

Inavero API

Learn how the Inavero API can help your company



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What does the API actually do?

Take More Control of Your Survey Response Data

The Inavero API enables your company to take control of the survey response data we collect on your behalf and use it in ways that our technology doesn't currently allow. This additional level of access to your data can help you with the following,

- Increase accountability
- Broaden the reach of the satisfaction data to the people on the frontline of service
- Power your digital sales and marketing efforts in new and unique ways

Your Team Can Now Build Custom Programs with Your Response Data

It is critical to understand that the Inavero API simply *enables you to use your own resources* to build programs that utilize the Inavero API. You can build programs to accomplish any of the outcomes outlined above, but the Inavero API does not accomplish those outcomes directly by itself.

With the introduction of the Inavero API you can now hire or use one of your own internal developers to build your own custom programs; bringing your data from our system into one of your systems. With the API this can happen in an automated way and your team can use your response data to build powerful and highly customized programs that are specific to your company goals.

Prior to the Inavero API being in place there was no way for you to programmatically and automatically access the survey response data that we collect for you.

How you can put the Inavero API to use in your company

There are many different ways the API could be useful to your company. Below are some of the more common ways we see people use it.

Getting data closer to the front line service employees

Giving your frontline service employees information on the satisfaction level of the clients they serve can greatly improve their ability to service their clients. Often times these employees do not have direct access to the MyInavero survey dashboard, but are regularly accessing your internal client relationship systems. Using the API you can automate transferring that survey response data in near real time to the systems your employees are in everyday.

Accountability at higher levels in existing internal business intelligence dashboards

Executive level KPI reporting dashboards are commonplace in businesses today and can be a significant opportunity to elevate NPS to the highest levels of your company. The API would allow you to efficiently sync your survey response data into a BI reporting dashboard for high level NPS reporting alongside the other corporate KPIs.

Powering digital sales and marketing efforts

Survey responses include all of the shout outs and testimonials collected during the survey process. Utilizing the API you could create feeds of testimonials on your own websites or use in a variety of other digital ways to better utilize the powerful shout outs and testimonials in your sales and marketing efforts.

Increased accountability in the field to address service issues

Issue tracking information is also included in the API, which would allow you to build programs that access that information and do any sort of additional processing or notifications you might want to do that MyInavero doesn't do today. This allows for a lot of customization if you want to invest in the resources to build it exactly how you want it.

Getting started with the API

If you are ready to get started using the Inavero API here are your next steps:

1. Make sure you have the right package level. You must be at the Enterprise level to get access to the API. If you are unsure what package level you are or would like to discuss upgrading your package level you can contact your Inavero Account Manager who would be happy to talk to you about this.
2. Login to MyInavero and under the Manage tab you will find the API page.
3. That page will provide links to the API documentation, which is critical to learn how the API works.
4. Lastly, before you can start connecting to the API you will need a token, which can be generated on that same page.



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