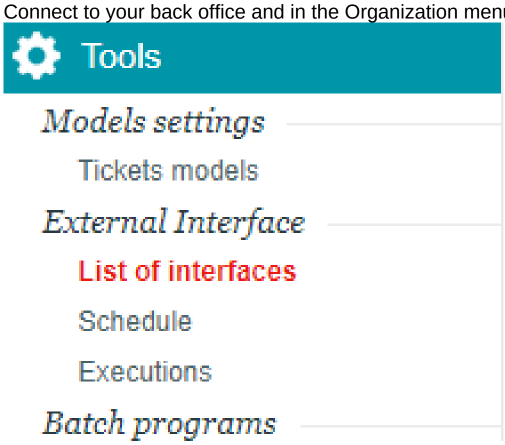
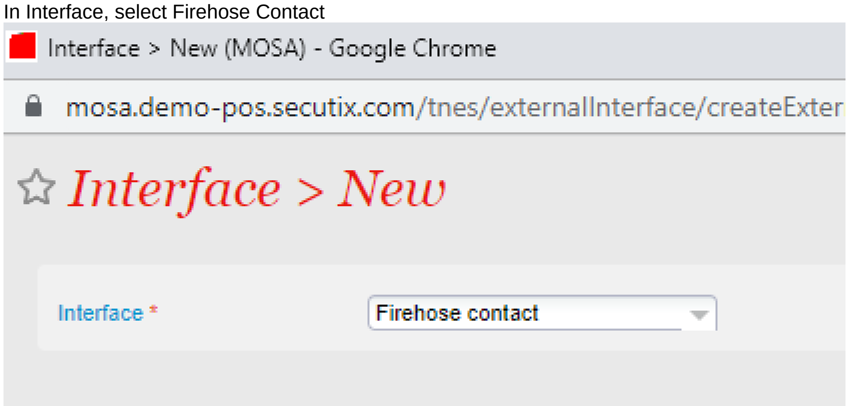
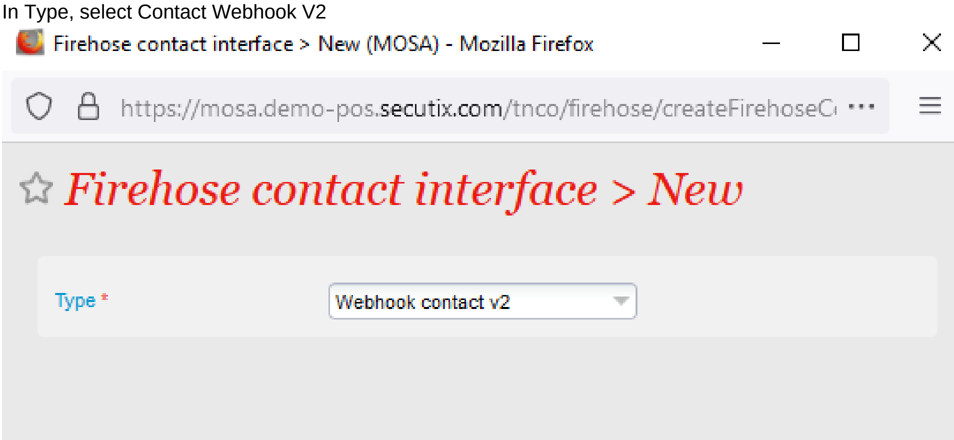
CRM integration - contact data synchronization

A) S-360 CRM. Webhook Set-up

Before you start this process, make sure the customer has provided you with the webhook URL from the receiving application, *ie* the CRM system.

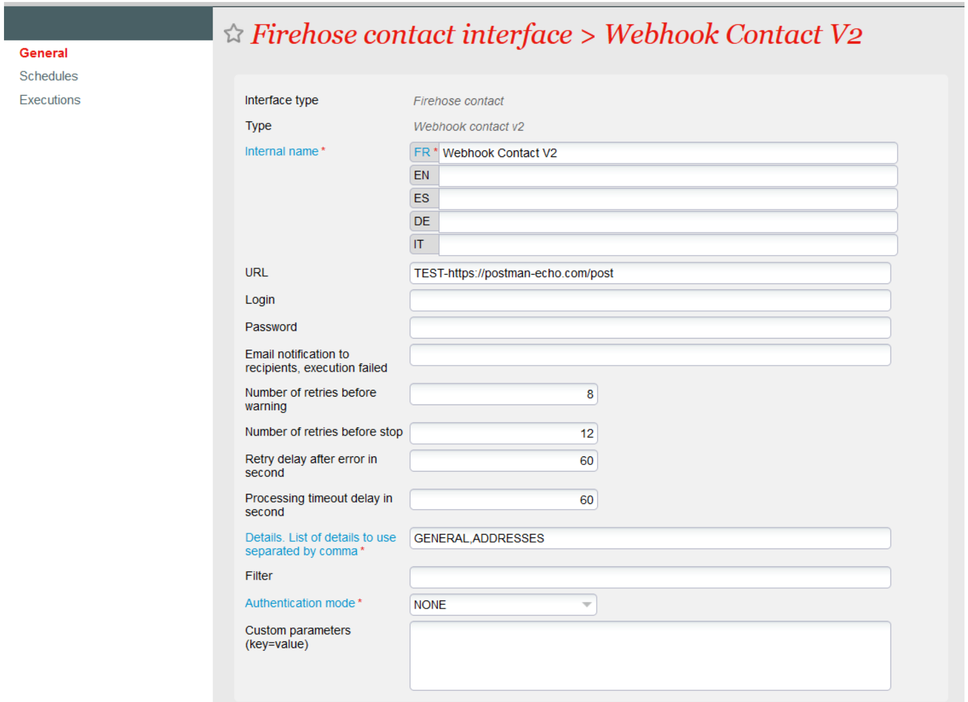
1. Connect to your back office and in the Organization menu, Click on Tools, then on List of Interfaces.


2. Click on +NEW
3. In Interface, select Firehose Contact


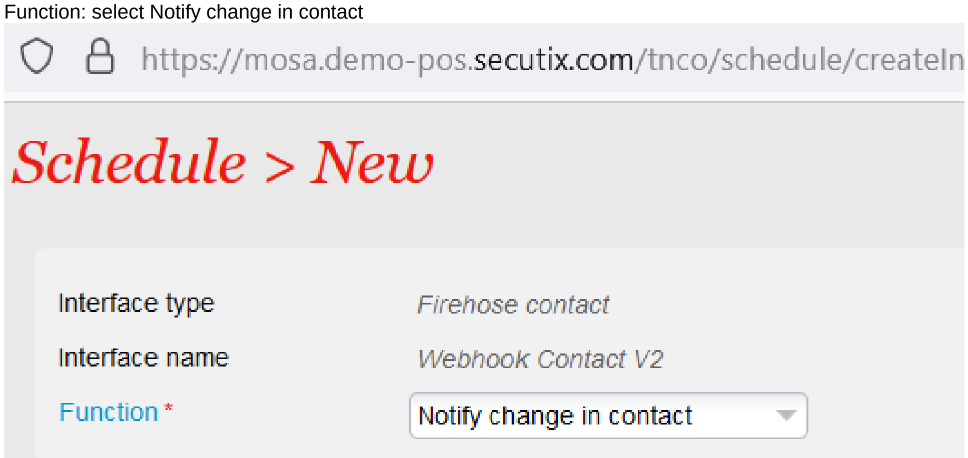
4. Click on NEXT
5. In Type, select Contact Webhook V2


6. Click on NEXT
7. Fill the fields as follows:
    a. **General**
        i. Name your interface
        ii. Enter the URL provided by the customer's CRM system
        iii. Set the same values for the required numbers
        iv. In the list of Data sen:
        - GENERAL will send the values of the call getContactData

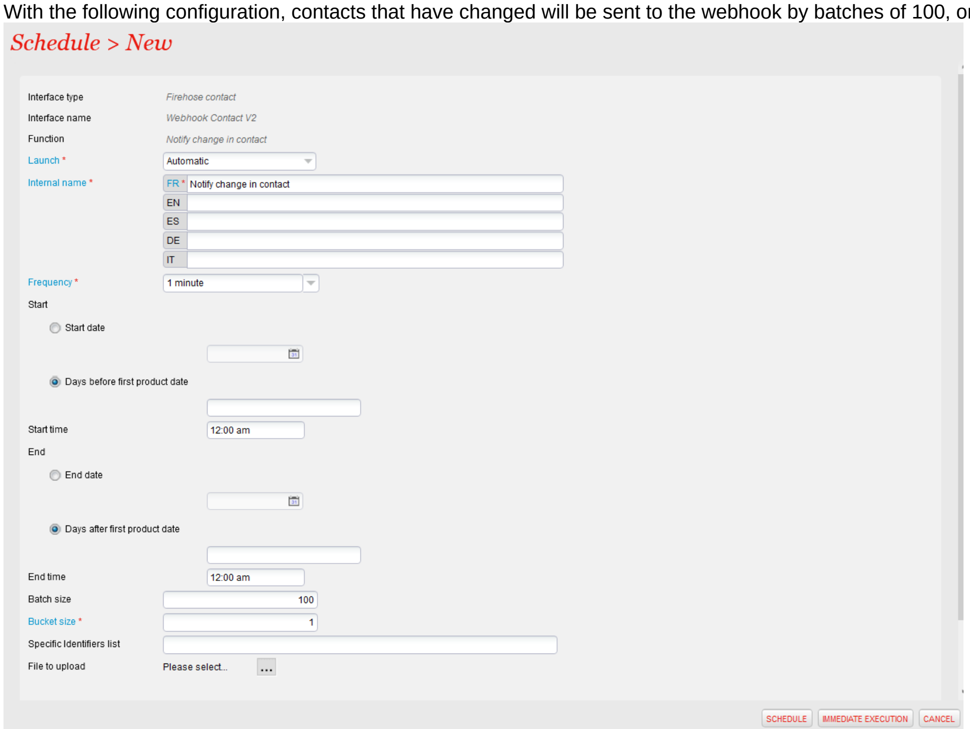
You can add for example (separated by a comma):
- ADDRESSES
- AUTHORIZATIONS
- CRITERIA



b. **Schedules**
You can set up how you want the data to be pushed (automatic VS manual & its frequency.)
   i. Click on +NEW
   ii. Function: select Notify change in contact



iii. Apply the following set-up, then click on Schedule in the bottom right corner
With the following configuration, contacts that have changed will be sent to the webhook by batches of 100, once every minute.



B) CRM S-360. API Set-up

When a contact is changed in your CRM system, you need to call an S-360 API to push the change to S-360.
To do so, you need to use the saveIndividualContactData method.

You will find the main template and some demo use cases below: