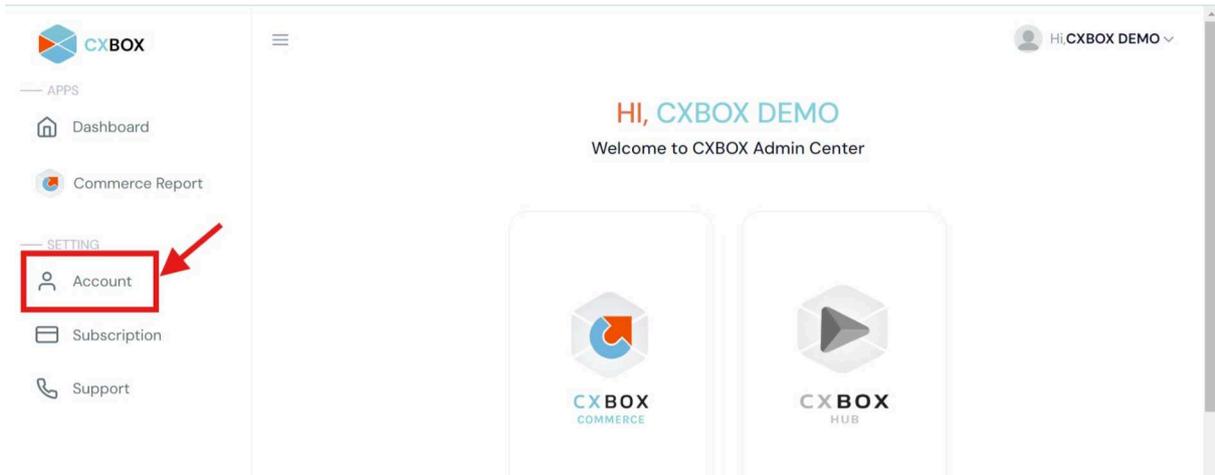
*xxxxxx for user\_shop = cxbox\_shop field ID*

Please see the reference screenshot at page number 21.

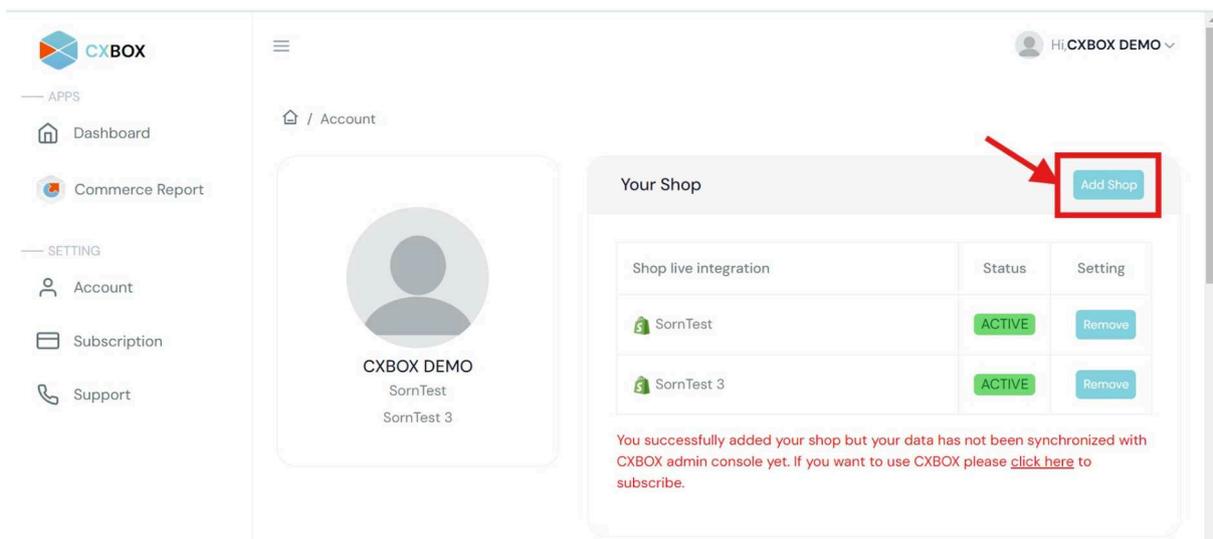
## eCommerce Integration

Three eCommerce platforms, including Shopify, Lazada, and Shopee, can be integrated with the CXBOX application.

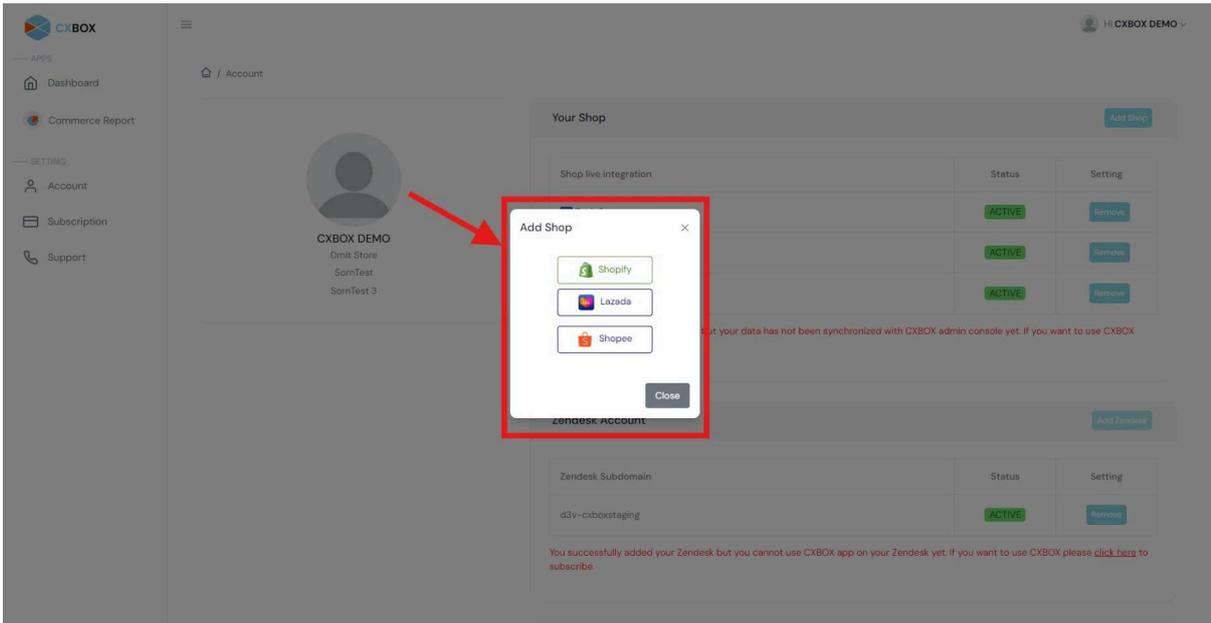
To proceed, please log in to CXBOX Console. The instructions for each platform will vary based on their individual requirements.



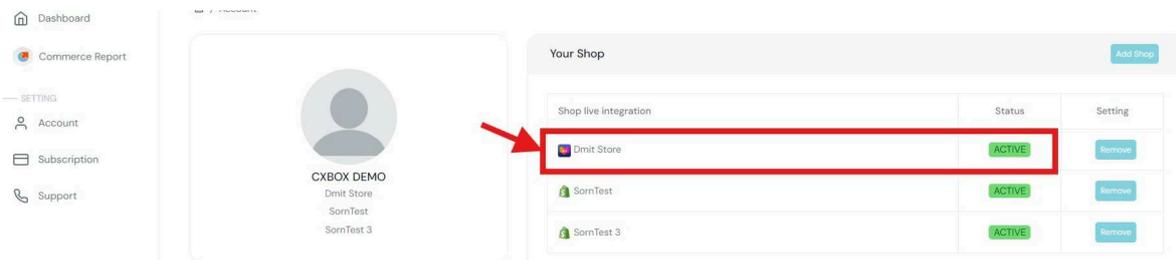
User clicks on "Account"



User clicks on "Add Shop"



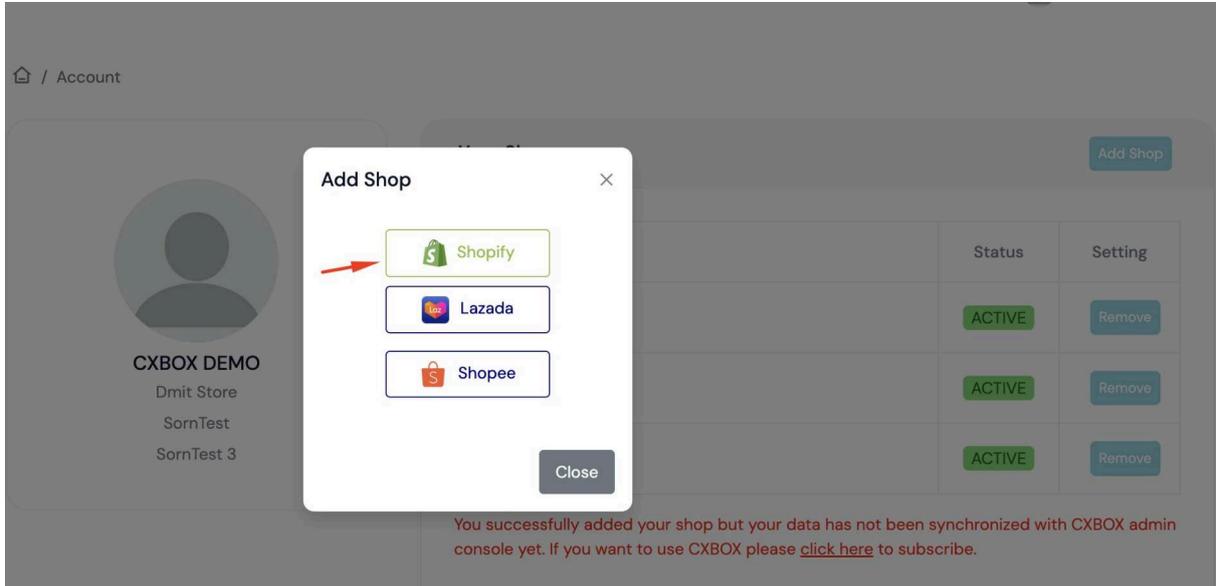
User selects the relevant e-Commerce platform and log in into seller account to authenticate with CXBOX Commerce



After successful authentication, user finds shop in list with "Active" status

# Shopify

Please follow the steps to integrate Shopify with CXBOX application.

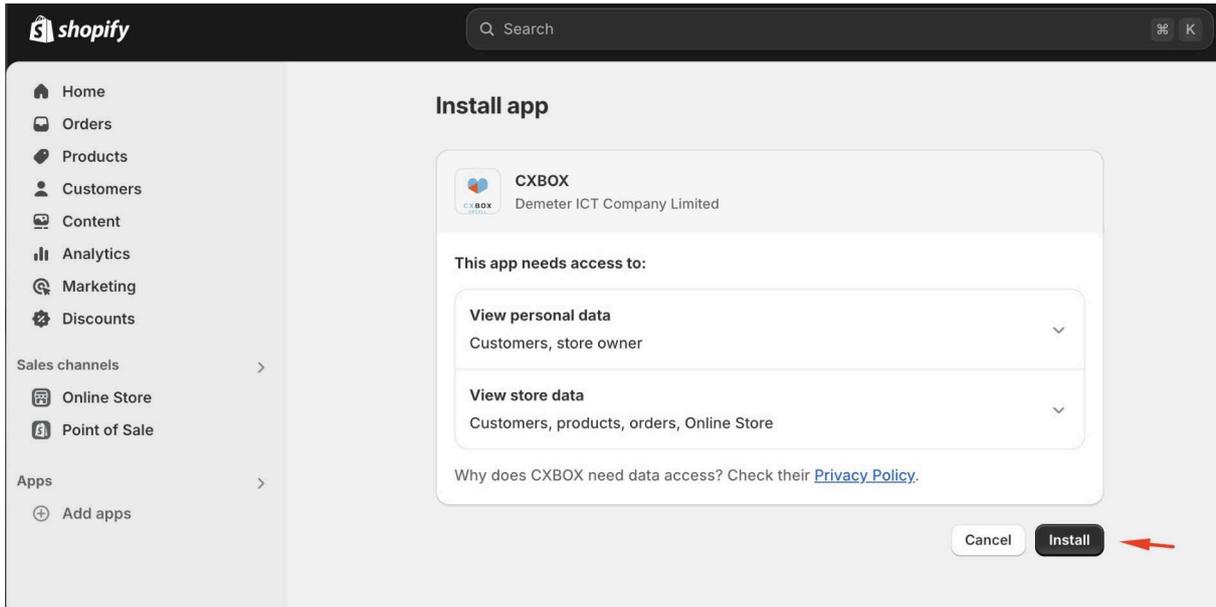


Click Shopify after clicking "Add Shop"

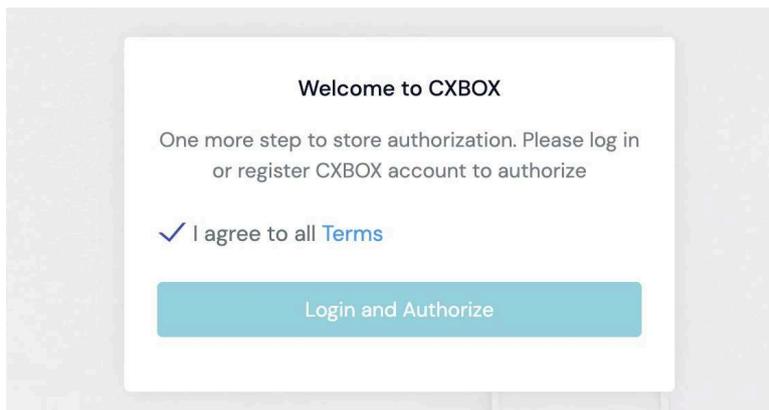
**Users who work on Zendesk can cross-sell using our "Personalized Product Recommendation" function.**

Enhance customer support as well as experience with a customer-personalized solution. - Respond and solve tickets easily and faster in Zendesk agent workspace with real-time customer information. - Easily recommend a product to customers with one click. - Reports that show sales data and recommendation performance. - Insight data for your marketing purposes.

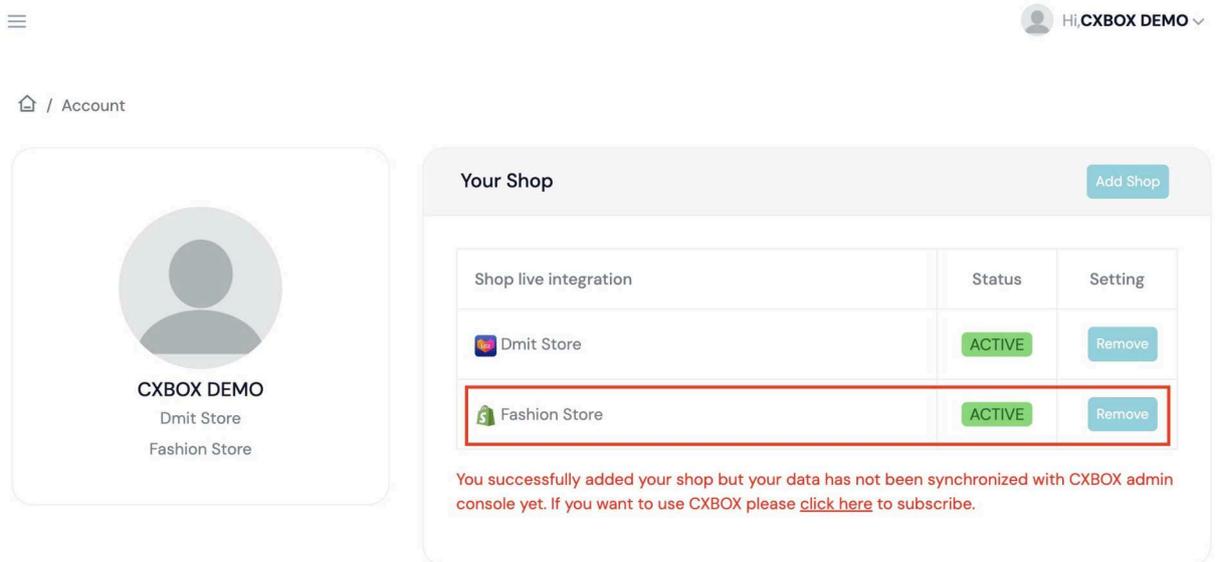
Install CXBOX app from Shopify App Store



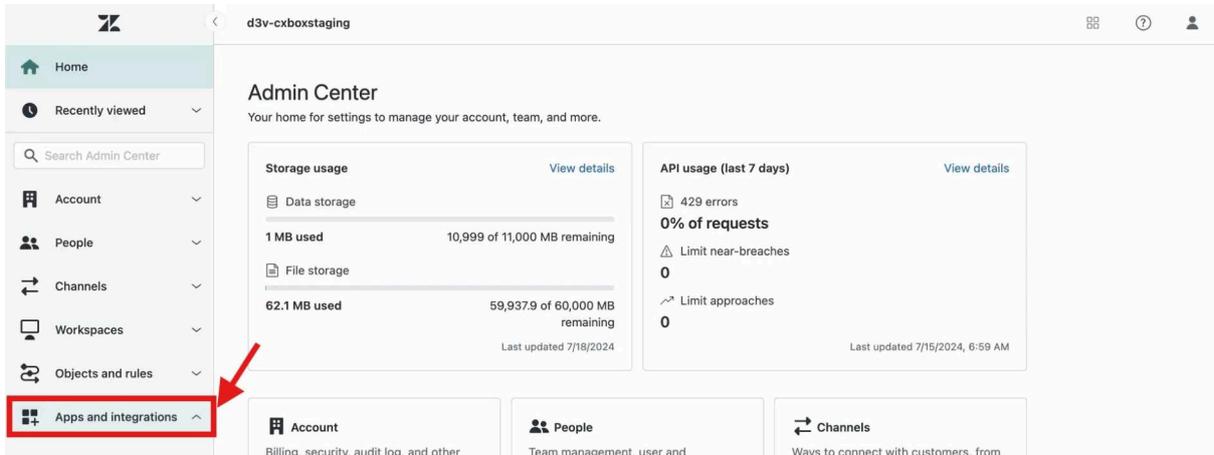
Click "Install"



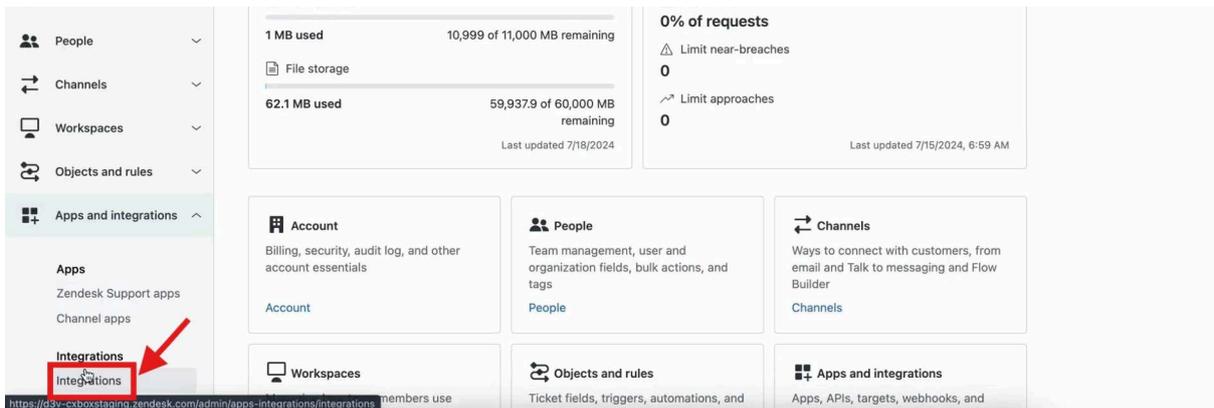
Agree to Terms and Conditions



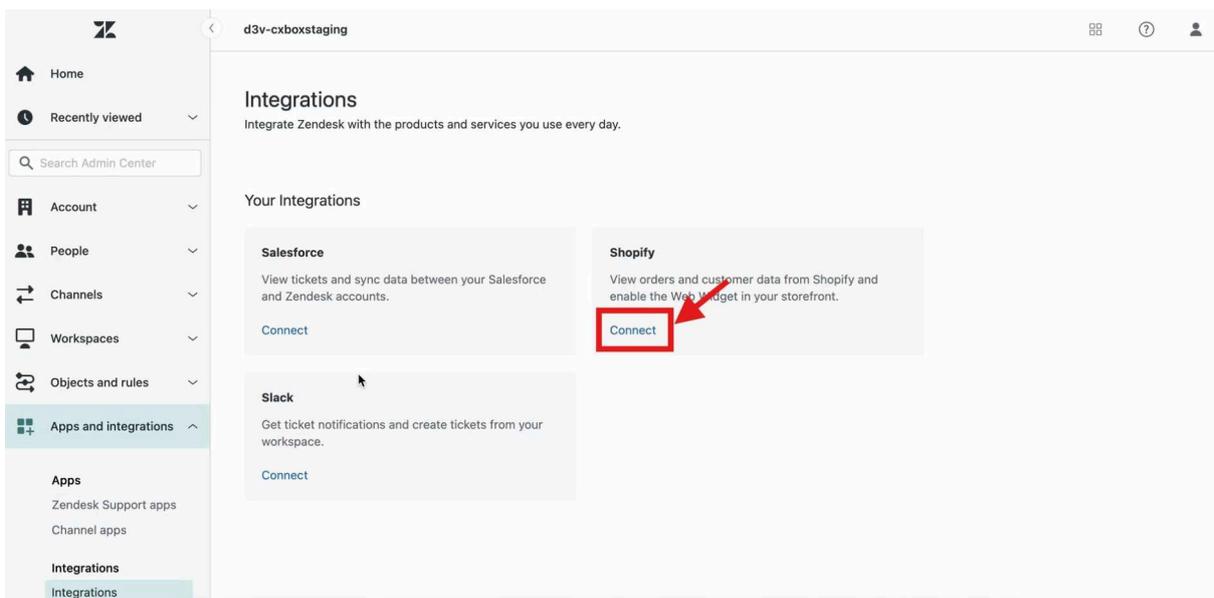
After doing all of the steps, please go back to Zendesk admin center and integrate with Shopify website.



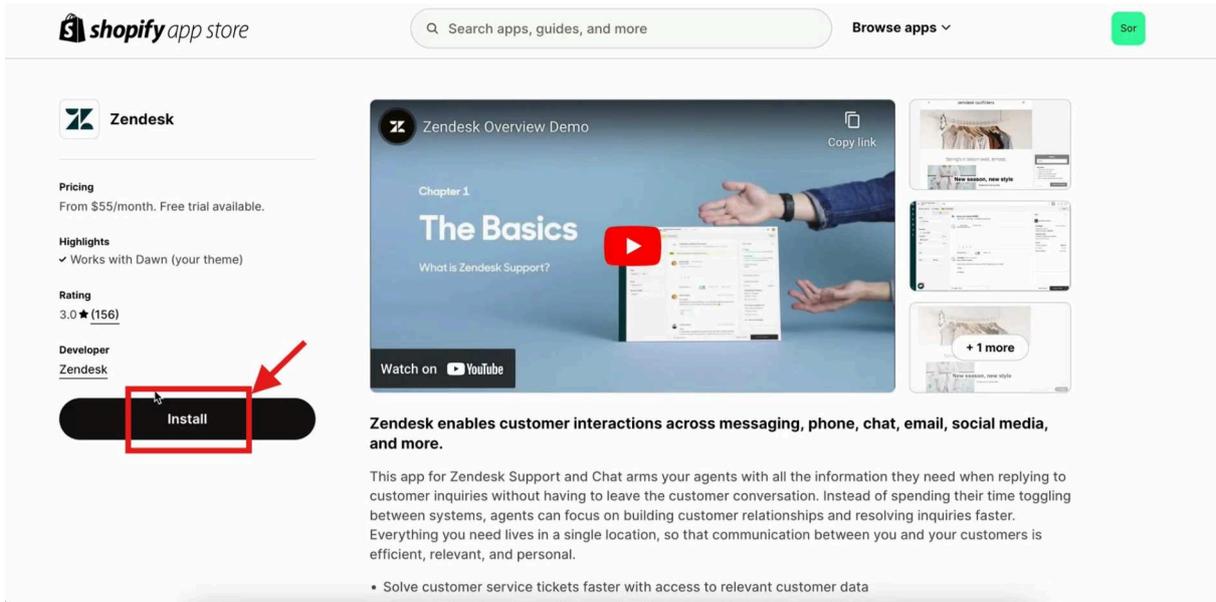
User to navigate to “Apps and Integrations” menu



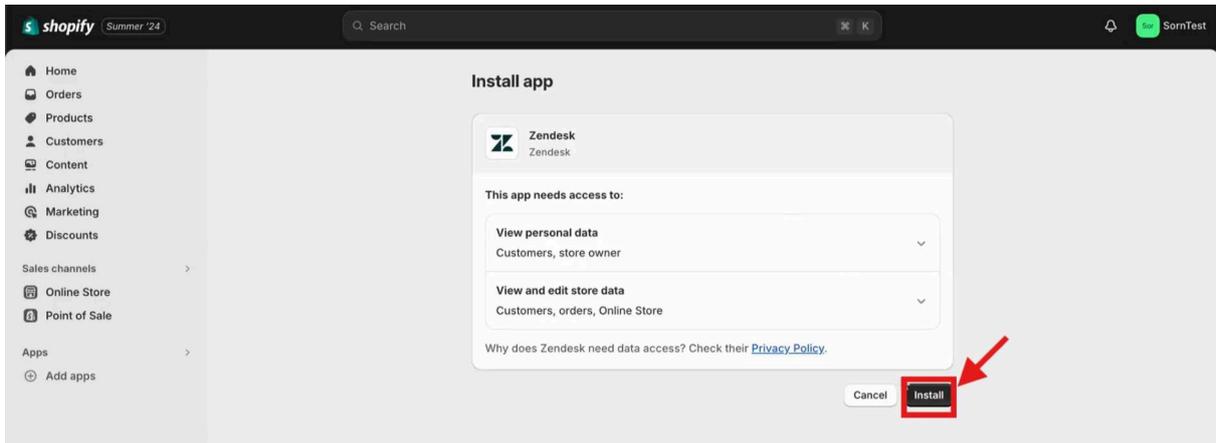
User to click on “Integrations”



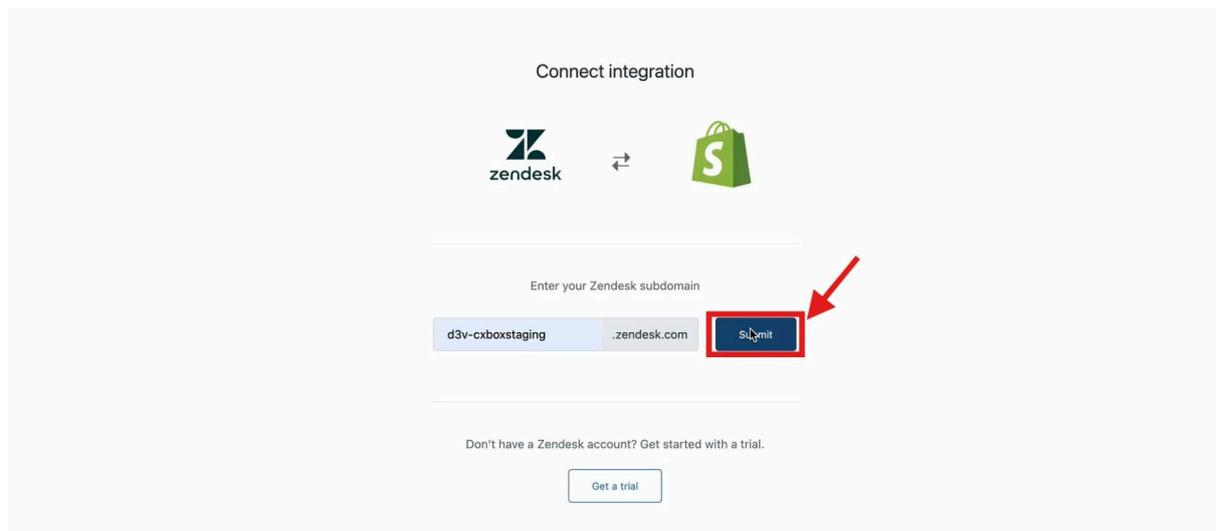
User to click on “Connect” for Shopify under Your Integrations



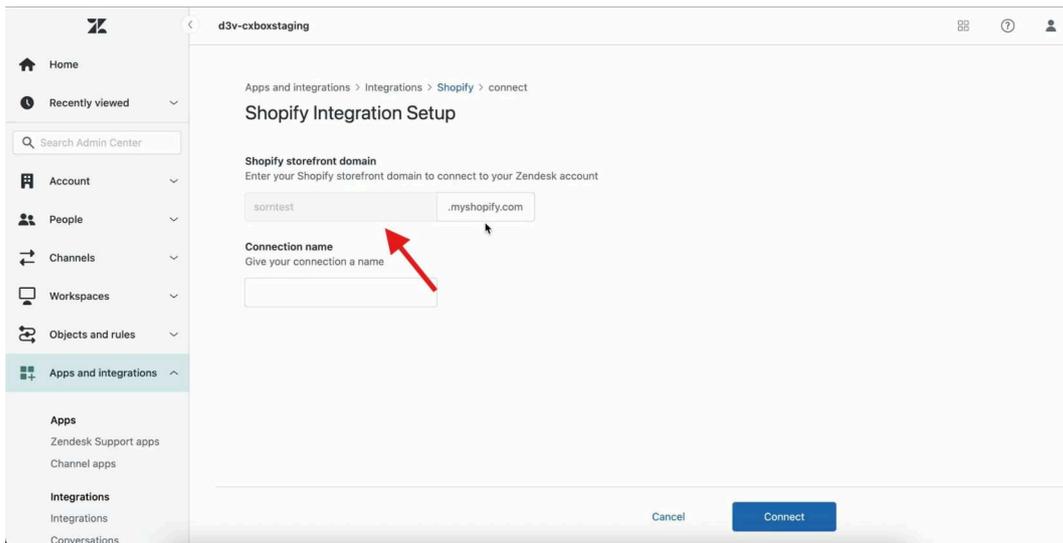
Click the "Install" button



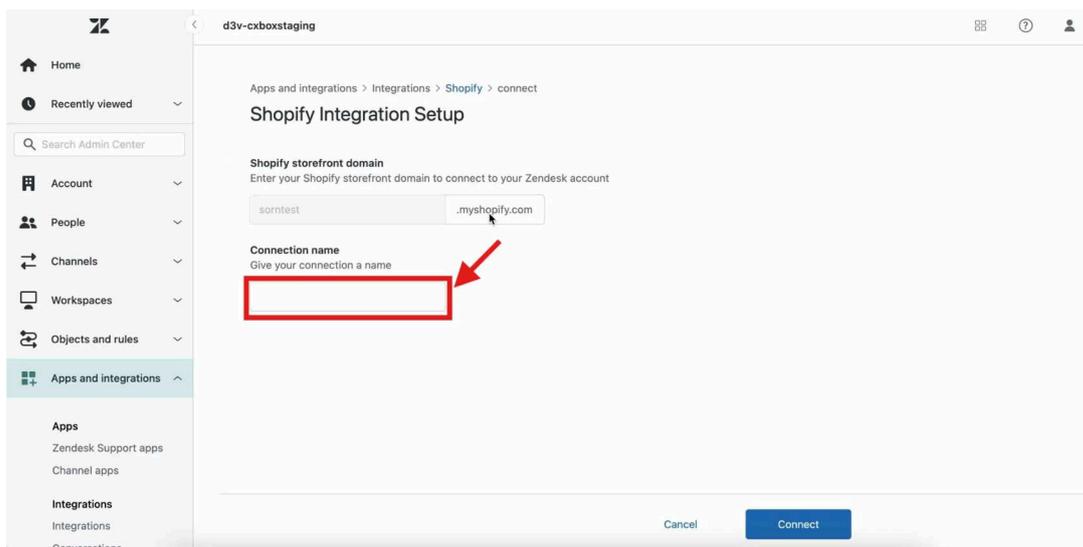
Click "Install" to allow access to Shopify account



User fills in their Zendesk subdomain and clicks "Submit"

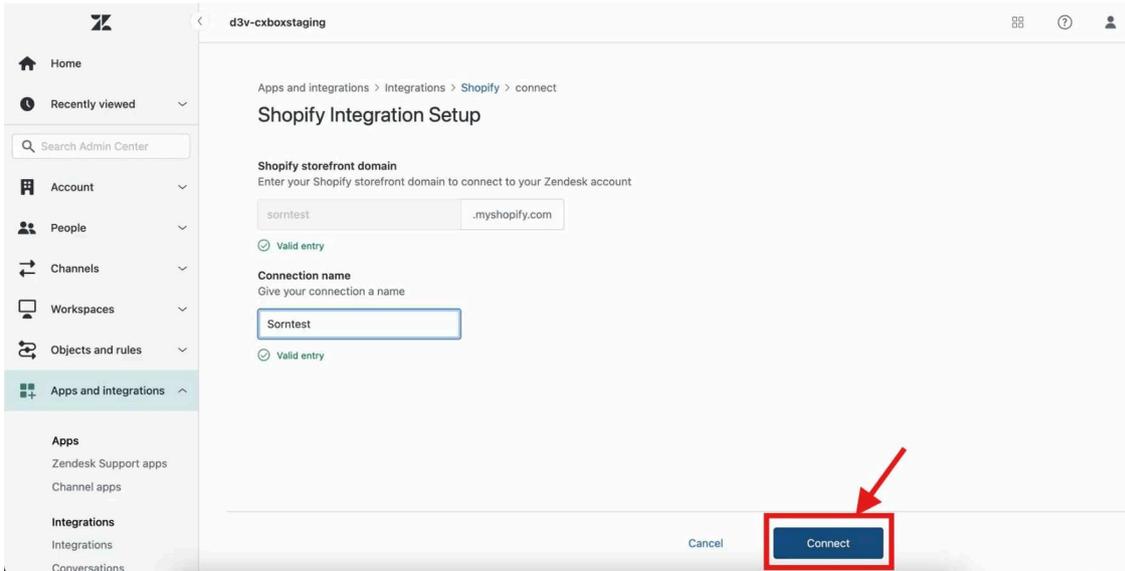


Fill in the Shopify storefront domain to connect to user's Zendesk account

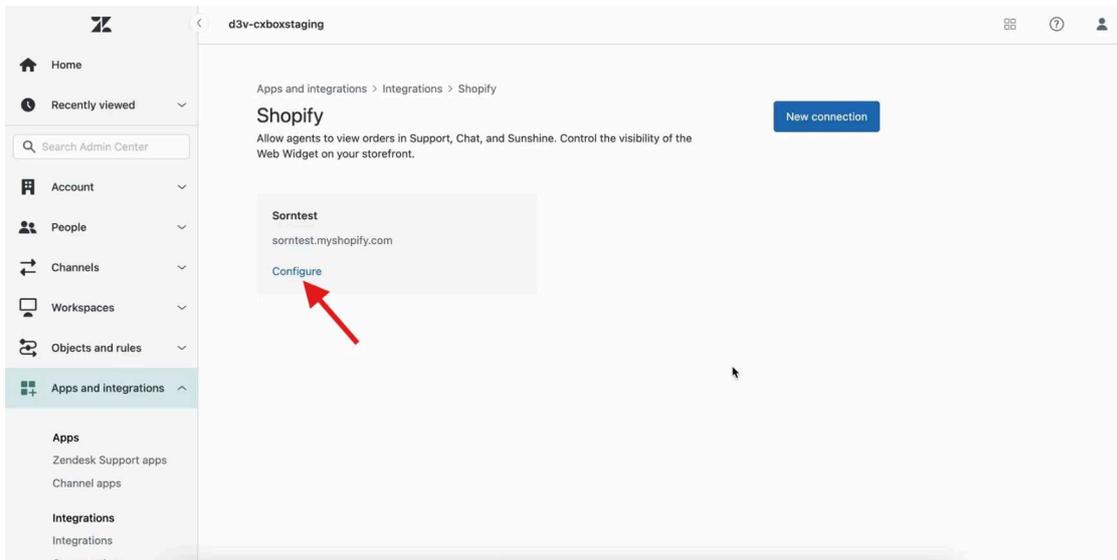


Fill in Connection name

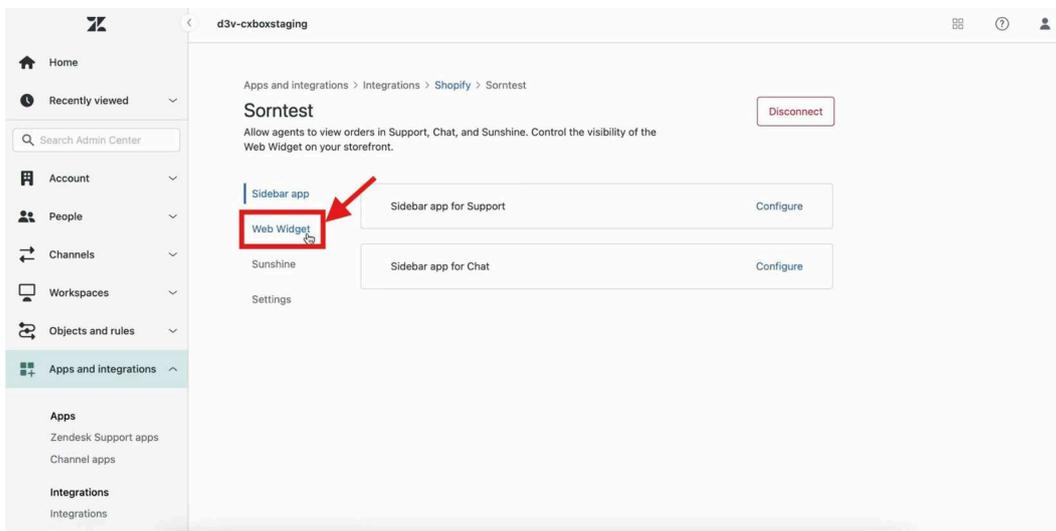
**Note: Connection name can only contain letters (a-z), numbers (0-9), and whitespaces ( )**



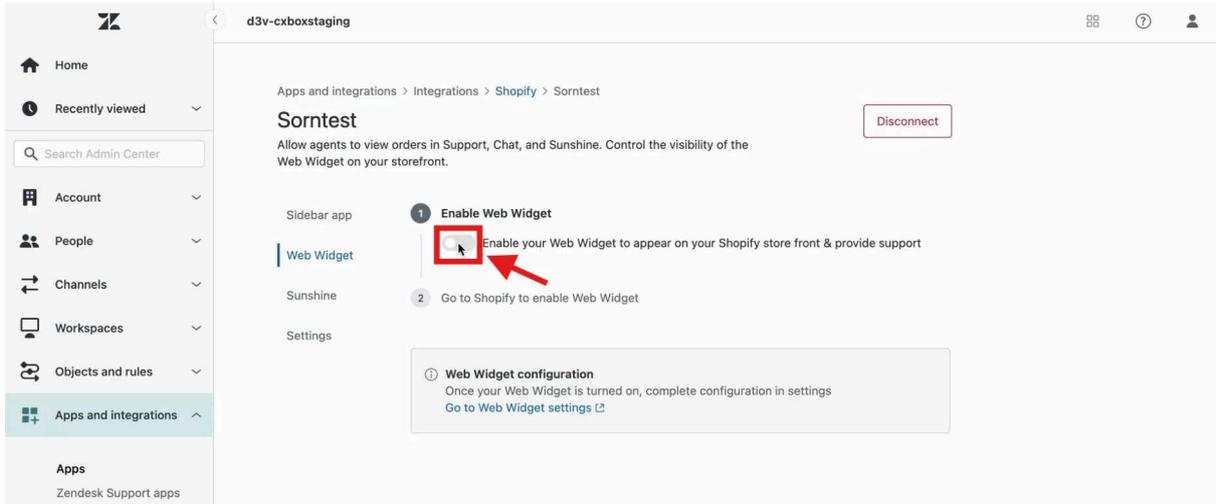
Click blue button to initiate connection



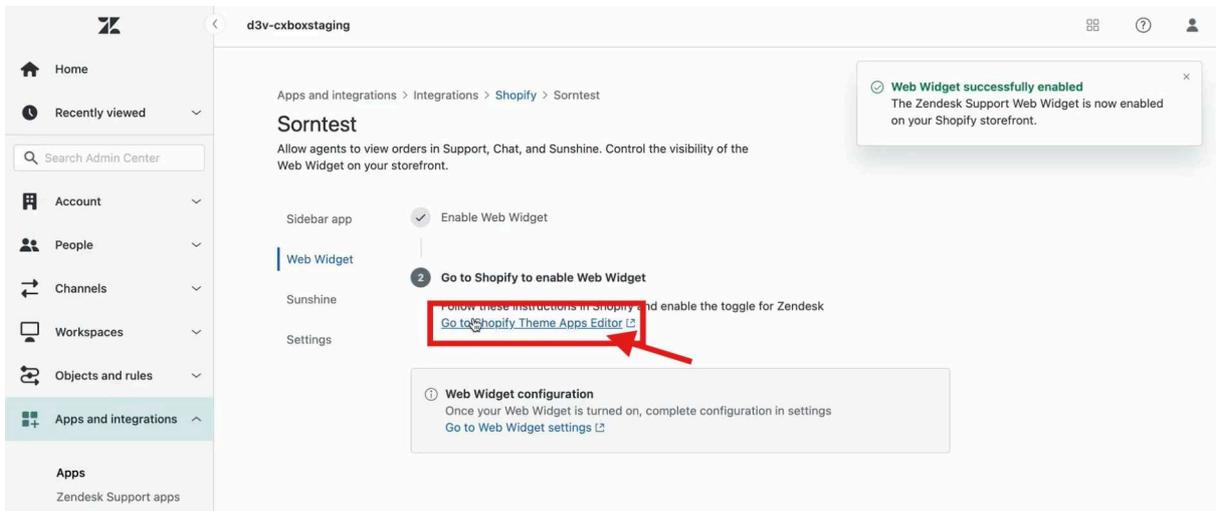
Click on "Configure" to modify preset settings



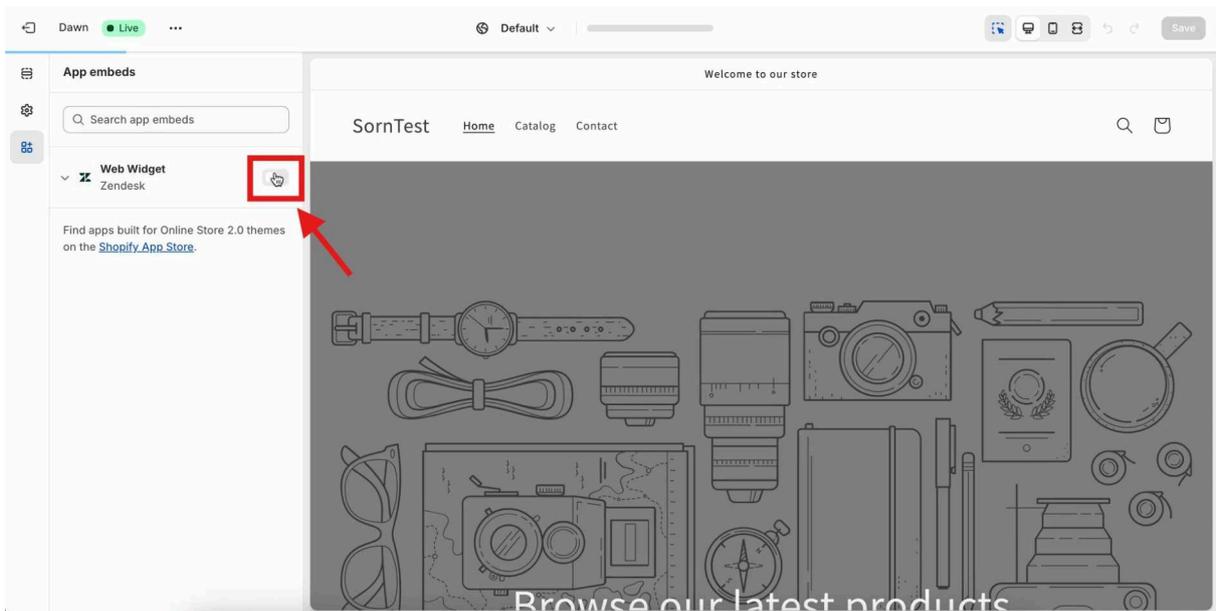
Click on "Web Widget"



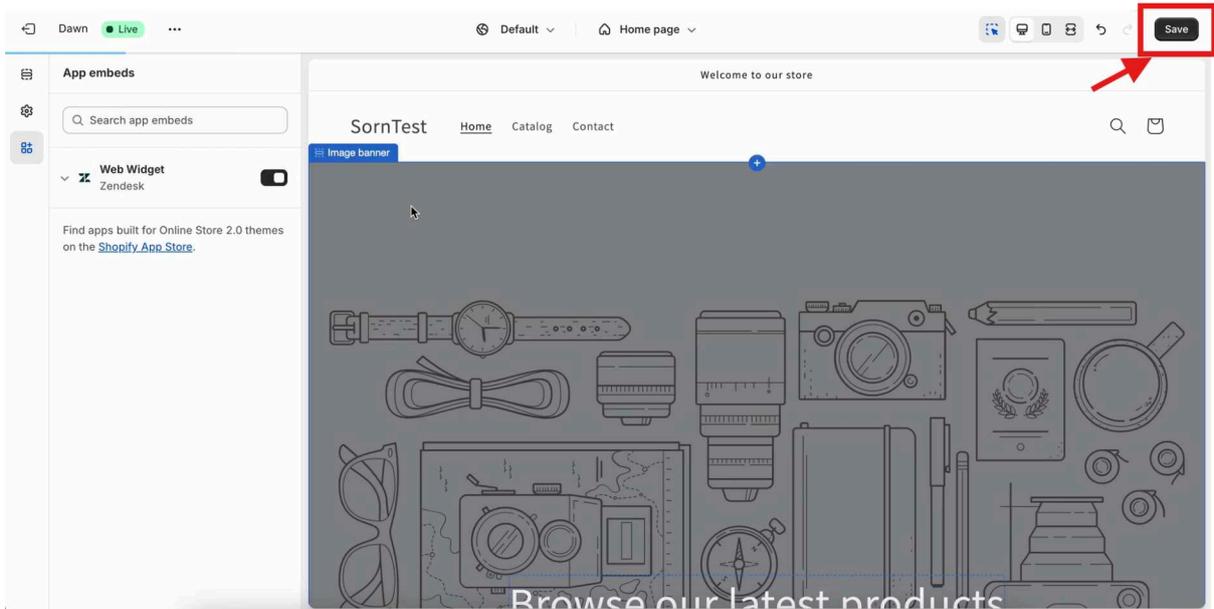
Click "Enable Web Widget"



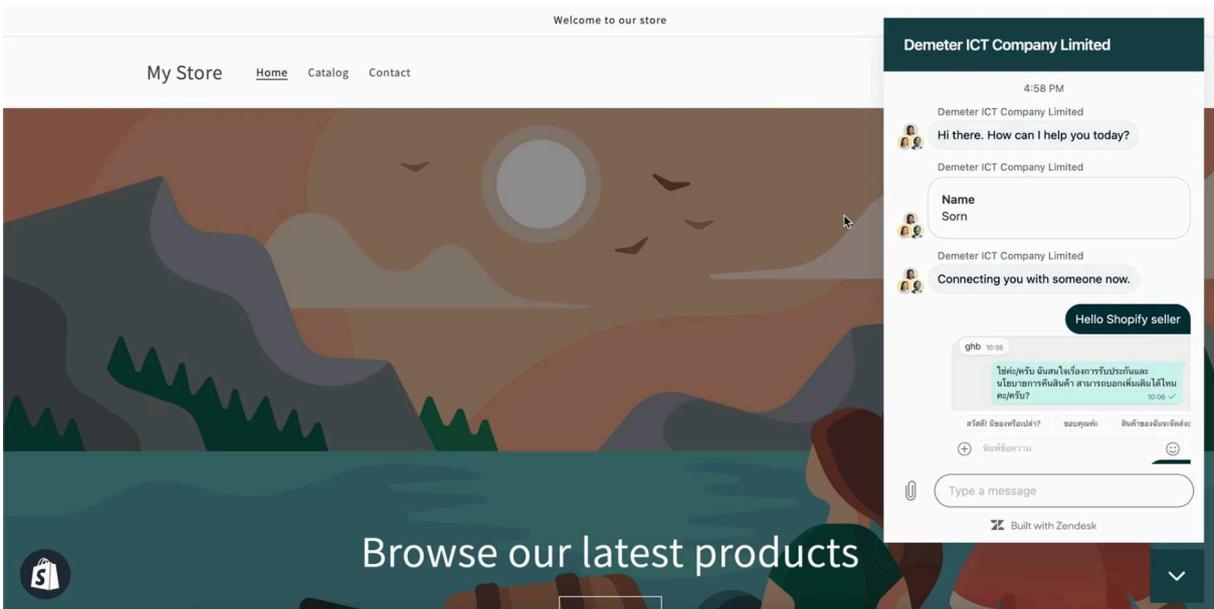
Click on "Go to Shopify Theme Apps Editor"



Click to enable Zendesk Web Widget

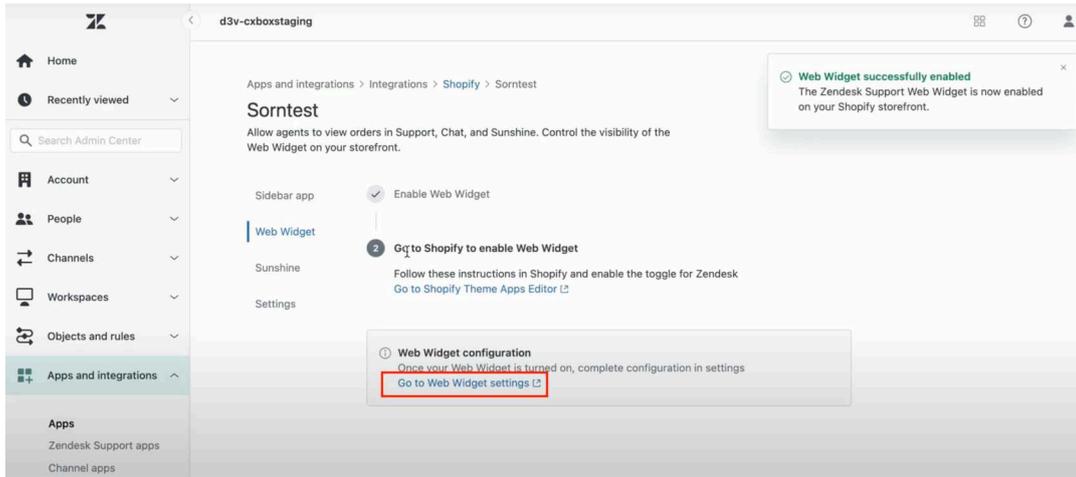


Click on button to save

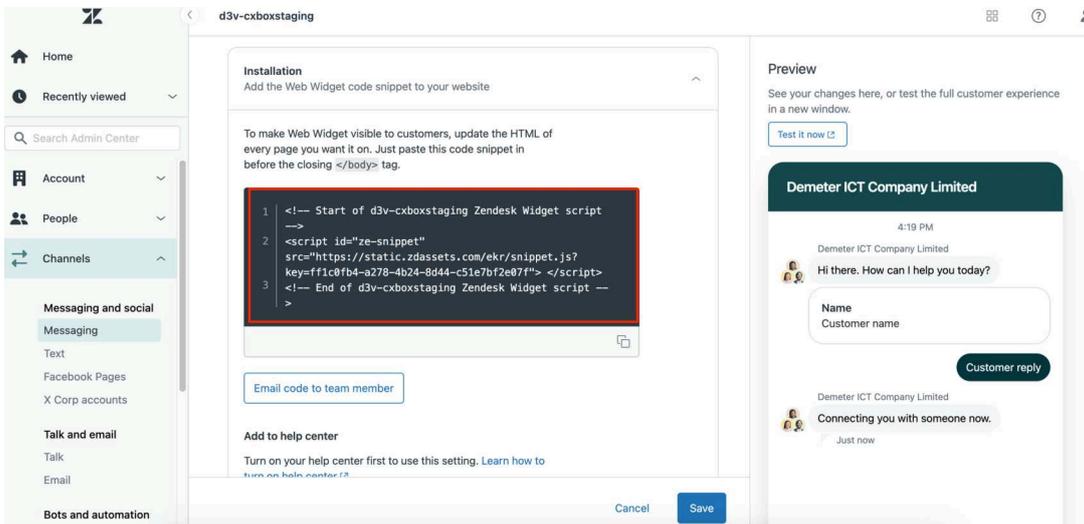


Starting Chat

If the web widget does not appear after you enable it, please refer to the next page for an alternative method to add the web widget using JavaScript code.

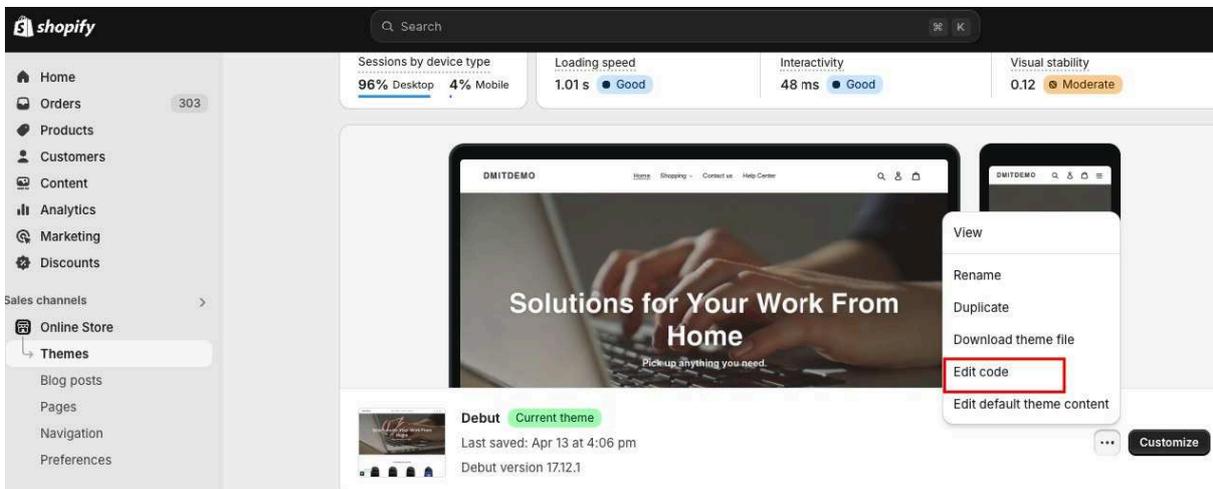


Click "Go to Web Widget settings"

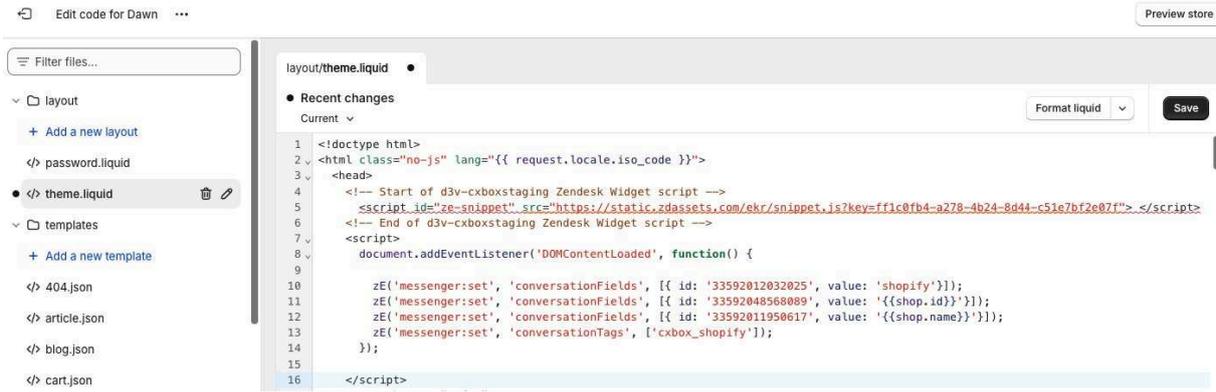


Edit the web widget and copy the JavaScript code under "Installation" tab

Once you've copied the code, return to the Shopify website and select "Edit code" from the themes menu.



Add the following code:



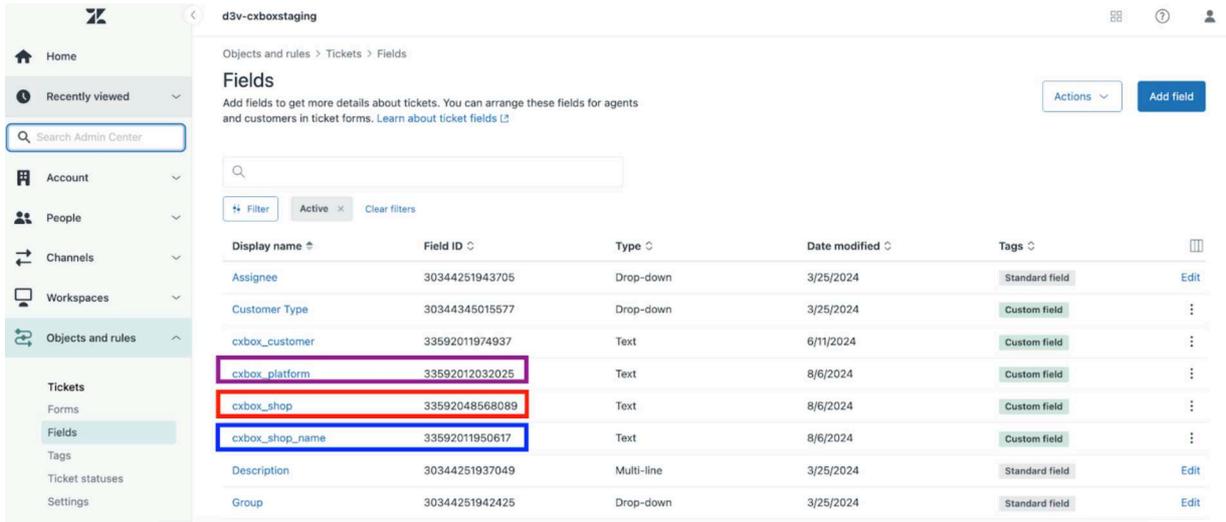
Paste the code under <head> tag in theme.liquid file

After adding the code, you will see the web widget on the website.

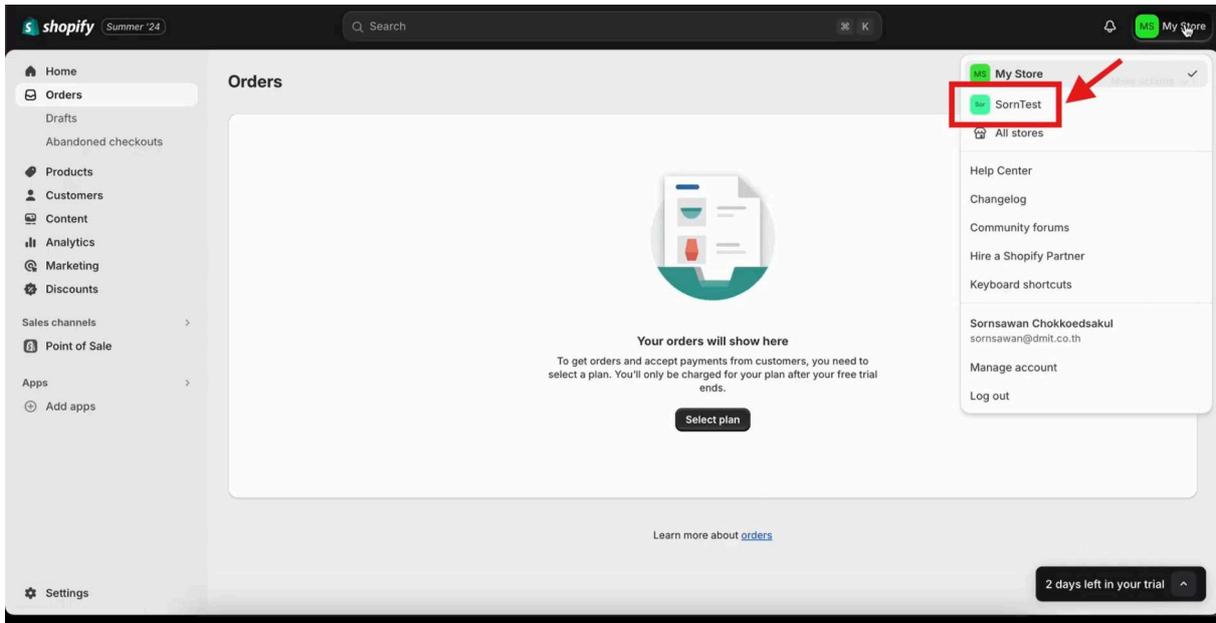


Next, copy the JavaScript code provided above and insert it into the theme.liquid file under <head> tag. Be sure to replace **xxxxxx** with the actual field ID number from Zendesk. Refer to the screenshot at the next page for reference.

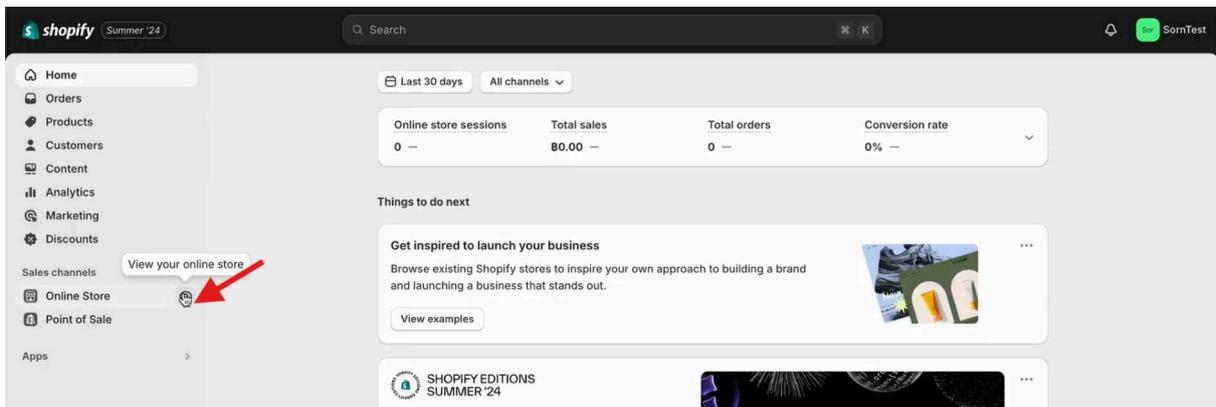
- xxxxxx for shopify id = cxbox\_platform field ID*
- xxxxxx for shop.id = cxbox\_shop field ID*
- xxxxxx for shop.name = cxbox\_shop\_name field ID*



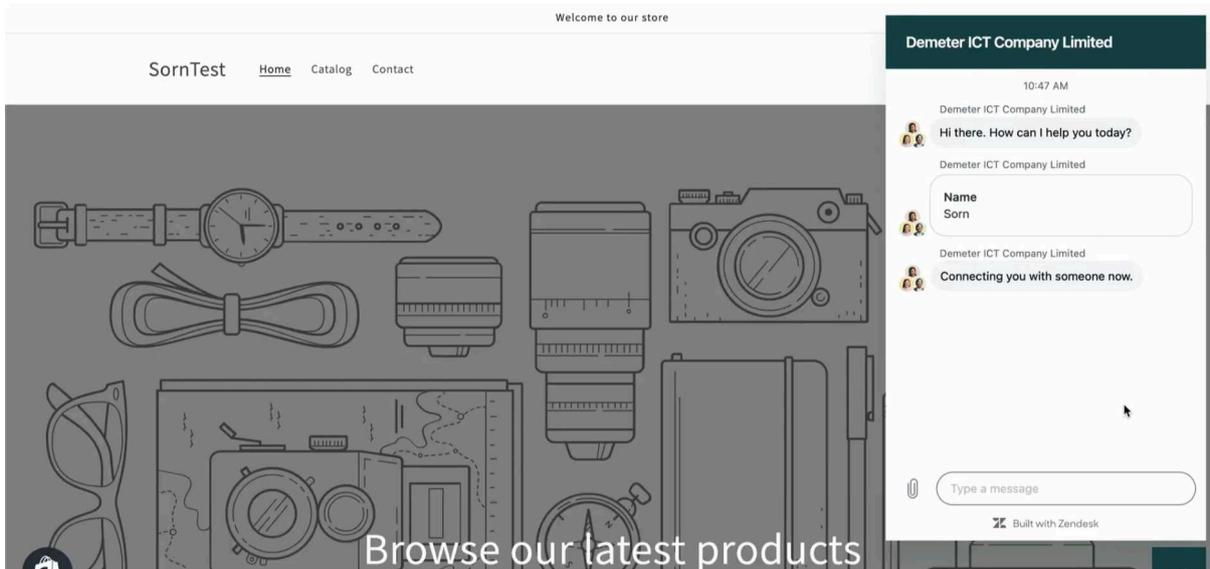
Replace xxxxxx with the field ID number



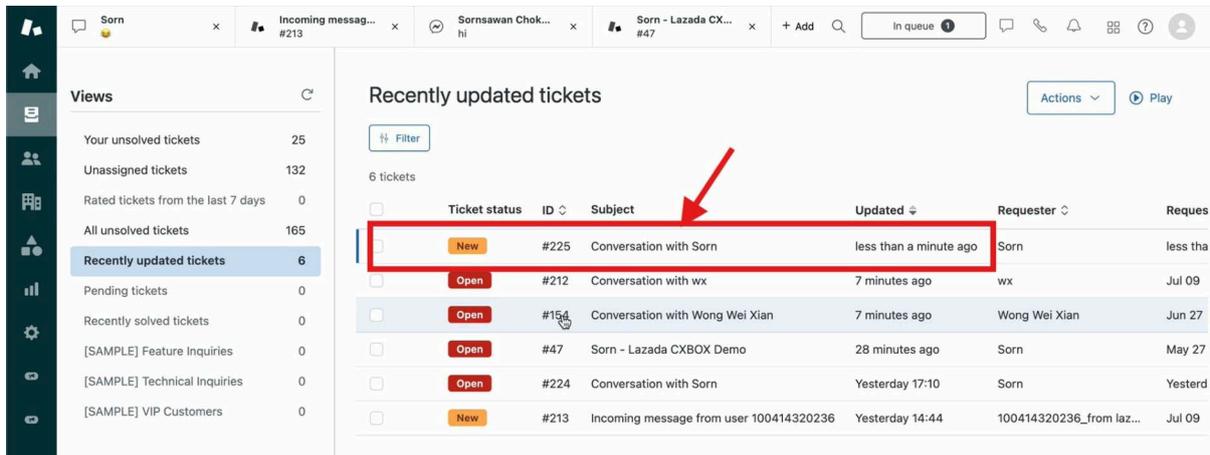
Click on Store



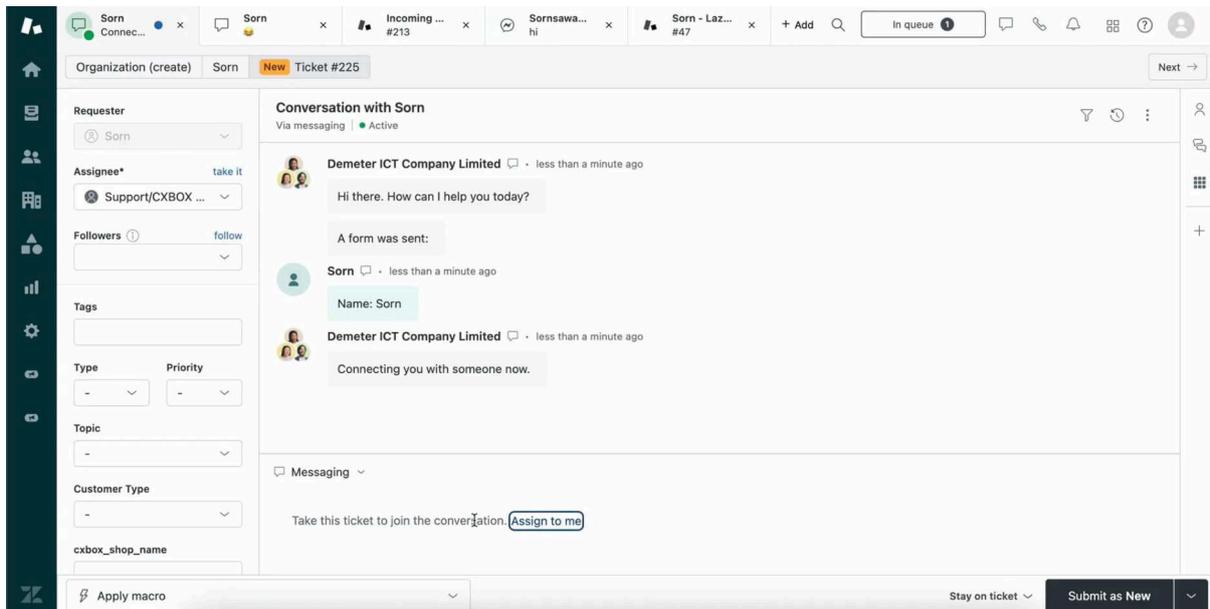
Click "View your online store"



Demo: Start Chat



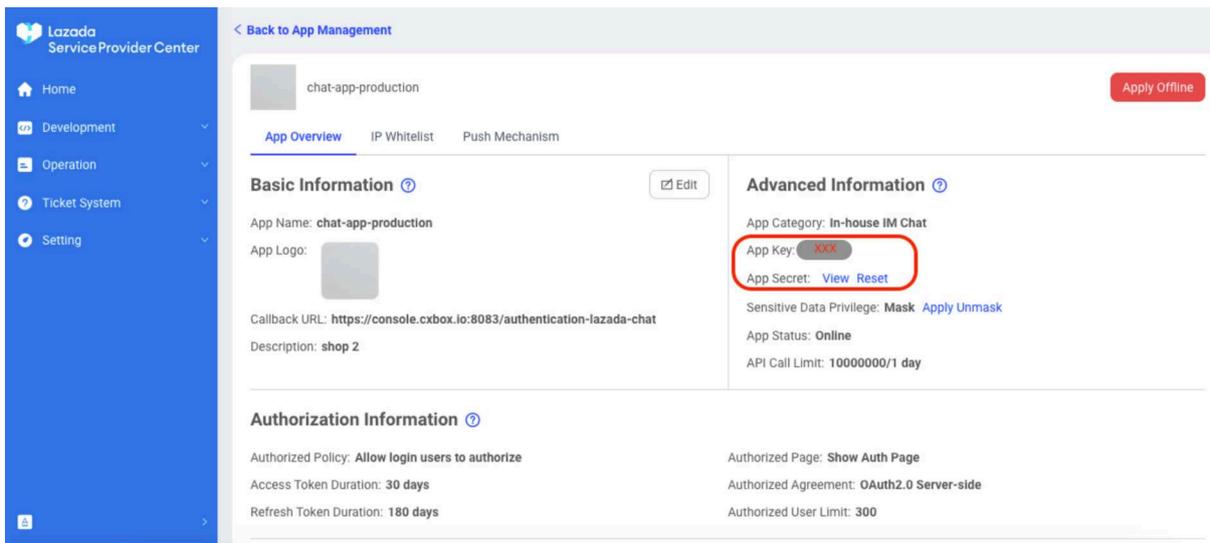
Find newly-assigned ticket under “Recently updated tickets”



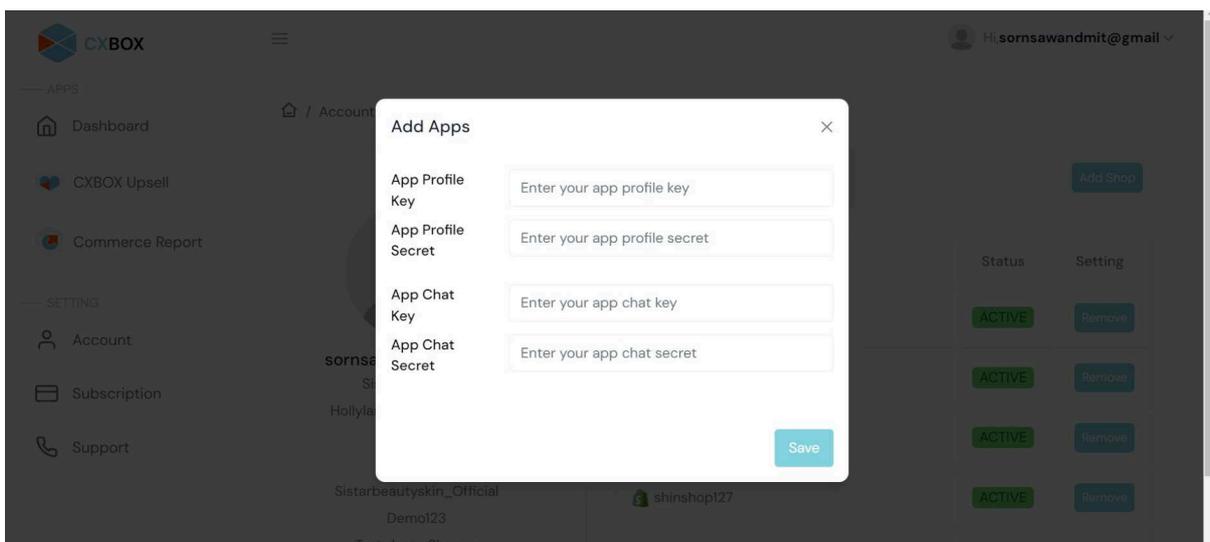
Find newly-assigned ticket

## Lazada

First, you have to register an account at [Lazada Open Platform](#) and create the applications called chat application and profile application. After that, please copy the keys from open platform account and just need to provide the profile key, profile secret, chat key and chat secret key in the CXBOX console. The next step is you may need to login into your seller account and authorize with CXBOX.



Copy app key and app secret from Lazada Open Platform account

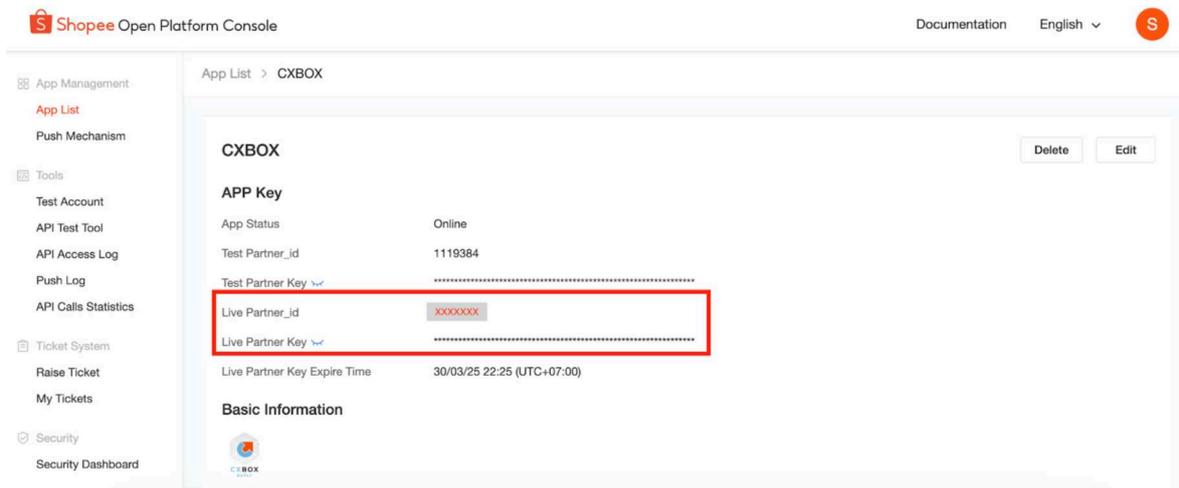


User to key in their App Key & Secret

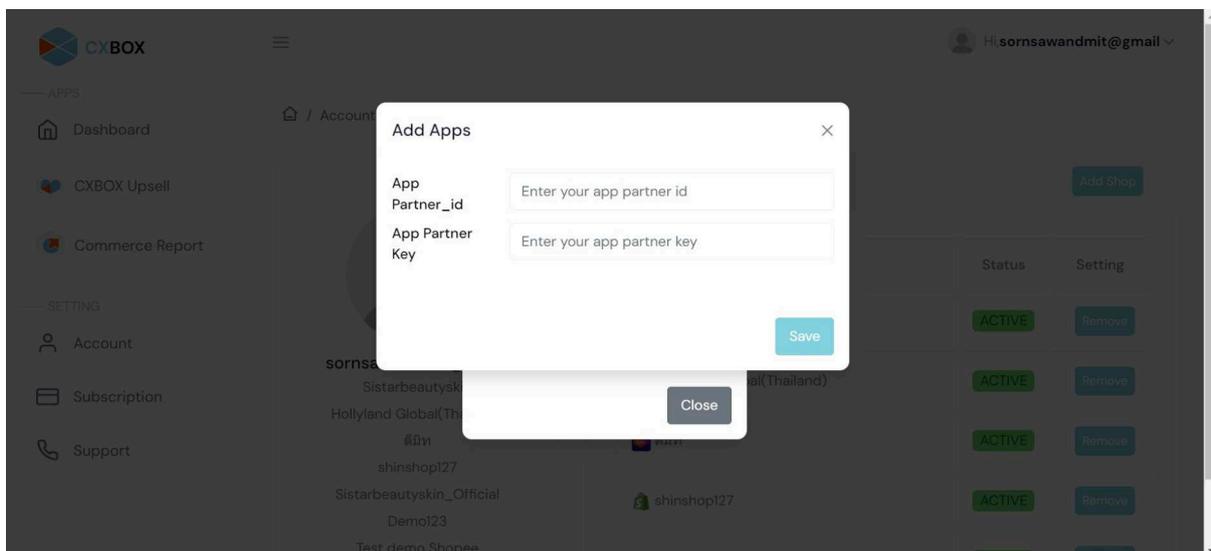
If you need assistance during the integration, kindly reach out to support@cxbox.io to share the required details such as your Lazada shop's seller ID, username & password, and open platform username & password to integrate with CXBOX application.

## Shopee

First, you have to register an account at [Shopee Open Platform](#) and create the application. After that, please copy the partner id, partner key and fill in into CXBOX console. The next step is you may need to login into your seller account and authorize with CXBOX.

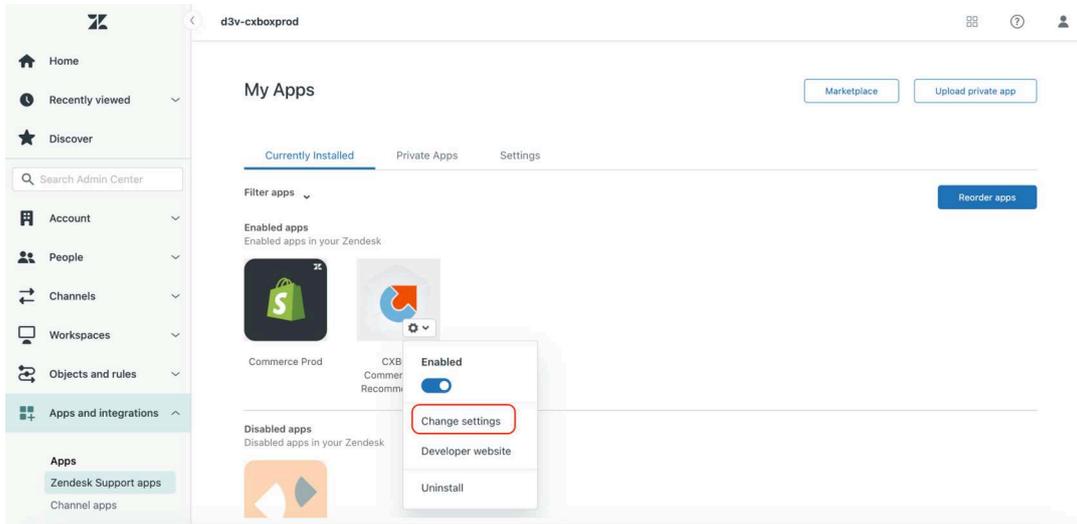


Copy app partner\_id and app partner key from Shopee Open Platform account

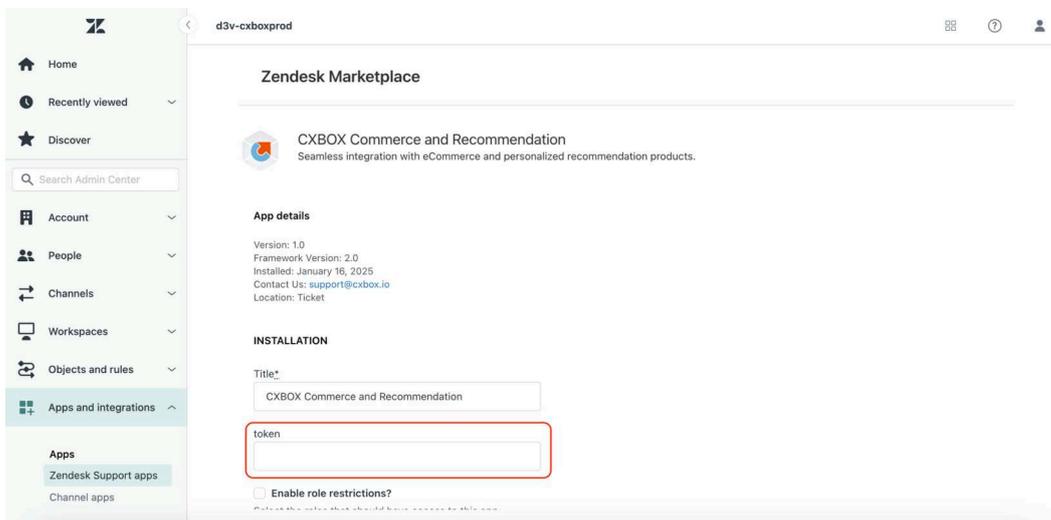


User to key in their App Partner ID and Partner Key

After adding the shop either Lazada, Shopee or Shopify, you have to add a Zendesk token inside the custom app.  
Please contact the CXBOX team to get the token, and press in the token field.



Go to the Zendesk admin center > Apps and integrations > Apps > Zendesk Support apps, and then click “Change settings” in the CXBOX Commerce and Recommendation app.



If you need assistance during the integration, kindly reach out to support@cxbox.io to share the required details such as your Shopee shop's seller ID, username & password, and open platform username & password to integrate with CXBOX application.

## Search Order Information

CXBOX Commerce serves not just as a reply function but also allows you to search for order information. This feature saves you time by eliminating the need to switch between platforms while communicating with customers.

For instance, if a customer asks about an order, you can easily check the product and user information in Zendesk using the CXBOX application and respond promptly.

### Example 1: searching Shopify order

1. A customer create an order in Shopify.

The screenshot shows a Shopify order confirmation page for a user named 'SornTest'. The page is divided into two main sections: a confirmation message and an order summary.

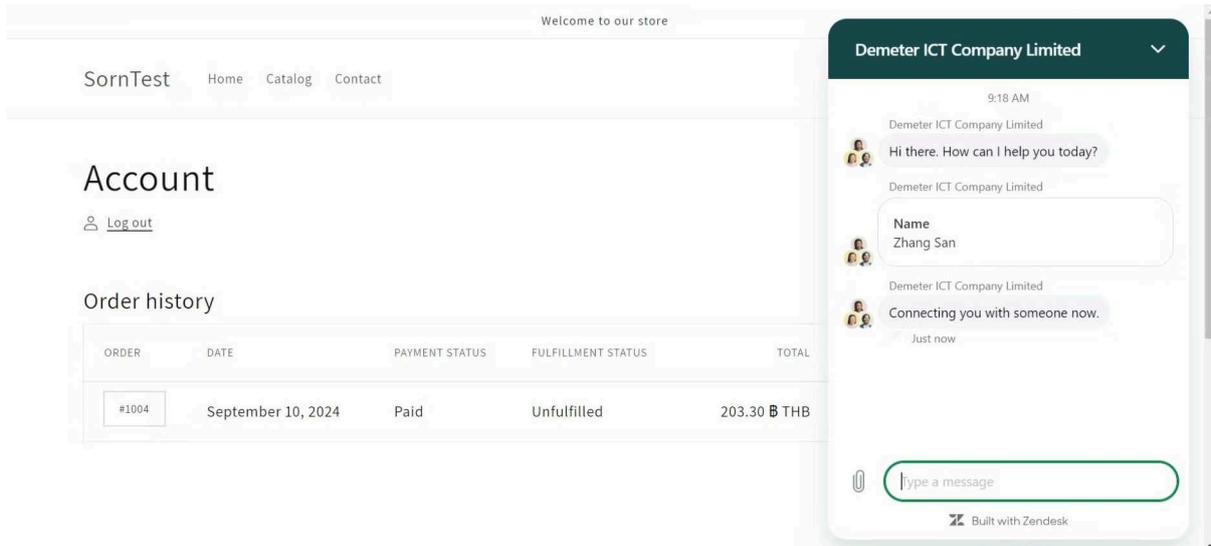
**Confirmation Message:**

- Confirmation #GPSUICTD8
- Thank you, Vaishob!
- A map showing the shipping address: Bangkok, Bangkok.
- Message: "Your order is confirmed. You'll receive a confirmation email with your order number shortly."
- Checkbox: "Email me with news and offers" (unchecked).
- Order details link and "View account" link.

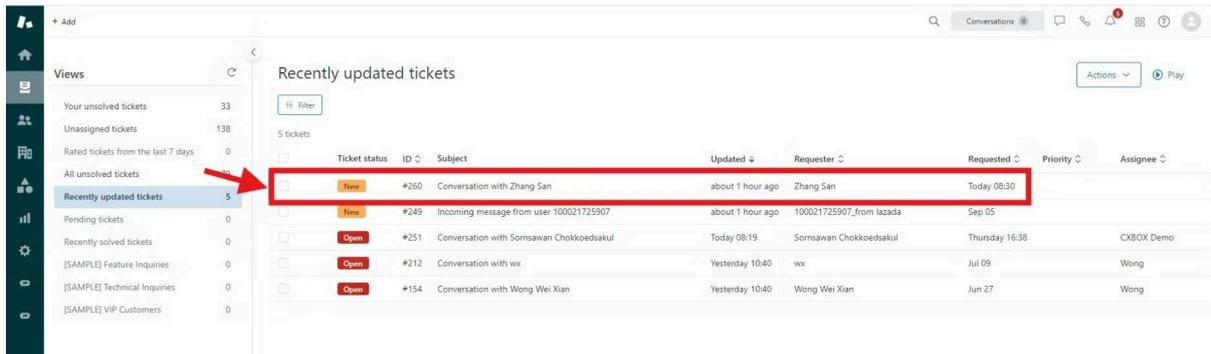
**Order Summary:**

Pokémon Pikachu Hat Rose gold	฿190.00
Subtotal (1 item)	฿190.00
Shipping	FREE
Estimated taxes	฿13.30
<b>Total</b>	<b>THB ฿203.30</b>

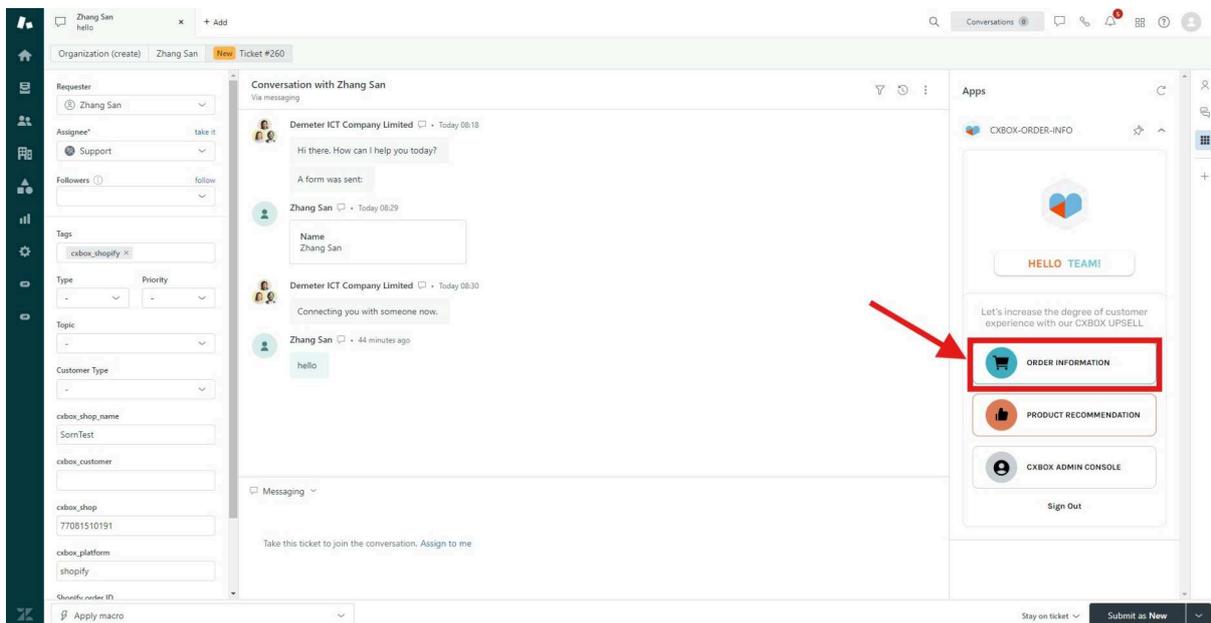
## 2. Customer sends a message on Shopify



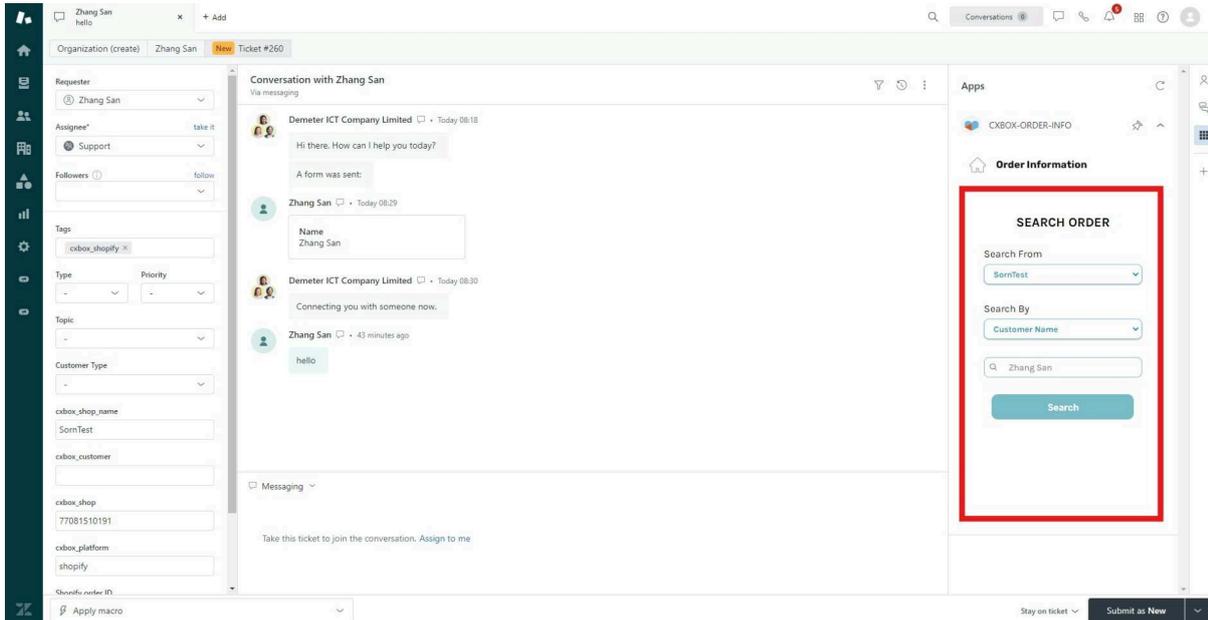
## 3. The agent receives the ticket in Zendesk



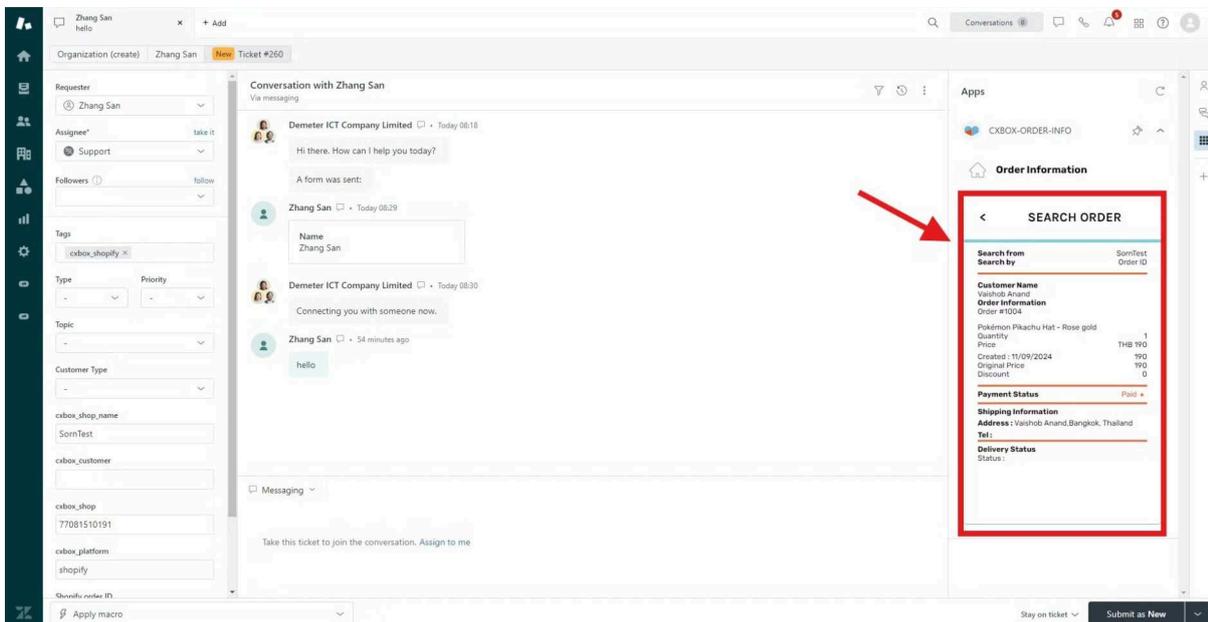
## 4. The agent can search for the order information under "Order Information"



5. Agent can search the order information by using Customer Name, Order ID, phone number and email address.



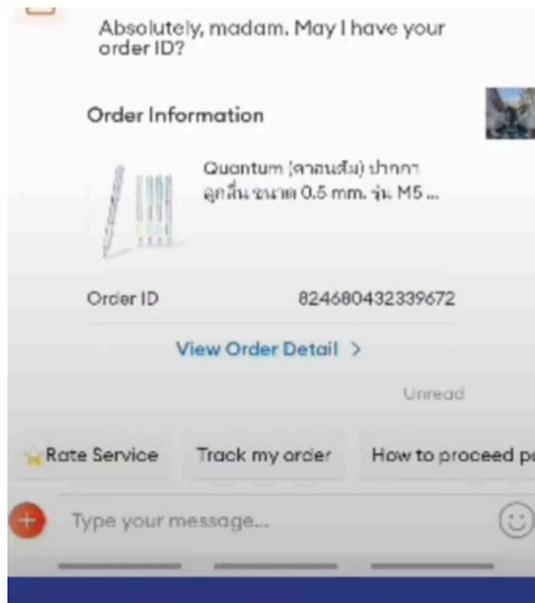
6. Agent is able to locate the order information of the order



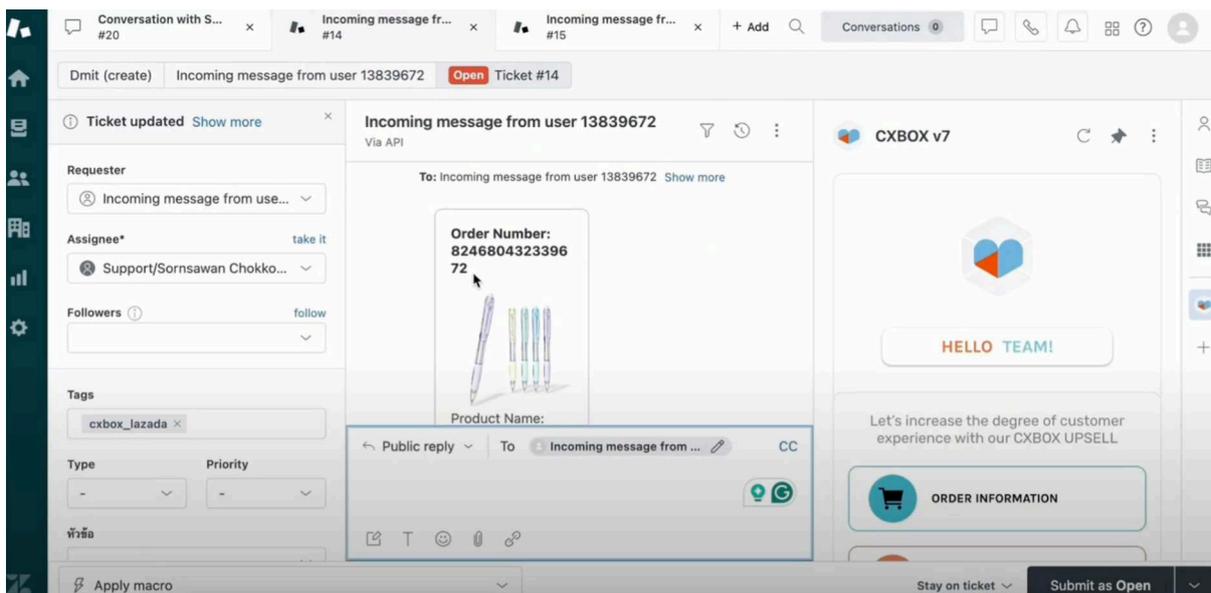
## Example 2: searching Lazada/Shopee order

Below example is using Lazada order ID to search in CXBOX application. However it will be the same for searching the Shopee order in CXBOX application.

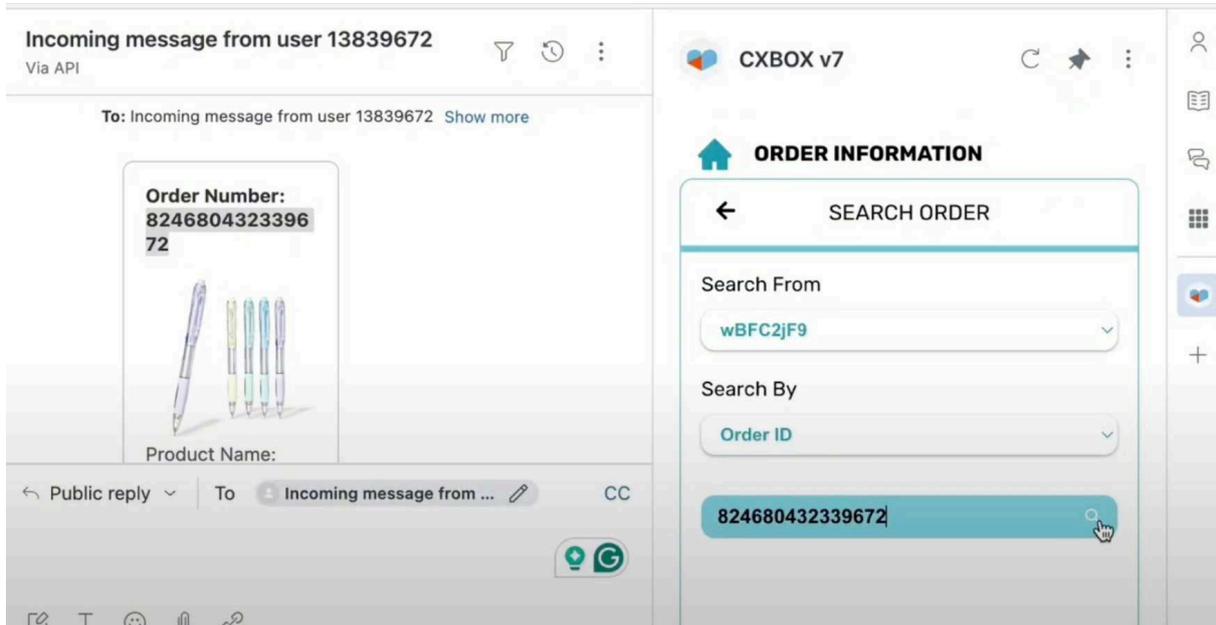
1. A customer sends the order ID in Lazada.



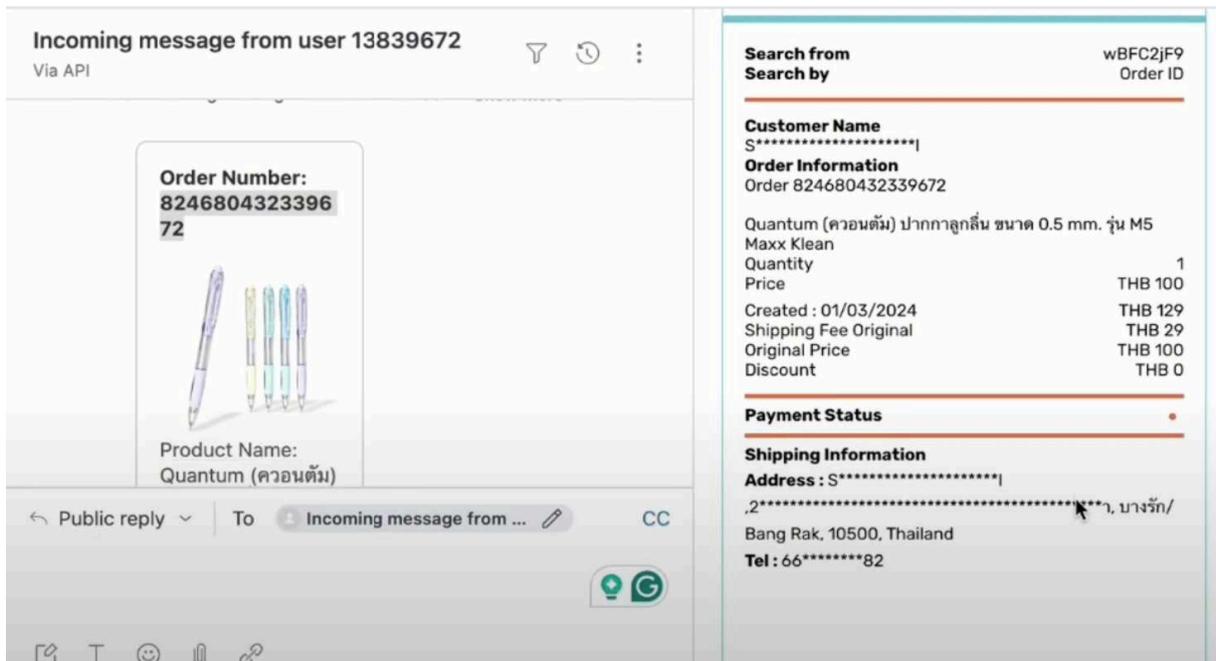
2. The agent receives the order ID in Zendesk's customer ticket.



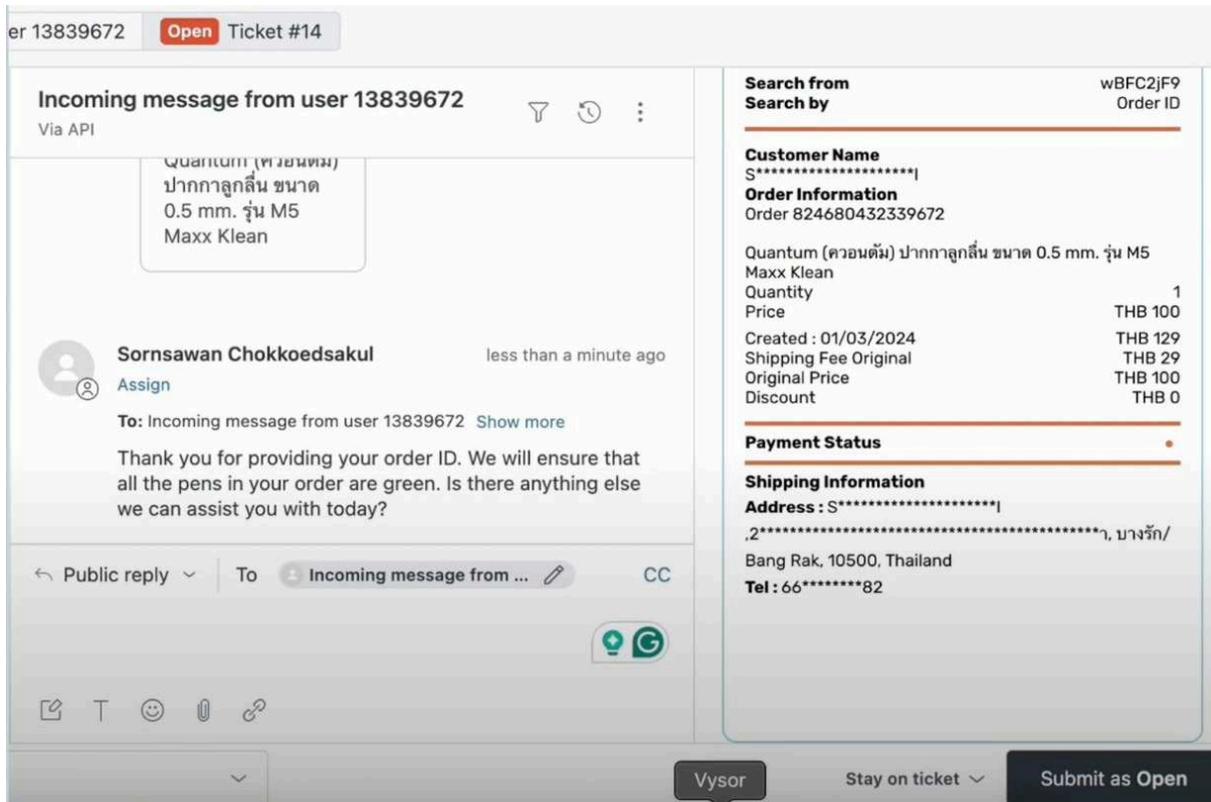
3. Agents can utilize the CXBOX application in Zendesk to look up order information



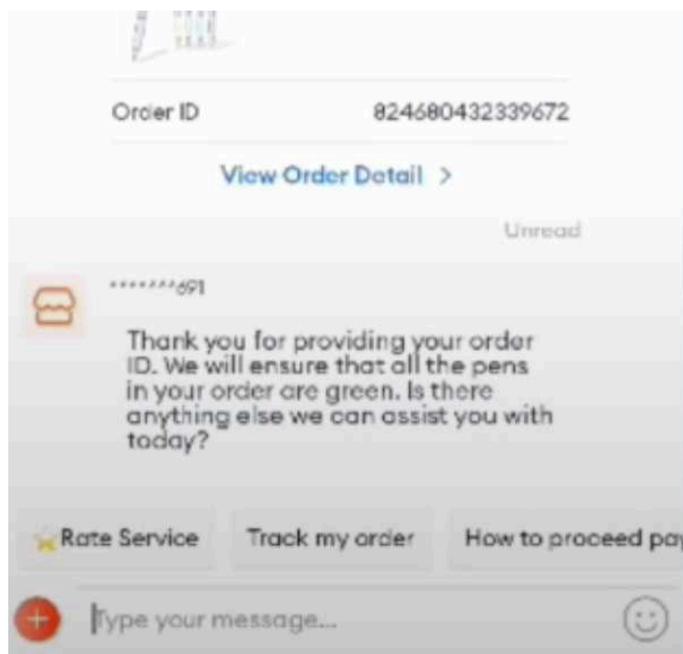
4. Agents can review order details and product information within the CXBOX application



5. The agent replies back to the customer in CXBOX's side chat.



6. The customer receives the reply in Lazada chat.



## FAQs

**Q1:** What should I do if I encounter an error during integration?

**A1:** Ensure that all API keys and credentials are correctly entered. If the issue persists, contact support at [support@cxbox.io](mailto:support@cxbox.io).

**Q2:** How do I reset my password?

**A2:** Click on "Forgot Password" on the login page, and follow the instructions to reset your password.

## CXBOX's Products

Discover more about how CXBOX can enhance your business's customer service. Visit our [website](#) for additional resources or contact our [support team](#) for personalized assistance.

On the Zendesk Marketplace, we offer two products under the CXBOX brand:

### CXBOX Commerce

- Centralizes all eCommerce customer inquiries, making it easier than ever to respond promptly and efficiently.
- Able to integrate with eCommerce platform such as Lazada and Shopee.

#### Key Features:

- One-stop shop for all eCommerce customer inquiries.
- Able to interact with customers in real time via every channel on a single platform
- Rapidly verify customer order details

### CXBOX Commerce - Shopify

- Able to search the order information within Zendesk

## CXBOX Hub

- Deliver personalized broadcasts in social media channels at once
- Able to understand customer engagement and retention with powerful insights

### **Key Features:**

- Segmentation function for targeted campaigns
- Seamless communication with customers outside Zendesk
- Switchboard function for seamless transition between Zendesk and CXBOX Hub platforms, ensuring smooth conversation flow with customers.