



BluWave CRM- Leads Web Service



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1. Introduction

Leads coming from the customers' website can now be pushed through into the **BluWave CRM** via a Web Service that **BluWave CRM** provides.

Your web developer can use this interface to post leads from your website directly into **BluWave CRM**.

Your web developer can define the logic required to route leads to the relevant salesperson.

These leads will then be visible to the salesperson on the **BluWave CRM** home page. The **Leads** tab can be used to make the first contact with the lead and if qualified, the rep can use the **Add to Company List** button to transfer the lead to the **Company** tab automatically as prospect. From the **Companies** tab, the salesperson can then create activities and quote the client.

1.1 Web Service Form

You need to reference the above Web Service from your web site in order to post leads to the **BluWave CRM** application.

To get a full description of the service, click on the link:

<https://www.bluwavecrm.co.za/WebService/Service1.asmx>

1.2 InsertLead Function

Below are the parameters that the function requires.

name=	type=	Notes
"CompanyGuid"	"string"	Compulsory Parameter - Request from BluWave Software. This parameter uniquely identifies your company in Bluwave
"SalesStaffGuid"	"string"	Compulsory Parameter - Request from BluWave Software. This parameter uniquely identifies a sales rep within your company to whom the lead will be assigned to.
"CompanyName"	"string"	Compulsory Parameter
"Title"	"string"	
"Initial"	"string"	
"FirstName"	"string"	Compulsory Parameter
"Surname"	"string"	Compulsory Parameter
"Designation"	"string"	
"CellNo"	"string"	
"TelNo"	"string"	
"FaxNo"	"string"	
"Email"	"string"	
"PostalAddress1"	"string"	

"PostalAddress2"	"string"	
"PostalAddress3"	"string"	
"PhysicalPostCode"	"string"	
"PhysicalCountry"	"string"	
"Status"	"string"	Default this to "AL" which is the Active Lead status code in Bluwave under the Setup area.
"Source"	"string"	You first need to set up a source code and description in Bluwave under the Setup area. You then need to pass the source code as the parameter. By default, the source with the description "Website" with the code "Ws" is added to BluWave.
"NoOfEmployees"	"int"	
"Industry"	"string"	You first need to set up an industry code and description in Bluwave under the Setup area. You then need to pass the industry code as the parameter.
"Notes"	"string"	
"Rating"	"string"	
"User defined field 1"	"double"	
"User defined field 2"	"double"	
"User defined field 3"	"datetime"	
"User defined field 4"	"string"	
"User defined field 5"	"string"	
"User defined field 6"	"string"	

1.3 Example of a Function Call

```
InsertLead("018F998A-40A0-4CC3-9A0F-21DC56BE7566","1F94F1B1-BDF0-4116-9121-298D6103C247","InsertedViaWebService","Mr","D","Denzil","Govender","CEO","0722169037","0114625423","0114625423","Denzil@thirdwave.co.za","101 Eastbound Avenue","Bryanston","Johannesburg","4098","ZA","101 EastboundAvenue","Bryanston","Johannesburg","4098","ZA","QC","WEB",3,"Chemicals","This entry was inserted via WebService",5,0,0,20/03/2012,"","","");
```

1.4 Sample Code in C#

Add a web reference to: <https://www.bluwavecrm.co.za/WebService/Service1.asmx>

```
LeadWebService.Service1 LeadService = new LeadWebService.Service1();
    try
    {
        LeadService.InsertLead(Tenant.ToString(), TenantID.ToString(), this.company.Text.ToString(), "", "",
            this.firstname.Text, this.surname.Text, this.jobtitle.Text, this.contact.Text, this.contact.Text, "",
            this.email.Text, "", "", "", "", "", "", "", "", "", "", "AL", "WLS", NoE, "", this.province.Value.ToString(),
            "AP", NoEmploy, 0, DateTime.Now, "", "", "");
    }
catch
{
    throw;
}
}
```

1.5 Sample Code in PHP

```
$insert=array("CompanyGuid"=>"7DCA1024-9DDB-****-9AA1-5B7B2E230D11",
    "SalesStaffGuid"=>"0ADFF2D5-8E93-****-9511-FDC47F276687",
    "CompanyName"=>$Company,
    "Title" =>"0",
    "Initial" =>"0",
    "FirstName" =>$name,
    "Surname" =>$name,
    "Designation" =>"0",
    "CellNo" =>$number,
    "TelNo" =>$number,
    "FaxNo" =>"0",
    "Email" =>$email,
    "PostalAddress1" =>"0",
    "PostalAddress2" =>$town,
    "PostalAddress3" =>$province,
    "PostCode" =>"0",
    "PostalCountry" =>"ZA",
    "PhysicalAddress1"=>"0",
    "PhysicalAddress2" =>$town,
    "PhysicalAddress3" =>$province,
    "PhysicalPostCode" =>"0",
    "PhysicalCountry" =>"ZA",
    "Status" =>"AL",
    "Source" =>"WEB",
    "NoOfEmployees" =>0,
    "Industry" =>"0",
    "Notes" =>$product,
    "Rating" =>"0",
    "UDF1" =>0,
    "UDF2" =>0,
    "UDF3" =>date('Y-m-d'),
    "UDF4" =>"0",
```

```
        "UDF5" =>"0",  
        "UDF6" =>"0");  
try {  
$crm = new SoapClient("https://www.bluwavecrm.co.za/WebService/Service1.asmx?WSDL");  
$result = $crm->InsertLead($insert); //calling the above array into the web service  
}  
    catch(SoapFault $e){  
        echo $e->faultstring;  
    }  
    catch(Exception $e){  
        echo $e->faultstring;  
    }  
}
```

2. Revision History

Version	Date	Updates
BW0005	10/03/2021	<ul style="list-style-type: none">• Creation
BW0005.2	06/05/2024	<ul style="list-style-type: none">• Updated the formatting