

Exporting input from forms using an API

In Live Guide you can use forms to collect data or input from customers at different times:

- **Before** you open a chat with the customer, for example to ask for information like name, e-mail address and the reason for the chat.
- **During** your chat with a customer, for example to get customer details necessary to sell a product or a service.
- **After** a chat with a customer has ended, for example to ask customer satisfactions questions.
- When the chat button is in **offline** mode because no operators are logged on.

The form input is available to Live Guide operators and can be exported from Live Guide Administration in various formats.

The information which customers provided through forms can also be captured by a script and sent to a third-party system, like Google Analytics or a Customer Relationship Management system, for further processing and analysis.

This is achieved by adding custom code that specifies the third-party system's API to a Live Guide JavaScript and then adding the JavaScript to the page where the Live Guide chat button code has already been added.

Since the JavaScript has to be included on the web page where the chat button code is located, exporting input from form only works with a web site chat button, not with links in emails, campaigns or other places. This means that you have to use the call button tag code from **Setup > Code Builder > Website**.

Note

Using the Live Guide form submission API requires that you are familiar with JavaScript coding.

This is the JavaScript code which captures data:

```
<script type="text/javascript">
  (function() {
    var s = document.createElement('script'); s.type = 'text/javascript';
    s.async = true; s.name = "LiveGuideAPI";
    s.src = ('https:' == document.location.protocol ? 'https://' :
'http://')+ 'liveguide01eu.netop.com/lg/engine/sources/externalcallapi.js';
    var lgs = document.getElementsByTagName('script')[0];
lgs.parentNode.insertBefore(s, lgs);
  })();

  var LG_formHandler = function(FormId, obj) {
/* add your own code here */
}
</script>
```

The name of the environment, with **yellow** background in the code, must be changed to match the actual environment and must be either "liveguide01eu" or "liveguide01us". If you are using a trial version the environments must be either "trial-liveguide01eu" or "trial-liveguide01us".

FormId, with **blue** background, is the id of the form in the Live Guide database; obj, also blue background, contains a JavaScript object with all the form data. Obj has the following format (shown with sample data):

```
{
'id'      : '1',
'name'    : 'Free trial',
'type'    : 'beforechatform',
'results' : {
      {'question':'Country', 'answer' : 'Malta'},
      {'question':'Are you affiliated with an educational
institution?', 'answer' : 'No'}
    }
}
```

Instead of the comment in the code, **green** background, you must add your own code, using the API of the system you are pulling form input data into.

When the customer has filled in a form, the Live Guide form handler code will be executed and the code with green background, you own custom code, will send data to a third-party system.

If you were using Google Analytics, the code could look something like this:

```
var LG_formHandler = function(FormId, obj) {  
    gaq.push(['trackEvent', 'Liveguide Form', obj.type,  
obj.name + ' (' + obj.id + ')']);  
}
```

Using Google Analytics will require that you have a Google Analytics account and that you are familiar with their API.

The same code can be used for inserting the results into external databases or systems, like for example Salesforce or Zendesk.