



Client Reporting Integration

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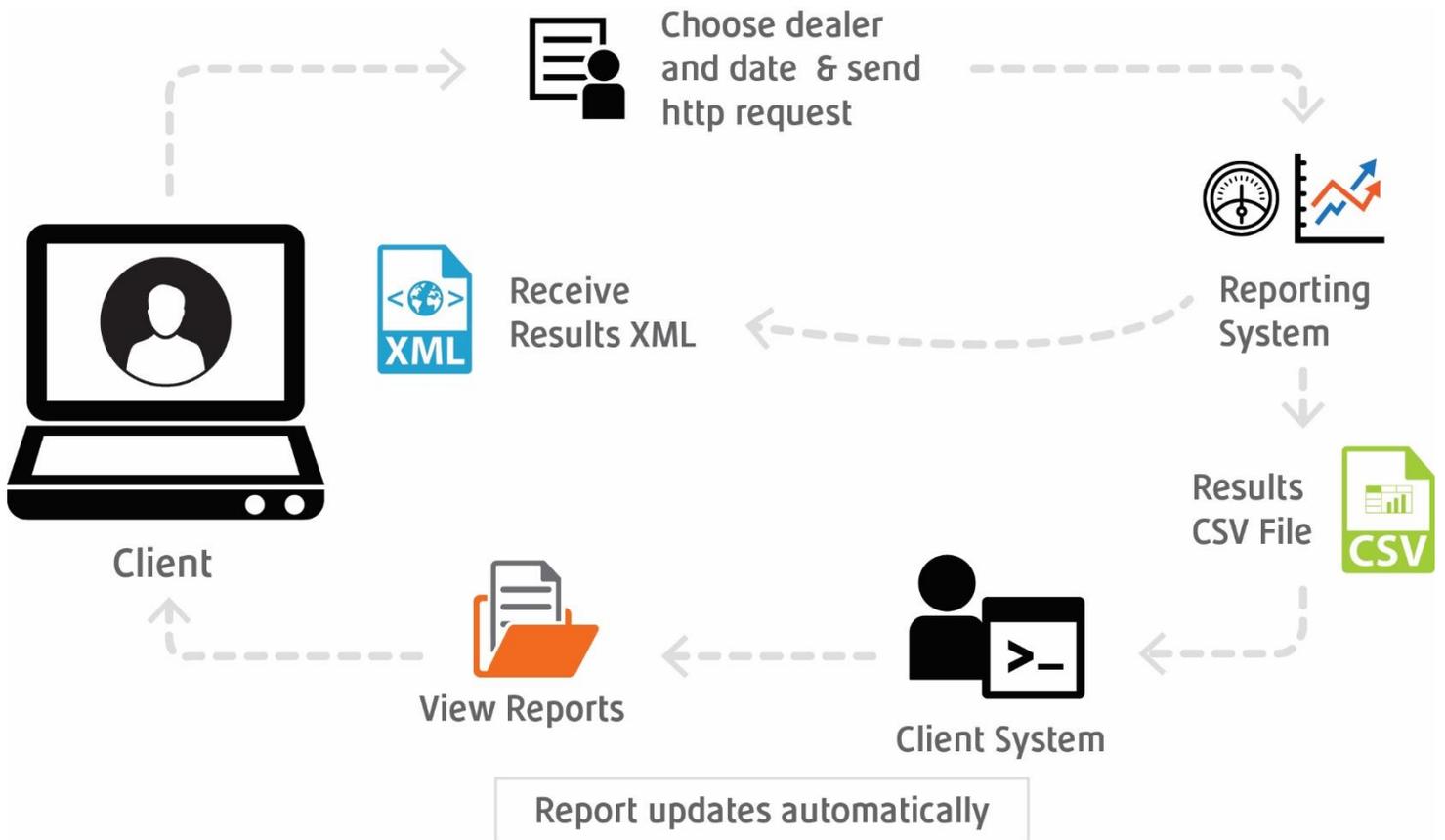
Definitions

Live Call: A live call is when phone call data for one phone call is received in real time i.e. when the call is happening, and is sent directly from the Delacon server.

Report: When the database is 'called' and phone call data for a given period of time is received.

Introduction

Our system allows our clients to access call reports either through HTTP requests, or via FTP updates, as shown below:



Obtaining reports via HTTP request

The reports option allows you to receive reports for all phone calls for a given time period.

Option 1: Report URL's

Reports can be accessed through the following URL using POST request:

<http://vxml5.delacon.com.au/site/report/report.jsp>

Option 2: API Authentication

Alternatively, an API key can be used for authentication. This may be a more secure alternative than putting a user ID and password in a URL.

The URL will look like the below if authentication is done via API key (see instructions on page 5 on how to authenticate using API key):

<https://pla.delaconcorp.com/site/report/report.jsp>

How to get your API Key:

1. Login to your Delacon account
Direct Link: <https://pla.delaconcorp.com/site/jsp/login.jsp>
2. Click on "API Key"
3. API Key page will show one value:-
 - a) AuthToken

URL Parameters

The URL has the following input parameters:

Parameter Name	Description of data to be entered	Mandatory	Type/Length
userid	User ID	NO*	Alphanumeric string
password	Password	NO*	Alphanumeric string
datefrom	Date on which the report is to start, or TODAY (in capitals) for the current day.	YES	String in YYYY-MM-DD format, or TODAY
dateto	Date on which the report is to end. The latest date that can be set in this parameter is the day before the current date. 1300 number(s) to	YES	String in YYYY-MM-DD format

	be included in the report.		
reporttype	1300 number(s) to be included in the report.	NO	1300 numbers separated by a comma
reportoption	Format of the report	NO	Default is XML, valid value is "csv"
customername	Name of customer to which report is to relate	NO	Alphanumeric string
cids	Company Ids, multiple ID can be specified and separate by comma	NO	Alphanumeric string
showrecurl	Request the recording url to be included	NO	Valid value is "1"
showrowid	Request the unique call incoming call key to be included	NO	Valid value is "1"
showdtmf	Request IVR DTMF tones entered by caller	NO	Valid value is "1"
showcid	Request the Company ID is included	NO	Valid value is "1"
showmid	Request the Master ID is included	NO	Valid value is "1"
showcity	Request the City of the caller	NO	Valid value is "1"
showstate	Request the State of the caller	NO	Valid value is "1"
showdevice	Request the Device of the caller	NO	Valid value is "1"
showisp	Request the ISP of the caller	NO	Valid value is "1"
showip	Request the IP address of the caller	NO	Valid value is "1"
showgaid	Request the Google Analytics Client ID	NO	Valid value is "1"
isCallRecordingMessageCompleted	Check if all recording message is completed	NO	Valid value is "1"
showlandingpage	Request the Landing page the call originated	NO	Valid value is "1"
gaadcopy	Capture the ad copy from AdWords ad that a caller clicked on	NO	Valid value is "1"
show247Information	Request the 247 Integration information	NO	Valid value is "1"
showcallingpage	Display the page called from	NO	Valid value is "1"
showComment	Displays comments entered in by the operator	NO	Valid value is "1"
showcustomerintent	Displays customised summary of caller's intent	NO	Valid value is "1"
showsignalid	Display's Signal's unique ID number	NO	Valid value is "1"
showsa3code	Displays caller's SA3 Code. More info on SA3 codes can be found here .	NO	Valid value is "1"
hashcallerID	Using SHA256 protocol, Delacon will hash/encrypt the caller ID, using the full international number (eg.164) without any special characters or spaces. For example, Australian number will be "61412345678" and pass it through the "SHA-256" algorithm.	NO	Valid value is "1"
showadwordsintegration	Check if the adwords integration has been set up	NO	Valid value is "1"

Please note that the other parameters above can either be sent to Delacon using a HTTPS POST or a GET (your choice).

If User Id and Password are not supplied, authentication can be done by putting API Key in HTTP Header, named "Auth"

Example API Key

```
Key:Auth=1_1XXXXXXXX/XX1XXXXXXXX+XX1X1XXXXXXXXXXXXXXXXXXXXXXXXXXXX11X1XX1XXXXXX
XXX1XX11XXXXXXXXXXXXXXXXXXXXXXXXXXXX/XXX+1XXXXXX1XXXX1XX1/1X1XX1XXX1XXXXX1
XXXXX=
```

XML Return results

This XML returning the results of the report request will include the following parameters for each call reported on:

Parameter Name	Description of data
IncomingCallKey	A unique key that can be used to represent each call received by Delacon (e.g. each call gets its own unique key).
IncomingCallNumber	The incoming callers phone number (where available) or a SHA256 hashed number if the hashcallerID is turned on.
City	City from where the call initiated (e.g. if called from mobile, we use web session IP - for Fixed line call, we use call ID number range allocation).
State	State from where the call initiated.
Geo-origin	Exchange location (for Fixed line calls only).
Number1300	The Delacon Tracking number dialed by the caller.
Time	Date and Time of Call.
Result	Status of call (e.g. answered, missed, busy).
DealerID	The Dealer Identification Number.
DealerName	The defined name of the CID called.
DealerCategory	The defined category of the CID called.
Duration	Duration of call from when a call is answered by the operator.
DurationOf1300	Duration of call, commencing when tracking number is dialed.
VoiceMailLeft	Indicates whether the caller left a voice mail.
SearchEngine	Search engine used by caller e.g. Google, Yahoo, Bing etc. (if known or applicable).
Type	Whether the search made by the caller was free or paid.
Keywords	The keyword - if known - that the customer used to land on a website.
DeviceUsed	The device the caller used.
UserISP	Caller's Internet Service Provider.
UserIPAddress	Caller's IP Address.
WebsiteLandingPage	The webpage the caller first landed on.
URL	The URL consists of Referral Page, Landing Page and the IP address of the caller.
Converted	If the session resulted in a call (when the caller is on your website and the CID is integrated into Google Analytics).
SurveyOutcome	Post call outcome survey entered by operator (if applicable).
SurveySalesAmount	Post call sales amount entered by operator (if applicable).
CompanyID	Company ID (only if cids is specified by Delacon).
RecordingUrl	The URL that can download the recording file (only if showrecurl is specified).
Dtmf	The phone menu number entered by the caller. E.g. If 1 for sales is pressed, the '1' will be captured.
MasterID	MasterID (only if showmid is specified).
Transferred Number	Termination number which Delacon transfers the calls to.
GAADCOPY	Captures the ad copy from the AdWords ad that a caller clicked on.
GaClientId	Requests the Google Analytics Client ID captured for the session.
CookieID247	Shows the 247 Cookie (if applicable).
Type247	Shows the time of the 247 Cookie (if applicable).
CallPage	Page the caller was on when calling Delacon tracking number.
Comment	Displays comments entered in by the operator.
CallRecordingMessageCompleted	Checks if call recording message is completed.
CustomerIntent	Displays customised summary of caller's intent based on IVR mapping.
SignalId	Displays Signal Identification Number (if applicable).
SA3Code	Displays callers SA3 Code. More info on SA3 codes can be found here .
AdwordsIntegration	Display Y/N to indicate if the adwords integrations have been enabled

Sample XML

Sample XML showing the results of a reporting query:

```
<?xml version="1.0"?>

<CallingFlows><CallingFlow>
<IncomingCallNumber>61293281232</IncomingCallNumber>
<Geo-Origin> edgecliff </Geo-Origin>
<City>Sydney</City>
<State>NSW</State>
<DeviceUsed>iPhone</DeviceUsed>
<UserISP>TPG</UserISP>
<UserIPAddress>12.34.45.56</UserIPAddress>
<WebsiteLandingPage>http://www.landingpage.com.au</WebsiteLandingPage>
<Number1300>1300321619</Number1300>
<TransferredNumber>0254879654</TransferredNumber>
<Time>2015-01-16 09:32:34.813</Time>
<Result>Normal</Result>
<DealerID>1300 321 619</DealerID>
<DealerName>Bing Home Bundle - NBN</DealerName>
<DealerCategory>new</DealerCategory>
<Duration>7</Duration>
<DurationOf1300>8</DurationOf1300>
<VoiceMailLeft>No</VoiceMailLeft>
<SearchEngine></SearchEngine>
<Type>Google</Type>
<Keyword>Internet</Keyword>
<URL>www.landingpage.com.au</URL>
<ExtraTracking></ExtraTracking>
<Converted></Converted>
<SurveyOutcome></SurveyOutcome>
<SurveySalesAmount></SurveySalesAmount>
<TransferredNumber>0254879654</TransferredNumber>
<gaadcopy><gaadopy>
<GaClientId>12345.6789<GaClientId>
<CookieID247></CookieID247>
<Type247></Type247>
<CallPage></CallPage>
<Comment></Comment>
<CallRecordingMessageCompleted>Y</CallRecordingMessageCompleted>
<CustomerIntent></CustomerIntent>
</CallingFlow><CallingFlow>
<SA3Code>10102</SA3Code>
<AdwordsIntegration>Y</AdwordsIntegration>
```

Please note that the other parameters above can either be sent to Delacon using a HTTPS POST or a GET (your choice).

Reports as CSV format

Reports can also be accessed by retrieving report data (in CSV format) by setting the parameter reportoption parameter.

CSV reports will have the same parameters as those set out above.

Sample of report in CSV format:

Key,Incoming Call Number,Geo-Origin,1300 Number,Transferred,
Date/Time,Result,Dealer ID,Dealer Name,Dealer Category,Email
Address,Duration,1300,Voice Mail Left,Search Engine,Type,Keywords,Extra Tracking,Survey
Outcome, Survey Sales Amount,Company ID,Recording URL, SA3Code, Adwords Integration

682932,61293281232,edgecliff,1300017292,1300659496,15:11.0,Normal,237667,abc
company,franchise,admin@abc.com.au,10,,No,,,,,,,,,10101,Y

682948,61429782863,Bondi,1300050963,6139394430,41:11.0,Normal,737667,XYZ multimedia,media,admin@
xyzmultimedia.com.au,30,20,Yes,,,,,,,,, 10101,N

682973,61429782868,edgecliff,1300050967,6139394480,41:11.0,Normal,837667,Hi System,IT,admin@hisys.
com.au,120,100,Yes,,,,,,,,, 10101,Y

Similar to the XML output, the column Key, Company ID, Recording URL will depend on the input parameters.

Obtaining live call reports via HTTP request

Live call reports allow you to access the phone call data live as it is happening, however some of the data will be missing until the phone call ends.

Option 1: Report URL's

Reports can be accessed through the following URL using POST request:

<http://pla.delaconcorp.com/site/report/livecalldata.jsp>

Option 2: API Authentication

Alternatively, an API key can be used for authentication. This may be a more secure alternative than putting a user ID and password in a URL.

The URL will look like the below if authentication is done via API key (see instructions on page 11 on how to authenticate using API key):

The URL will look like the below if authentication is done via API key:

<https://pla.delaconcorp.com/site/report/livecalldata.jsp>

How to get your API Key:

Please follow the below instruction to get your API Key:

1. Login to your Delacon account
Direct Link: <https://pla.delaconcorp.com/site/jsp/login.jsp>
2. Click on "API Key"
3. API Key page will show one value:-
 - a) AuthToken

URL Parameters

URL has the following input parameters:

Parameter Name	Description of data to be entered	Mandatory	Type/Length
userid	User ID	YES	Alphanumeric string

password	Password	YES	Alphanumeric string
incomingCallNumber	The number from which the call is made and in progress	YES	Alphanumeric string
cid	Campaign Id	NO	Alphanumeric string
showrowid	Request if the unique incoming call key is to be included or not	NO	Valid value is "1"
reportoption	Format of the report	YES	String value either xml or csv
gaadcopy	Captures the ad copy from AdWords that a caller clicked on	NO	Valid value is "1"

Please note the URL will need to run when a call is live and happening, otherwise no data will display

If User Id and Password are not supplied, authentication can be done by putting API Key in HTTP Header, named "Auth" Example API Key
 Key:Auth=1_1XXXXXXXX/XX1XXXXXXXX+XX1X1XXXXXXXXXXXXXXXXXXXXXXXXXXXX11
 X1XX1XXXXXXXXXX1XXX11X
 XXXXXXXXXXXXXXXXXXXXXXXXXXXX/XXX+1XXXXXX1XXXX1XX

XML Return results

The XML returns one row of result. The report will include the following parameters of the call:

Parameter Name	Description of data
IncomingCallKey	A unique key that can be used to represent the call in Delacon server. This data will only appear if parameter showrowid is set to "1"
CallerPhoneNumber	Incoming Call Number

Exchange	Telephone Exchange from where the call initiated
City	City from where the call initiated
State	State from where the call initiated
NumberDialled	Dialled Number
AnsweringPoint	The destination connected to the incoming call
CallStartTime	The time the call started (Inbound call start time)
DealerReference	Combination of Dealer name, business name, business category (Dealer name – business name – business category)
Duration	Duration of the call (not displayed during live call)
VoiceMailLeft	Indicates whether the caller left a voice mail (not displayed during live call)
CallConverted	Call Conversion status
SearchEngineUsed	Google, yahoo, bing etc. (if known or applicable)
BrowserType	Type of the browser
KeywordsSearched	The keyword if known that the customer used to make a call.
DeviceUsed	The device used
UserISP	User Internet Service Provider
UserIPAddress	User IP Address
RefferalURL	Referral URL
WebsiteLandingPage	Website Landing Page
AdditionalBrowsingDetails	Extra Tracking Details
CallFeedbackOutcome	Call Feedback Outcome (not displayed during live call)
CallFeedbackSaleAmount	Call Feedback Sale Amount (not displayed during live call)
CallRecordingFile	Call Recording File (not displayed during live call)
MasterID	Master Id
CampaignID	Campaign Id
gaadcopy	Captures the ad copy from AdWords ad that a caller clicked don

Sample XML

Sample XML showing the results of a reporting query:

```
<IncomingCallKey>12534</IncomingCallKey>
<CallerPhoneNumber>+6198765432</CallerPhoneNumber>
<Exchange>REYNELLA</Exchange>
```

```
<City>ADELAIDE</City>
<State>SA</State>
<NumberDialled>0</NumberDialled>
<AnsweringPoint></AnsweringPoint>
<CallStartTime>2015-09-21 15:01:36.041</CallStartTime>
<CallResult></CallResult>
<DealerReference>6FEE9CEA-595F-4F44-97CD-BAD8A9EB4298 - Company xyz - 6FEE9CEA-595F-4F44-97CD-
BAD8A9EB4298</DealerReference>
<Duration></Duration>
<VoiceMailLeft></VoiceMailLeft>
<CallConverted></CallConverted>
<SearchEngineUsed></SearchEngineUsed>
<BrowserType></BrowserType>
<KeywordsSearched></KeywordsSearched>
<DeviceUsed></DeviceUsed>
<UserISP></UserISP>
<UserIPAddress></UserIPAddress>
<RefferalURL></RefferalURL>
<WebsiteLandingPage></WebsiteLandingPage>
<AdditionalBrowsingDetails></AdditionalBrowsingDetails>
<CallFeedbackOutcome></CallFeedbackOutcome>
<CallFeedbackSaleAmount></CallFeedbackSaleAmount>
<CallRecordingFile></CallRecordingFile>
<MasterID>12</MasterID>
<gaadcopy><gaadcopy>
<CampaignID>12</CampaignID>
</CallingFlow>
</CallingFlows>
```

Please note that a live call will never have a duration, voice mail, call recording, call feedback outcome or call feedback amount. Only once the call ends can you access this information from the report by matching `</IncomingCallKey?>` from report.

[Live call reports as CSV format](#)

Reports can also be accessed by retrieving report data (in CSV format) by setting the parameter `reportoption` parameter.

CSV reports will have one row of result and the same parameters as those set out above.

Sample of report in CSV format:

Key, Caller Phone Number,Exchange,City,State,Number Dialed,Answering Point,Call Start Time,Call Result,Dealer Reference,Duration,Voice Mail Left,Call Converted,Search Engine Used,Browser Type,Keywords Searched,Device Used,User ISP,User IP Address,Refferal URL,Website Landing Page,Additional Browsing Details,Call Feedback Outcome,Call Feedback Sale Amount,Call Recording File,Master ID,Campaign ID,

23532, 61733337743,NAMBOUR,NAMBOUR,QLD,0,,2015-09-23 10:32:43.557,, customerabc,,,,,,,,,,,,,31,10549

Similar to the XML output, the column Key will depend on the input parameters.

Appendix:

Optional testing: how to test if the Auth header is working.

Only use this testing method if you are not using a username and password in the URL and want to use the Auth Key method.

It may be best to test that the Auth method is working before plugging it into your program:

Steps to test API URLs with Auth header using SOAP UI

Download the SOAP UI installer from <http://cdn01.downloads.smartbear.com/soapui/5.2.1/SoapUI-x32-5.2.1.exe>

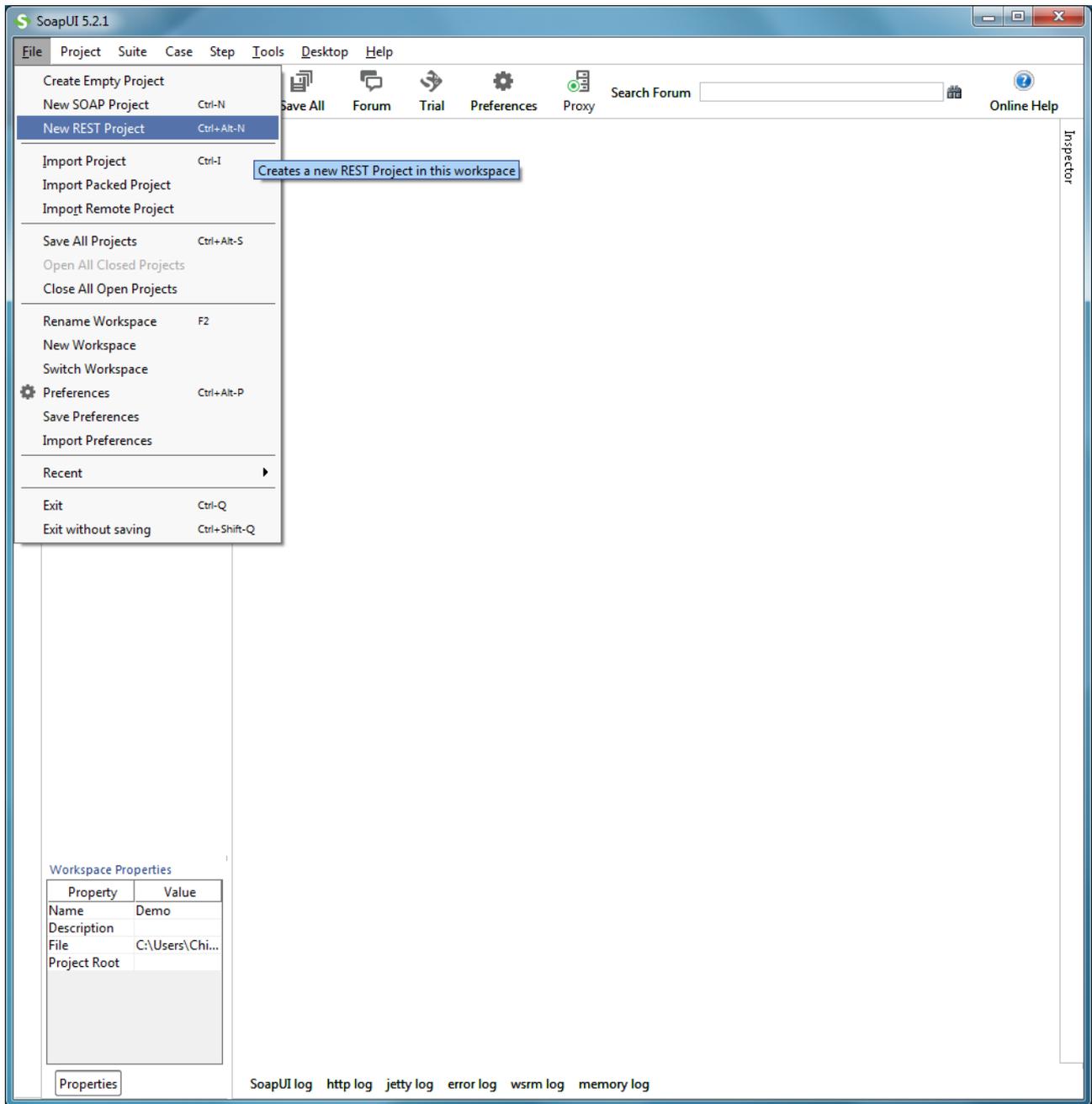
Follow the prompts to install SoapUI.

Test post call data report URL

E.g. <https://vxml5.delacon.com.au/site/report/report.jsp?reportoption=xml&datefrom=2015-09-09&dateto=2015-09-10>

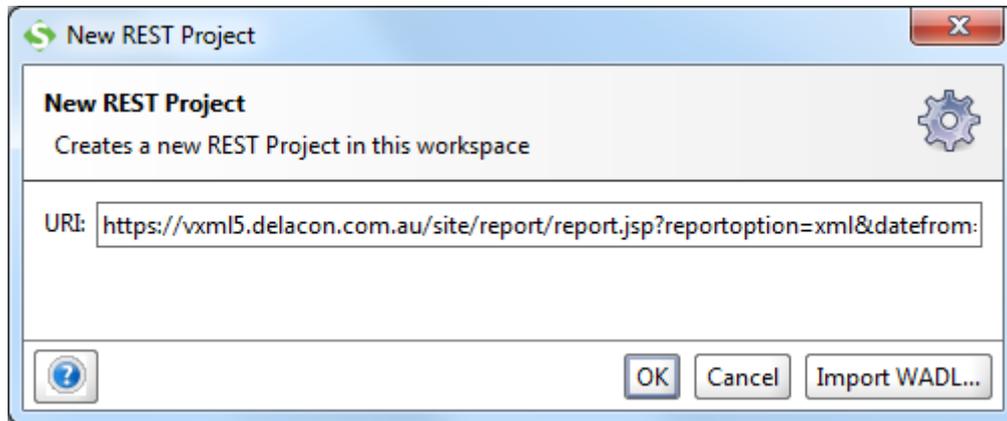
Step 1: Open SOAP UI

Step 2: Create New REST Project



Step 3: Paste the following URL in to the pop-up dialog box.

<https://vxml5.delacon.com.au/site/report/report.jsp?reportoption=xml&datefrom=2015-09-09&dateto=2015-09-10>



Step 4: Click Ok on the dialog box. You will see the SOP UI screen like this.

SoapUI 5.2.1

File Project Suite Case Step Tools Desktop Help

Empty SOAP REST Import Save All Forum Trial Preferences Proxy Search Forum Online Help

Navigator

- demo
 - REST Project 1
 - https://vxm15.delacor
 - Report.jsp [/site/n]
 - Report.jsp
 - Request 1

Request 1

Method: GET Endpoint: /vxm15.delacor.com.au Resource: /report/report.jsp Parameters: nl&datefrom=2015-09-09&dateto=2015-09-10

Name	Value	Style	Level
reportoption	xml	QUERY	RESOURCE
datefrom	2015-09-09	QUERY	RESOURCE
dateto	2015-09-10	QUERY	RESOURCE

Raw Request

Inspector

Request Params

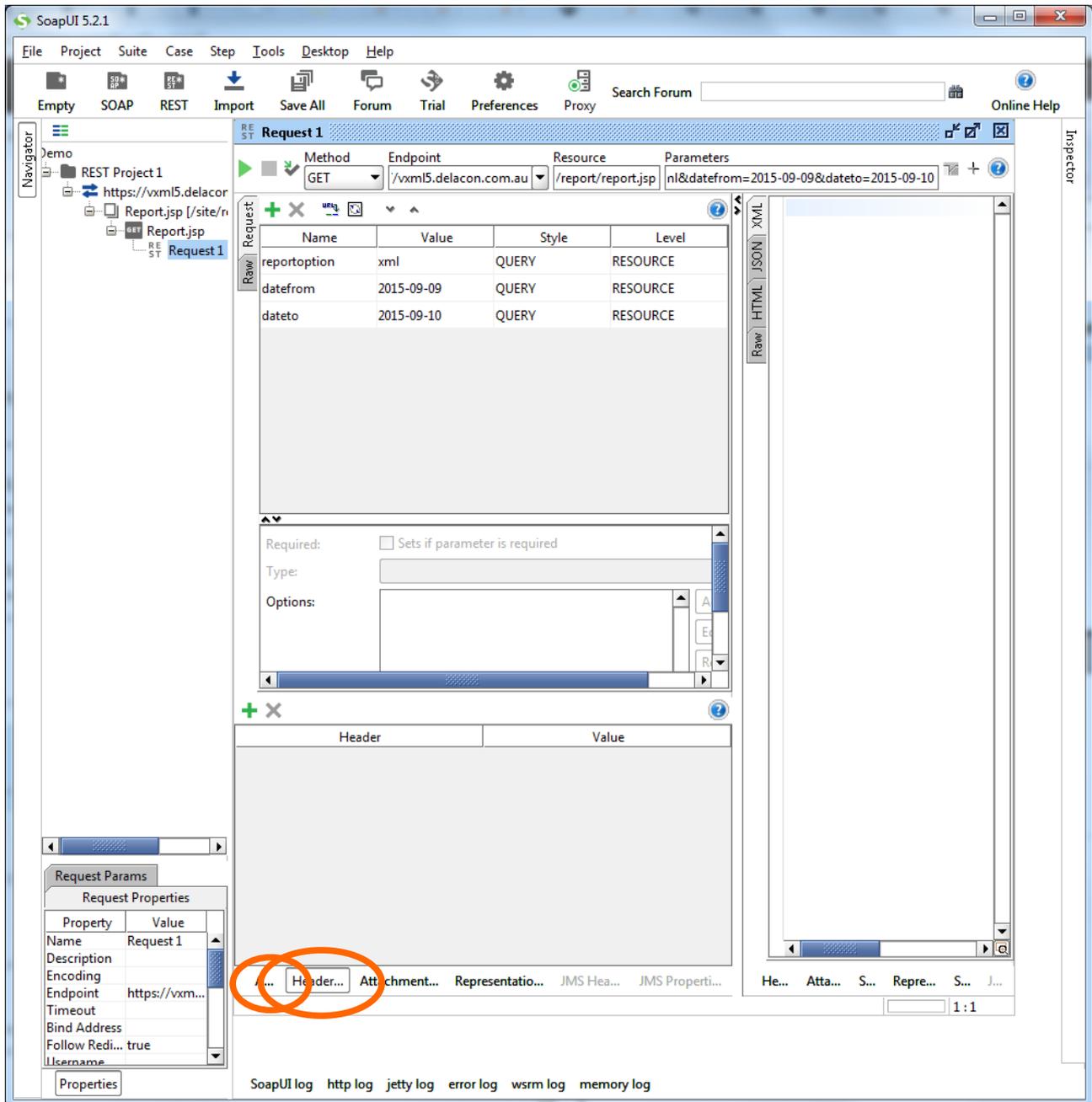
Request Properties

Property	Value
Name	Request 1
Description	
Encoding	
Endpoint	https://vxm...
Timeout	
Bind Address	
Follow Redi...	true
Username	

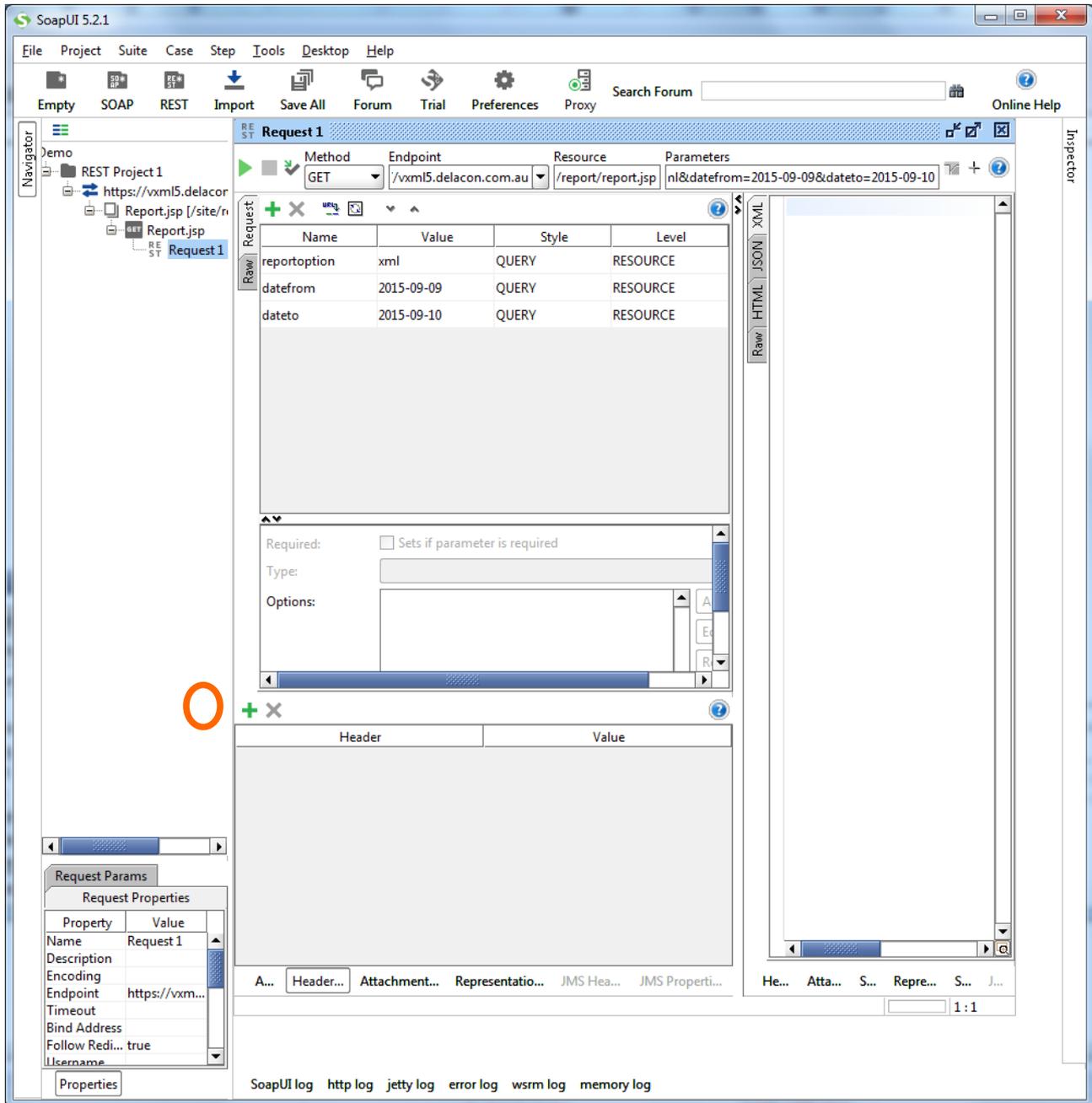
Properties

SoapUI log http log jetty log error log wsrm log memory log

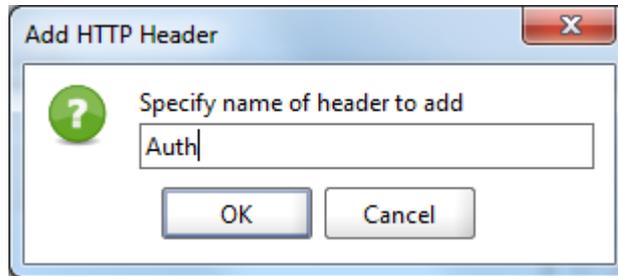
Step5: Click the Option "Header" encircled in orange at the bottom. You will see a table with columns "header", "name" appears.



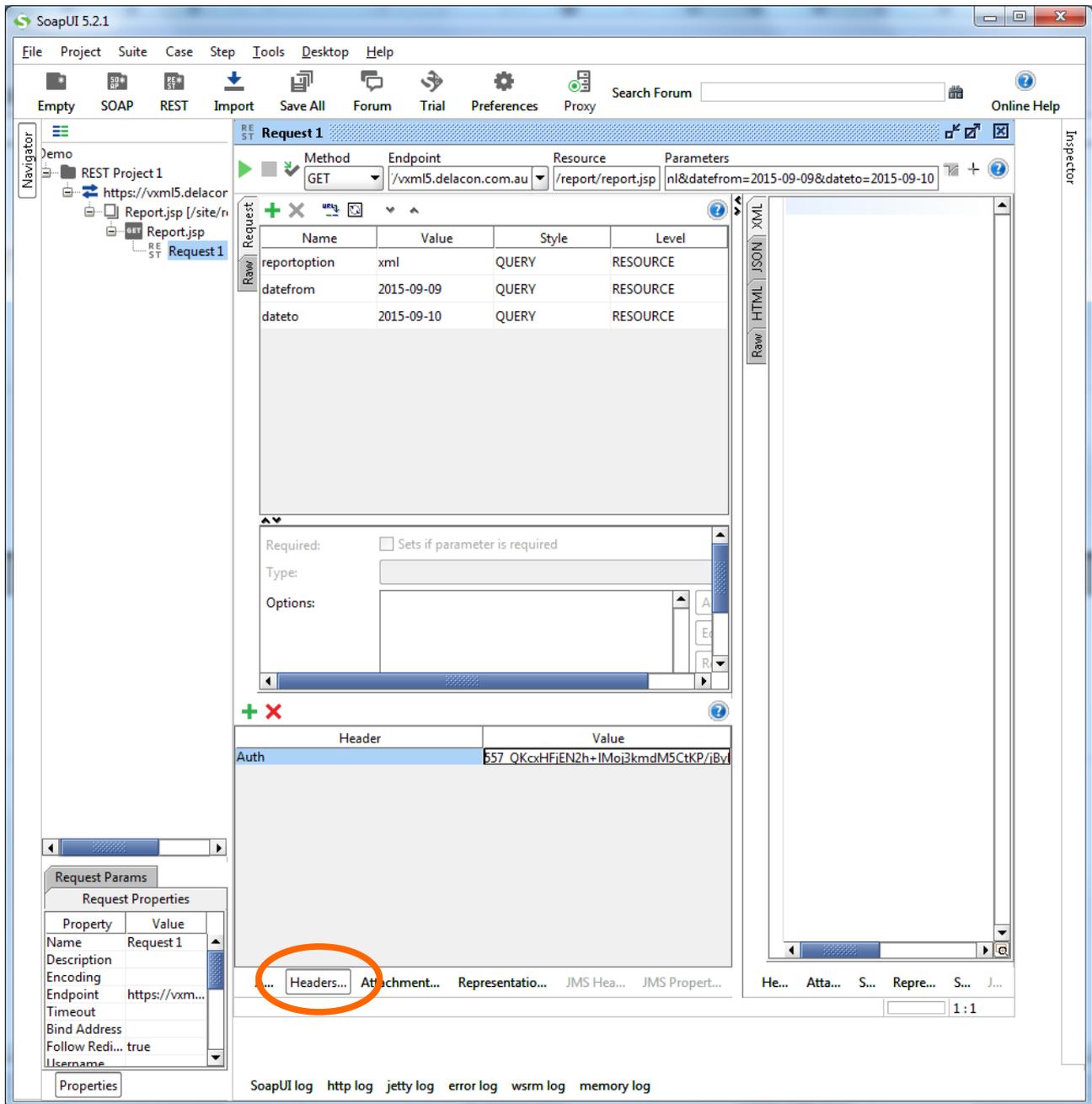
Step 6: Click + to add the **Auth** header value in the request as follows



Step 7: A dialog box appears as follows. Enter the name of header as **Auth** and click Ok.



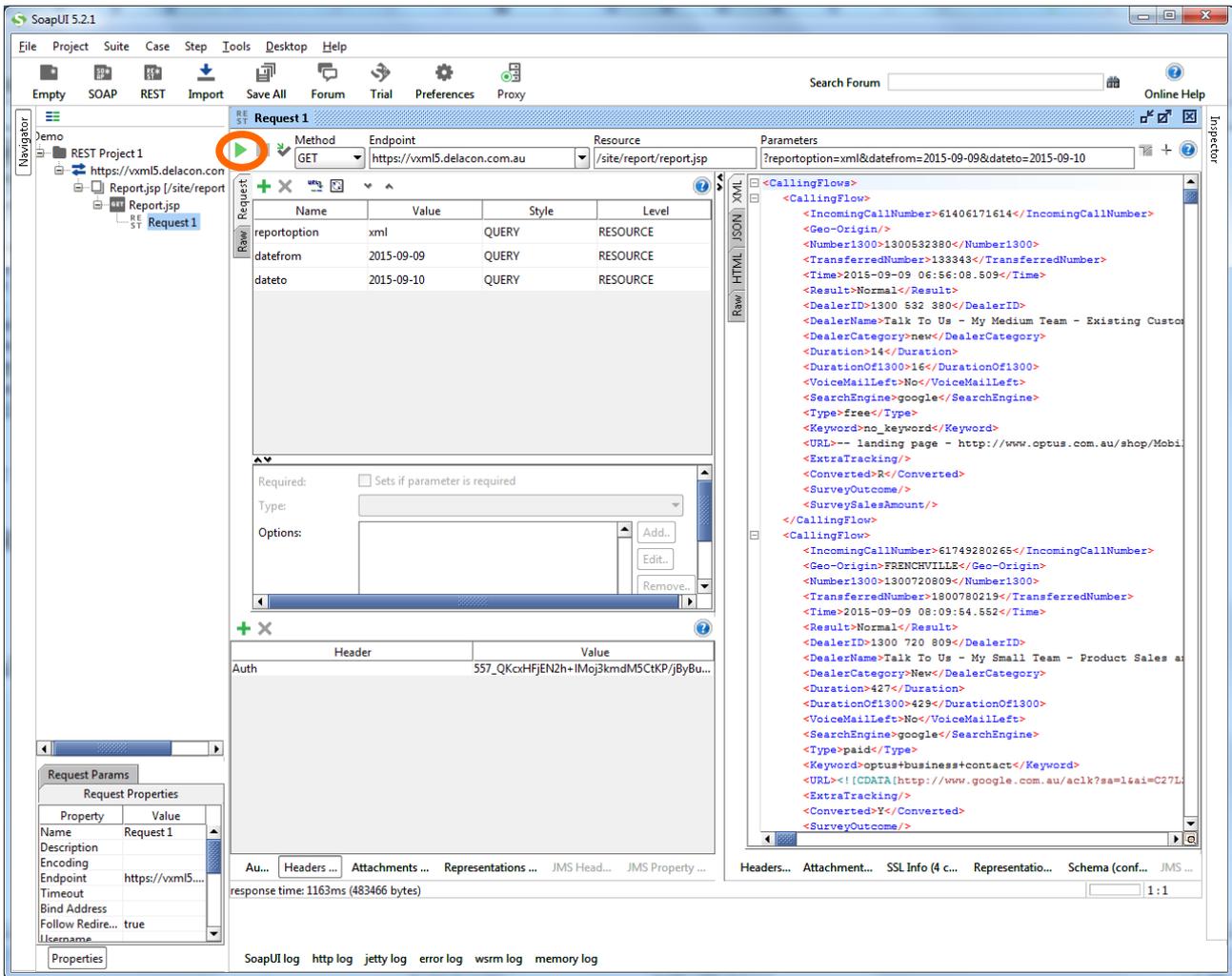
Step 8: The **Auth** header is created. And the **Auth** Header value is entered in the value field as follows. And press enter.



Now the request has been created with **Auth** header in the SOAP UI.

Step 9: Execute the request by clicking the following play button at the top as circled in the orange below

The result xml will appear as follows



Test live call data report URL

E.g.

<https://vxml5.delacon.com.au/site/report/livecalldata.jsp?reportoption=xml&incomingCallNumber=418666887>

Repeat the Step 1 to 9, except that

- 2.1** The URL used in the step 3 is getting replaced by the one above.
- 2.2** The request parameters would be *reportoption*, *incomingCallNumber* instead of *reportoption*, *datefrom* and *dateto*
- 2.3** Please refer the Delacon portal
<http://www.delaconcorp.com/Portals/0/pdf/ReportingIntegrationSummaryTracking.pdf>
for the result xml format.

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About Delacon

Delacon has extensive expertise in developing leading edge telecommunication technologies that help businesses stay ahead. Since the company's beginning in 1996, Delacon has been committed to developing products that help businesses improve their day to day operations and marketing ROI. Over the past few years the company's efforts have been focused on delivering a world class call tracking solution to support directory companies, digital media agencies, data driven marketing professionals, direct marketers, SME and enterprise businesses.