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## Partials IVR System – API Specification

### API POST Fields

product_name	=> Product Name (255 chars max)
fields_fname	=> Customer First Name (32 chars max)
fields_lname	=> Customer Last Name (32 chars max)
shipping_street_address	=> Shipping Street Address (64 chars max)
shipping_city	=> Shipping City (64 chars max)
shipping_state	=> Shipping State (2 chars max)
shipping_zip	=> Shipping Zipcode (9 chars max)
shipping_country	=> Shipping Country (64 chars max)
billing_street_address	=> Billing Street Address (64 chars max)
billing_city	=> Billing City (64 chars max)
billing_state	=> Billing State (2 chars max)
billing_zip	=> Billing Zipcode (9 chars max)
billing_country	=> Billing Country (64 chars max)
fields_phone	=> Phone (format: xxx-xxx-xxxx, 32 chars max)
country_code	=> country code dialing code (optional) info: <a href="http://www.countrycallingcodes.com/countrylist.php">http://www.countrycallingcodes.com/countrylist.php</a>
fields_email	=> Email address (255 chars max)
step	=> set this to "first"
campaign_id	=> Campaign ID on our system (numeric)
client_id	=> alpha numeric client ID (we give this to you)
offer_id	=> Offer ID or SKU# from client CRM (optional)
lead_id	=> s unique customer identifier from client CRM (optional)
ip	=> IP address of customer (optional)
hostname	=> Hostname of customer (optional)
browser	=> User-Agent string of customer (optional)
referer	=> Referer URL for customer visiting web site (optional)
delay	=> specify the number of minutes delay before sending this lead to our dialer. (optional)
reject	=> if set to 1, we will remove this lead. (optional)
aff_id	=> affiliate ID from client CRM (optional)
subaff_id	=> sub-affiliate ID from client CRM (optional)
crm_prospect_id	=> Prospect ID from the remote CRM system
crm_order_id	=> Order ID from the remote CRM system (used for "OC" list_name)
crm_campaign_id	=> Campaign ID from the remote CRM system
crm_product_id	=> Product ID from the remote CRM system
crm_amount	=> Total amount from the remote CRM system
crm_campaign_name	=> Campaign Description from remote CRM system (64 chars max)
crm_product_name	=> Product Description from remote CRM system (64 chars max)
cc_number	=> Credit card number from transaction (optional)
list_name	=> List name (optional) Default is TEST. The following are supported: TEST: This is a live agent answer and transfer into the IVR closer application WINBACK: This is a completely live agent sales call, usually initiated after the TEST campaign. LIVEPARTIALS: Same as winback, but winback is usually initiated after the TEST campaign. DECLINED: This is for declined orders and is live agent based. OC: Order Confirmation call. Completely automated IVR. When using this, you must specify the "crm_order_id" parameter.

### Lead Data Feed Info

<http://dialer1.encinc.com/mgr.php>

### Return Values

**Success:** Successfully imported lead '{12345}'.

**Failure:** !Failed importing lead. [Debug Information]