



# Context to Call

## Context to Call Business User Guide

Shopify Platform

*Version 1.3*

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## Introduction

Welcome to the Context to Call Business Shopify user guide! This guide will help you set up Context to Call Business Sources and Points and integrate your newly generated Embed Code on your Website effectively to enhance your business experience.

## Sign-In

- **Open the Sign-In Page:** Open your web browser and go to the Context to Call Business Sign-In page.
- **Enter Email Address:** In the appropriate field, enter the email address associated with your account.
- **Provide Password:** Enter your account password in the designated password field. Be sure to use the correct combination of uppercase and lowercase letters, numbers, and special characters.
- **Remember Me:** Sign-in forms offer a "Remember Me" option. Selecting this option will keep you signed in on that device/browser for an extended period.
- **Click "Sign In":** Once you've entered your credentials, click the "Sign In" button to proceed.



Welcome to  
**Context to Call**




Fig 1- Login

## Sign In

Email Address \*

Password \*

  I'm not a robot   
reCAPTCHA  
Privacy - Terms

Remember me

[Forgot Password?](#)

Don't have an account? [Sign Up](#)

## Dashboard

- **Access Your Account:** Upon successful authentication, you will be granted access to your Context to Call Business account and directed to your account dashboard page.

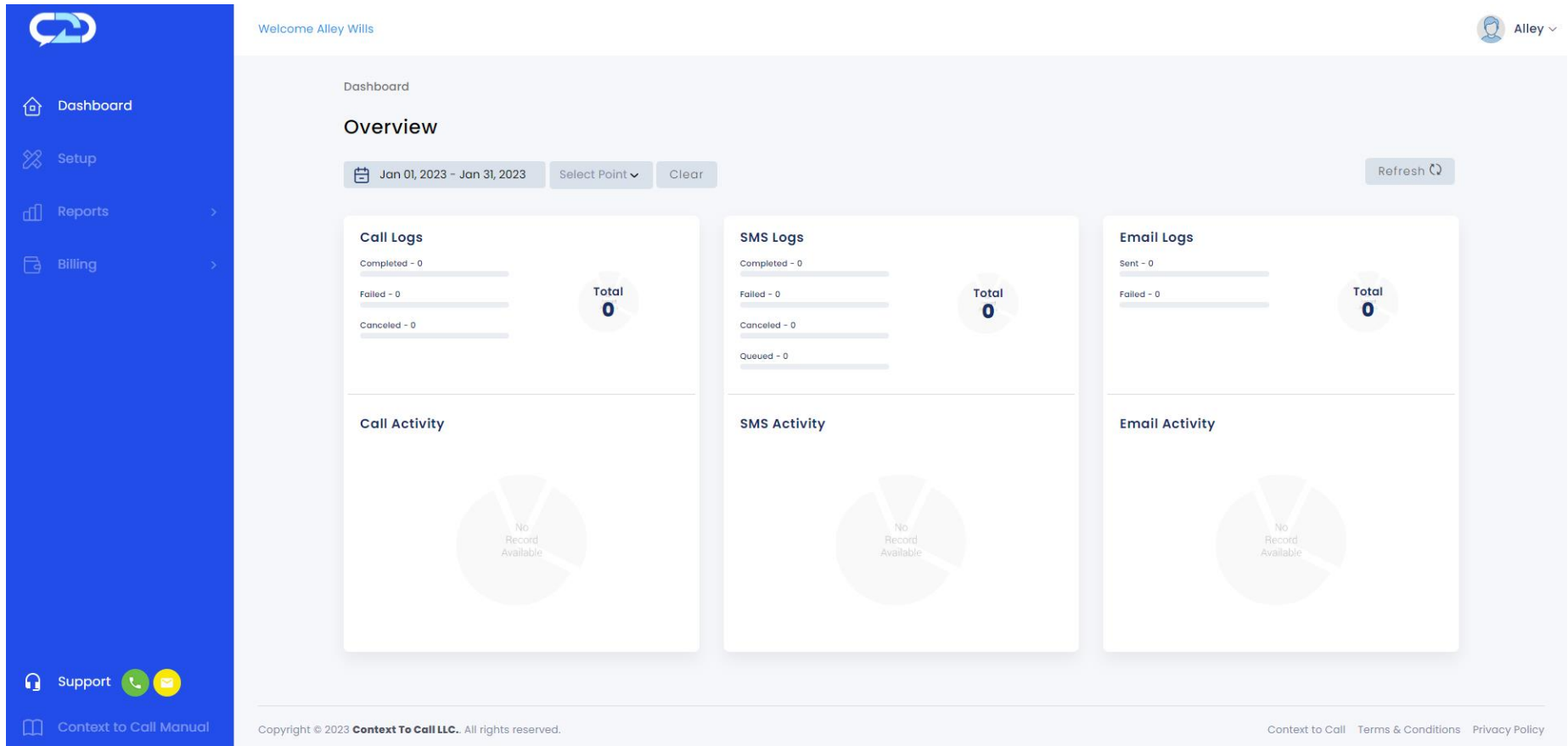


Fig 2 - Dashboard

# Generate Context to Call Business Embed Code

## Step 1: Accessing the Setup - Point Management

- Click on the “Setup” option located on the navigation menu.

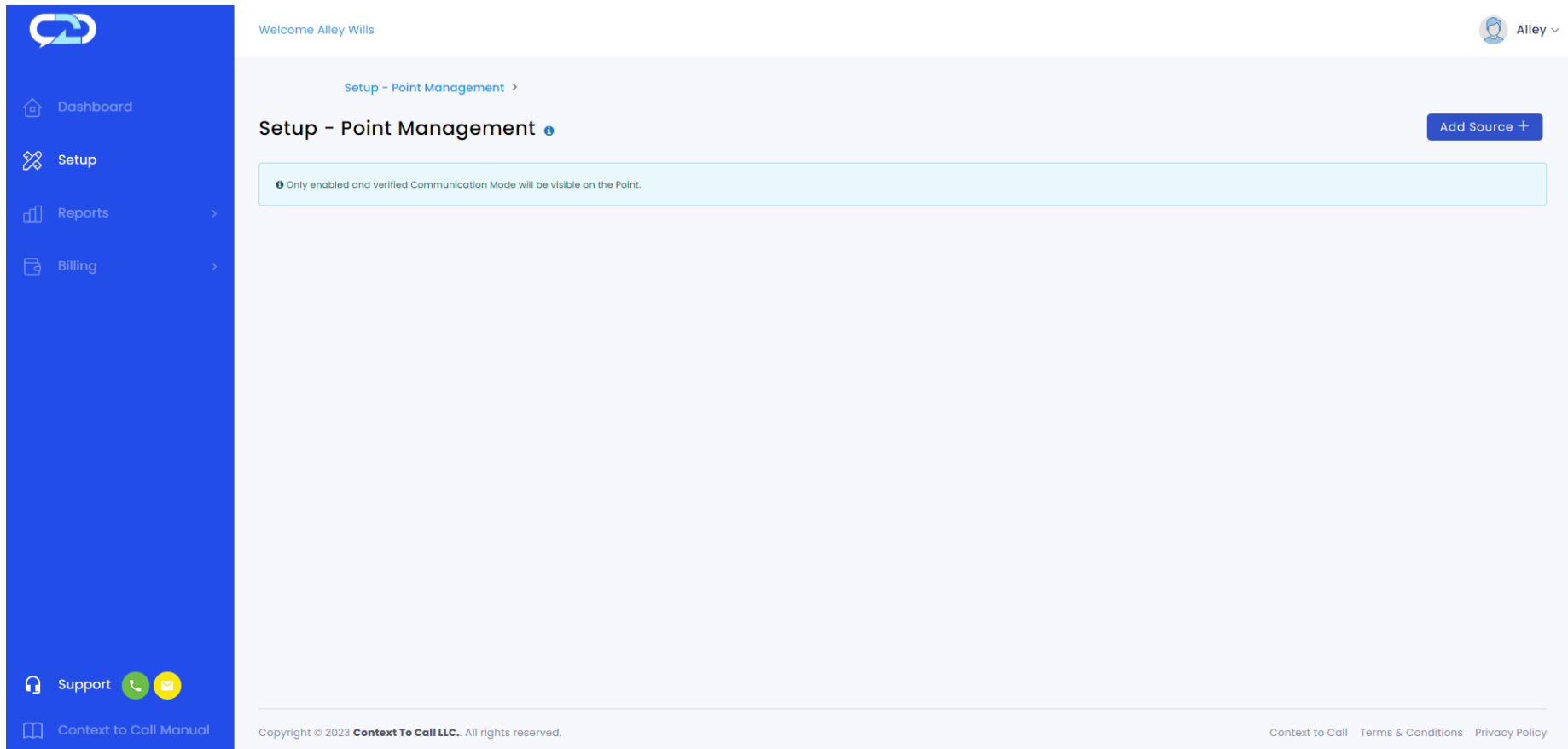


Fig 3 – Setup - Point Management

## Step 2: Adding Source

Source contains the points added under it. Source name refers to the website name.

Example - If you have a website called "[www.amazon.com](http://www.amazon.com)", you can name your source as Flipkart.

- Click on the 'Add Source' button.

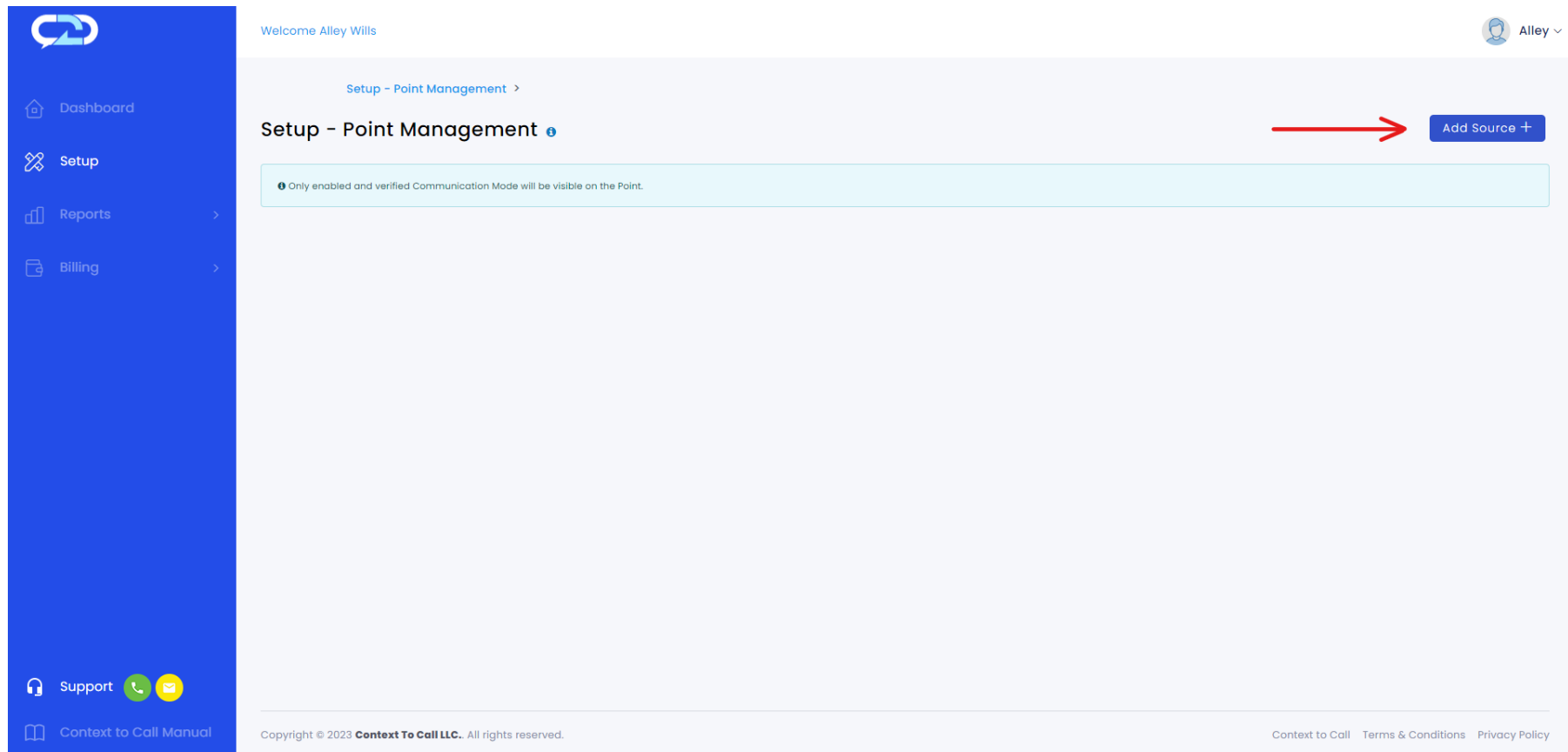
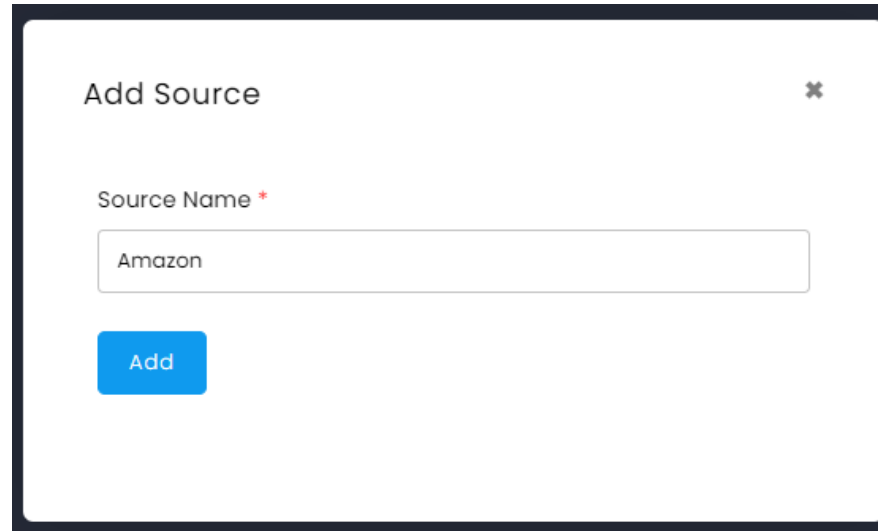


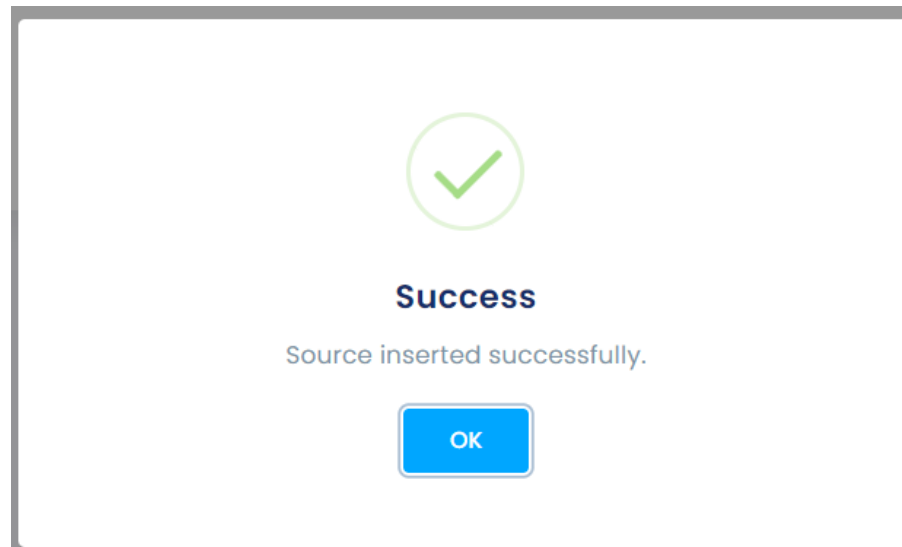
Fig 4 – Add Source

- Enter the Source Name and click on the 'Add' button.



The screenshot shows a dialog box titled "Add Source" with a close button (✕) in the top right corner. Below the title, there is a label "Source Name" followed by a red asterisk (\*). A text input field contains the word "Amazon". Below the input field is a blue button labeled "Add".

*Fig 5 – Add Source*



*Fig 6 – Source Inserted*



# Types of Point

## Global Points and Local Points

The Context to Call Business user can add Global Point or Local Point once at a time while adding a point by enabling/disabling the toggle button for their website domain or limited to a specific website page URL.

- 1) **Global Point** – It is used for creating communication points that are related to a specific Website Domain. Domain Name main part of the address, such as "example" in "example.com".

The Context to Call Business users can place communication points anywhere on their website which will be visible where they have placed the point on their website. The Context to Call user must provide a domain name of their website under the “Website Domain” textbox.

The communication point will function only if the domain name provided by the Context to Call Business user matches the domain name of where the Global Points are placed.

- 2) **Local Point** – It is used for creating a communication point for the specific Page of the website. The domain is the main part of the URL that identifies the website, and the path indicates the specific location of the page within the website's directory structure.

It may include folders, subfolders, and the page filename. For example, "/page" is the path in the URL "https://www.example.com/page".

The Context to Call Business users can create communication points for different pages of their website by providing the Page URL under the “Website's Page URL” textbox.

The communication point will function only if the Page URL provided by the Context to Call Business user matches the Page URL where the Local Points are placed.

### Step 3: Adding Point

- Source inserted in the previous step is visible under Setup - Point Management.

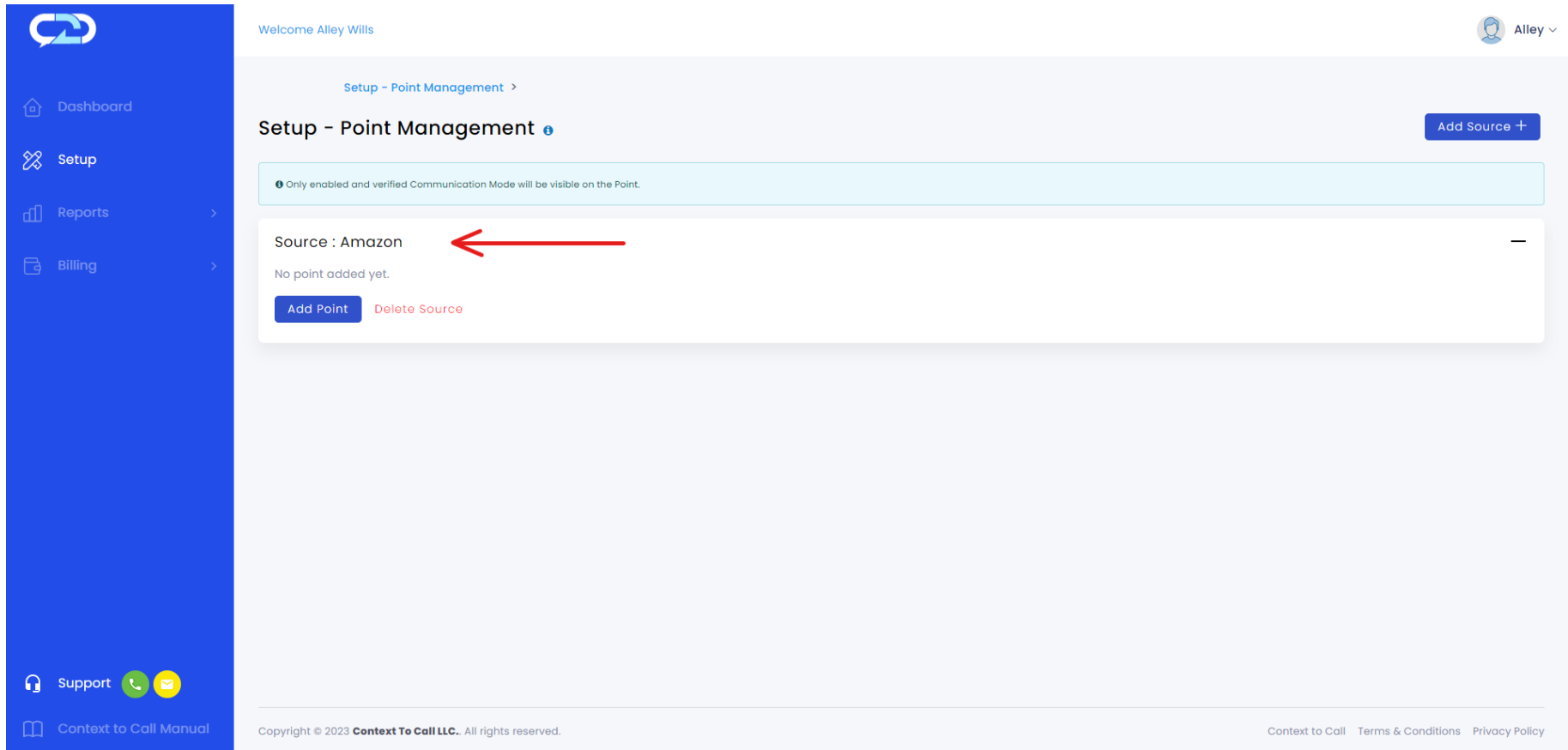


Fig 7 – Source: Setup - Point Management

- Click on the 'Add Point' button.

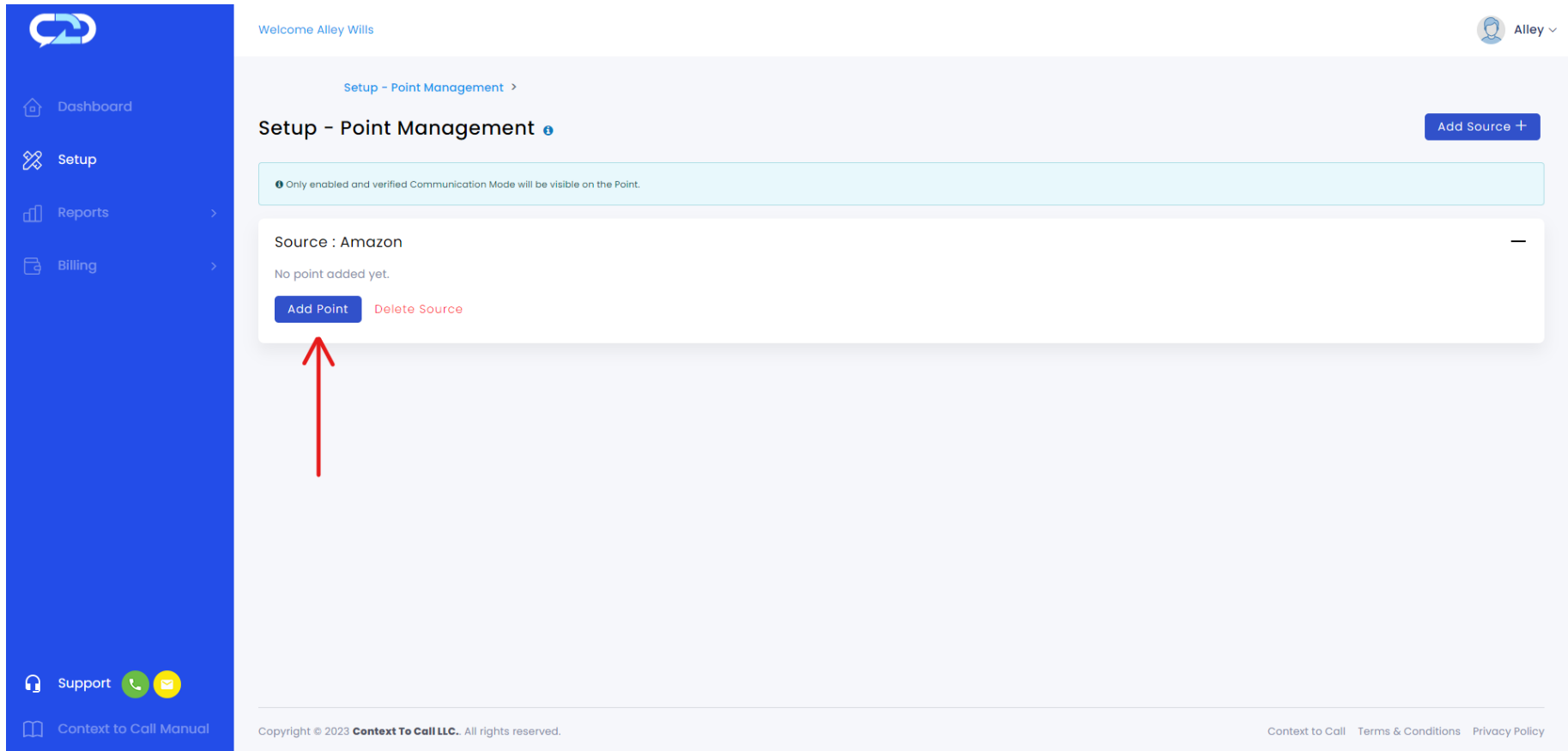
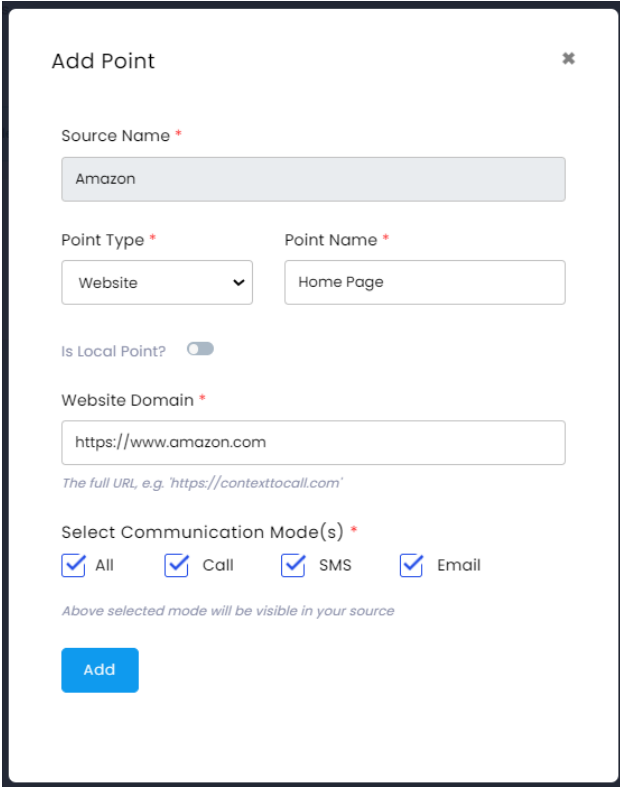


Fig 8 – Source: Add Point Button

## Adding Global Point

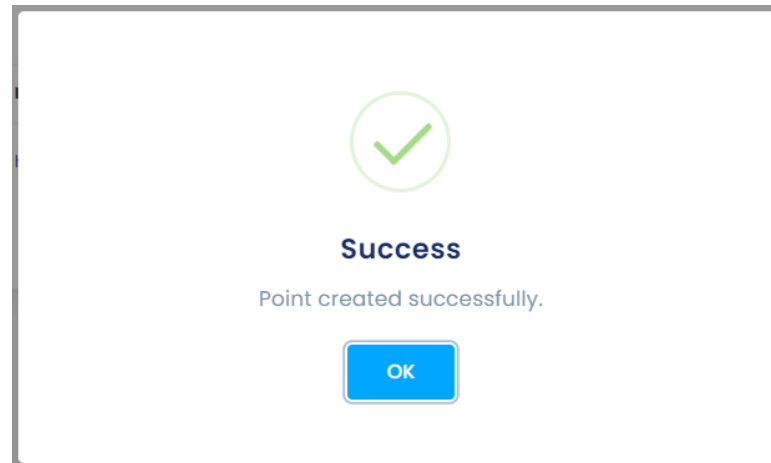
- Source under which you want to add the Point will Auto-Populate in the Source Name field.
- Select 'Point Type' as 'Website' from the dropdown.
- Enter the 'Point Name' for your reference. Ex., If you want to place an Icon on your website's Home Page.
- Disable the 'Is Local Point?' toggle button to make the point a Global Point.
- Enter the Website Domain in the 'Website Domain' textbox.
- Select the 'Communication Modes' you want to place on your website.
- Click on the 'Add' button to add the point.



The screenshot shows a form titled "Add Point" with a close button (✕) in the top right corner. The form contains the following fields and options:

- Source Name \***: A text input field containing "Amazon".
- Point Type \***: A dropdown menu with "Website" selected.
- Point Name \***: A text input field containing "Home Page".
- Is Local Point?**: A toggle switch that is currently turned off.
- Website Domain \***: A text input field containing "https://www.amazon.com". Below this field is a small note: "The full URL, e.g. 'https://contexttocall.com'".
- Select Communication Mode(s) \***: Four checkboxes are checked: "All", "Call", "SMS", and "Email". Below these is a note: "Above selected mode will be visible in your source".
- Add**: A blue button at the bottom of the form.

Fig 9 – Add Point: Global Point



*Fig 10 – Global Point Added*

### Adding Local Point


- Source Name will auto-populate for you.
- Select 'Point Type' as 'Website' from the dropdown.
- Enter the 'Point Name' for your reference. Ex., If you want to place icons on your website's Contact Us page.
- Enable the 'Is Local Point?' toggle button to make the point a Local Point.
- Enter the Website Page URL in the 'Website's Page URL' textbox. Ex., If you want to limit the Icons to a specific page of your website i.e. "www.amazon.com/contactus".
- Select the 'Communication Modes' you want to place on your website.
- Click on the 'Add' button to add the point.

### Add Point ✕

Source Name \*  
Amazon

Point Type \*  
Website

Point Name \*  
Contact Us

Is Local Point?  

Website's Page URL \*  
https://www.amazon.com/contactus  
The full URL, e.g. 'https://contextocall.com'

Select Communication Mode(s) \*  
 All  Call  SMS  Email  
Above selected mode will be visible in your source

**Add**

Fig 11 – Add Point: Local Point

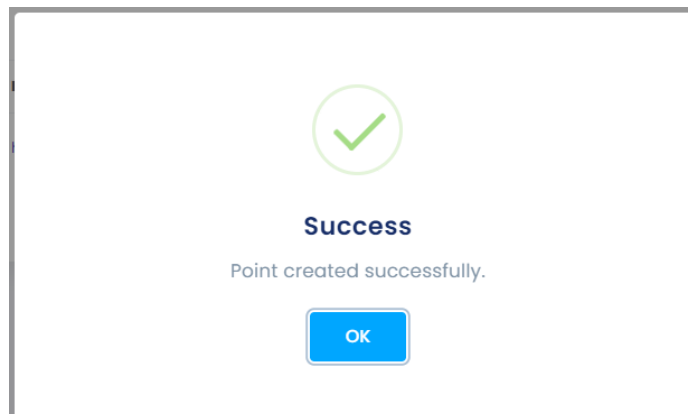


Fig 12 – Local Point Added

- You can see added points under the Setup - Point Management section.

Welcome Alley Wills

Setup - Point Management >

### Setup - Point Management

Only enabled and verified Communication Mode will be visible on the Point.

Source : Amazon

Point Name	Status	Destination		Call	SMS	Email	
Contact Us	<input checked="" type="checkbox"/>	https://www.amazon.com/contactus	Local Point	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	View <input type="checkbox"/>
Home Page	<input checked="" type="checkbox"/>	https://www.amazon.com	Global Point	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	View <input type="checkbox"/>

[Add Point](#) [Delete Source](#)

Support

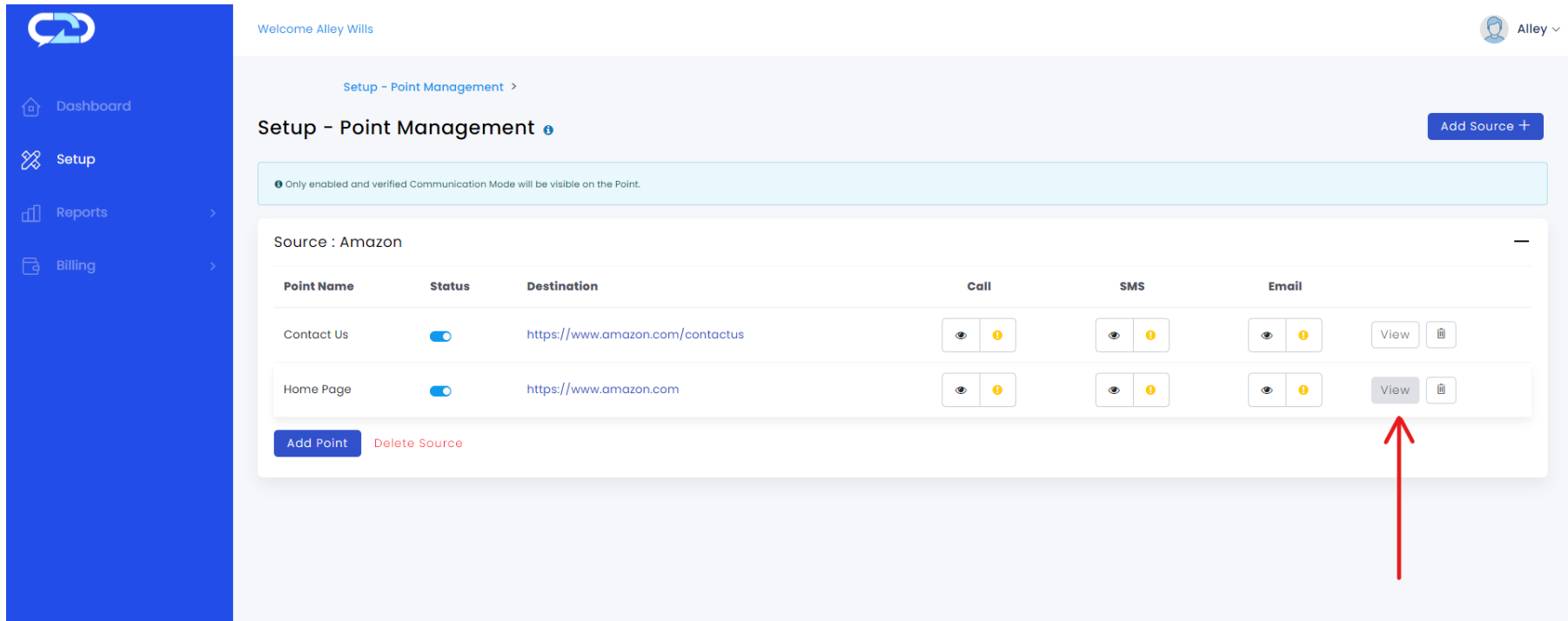
Context to Call Manual

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Fig 13 – Points Added under Source

## Step 4: Points Verification

- Click on the 'View' button to view the 'Point Details' under Setup - Point Management.



The screenshot displays the 'Setup - Point Management' interface. On the left is a blue sidebar with navigation options: Dashboard, Setup, Reports, and Billing. The main content area shows a header with 'Welcome Alley Wills' and a user profile 'Alley'. Below the header is a breadcrumb 'Setup - Point Management' and an 'Add Source +' button. A light blue notification bar states: 'Only enabled and verified Communication Mode will be visible on the Point.' The main section is titled 'Source : Amazon' and contains a table with columns: Point Name, Status, Destination, Call, SMS, and Email. The table lists two points: 'Contact Us' and 'Home Page', both with status 'On' and destination 'https://www.amazon.com/contactus' and 'https://www.amazon.com' respectively. Each point has icons for visibility and a yellow warning icon. To the right of each row are 'View' and delete icons. A red arrow points to the 'View' button for the 'Home Page' row. At the bottom of the table are 'Add Point' and 'Delete Source' buttons.















Point Name	Status	Destination	Call	SMS	Email	
Contact Us	On	https://www.amazon.com/contactus	 	 	 	View 
Home Page	On	https://www.amazon.com	 	 	 	View 

Fig 14 – Points View Button



- Under the Point Info. tab, click on the 'Edit' button to verify the Call/SMS/Email.

The screenshot displays the 'Point Info.' tab in the 'Setup - Point Management > Point Details' section. The interface includes a blue sidebar with navigation options: Dashboard, Setup, Reports, Billing, Support, and Context to Call Manual. The main content area shows the following details:

Point Name	Home Page	<a href="#">Edit</a>
Website URL	https://www.amazon.com	
Is Local Point?	No	
Status	● Active	
Icons	<input checked="" type="checkbox"/> Call <a href="#">Verify</a>	<input checked="" type="checkbox"/> SMS <a href="#">Verify</a>
		<input checked="" type="checkbox"/> Email <a href="#">Verify</a>

Two red arrows highlight the 'Point Info.' tab and the 'Edit' button. The footer contains copyright information for Context to Call LLC and links to Terms & Conditions and Privacy Policy.

Fig 15 – Point info: Edit Button

- Click on the 'Verify' button located below the 'Call', 'SMS', and 'Email' label to verify the communication mode individually.
- Enter your Business Contact information, where you want to receive the 'Call' & 'SMS'.
- Enter your Business Email information, where you want to receive the 'Email'.

**Call**                      **SMS**                      **Email**



The figure displays three separate verification screens. The first screen, titled 'IVR Verification', includes a 'Country Code' dropdown menu, an 'Enter Business number to call' input field, an 'Ext.' input field with a '0' icon, and a 'Proceed' button. The second screen, titled 'Verify Business SMS', includes a 'Country Code' dropdown menu, an 'Enter Business number to SMS' input field, and a 'Proceed' button. The third screen, titled 'Verify Email', includes an 'Enter Business email address' input field and a 'Proceed' button.

Fig 16 – IVR Verification Screen

- Click on the 'Proceed' button to receive the OTP to verify the 'Call', 'SMS', and 'Email' individually.
- The 'Verify' button will turn to 'Verified' and click on the 'Update' button to update the verification.

The screenshot displays the 'Point Info' page in the Context to Call management interface. The page is titled 'Setup - Point Management > Point Details' and includes tabs for 'Point Info.', 'Embed Code', and 'Settings'. The 'Point Info.' tab is active, showing a form with the following fields:

- Point Name:** Home Page
- Website URL:** https://www.amazon.com
- Is Local Point?:** Off
- Status:** On
- Icons:** Call, SMS, and Email, each with a 'Verified' status and a 'Change' button.

A red arrow points to the 'Update' button, which is located next to the 'Cancel' button. The 'Update' button is highlighted in blue, indicating it is the primary action to be taken.

Fig 17 – Point Info: Update Button

## Step 5: Embed Code

- Click on the 'Embed Code' tab to view the Embed Code generated after 'Call', 'SMS', and 'Email' is verified.
- Copy and paste the generated Embed Code on your website by following the instruction mentioned.

Note:

To enable the Context to Call Business functionality (Call/SMS/Email) Icons, paste Step 1 and Step 2 of the Embed Code in the Head Section of your website.

Paste Step 3 of the Embed Code in the Body Section of your website, where you want the Icons to display on the website.

Welcome Alley Wills

Point Info. **Embed Code** Settings

[How To Embed Code.](#)

**Step:1** Place the following Code in **head** section of your page only once [this section of code should not be repeated].

```
<script type="text/javascript" src="https://bit.ly/39qmxzL"></script>
<script type="text/javascript">
  var c2c = new C2C("6435312623426f147b7073d4");
</script>
```

**Step:2** Place the following code below the above code you pasted in **head** section of your page.

```
<script type="text/javascript">
  c2c.adal("650ae97b23426f03c8832cfc");
</script>
```

**Step:3** Add the following labels anywhere in the HTML where you want to place the buttons (Call/SMS/Email)

```
<label id="GdRriz" for="c2c_call"></label>
<label id="7QTEO4" for="c2c_sms"></label>
<label id="nrqOVz" for="c2c_email"></label>
```

Fig 18 – Embed Code

## Integrating Embed Code – Shopify



Fig 19 – Shopify logo

- Sign In to your Shopify account “https://accounts.shopify.com/lookup?rid=7e9dee92-156a-46e0-94e4-83e5964ed0cb”.
- On the left navigation menu, click on “Online Store”, click on “Themes” and select the theme you want to make changes.
- Click on the “Customize” button to edit the selected theme.

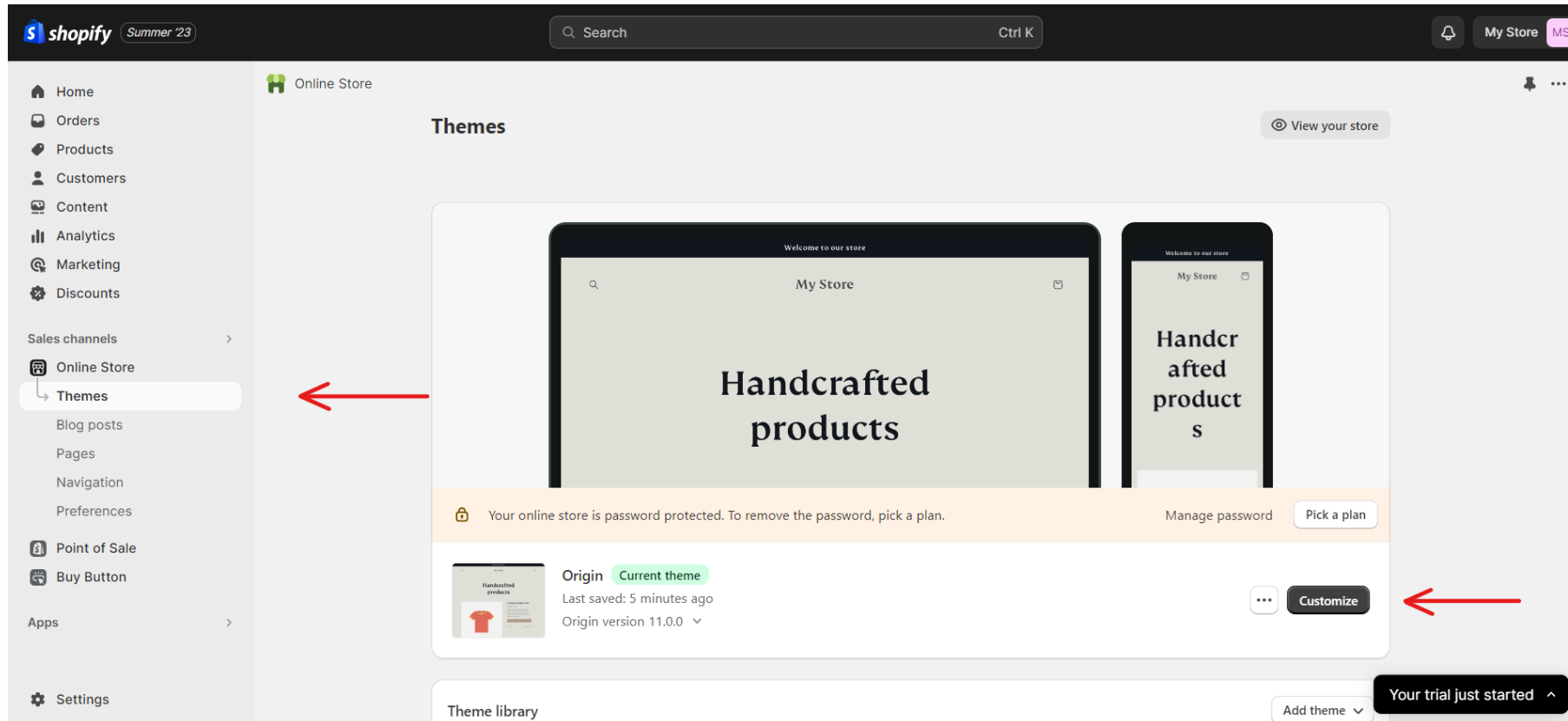


Fig 20 – Shopify: Theme Selection

- Once clicked on the “Customize” button, the website editor gets open.
- Click on the “Add Section” option from the left navigation panel and select the “Custom Liquid” option. You can add the “Custom Liquid” to Header, Template, and Footer section where you want to place the Context to Call Business Icons.

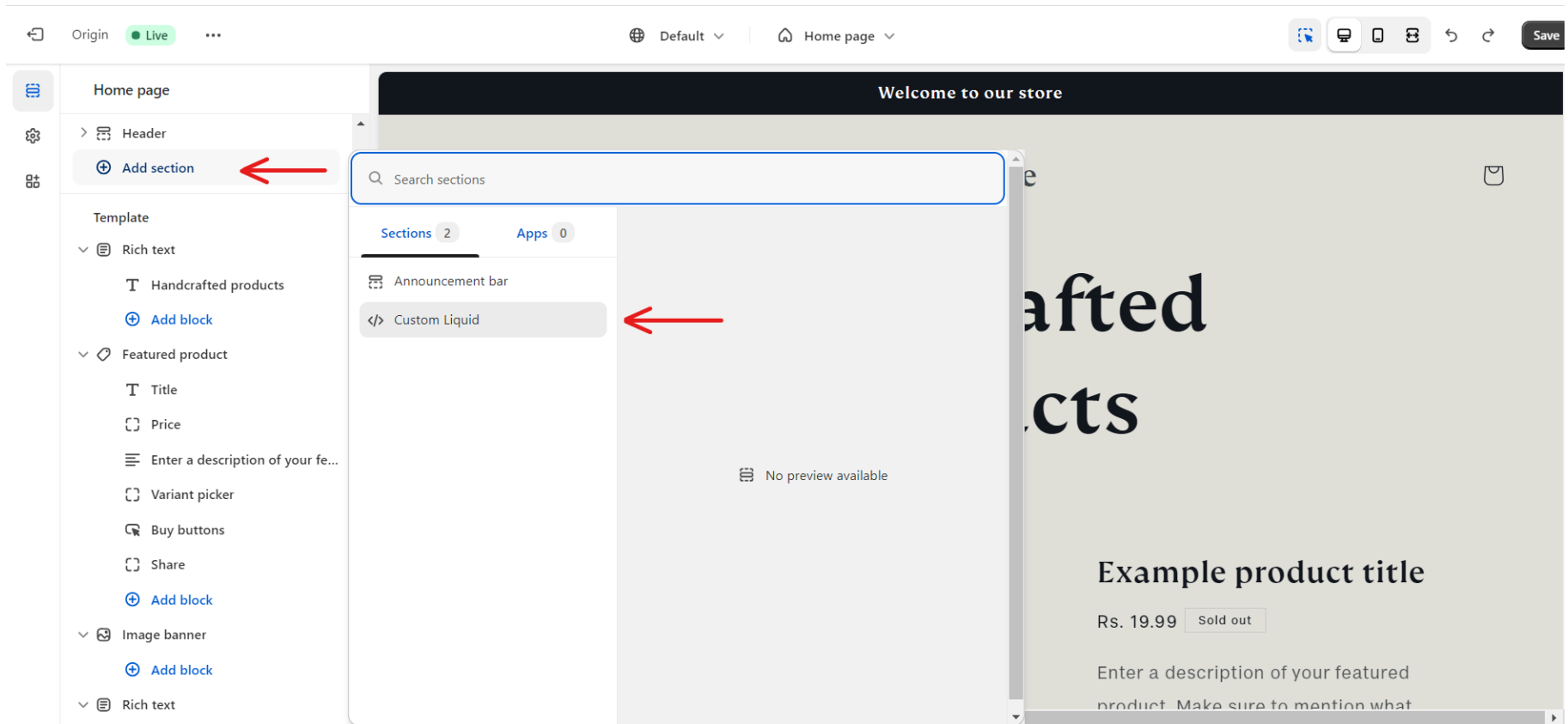


Fig 21 – Shopify: Custom Liquid

- Once the Custom liquid is added, click on the “Custom Liquid” option to open the Editor Panel.
- Paste the Context to Call Business Embed code in the Custom Liquid editor.
- Click on the “Save” button to save the changes. Click on the “...” and click on “View” from the dropdown to open your website.

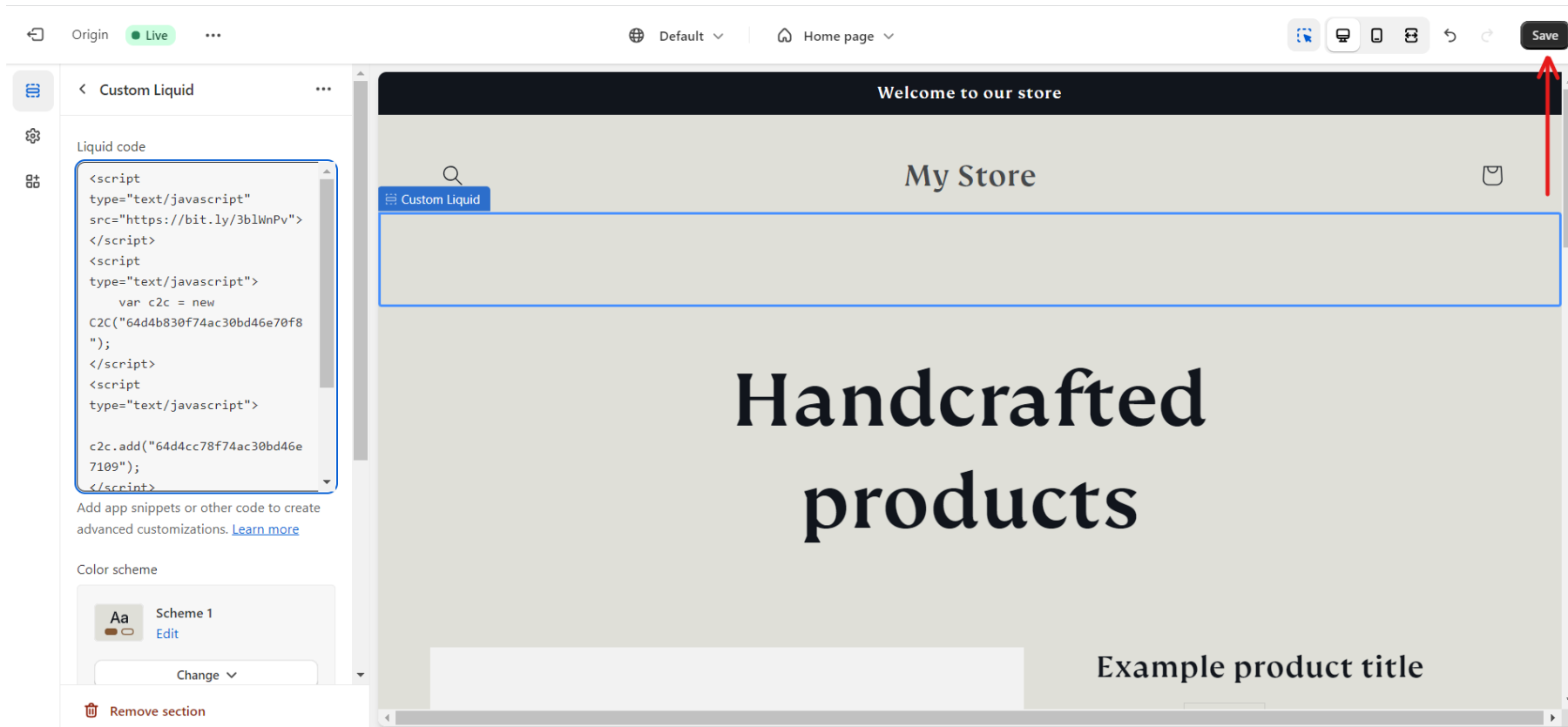


Fig 22 – Shopify: Paste Embed Code and Save



- Update the website “Domain” or “Page URL” on the Context to Call Business Webapp > Point Management > Point Info. > Website URL.

The screenshot displays the 'Point Info.' settings page within the Context to Call Business Webapp. The interface includes a blue sidebar on the left with navigation options: Dashboard, Setup, Reports, Billing, Support, and Context to Call Manual. The main content area shows the 'Point Details' for a specific point, with tabs for 'Point Info.', 'Embed Code', and 'Settings'. The 'Point Info.' tab is active, showing the following settings:

- Point Name:** Home Page (with 'Update' and 'Cancel' buttons)
- Website URL:** https://bikes.myshopify.com (highlighted with a red arrow)
- Is Local Point?:** Off (toggle switch)
- Status:** On (toggle switch)
- Icons:** Call (Verified), SMS (Verified), and Email (Verified), each with a 'Change Number' or 'Change Email' button.

The footer contains copyright information for Context To Call LLC (2023) and links to Terms & Conditions, Privacy, and a Privacy Policy icon.

Fig 23 – Setup - Point management > Point Info.

- You can visit your website, the Context to Call Business Icons will display on the website.

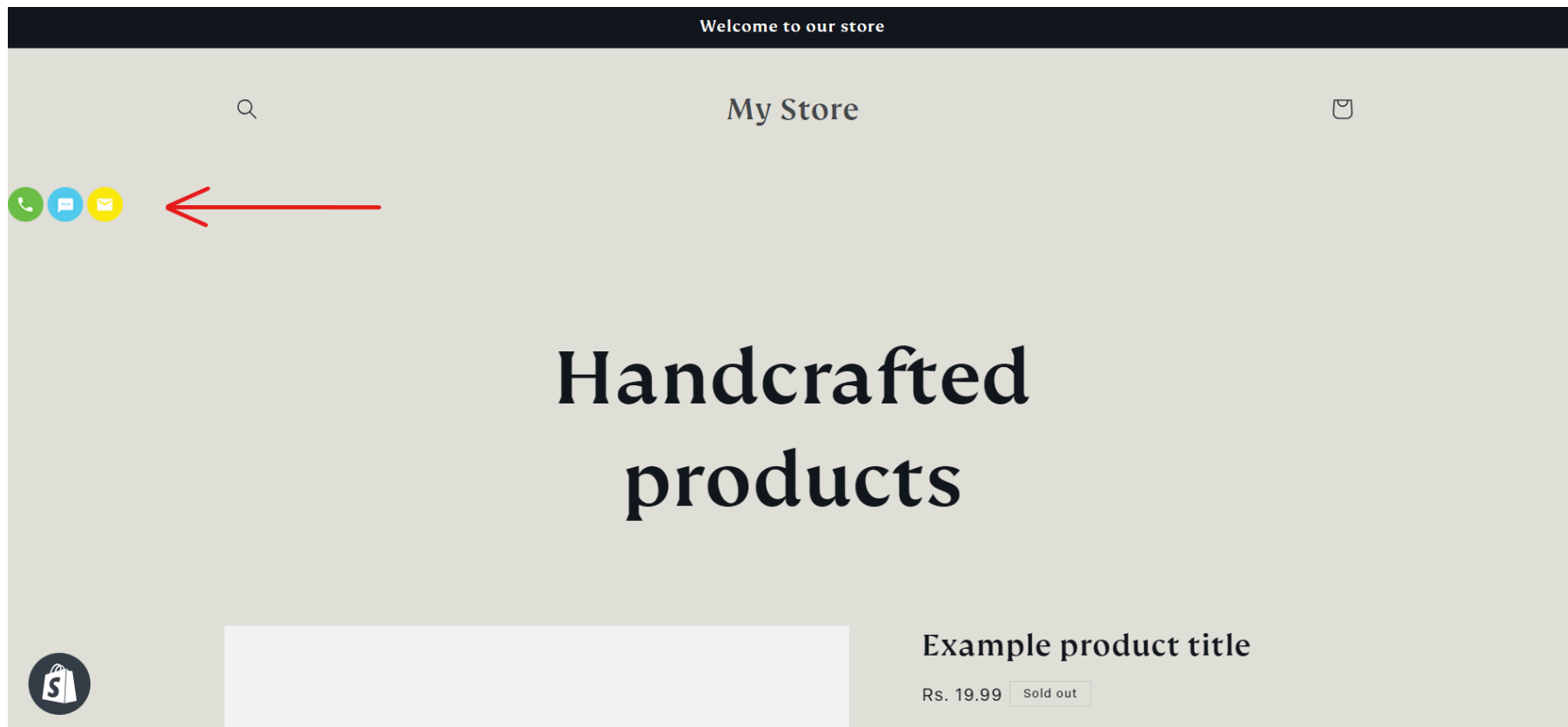


Fig 24 Shopify – Shopify: Context to Call Icons