



# eCommerce Widget

Overview and integration guide

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# Introduction

TruRating Online is the TruRating offering for capturing customer feedback from eCommerce web sites. This is a light-weight JavaScript widget that is resident on the payment confirmation page of a merchant website, capturing customer feedback at the point just after the payment process has completed.

By answering one simple, anonymous question as they pay, customers can rate an aspect of their purchase from 0-9 (0 is terrible, 9 amazing). With five standard questions (Recommend, Service, Value for money, Shopping experience and Product) asked in rotation from one customer to the next, merchants quickly gather a wealth of data to inform their business decision making. In addition, Merchants also have the opportunity to ask two of their own questions, allowing greater issues targeting relating to their specific business environment.

The figures below provide examples of TruRating Online in a desktop and mobile environment.

The screenshot shows a desktop browser window with the URL `https://cupcakes.trurating.com/payment-success`. The page header features the 'truCupcakes' logo and a progress bar with four steps: 1. SELECT PRODUCT, 2. REVIEW BASKET, 3. CHECKOUT, and 4. CONFIRMATION. A green success message reads: 'Thank you. Your payment has been processed successfully'. Below this, the 'Order Details' section lists:

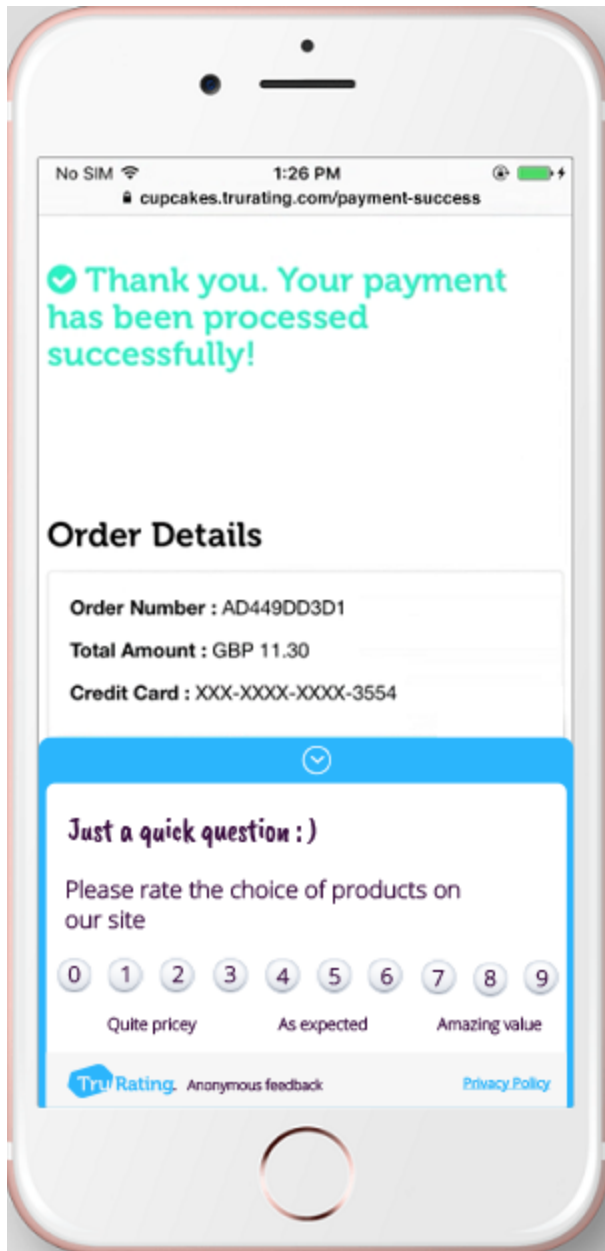
- Order Number : A8CE01C282
- Total Amount : GBP 11.30
- Credit Card : XXX-XXXX-XXXX-3554

A 'Print Document' button is located below the order details. To the right, an 'Order Summary' table is displayed:

Order Summary	
Amount	GBP 11.30
Discounts	0.00
Shipping	0.00
Tax	0.00
<b>Total</b>	<b>GBP 11.30</b>

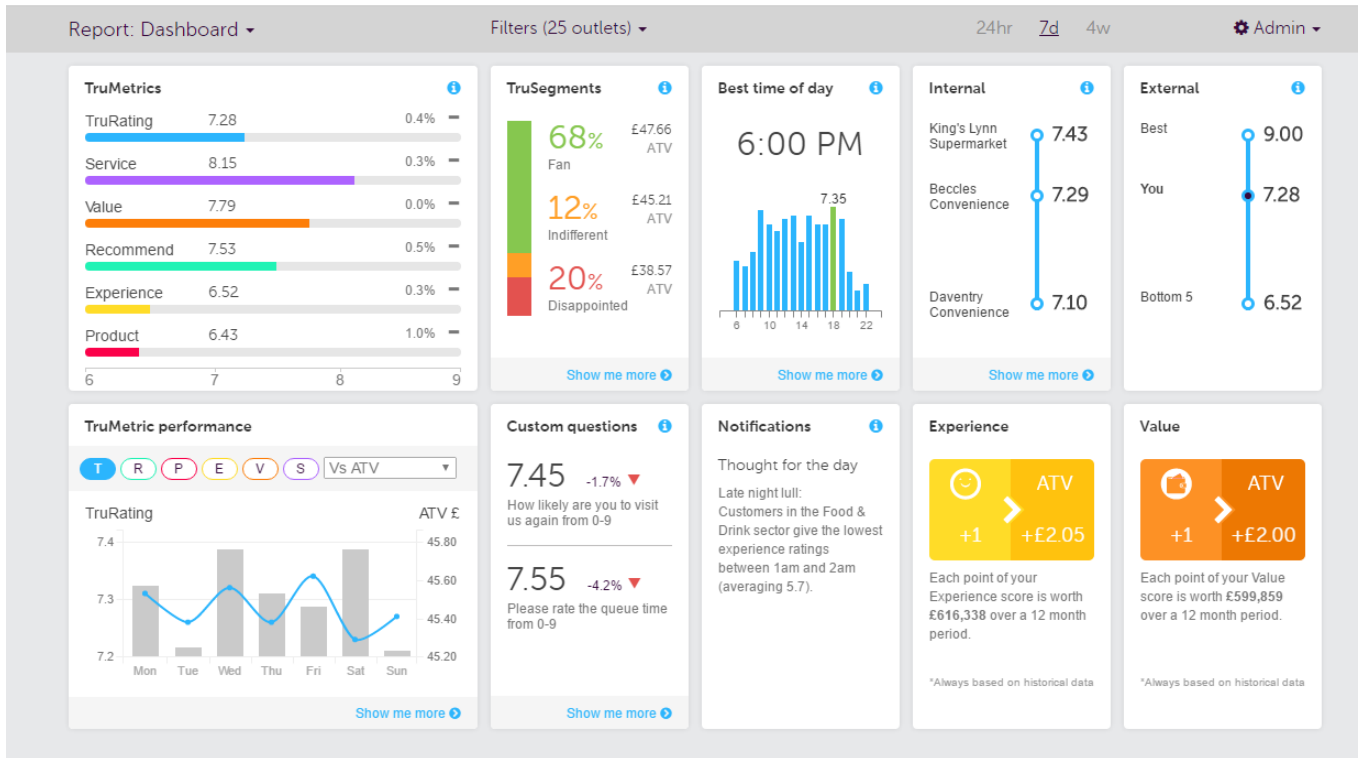
Overlaid on the right side of the page is a TruRating feedback widget. The widget has a blue border and contains the text: 'Just a quick question :) Please rate the choice of products in our site:'. Below the text is a rating scale from 0 to 9, with 'Poor' under 0, 'Ok' under 5, and 'Great' under 9. At the bottom of the widget, it says 'TruRating. Anonymous feedback' and includes a 'Privacy Policy' link.

*TruRating Online on a Desktop Browser*



*TruRating Online on a Mobile Browser*

Consumer ratings are sent from the TruRating Online to an on-line dashboard. The dashboard (shown below) is designed to provide visual and textual information to a merchant based on ratings made by their customers. Business owners can track their ratings over time, compare their ratings against anonymous competitors, link customer sentiment to spend and get detailed analytics on other aspects of customer purchase behaviour. In addition, where they also have TruRating deployed in off-line environments, there is the unique opportunity to compare against their on-line ratings, thereby providing a unified omni-channel point of view for the business.



TruRating Analytics Dashboard

# Integration Guide

## Step 1 - Register an account

If you don't already have a TruRating account for your online store, please go to [www.trurating.com/registration](http://www.trurating.com/registration) (<https://www.trurating.com/registration>) to get your account up and running!

If you'd like to activate additional outlets, please [contact us](https://www.trurating.com/contact-us/) (<https://www.trurating.com/contact-us/>)

## Step 2 - Insert JavaScript snippet

Add TruRating Online JavaScript to your [Payment Confirmation Page \(page 0\)](#) and set the parameter values.

```
<script>
  var TRURATING =
  {
    "transactionId" : "Transaction identifier",
    "transactionDateTime" : "Transaction time (UTC)",
    "isTransactionSuccess" : true,
    "isLive" : true,
    "languageCode" : "2 letter ISO 639-1 language code",
    "countryCode" : "2 letter ISO 3166-2 country code",
    "customerId" : "Non personally identifiable user specific identifier",
    "currency" : "ISO 4217 numeric currency code",
    "transactionAmount" : 0,
    "shoppingBasket" : {
      "items" : [
        {
          "skuCode": "SKU Code",
          "unitAmount": 0,
          "description": "Product description",
          "retailAmount": 0,
          "sellingAmount": 0,
          "categories": ["Category1","Category2"],
          "department": "Department"
        }
      ],
      "discountCodes": ["Code1", "Code2"],
      "deliveryCharge": 0,
      "deliveryMechanism": "Delivery mechanism",
      "subTotalAmount": 0
    },
    "utmParameters" : {
      "utmSource": "UTM source",
      "utmMedium": "UTM medium",
      "utmCampaign": "UTM campaign",
      "utmTerm": "UTM term",
      "utmContent": "UTM content"
    }
  };
  (function() {
    TRURATING.ver = "3.0.2"; TRURATING.t1 =new Date().getTime();
    var tr = document.createElement("script");
    tr.id = "tr-ecomm-widget-src"; tr.type = "text/javascript";
    tr.async = true; tr.src = "https://ecommwidget.trurating.com/js?ver="+TRURATING.ver;
    var s = document.getElementsByTagName("script")[0]; s.parentNode.insertBefore(tr, s);
  })();
</script>
```



Parameter	Description	Data Format	
transactionId	Transaction identifier. This is a merchant specific unique identifier for the transaction.	string (max length: 100 characters)	Required
transactionDateTime	Transaction Time in UTC Format. Time-stamp should always be represented as UTC time.	string ISO 8601 yyyy-MM-ddTHH:mm:ssZ format is expected. e.g. 2016-07-01T10:15:30Z	Required
isTransactionSuccess	<i>true</i> if the transaction was successful, <i>false</i> otherwise. If the transaction has failed, TruRating Online will not be displayed	boolean	Required
isLive	boolean value indicating whether the TruRating Online widget is in 'Live' or 'Test' mode . <i>false</i> is to be used when a merchant is testing the integration. Ratings captured while in 'Test' mode will not be shown on the TruRating analytics dashboard Important: <b>Merchants must make sure this is set to <i>true</i> prior to capturing live ratings</b>	boolean	Required
languageCode	2 letter ISO 639-1 language code in which the question to be displayed. Refer <a href="#">Language Codes (page 10)</a> for more information	string (max length: 2 characters) e.g. en for English	Required

Parameter	Description	Data Format	
countryCode	2 letter ISO 3166-2 country code. If this is present, TruRating will attempt to display a question localised to the specified country. Refer <a href="#">Country Codes (page 10)</a> for more information	string (max length: 2 characters)	Required
customerId	SHA256 hash (Hexadecimal encoded) of customer email address.	string (max length: 100 characters)	Required
currency	ISO 4217 numeric currency code. Refer <a href="#">Currency Codes (page 10)</a>	number e.g. 826 for Pounds Sterling	Required
transactionAmount	Total value of the transaction expressed in the minor currency unit. e.g. USD 12.34 should be represented as 1234	number	Required
shoppingBasket.items	An array containing an item corresponding to each item in shopping basket	array	Optional
shoppingBasket.items[n].skuCode	SKU code. Please note that <i>[n]</i> is used to refer to individual items within the <i>shoppingBasket.items</i> array	array of string (max length of each item in array - 100 characters)	Optional
shoppingBasket.items[n].unitAmount	Selling Amount x Quantity	number	Optional
shoppingBasket.items[n].description	Short description of the item	string (max length: 100 characters)	Optional
shoppingBasket.items[n].retailAmount	Retail amount for a single item prior to any discounts and excluding tax, expressed in the minor currency unit	number	Optional

Parameter	Description	Data Format	
shoppingBasket.items[n].sellingAmount	Selling amount for a single item after discounts have been applied, expressed in the minor currency unit	number	Optional
shoppingBasket.items[n].categories	Product categories	array of string (max length of each item in array - 100 characters)	Optional
shoppingBasket.items[n].department	Department (if applicable)	string (max length: 100 characters)	Optional
shoppingBasket.discountCodes	Discount code(s) used	array of string (max length of each item in array - 100 characters)	Optional
shoppingBasket.deliveryCharge	Delivery charge expressed in the minor currency unit	number	Optional
shoppingBasket.deliveryMechanism	Delivery mechanism	string (max length: 100 characters)	Optional
shoppingBasket.subTotalAmount	Final subtotal adjusted amount for this basket excluding tax expressed as the minor currency unit	number	Optional
utmSource	utm_source which identifies a search engine, newsletter name, or other source. Example: google	string (max length: 100 characters)	Optional
utmMedium	utm_medium which identifies a medium such as email or cost per click. Example: cpc	string (max length: 100 characters)	Optional
utmCampaign	utm_campaign which identifies a specific product promotion or strategic campaign	string (max length: 100 characters)	Optional

Parameter	Description	Data Format	
utmTerm	utm_term value. Identifies search terms	string (max length: 100 characters)	Optional
utmContent	utm_content value. Identifies what specifically was clicked to bring the user to the site, such as a banner ad or a text link.	string (max length: 100 characters)	Optional

### Language Codes

Listed below are the language codes currently supported by TruRating Online. This will be updated as support for more languages are added.

Language	ISO 639-1 Language Code
English	en

### Country Codes

Few sample country codes are listed below. Please refer [ISO 3166-2 Country Codes](https://en.wikipedia.org/wiki/ISO_3166-2) ([https://en.wikipedia.org/wiki/ISO\\_3166-2](https://en.wikipedia.org/wiki/ISO_3166-2)) for a full list of country codes

Country	ISO 3166-2 Country Code
Australia	au
Canada	ca
New Zealand	nz
United Kingdom	gb
United States of America	us

### Currency Codes

Currency codes are represented as ISO 4217 numeric codes.

Few sample currency codes are listed below. Please refer [ISO 4217 Currency Codes](https://en.wikipedia.org/wiki/ISO_4217#Active_codes) ([https://en.wikipedia.org/wiki/ISO\\_4217#Active\\_codes](https://en.wikipedia.org/wiki/ISO_4217#Active_codes)) for a full list of currency codes

Currency	ISO 4217 Numeric Code
Australian Dollar	36
Canadian Dollar	124
Euro	978
New Zealand	554
Pound Sterling	826
United States Dollar	840

## Step 4 - Carry out integration validation checks

Following completion of the technical integration phase, the merchant (or the party responsible for implementing the integration) should carry out integration validation checks to ensure that the merchant's web site, TruRating Online and any other integrations that may be present continue to function as expected when deployed on the same page. These checks should be performed immediately prior to switching to live.

Listed below are some of the high-level checks that need to be carried out on both desktop and mobile browsers.

- Merchant web site functionality should not be changed/affected following the integration
- Merchant web site visual appearance should not be changed/affected following the integration
- TruRating Online should be displayed typically within about 5 seconds of loading the [Payment Confirmation Page \(page 0\)](#). This could vary based on the quality of user's internet connectivity though.
- Users should be able to complete TruRating Online user journey successfully  
The user journey consists of:
  - Seeing a question
  - Being able to rate
  - Seeing an acknowledgement for rating
  - (Optionally) Providing additional feedback as a comment. Note: if no comment is added then TruRating Online will close/hide automatically in about 30 seconds

# Integration Types

There's two easy ways to add TruRating to your website:

1. **Direct Integration:** use this method if your development team is able to directly modify the [Payment Confirmation Page \(page 0\)](#) to place [TruRating Online JavaScript \(page 5\)](#).
2. **Shopping Cart Integration:** use this method if your payment confirmation page is hosted through a third-party shopping cart application or eCommerce platform. We currently offer an add-in for [Magento 1.9 \(https://marketplace.magento.com/tr-trurating-rating.html\)](https://marketplace.magento.com/tr-trurating-rating.html) and will soon release an add-in for Magento 2.0, Shopify, WooCommerce and other popular shopping cart platforms.

## Q & A

*I followed the [Integration Guide \(page 5\)](#). But I can't see TruRating Online questions when my Payment Confirmation Page is loaded. What should I do?*

Please contact [support@trurating.com](mailto:support@trurating.com) with a short description of the issue. Someone from the TruRating Team will get in touch with you soon as possible to resolve this.

*I need to test the integration before switching to live. Does TruRating provide a test setup for this?*

Yes. Please make sure to set `isLive` parameter to `false` while you are carrying out the integration and testing. All ratings collected during this stage will be excluded from your TruRating on-line dashboard. Make sure to set this value to "true" when you are ready to start capturing ratings from your customers. Please refer [Insert JavaScript snippet \(page 5\)](#) for more information.

*I followed the [Integration Guide \(page 5\)](#). TruRating Online loads and I'm able to rate. Am I ready to start capturing ratings from my customers now?*

We strongly recommend you perform the following additional checks prior to capturing live ratings.

- Your website's functionality/formatting/visual appearance is not affected in any way due to TruRating Online. Check on a range of different desktop and mobile browsers
- TruRating Online loads without any significant delays once the Payment Confirmation Page is displayed
- Make sure to set `isLive` parameter to `true`

# Browser Support

TruRating Online is supported on latest versions of the browsers listed below (Desktop and Mobile).

- Google Chrome
- Microsoft Edge
- Internet Explorer
- Mozilla Firefox
- Apple Safari
- Opera



# Terminology

Term	Description
Payment Confirmation Page	The page shown to customers at the end of a successful transaction on the merchant's website. Also known as Order Confirmation Page / Receipt Page.