

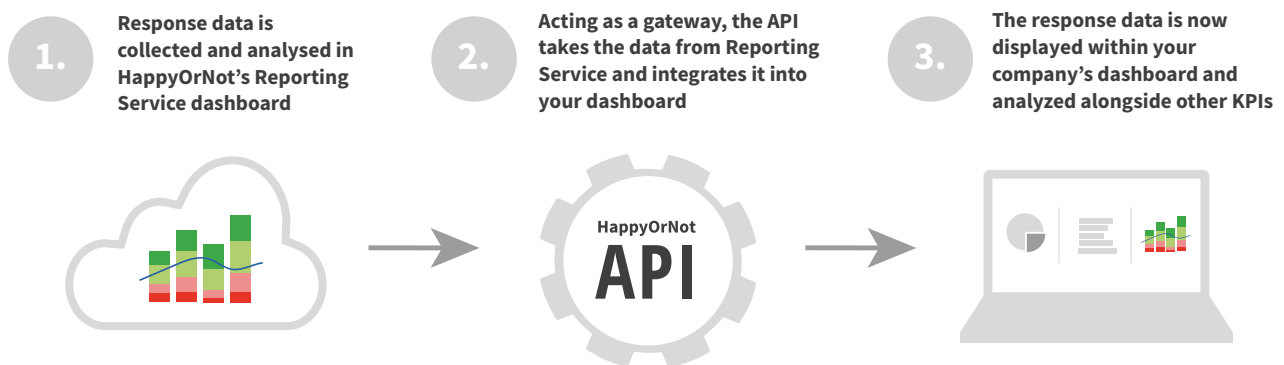
HappyOrNot API

(Application Programming Interface)

Combining HappyOrNot data with your KPIs

Our API is a solution to enable seamless integration of your response data, collected in our reporting service, straight to your company's own corporate dashboard. With the API, HappyOrNot results are automatically and continuously combined with your company's other Key Performance Indicators, providing a complete overview of your service performance in direct comparison to these KPIs and the impact that customer satisfaction has on achieving and maintaining high levels of operational performance.

Implementing the API gives your company flexibility and an improved ability to efficiently present the customer satisfaction data with your company's other key metrics.



Benefits	Includes
- HappyOrNot result data gets automatically presented in your company's own reporting system - Correlation between customer satisfaction and other company metrics - Improved productivity in compilation and association of customer satisfaction and other metrics data	- Access to API and API keys - Comprehensive API documentation - Dedicated Customer Care Support - Full Data Exports from results

Client Uses

Existing clients are using the HappyOrNot API to integrate result data with location visitors number data and sales data to produce dashboards that give a more complete and unique view of the internal KPIs.

HappyOrNot feedback data is typically imported into a customers' data warehouse for further processing.



Technical Details

Purpose

The API provides a programmatic way to access and retrieve the HappyOrNot feedback data. The API can be used to read, import, and possibly merge HappyOrNot feedback data with data from other sources within your company. The access given via the API is read only.

Operation

The API is based on the industry standard Representational State Transfer (REST) software architecture, often used to build scalable web services. RESTful services typically use the same underlying technology transport used by web browsers to retrieve web pages, therefore, HappyOrNot's API is easy to deploy and most developers can write integration software with little effort.

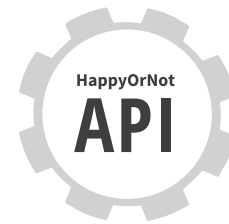
The actions available via the API are based on those available via the HappyOrNot Reporting Service. The user can get data for feedback results, surveys, locations, and the corresponding settings.

Security

API traffic is encrypted and access to the data requires authentication accessible only through secure HTTPS-connections.

To gain access, a company-specific client identifier and API token are used. Every company with the API feature enabled has one unique, unmodifiable client identifier, and one or more API tokens. Both pieces of information need to be provided whenever API requires authentication. Currently, this can be done via HTTP Basic Authentication or HappyOrNot-specific HTTP headers. To ensure that the API is not misused, requests are rate limited.

Get your API



Contact your local HappyOrNot Sales Representative to request that the API be activated and to get the required information. This information will include the necessary access token(s) and documentation to start your integration process.

Once provided, it is the responsibility of the customer to create the integration. HappyOrNot offers the API, its documentation, and support only.

Activation and documentation is provided in a week's time.

Customer Satisfaction and Your Company's KPIs

By integrating the HappyOrNot result data to your corporate dashboard via the API, you are able to definitively see and understand the impact of Customer Satisfaction on other company metrics and recognize its importance in your company's future success.

