

CLAIMS

1. A system for routing messages received from any one of a plurality of external user accounts on any one of a plurality of different messaging applications within an entity, the system comprising:
- 5 one or more integration modules coupled to each of the plurality of different messaging applications for receiving messages via the messaging application, wherein said messages are directed to a unique account identifier for the entity assigned thereon,
- a central messaging module configured to receive from each of the one or more integration modules said messages via a common internal messaging protocol, wherein said messages are
- 10 distributed to at least one more internal user accounts within the entity using additional address identifier information.
2. A system for routing messages within an entity according to claim 1 wherein at least a portion of the additional address identifier information is extracted from the message payload of the message sent to the unique account identifier of the entity by each messaging application.
- 15 3. A system for routing messages within an entity according to claim 2 wherein at least a portion of the additional address identifier information comprises text, image, sound or video data included in the payload of the message sent to the unique account identifier information of the entity.
4. A system for routing messages within an entity according to claim 1 wherein at least a
- 20 portion of the additional address information is provided from the originating external account of the messaging application responsive to a request issued by the one or more integration modules coupled thereto.
5. A system for routing messages within an entity according to claim 4 wherein the request is issued by a chatbot communicatively coupled to the integration module.
- 25 6. A system for routing messages within an entity according to claim 1 wherein the additional address identifier information is derived from additional information provided by the external user.
7. A system for routing messages within an entity according to claim 1 wherein internal user account address identifier information for internal account holders within an entity is stored
- 30 in a database.

8. A system for routing messages within an entity according to claim 1 wherein the system stores on a message server coupled to the central messaging module the or each message received from the external user accounts and sent to the at least one or more internal user accounts.

5 9. A system for routing messages within an entity according to claim 1 wherein the or each message transmitted from the at least one or more internal user accounts and sent to the external user accounts are stored on a message server coupled to the central messaging module.

10 10. A system for routing messages within an entity according to claim 1 wherein the or each subsequent message received from a specific external user account of a messaging application of the plurality of messaging application is routed according to the at least one or more internal user accounts identified for previous messages originating therefrom.

11. A method for routing messages received from any one of a plurality of external user accounts on any one of a plurality of different messaging applications within an entity, the
15 method comprising:

receiving a message sent to a unique address for an entity on one of the plurality of messaging applications at one or more integration modules coupled to that messaging application;

receiving at a central messaging module said message from the one or more integration modules via a common internal messaging protocol,

20 distributing said message to at least one more internal user accounts within the entity using additional address identifier information.

12. The method for routing messages within an entity according to claim 11 wherein at least a portion of the additional address identifier information is extracted from the message payload of the message sent to the unique account identifier of the entity by each messaging
25 application.

13. The method for routing messages within an entity according to claim 12 wherein at least a portion of the additional address identifier information comprises text, image, sound or video data included in the payload of the message sent to the unique account identifier information of the entity.

14. The method for routing messages within an entity according to claim 11 wherein at least a portion of the additional address information is provided from the originating external account of the messaging application responsive to a request issued by the one or more integration modules coupled thereto.
- 5 15. The method for routing messages within an entity according to claim 14 wherein the request is issued by a chatbot communicatively coupled to the integration module.
16. The method for routing messages within an entity according to claim 11 wherein the additional address identifier information is derived from additional information provided by the external user.
- 10 17. The method for routing messages within an entity according to claim 11 further comprising storing internal user account address identifier information for internal account holders within the entity in a database.
18. The method for routing messages within an entity according to claim 11 further comprising storing on a message server coupled to the central messaging module the or each message received from the external user accounts and sent to the at least one or more internal user accounts.
- 15 19. The method for routing messages within an entity according to claim 11 further comprising storing on a message server coupled to the central messaging module the or each message transmitted from the at least one or more internal user accounts and sent to the external user accounts.
- 20 20. The method for routing messages within an entity according to claim 11 wherein the or each subsequent message received from a specific external user account of a messaging application of the plurality of messaging application is routed according to the at least one or more internal user accounts identified for previous messages originating therefrom.
- 25 21. A non-transitory computer readable medium for use in a message processing system of an entity, the non-transitory computer readable medium having encoded upon it instructions executable by the message processing system to perform process steps comprising:
- receiving a message sent to a unique address for an entity on one of the plurality of messaging applications at one or more integration modules coupled to that messaging application;

receiving at a central messaging module said message from the one or more integration modules via a common internal messaging protocol,

distributing said message to at least one more internal user accounts within the entity using additional address identifier information.