

Customer support feedback via SMS

Objective:

To capture customer's feedback regarding the quality of customer support provided to them after their query/issue is resolved

Implementation:

Prerequisite before using APIs:

1. Sign in to gupshup.io to get an API Key.
2. A Gupshup Enterprise SMS account to send SMS.

Actual implementation:

1. Create a survey smart message that will enable us to capture customer feedback

URL Endpoint and HTTP Methods: Create a simple survey

```
PUT : http://api.gupshup.io/sm/api/smartmsg/survey
```

HTTP Request using Curl to create a simple survey:

```
curl -X PUThttp://api.gupshup.io/sm/api/smartmsg/survey \  
-H "apikey: YOUR API KEY" \  
-H "Content-Type: application/x-www-form-urlencoded" \  
-d 'question=How would you rate the support you received? \  
&callbackUrl=http://requestb.in/se2qvrse \  
&options=Good, I'm satisfied;Bad, I'm unsatisfied'\ '
```

Response body:

```
{  
  "id": "8",  
  "meta": {  
    "callbackurl": "http://requestb.in/se2qvrse",  
    "deleted": false,  
    "expired": false  
  },  
  "payload": {  
    "content": "How would you rate the support you received?",  
    "options": [  
      "Good, I'm satisfied",  
      "Bad, I'm unsatisfied"  
    ]  
  }  
}
```

```
],
  "type": "survey"
}
```

2. Once the survey is created, generate a signed link for a smart message and get the embedlink using SignedLink API.

URL Endpoint and HTTP Methods: Generate a signed link for a smart message:

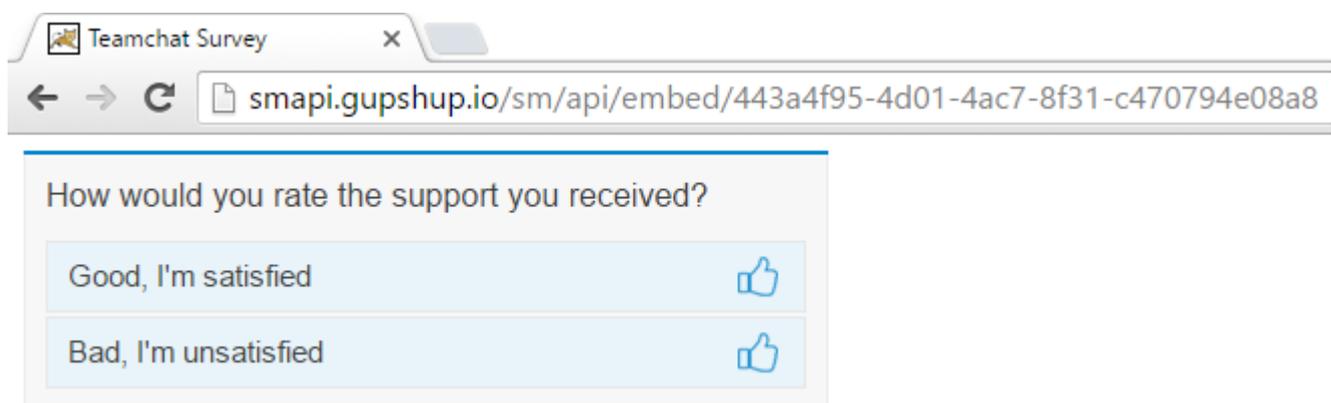
```
POST : http://api.gupshup.io/sm/api/smartmsg/msg/{id}/signedlink
```

HTTP Request to generate a signed-link for user:

```
curl -X POST http://api.gupshup.io/sm/api/smartmsg/msg/8/signedlink \
-H "apikey: YOUR API KEY" \
-H "Content-Type: application/x-www-form-urlencoded" \
-d 'destination = Target user'
```

Response body:

```
[
  {
    "embedlink":
    "http://smapi.gupshup.io/sm/api/embed/443a4f95-4d01-4ac7-8f31-c470794e08a8",
    "expired": false,
    "id": "443a4f95-4d01-4ac7-8f31-c470794e08a8",
    "signed-for": {
      "display": "Target user",
      "subdisplay": "Target user"
    },
    "smid": "8"
  }
]
```



3. Finally embed the url in your SMS message body and send an SMS using Send SMS API:

You can convert the long URL into tiny URL using [Gupshup tiny url](#)

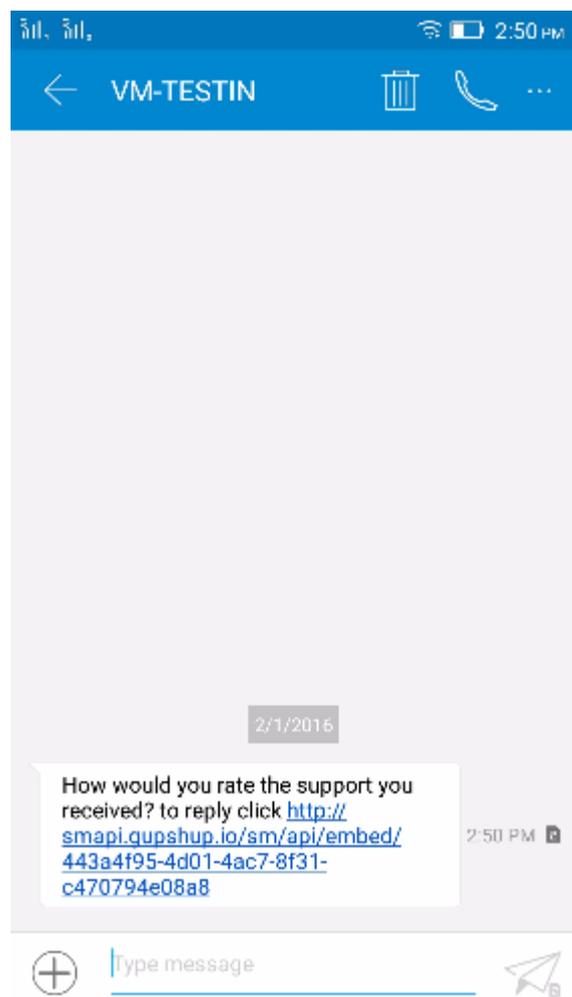
URL Endpoint and HTTP Methods: Send an SMS

```
PUT : http://api.gupshup.io/sm/api/sms/msg
```

HTTP Request using Curl to send an SMS:

```
curl -X PUT http://api.gupshup.io/sm/api/sms/msg \  
-H "apikey: YOUR API KEY" \  
-d 'destination=PHONE NUMBER \  
    &text=How would you rate the support you received? to reply click \  
http://smapi.gupshup.io/sm/api/embed/443a4f95-4d01-4ac7-8f31-c470794e08a8' \  
-H "Content-Type: application/x-www-form-urlencoded"
```

SMS OUTPUT:



Response Code: Response code 204 on success.

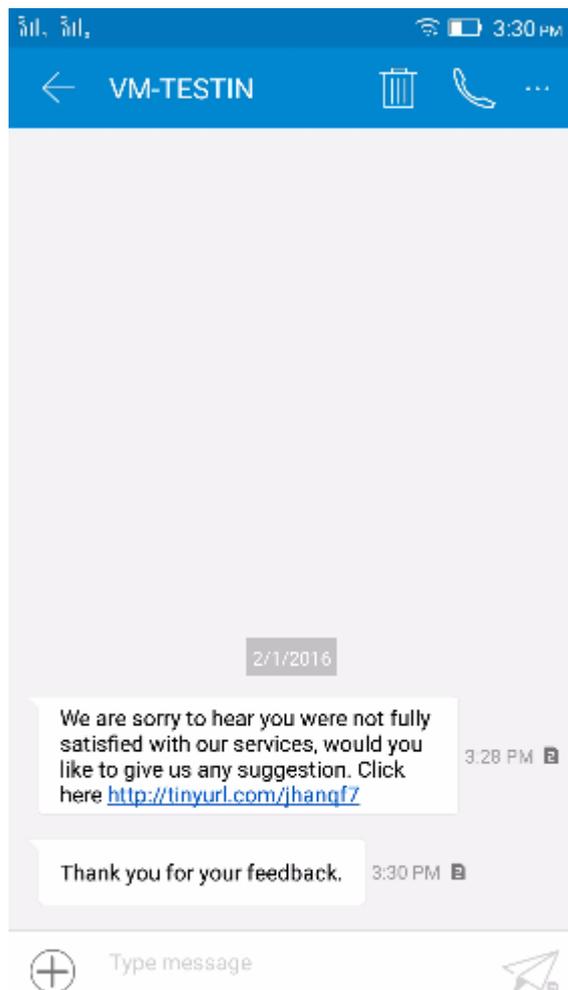
4. **Callback:** when you select a particular options following parameters are pass to your callback URL in the form:

```
GET : http://requestb.in/se2qvrse?response=Good, I'm satisfied&user=Target User
```

Pseudo code for trigger an SMS based on reply to survey smart message:

```
1. getParameter("user");
2. getParameter("response");
3. String URL = Create a form using dataCapture API and get embedded URL.
4. if (response = "Bad, I'm unsatisfied" || "Good, I'm satisfied")
    {
        String smsBody = "We are sorry to hear you were not fully
        satisfied with our services, would you like to give us any
        suggestion Click here "+URL;
    }else
    {
        String smsBody = "Thank you for your Feedback";
    }
5. Make an http Put request to
    "http://api.gupshup.io/sm/api/sms/msg"
    with text = smsBody and destination = phoneNumber as payload.
```

Message Output:



Suggestion form Output:

Please provide your suggestions.

comments

Check out the [example](#) on GitHub.