

Creative guidelines for customized Chat buttons, invitations and Engagements windows

About this guide

This guide provides a review of the LivePerson engagement elements you can customize on your website, and provides you with guidelines for creating the images as well as hosting or implementing them.

This document is aimed at the client Creative team, enabling you to fully understand what kind of creative deliverables you need to provide LivePerson. You will learn about the types of customizable elements you can create and what you have to pay attention to when you create images for these elements for your company's website.

Overview

What can you customize?

LivePerson offers you the option to create and customize your own engagement elements, tailored to meet the design requirements of your website.

The following LivePerson engagement elements can be customized:

Chat buttons

Buttons are shown on your web pages and encourage visitors to click and request a chat or call with one of your agents. You can add any number of buttons to any number of pages on your website.

Chat invitations

Proactive Invitations are images displayed on your visitors' screen when the visitor meets predetermined business rules that have been defined by your company. Chat invitations are used to proactively initiate a chat, as opposed to buttons, you can define multiple invitations designed to catch your visitors' attention in different scenarios and on different pages on your website.

Chat windows

There are various windows which you can customize and can be presented to your visitor. One of these is the Chat window, which is presented to your visitors when they chat with an agent.



The Engagement Window is a chat window design that offers, in addition to the existing functionality, new advanced features:

- Ability to share YouTube videos
- ADA Compliance
- Ability to escalate chats to voice calls
- Ability to customize chat windows and survey windows (by adding agent's picture, company logo, color scheme and widgets)

Note: *This guide covers the creative implementation of the LivePerson Engagement window, a specific type of chat window that you can customize. To learn about customizing the classic Chat window, as well as other windows such as survey and contact us windows, see [this Knowledgebase article](#). (Login required).*

Creative guidelines & hosting instructions

After your company, along with the LivePerson team, has decided on the use of buttons, invitations, or both, you can start the process of creating the customized images that will be used.

Follow the instructions and guidelines below to create and host your customized images for each engagement type.

Chat buttons

Images

- You will need to create a set of 3 images for each chat button, according to your agents' availability status.
- The graphics you create can be static or animated .GIF.
- These three (3) GIFs may be any size you want, but all 3 must be the exact same size.
- The file names must follow the naming convention specified in the table below.

Agent Status	Meaning	File Name	Example
online	available	reponline.gif	
offline	no agent available	reppoffline.gif	
occupied	not available, will be back in 5 minutes	repoccupied.gif	




Implementation & Hosting



- Once you created the graphics, upload all the image files in a directory on your Web server, for example at <https://www.YourWebsite/images/custom/liveperson/>
- Send us a link to these files and we will send the button DIVs to be coded into the website.

Chat invitations

Images

- You will need to create four GIF images.
- The GIFs can be any size you want, but all 4 **must have the exact same width**. In the example below, the "Close button" has transparent space on both sides to give it the same width as the graphic above it.
- The file names must follow the naming convention specified in the table below. The combined images below form the Chat Invitation. The top image is the main chat invitation and the bottom is "Close". The chat invitation uses a rollover (image changes when the mouse pointer "rollover" the graphic).

Status	Meaning	File Name	Example
off	no mouse over	need_help_off.gif	
off	no mouse over	close_off.gif	
on	mouse over	need_help_on.gif	

on	mouse over	close_on.gif	
<p>Combined, the image looks like this (mouse over it)</p>			

Implementation & Hosting

- Once you created the graphics, upload all the image files in a directory on your Web server, for example at <https://www.YourWebsite/images/liveperson/>
- Provide us with the location of these files.

Engagement window (formerly: LP Connect)

Setting up the Engagement window as your chat window

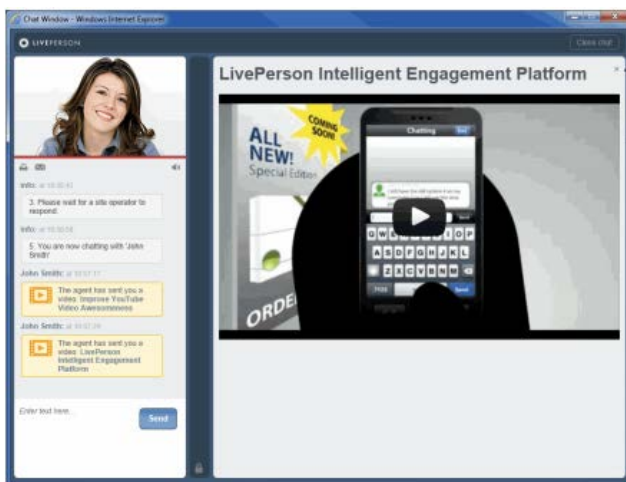
The LivePerson Engagement window is one of the available chat windows you can choose to display to your visitors. Therefore, you will first need to define the usage of the Engagement window as your chat window. If this has not already been set up, follow the instructions below:

1. In the LivePerson Admin Console Select Visitor Experience > Chat
A list of existing windows is displayed.
2. Click the New Window button
3. Enter a name for the window into the Window Set Name field, and select the **Engagement Modern Design** window skin

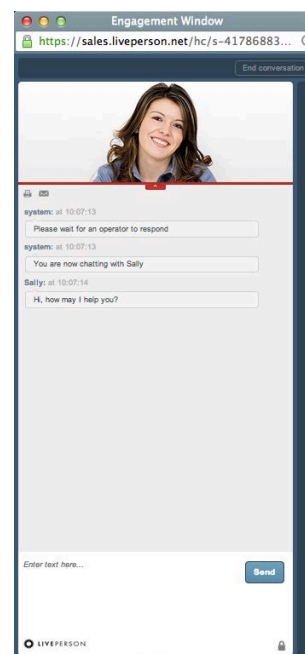
You are now ready to define the settings you will need for this window, from a creative standpoint:

Defining settings for your window

- **Dimensions:** Select the width and height of the window: either 340x760 or 360x760 pixels. Both sizes have an extended size of 1024x760 pixels which is the size of the window for the expanded media area. See examples of window dimensions below.
- **Color Scheme:** Select the color scheme you need. The options are currently: Spring, Summer, Autumn, Winter, Blue, Forest and Zen, shown in the **Engage window template samples** section below.
- **Collaboration Widgets:** Check this box so agents can use widgets in the Agent Console.
- **Email Transcript:** Check this box to display an **Email** button in the Chat window, enabling your visitors to receive a transcript of the chat by email.
- **Print Chat:** Check this box to display a **Print** button in the Chat window, enabling your visitors to print their chat transcripts.
- **Mute Button:** Checking this box shows a **Mute** button in the Chat window. This enables visitors to mute a voice conversation.
- **Branding Header Image:** Check this box if you want to show a customized header with your branding, and then enter the URL of the image. This image should have a maximum height of 32 pixels 100 pixels wide
- **Text Direction:** Select **Left to Right** or **Right to Left** depending on the language of the chat.
- **Select Agent Image:** You can opt to display an image from the Gallery, a custom image, or no image at all. If you use the Custom option, enter the URL of your own image, which should be 158 pixels high and 274 pixels wide.



Engagement window expanded



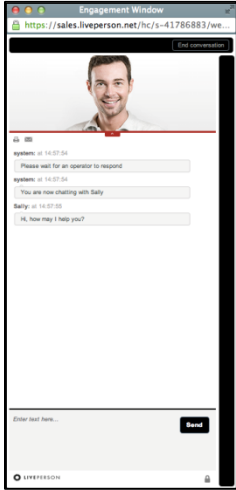
Engagement window 360 width

Implementation & Hosting

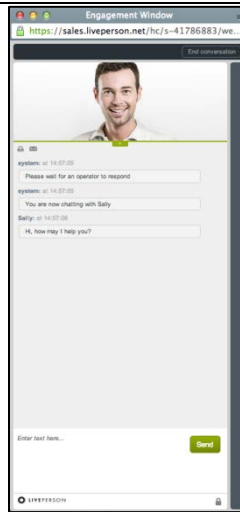
- Once you have designed the graphics or the active content page, upload the files on your web server.
- When specifying the location for the files, you must include the URL including the file name, for example:
https://www.YourWebSite.com.com/images/active_window.gif
https://www.YourWebSite.com.com/images/leave_message.gif
We recommend you place them in the same directory as your customized buttons.
- If you are using the secure option for the chat window (SSL), you must use "https" for the URL, for example: https://www.YourWebSite.com.com/images/active_window.gif

Engage window template samples

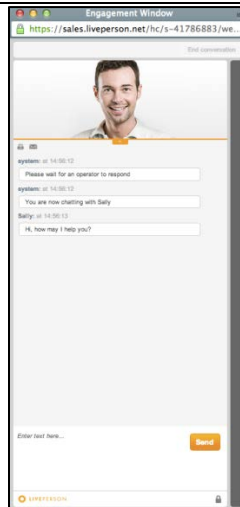
*samples not to scale

File name	Example
LP Connect_Zen.png	 A screenshot of a web browser window titled "Engagement Window" showing a chat interface. The URL in the address bar is "https://sales.liveperson.net/hc/s-41786883/we". The chat window features a user profile at the top with a photo of a man. Below the profile, there are system messages: "system: at 14:07:04", "Please wait for an operator to respond", "system: at 14:07:04", and "You are now chatting with Sally". A message from "Sally" at 14:07:05 says "Hi, how may I help you?". At the bottom, there is a text input field with the placeholder "Enter text here..." and a "Send" button. The LivePerson logo is visible in the bottom left corner of the chat window.

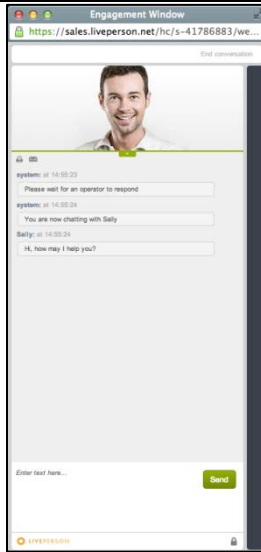
LP Connect_Winter.png



LP Connect_Summer.png



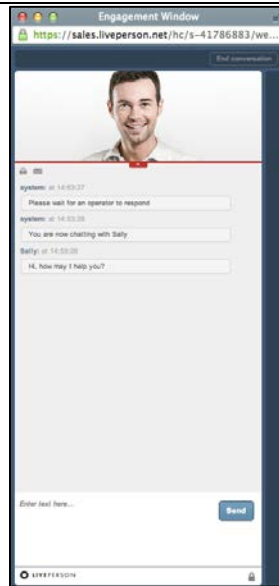
LP Connect_Spring.png



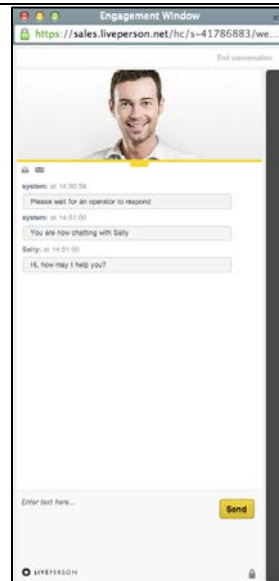
LP Connect_Forest.png



LP Connect_Blue.png



LP Connect_Autumn.png



Want to learn more?

Check out the following materials (Login with your LivePerson Account is required)

- [Using the Engagement Window](#)
- [Setting the Engagement Window as your default chat window](#)
- [Sending sensitive information in the Engagement window](#)

Or contact your LivePerson representative to learn how you can enjoy the benefits of the Engagement Window!

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