

Integrating TruVoice with Widgets

TruVoice widgets enable you to bring insights, reports, and data from your buyer feedback into the rest of your technology stack.

With this integration, you can bring the buyer-based insights from TruVoice seamlessly into any system that allows you to display external content. This includes technologies such as CRM systems, business intelligence tools, competitive intelligence tools, sales enablement platforms, and more.

There are many views available, including:

- **Competitor Summary:** summarizes outcome performance as well as the most frequently cited strength and weakness for the selected competitor
- **Competitive History:** displays a summary of the sales opportunities where you competed with that competitor
- **Competitor Strengths:** displays the key strengths your buyers cited for that competitor
- **Competitor Weaknesses:** displays all weaknesses buyers mentioned in their win loss feedback for that competitor
- **Outcome Reasons:** displays key criteria that impacted your wins and losses, percentage attribution, and revenue associated.
- **Why You Win & Why You Lose:** displays win and loss criteria, associated categories, and overall scores.
- **Open-end Responses:** displays responses from a specific, open-ended question from your survey and the associated opportunity information.
- **Performance Monitor:** displays performance ratings in key skills and competencies with the ability to filter by sales rep(s) and competencies. Provides the ability to suggest training based on performance ratings.
- **Performance Manager:** displays performance metrics on key competencies, examples from custom feedback, and prompts to receive coaching.

How to Install Your Widgets

1. Log into your TruVoice account.
2. Open your navigation options by clicking the three horizontal lines in the top left to open the pop out menu (if it isn't open by default).
3. Select the "Widgets" option under the Administration heading.
4. If you have not created the access key for your organization yet, click the "Create Access Key" button in the top right to create a unique and secure access key for your widgets. (Note: the access key adds a level of security to your widgets that allows you to rotate this key, or disable the key. Any widgets that have been created using the disabled key

will need to be updated with the new key. If a widget's access key is deactivated, the widget becomes disabled and will not display your data).

5. Click "New Widget" button for the widget you would like to create.
6. Name the widget accordingly.
7. Select the competitor you'd like to monitor.
8. Set the height and width of the widget. (NOTE: the target application's settings where you will be placing the widget will override these settings).
9. Click the "eye" icon to preview the widget based on the settings you applied to the widget.
10. Copy the "Embed Code" to your clipboard using the last icon for the widget, or from the "Embed Code" tab when editing the widget.
11. In your other system, find the right area to add your TruVoice widget. This will vary depending on the system you are looking to embed the widget into.
12. Paste the widget code into the code view of your editor.