

Lead Porting API Document

This document specifies the standard API for porting Leads from Vendor to the NoPaperForms CRM.

INSTITUTE_NAME | NOPAPERFORMS

NoPaperForms

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Version	Author	Description	Date
API_LP_1.0	TEAM NPF	Creation of Leads	4 th Sep 2018
API_LP_2.0	TEAM NPF	Update Data of Leads	18 th Jan 2019

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Objective

This document specifies the standard process of porting the Leads captured by the Vendor to the NoPaperForms CRM via Lead Porting API.

NoPaperForms provides a REST API which can be used by the Vendor to Create and/or Update Leads in the CRM.

Creating Leads

To create a new lead in the CRM, the Vendor has to push the following parameters (mandatory) as and when a lead is captured by them.

- **Email id** (Entered by the Lead)
- **Mobile Number** (Entered by the Lead)
- **Source** (Campaign Source as captured by the Vendor)
- **Unique Secret Key** (Provided by NoPaperForms)
- **Unique college id** (Provided by NoPaperForms)

API Endpoint

Live environment:

<https://api.nopaperforms.com/dataPorting/97/widget>

Staging environment:

<https://api.s8.nopaperforms.in/dataPorting/97/widget>

Note: As per the process, we recommend the Vendor to push a Test data. After confirmation of the data received, the Vendor should plug the API to push the Leads on run-time.

Request Parameters

Field Name (Column)	Field Description	Is Mandatory?	Is Pre-defined?	Validation	Sample Values
[name]	Registered Name			Alphanumeric Max Length – 50 Characters	Applicant
[email]	Registered Email	Yes		Standard Email Validations	dummy@gmail.com
[country_dial_code]	Country Code as shared by NoPaperForms	Yes	Yes		+91
[mobile]	Registered Mobile	Yes		Standard Mobile number validation basis country dial code	9999999999
[state]	Registered State as shared by NoPaperForms		Yes		Delhi
[city]	Registered City as shared by NoPaperForms		Yes		South Delhi
campus	Program/course as shared by the Institute/NoPaperForms	Yes	Yes		UG
[course]	Progra/course as shared by the Institute/NoPaperForms	Yes	Yes		BTech
[specialization]	Specialization as shared by the Institute/NoPaperForms		Yes		Computer Science Engineering
[source]	Source	Yes			
[medium]	Medium				
[campaign]	Campaign				
[secret_key]	College Secret Key	Yes	Yes		
[college_id]	College Unique Id	Yes	Yes		

Notes:

- For all the pre-defined Fields i.e. Country Dial Code, State, City, Course, Specialization, the Vendor will be provided the Master Data from NoPaperForms. The same values need to be passed via the API.
- The campaign source, medium and campaign name have to be captured and passed dynamically.
- There may be Custom Fields available for the Vendor which is configured solely basis the discussion with the Institute. This information can be rendered from the Institute/NoPaperForms while initiating the Integration process.
- While pushing the Leads, it is required that the Mandatory fields are not blank and carry a valid value. Else, the entire Record will be failed.
- Basis the Institutes Configuration (Primary Email or Mobile or Both), the Lead will be returned as Duplicate.
- In case the vendor wants to update the Leads attributes, they have to make a request with the mandatory parameters and the updated parameters. The values will be updated basis the parameter level configuration set out by the Institute in the CRM.
- Ideally, all the data transfers should happen on real-time basis to facilitate efficient lead nurturing process at the Institute end.

Sample Create Request (POST)

```
{
  [college_id] => <353>
  [name] => applicant
  [email] => dummy@gmail.com
  [country_dial_code] => +91
  [mobile] => 9999999999
  [source] => source1
  [medium] => medium1
  [campaign] => campiagn1
  [state] => Delhi
  [city] => New Delhi
  [course] => B.Tech
  [specialization] => Computer Science Engineering
  [secret_key] => <Hash shared>
}
```

Sample Response - Success

```
{  
  [status] => Success  
  [message] => Lead created successfully  
}
```

Sample Response - Fail

```
{  
  [status] => Fail  
  [message] => Invalid Mobile Number, Course Value doesn't match  
}
```

Sample Response – Successfully updated

```
{  
  [status] => Successfully updated  
  [message] => Lead attributes updated - Course  
}
```