

## Introduction

This document is intended to be given to a technical person that has permission to make changes to the configuration of your leads, including how and where they are sent to.

Callwell is a service for estate agents that accepts customer leads and turns them into phone calls, these leads go through a parser on Callwell to extract the relevant information when they are received. It is therefore extremely important that the format is correct.

## How to send

### Option 1: Email

#### Portal leads (Rightmove, Zoopla, OnTheMarket etc)

Callwell is already configured to accept and parse emails received from all major property portals in the UK so it is important that no changes are made to these types of emails.

The easiest way to send these emails through to Callwell is to set up email forwarding on your **mail exchange** to send us an original copy of the email. It is important to not send us a manually forwarded version of the email with FWD: in the subject, as these will be rejected from the Callwell parser for spam reasons.

*If using Microsoft exchange please see: <https://docs.microsoft.com/en-us/exchange/recipients-in-exchange-online/manage-user-mailboxes/configure-email-forwarding>*

#### Website leads

Emails being sent from your own website are slightly more complicated. Callwell **requires both the plain\_text and HTML versions** within the "envelope" of the email. We use the plain\_text part for our parser and then the HTML part to display within our software.

Within the plain\_text version we accept the following fields, with a colon denoting the values and each line separated by a line break. Please note that the phone number field is required.



Name: Alex Maple

Email: [alex@callwell.co.uk](mailto:alex@callwell.co.uk)

Phone: 01234567891

Address: 1 London Road, London

Property: 1 Solskjaer way, Manchester

Type of enquiry: Viewing request

*An example guide on how to do this in PHP can be found at:*

*[https://kevinjcmahon.net/articles/22/html-and-plain-text-multipart-email-/](https://kevinjcmahon.net/articles/22/html-and-plain-text-multipart-email/)*

Lastly, we need a clear identifiable subject to match your lead. This needs to be static text that doesn't change across emails. For example, "Website lead from Alex Maple" will not parse because the name will change each time.

## Option 2: API

### Callwell Inbound API (Beta - March 2021)

At the beginning of 2021 Callwell released 1.0 of their inbound API for accepting leads. Our hope is to move all customers over to this API in the near future as this allows us to do a lot more with the lead in terms of accuracy and features such as property matching, CRM integrations etc.

When getting set up on our API you will be given your own Oauth2 credentials to connect to our services. These will be provided privately.

Our current API spec can be found on Swagger:

<https://app.swaggerhub.com/apis/Callwell/API/1.0.0>

An example payload to Callwell looks like:

```
{
  "situation": "CONSUMER_SITUATION_UNSPECIFIED",
  "contact": {
    "email": "string",
    "firstName": "string",
    "lastName": "string",
    "phoneNumber": "string",
    "address": {
```



```
"county": "string",
"line1": "string",
"line2": "string",
"line3": "string",
"postcode": "string",
"town": "string"
}
},
"createdAt": "2021-03-11T09:22:26.375Z",
"enquiryType": "ENQUIRY_TYPE_UNSPECIFIED",
"isOverseas": true,
"message": "string",
"organiseViewing": true,
"portalBranchId": "string",
"portalLeadId": "string",
"portalListingId": "string",
"property": {
  "address": {
    "county": "string",
    "line1": "string",
    "line2": "string",
    "line3": "string",
    "postcode": "string",
    "town": "string"
  },
  "bathrooms": 0,
  "bedrooms": 0,
  "lastSalePrice": 0,
  "latitude": 0,
  "longitude": 0,
  "propertyType": "PROPERTY_TYPE_UNSPECIFIED",
  "receptions": 0
},
"propertyUse": "PROPERTY_USE_UNSPECIFIED",
"reference": "string"
}
```

*Please note, the example above may change in the future. Please always refer to the Swagger documentation for the exact instructions.*

