

AEM Customer Interaction Cloud

codeflair
the software experts



AEM Customer Interaction

On your website, you may not only want to present information to your users, but also encourage interaction by giving them the possibility to give feedback or to rate your content.

This not only gives you insight on what your customers think about your site, but it also makes your customers feel valued and taken seriously by your company.



The AEM Community Dilemma

Adobe offers various community integration options: AEM LiveFyre, AEM communities and also external services such as Disqus.

Still, we feel that none of the options is as simple as it can be: A solution that is quickly set up, easy to customize and protects your data just does not exist.



Codeflair Customer Interaction Cloud

The code*flair* customer interaction cloud solves this dilemma for you:

Tailored for AEM environments, a secure cloud service stores your user comments and ratings.

For easy integration, we provide a reference implementation that you can use to quickly make the service look as if it were your own.

And of course we take data protection seriously and will never sell or monetize your data.



users will love to comment



Your users want to easily comment and rate your content without giving away their personal data. On the code*flair* customer interaction cloud, we enable the to do that with the following options:



Facebook-Login

Almost everyone has one: Facebook accounts provide an easy way to authenticate users. We gather only the very basic profile information from users.



One-Time Email

Users can provide their email to verify their account. As soon as the comment is verified, we delete the email address from our systems.



Guest Comments

If you wish to enable unregistered guests to comment, we will enable this and also implement basic spam protection.



your data is safe

code*flair* protects your data.



Data protection

We promise to protect your data and that we neither sell user data nor monetize it in any other way.



Switzerland

Our servers are located in Switzerland to ensure highest reliability and trust.



Data storage

We are not interested in collecting unnecessary data. Not storing email addresses and password means that the potential for data breach is very low.



integrating into AEM

code*flair* knows AEM so we can provide an easy way to integrate community comments and ratings into your website.



Moderate comments

In the AEM authoring environment, your team can moderate and remove comments.



Always up-to-date

Caching is always a challenge in AEM. By communicating directly from the client to our servers for delivering comments and ratings, we take that hassle away from you.



Do it your style

code*flair* provides a reference implementation that is designed to be easily integrated into your site. No one will recognize that this is not your style.



Comments: The Details (1)

A user visits your page.

Existing comments are loaded from the AEM Customer Interaction Cloud.

The user is presented a comment field and two options to verify his profile: Facebook or by providing an Email address

Autoversicherung

Dies ist ein [AXA ARAG](#) Produkt.

Ihr Auto ist Ihr ganzer Stolz oder es bringt Sie einfach nur von A nach B? Es ist in jedem Fall besxtens bei uns versichert. Berechnen Sie Ihre Prämie online - Ihren Berater behalten Sie, auch wenn Sie online abschliessen.

The screenshot displays the 'Autoversicherung' (Car Insurance) page. At the top, it states 'Dies ist ein AXA ARAG Produkt.' Below this, a text block explains that the user's car is insured with AXA ARAG, and they can calculate their premium online. Three benefits are listed, each with a red checkmark icon:

- Auto-Abhol- und -Bring-Service (inkl. gratis Ersatzfahrzeug)
- Zusatzrüstung bis 10 % des Katalogpreises gratis mitversichert
- Bis zu 20% Rabatt für CO2 sparsame Autos

A blue button labeled 'Prämie berechnen' is positioned below the benefits. Below the button is a comment form with the text 'Sagen Sie uns Ihre Meinung!' and a text input field. To the right of the form is a vertical blue sidebar with four icons: a calculator, a warning triangle, a trash can, and a house. Below the form, there is a Facebook icon and two input fields for 'Name' and 'Email'.



Comments: the Details (2)



The user clicks on the facebook login button:
A popup window connecting to facebook opens, where the user logs in and agrees to the service accessing basic profile information.
Once he has agreed, the window closes and the user can post comments.



The user provides an email address:
Optionally, our server generates an email containing a verification link.
As soon as the user has clicked the link, the post is verified.
After verification, the email address is deleted from the cloud service.

Comments: the Details (3)

After every comment posted, an email to an email address configurable by you is triggered, pointing to the page in the authoring environment where the comment can be moderated and deleted directly by your team.

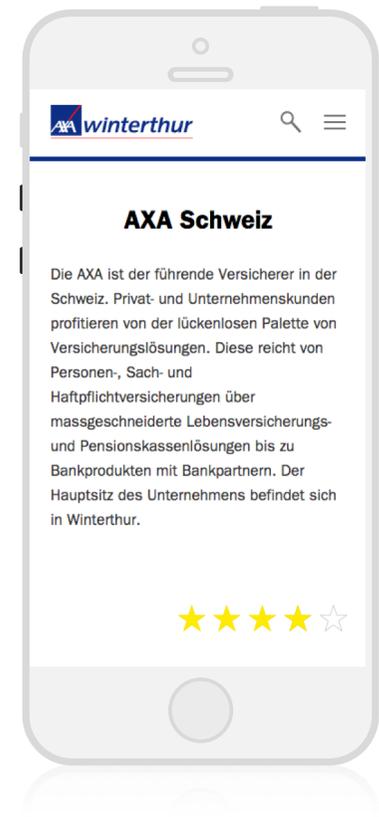
Depending on your needs, comments can be immediately made public or they must be approved by one of your authors.



Ratings

All users can rate your pages by clicking on a standard five-star icon.
Basic spam protection is implemented.

Average ratings for a page can be fetched via Javascript and
integrated into reporting suites.



SLA and Pricing



SLA

Our basic pricing assumes, that comments are important, but not business-critical for you.

It is based on the following SLA:

Service Availability: 99%

Maximum Downtime: 1 Business Day

Response Times:

- Fetching comment data: 95% of requests are served in less than 500ms
- Posting comments: 95% of requests are served in less than 1000ms

Number of Requests: peak load of 500 requests per second

If this does not meet your needs, contact us for an offer.



Technical Architecture



Architecture Overview

The following components are relevant for the code*flair* community interaction cloud architecture:

AEM Server (Author and Publish): Renders the AEM website, including custom developed components for the codeflair customer interaction cloud

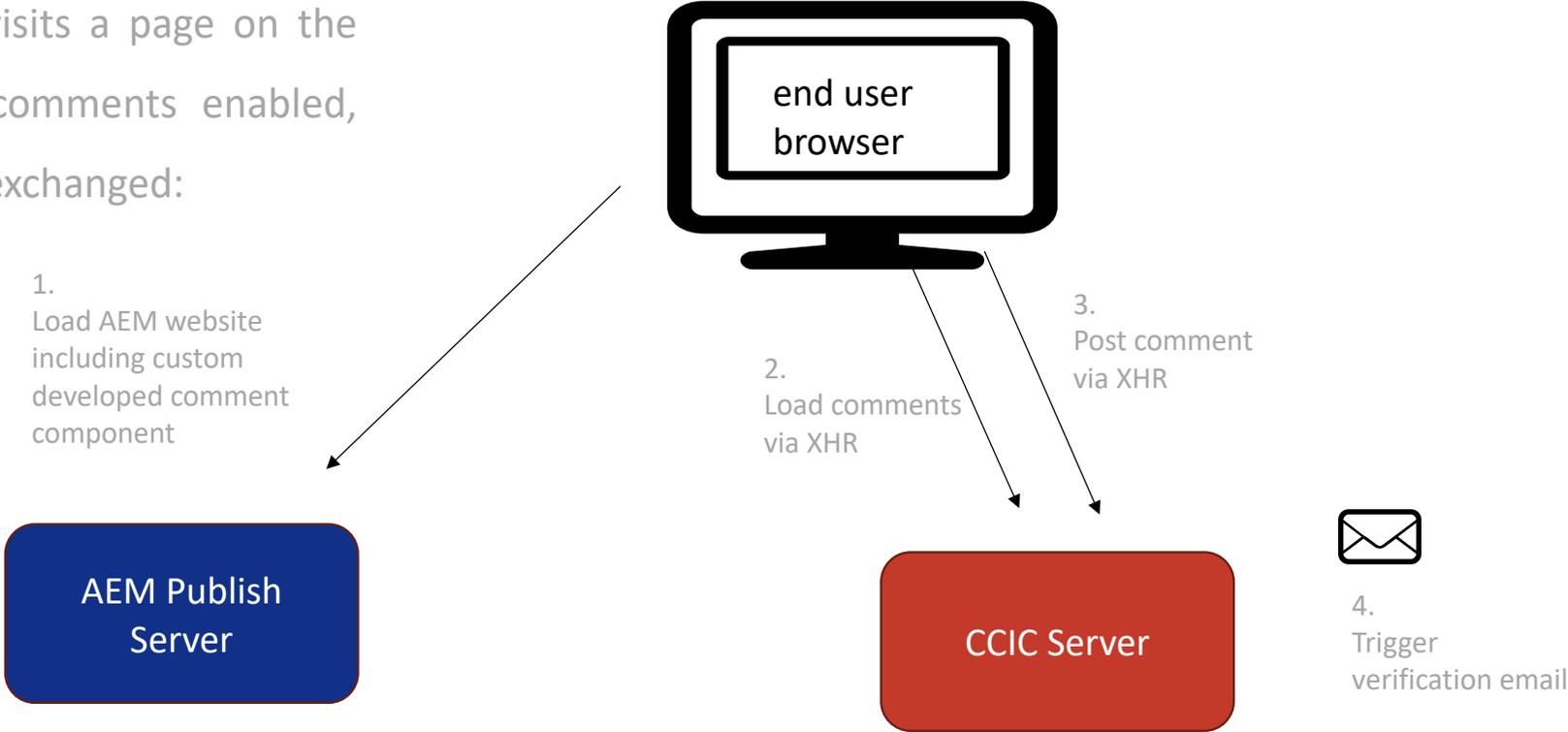
Client Browser: The browser displays the AEM website and asynchronously loads/posts comments from the codeflair customer interaction cloud.

CCIC Server: the codeflair customer interaction cloud server delivers comments via a RESTful webservice.



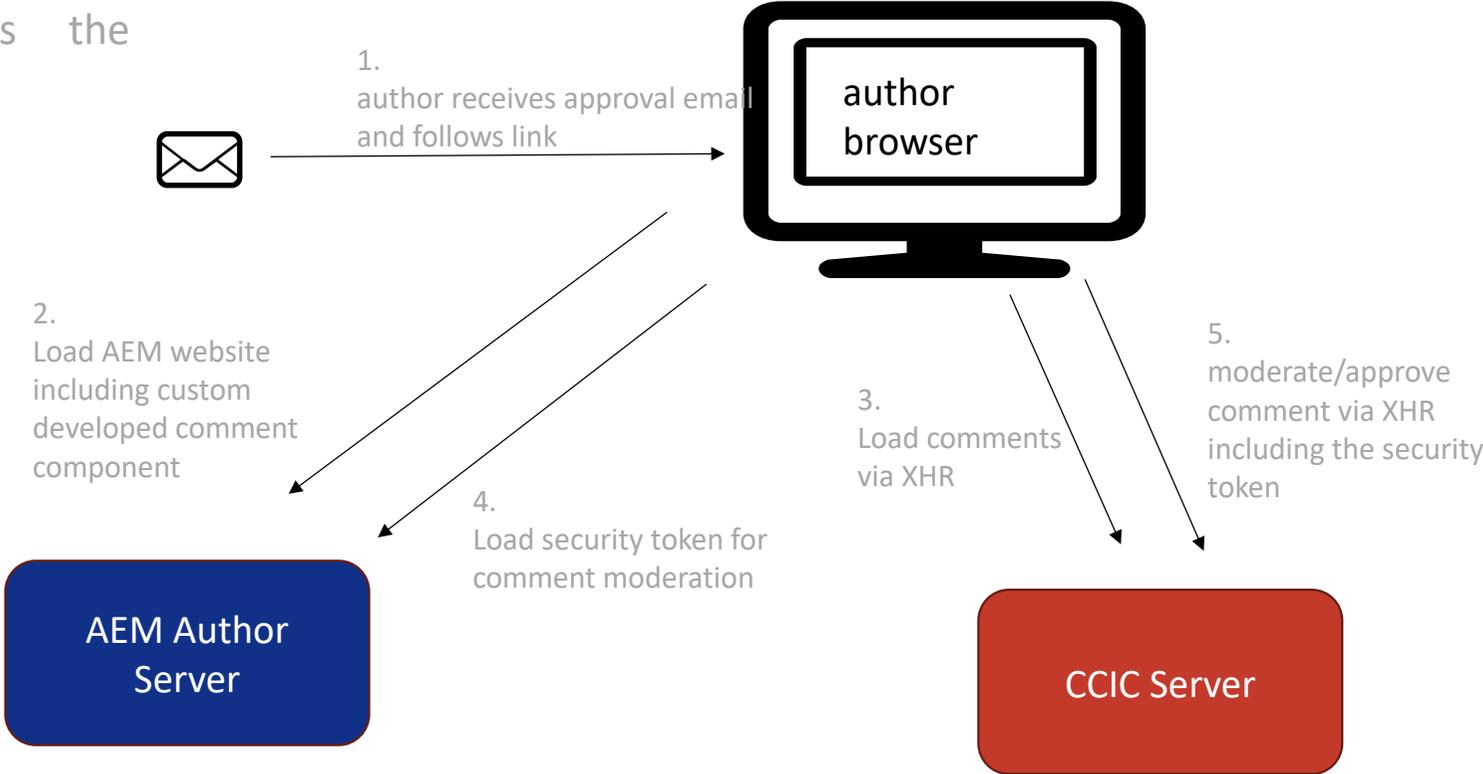
Data Flow Website User

When an end user visits a page on the AEM website with comments enabled, the following data is exchanged:



Data Flow Author Approval/Moderation

When an AEM Author moderates comments the dataflow is as follows:



REST Interface

The CCIC server is designed to work statelessly but provides session cookie functionality to enable the reuse of user entered data during one session.

The following services are currently implemented:

GET /discussion/:discussionId: retrieve all comments for a given discussion

POST /comment

GET /verifyComment/:verificationKey: verify a comment (optional)

GET /user displays user information stored in the current session

DELETE /comment/:commentId: deletes a comment , requires security token

POST /comment/:commentId: updates a comment, requires security token



Comment Approval/Moderation

To secure the interface operations for approval and moderation of comments, the AEM generates an encrypted security token.

Since AEM is an trusted system, the custom developed component can encrypt this token with a shared secret.

The author browser requests a new token before every permission-sensitive operation. Tokens are only granted if the author has the required permission and are only valid for 10 Minutes.

Note: Ideally, the security token would contain the name/id of the author for auditing reasons.

This information will never be available publicly.

If this is considered to be security relevant, the author name can be removed from the token.



Facebook Login

For convenience, end users have the option of using their Facebook login for posting comments:

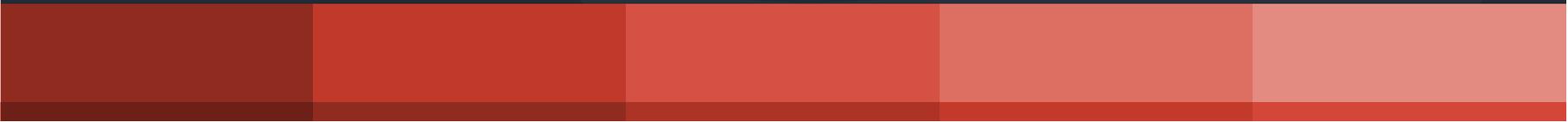
- The login flow is implemented as documented by Facebook:

<https://developers.facebook.com/docs/facebook-login/manually-build-a-login-flow/>

- No data is sent to Facebook unless the end user click on a button clearly labeled with “facebook login”



Integration / Installation



Integration

The CCIC elements will be integrated into your custom AEM application.

Codeflair does provide sample implementations for the AEM We Retail application, also a ReactJS based sample integration is available.





Thank you!

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