

USERBACK SDK

***CUSTOMIZE HOW YOU
COLLECT CUSTOMER
FEEDBACK***



SDK

THE SUCCESS OF MOST SAAS AND WEB APPLICATIONS RELIES ON THE ABILITY TO COLLECT CUSTOMER FEEDBACK AND BEING ABLE TO ASSESS, PRIORITIZE AND ACTION THAT FEEDBACK EFFICIENTLY.

When you collect customer feedback like bug reports, feature requests you understand your users' needs and pain points, and it can help your software team to identify areas where product improvements may be necessary.

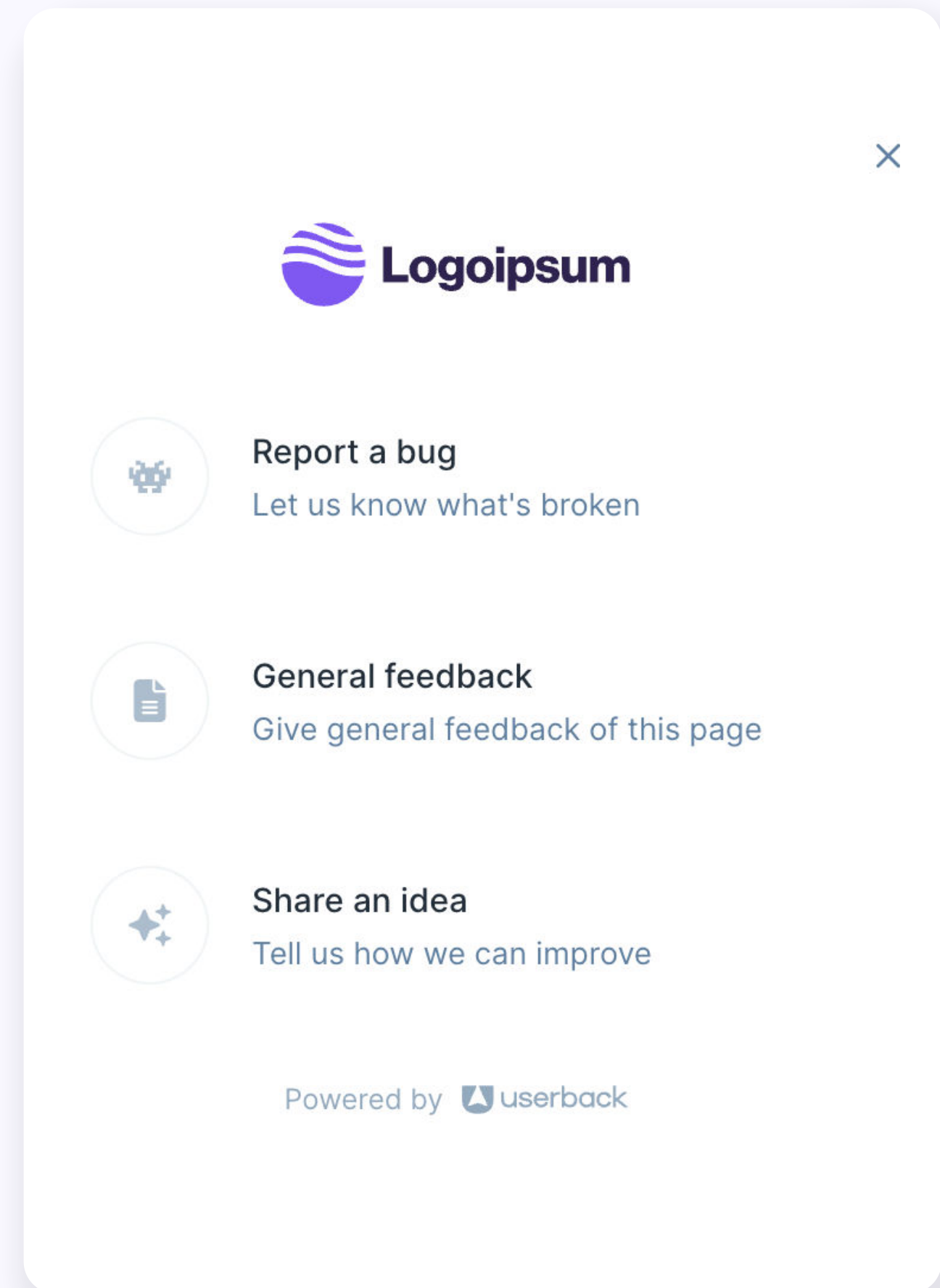
The challenge, however, is having the ability to collect customer feedback effectively and in a consistent format that makes it easier for software teams and developers to review, replicate and resolve issues. That's where a dedicated user feedback tool can really help!

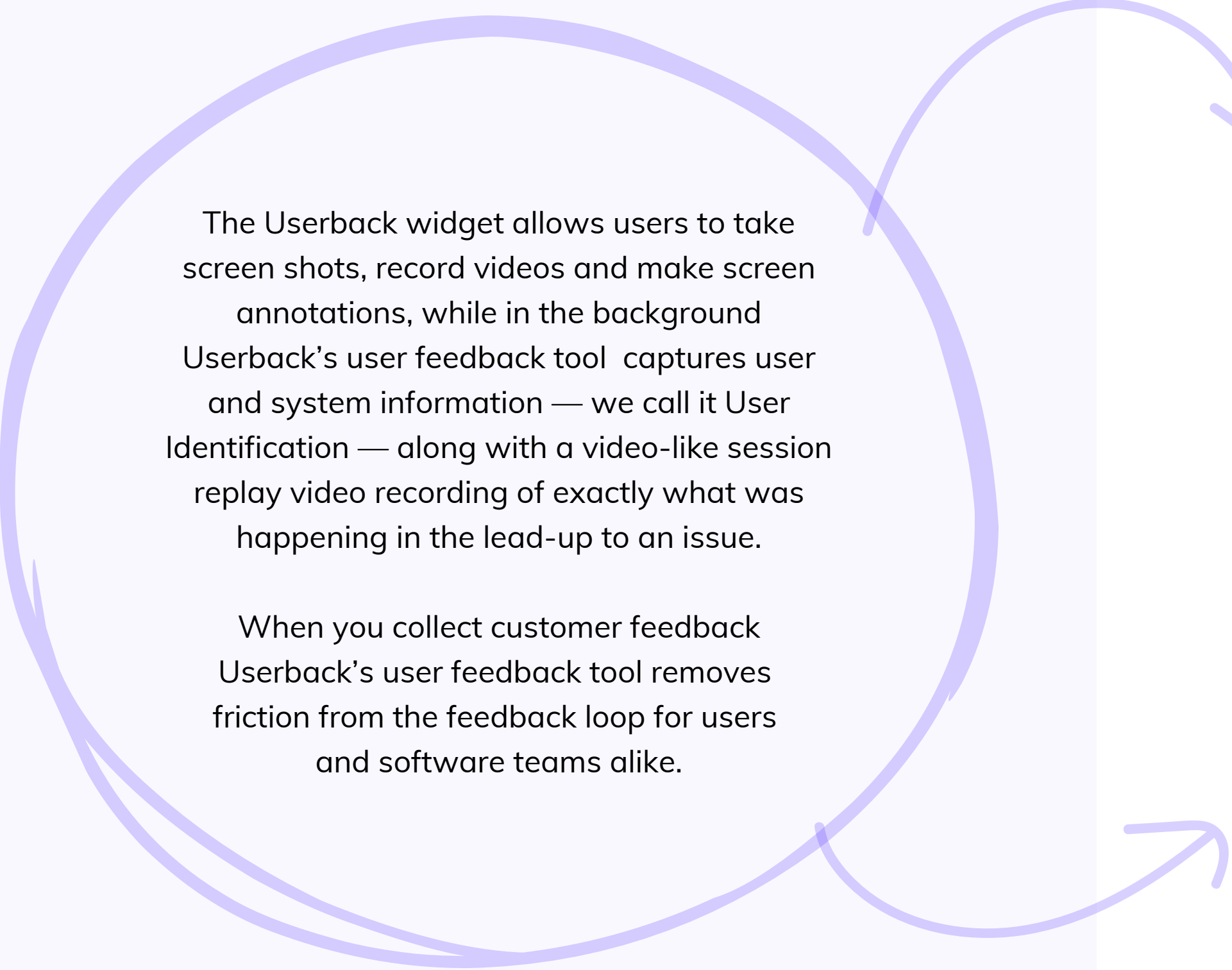
USERBACK **THE USER FEEDBACK** **TOOL 20,000 SOFTWARE** **TEAMS CHOOSE**

Userback is a purpose-built user feedback tool, used by product managers, developers and software teams to collect customer feedback from SaaS or web applications and manage it with ease.

The Userback feedback widget is the 'engine room' when it comes to helping you collect customer feedback. This code-free widget can be installed on any website or webpage in minutes, instantly allowing you to collect customer feedback.

As soon as it's installed, users can submit bug reports, feature requests, all within your app and without the need to use any third party software, or manual tools like email and spreadsheets.





The Userback widget allows users to take screen shots, record videos and make screen annotations, while in the background Userback's user feedback tool captures user and system information — we call it User Identification — along with a video-like session replay video recording of exactly what was happening in the lead-up to an issue.

When you collect customer feedback Userback's user feedback tool removes friction from the feedback loop for users and software teams alike.

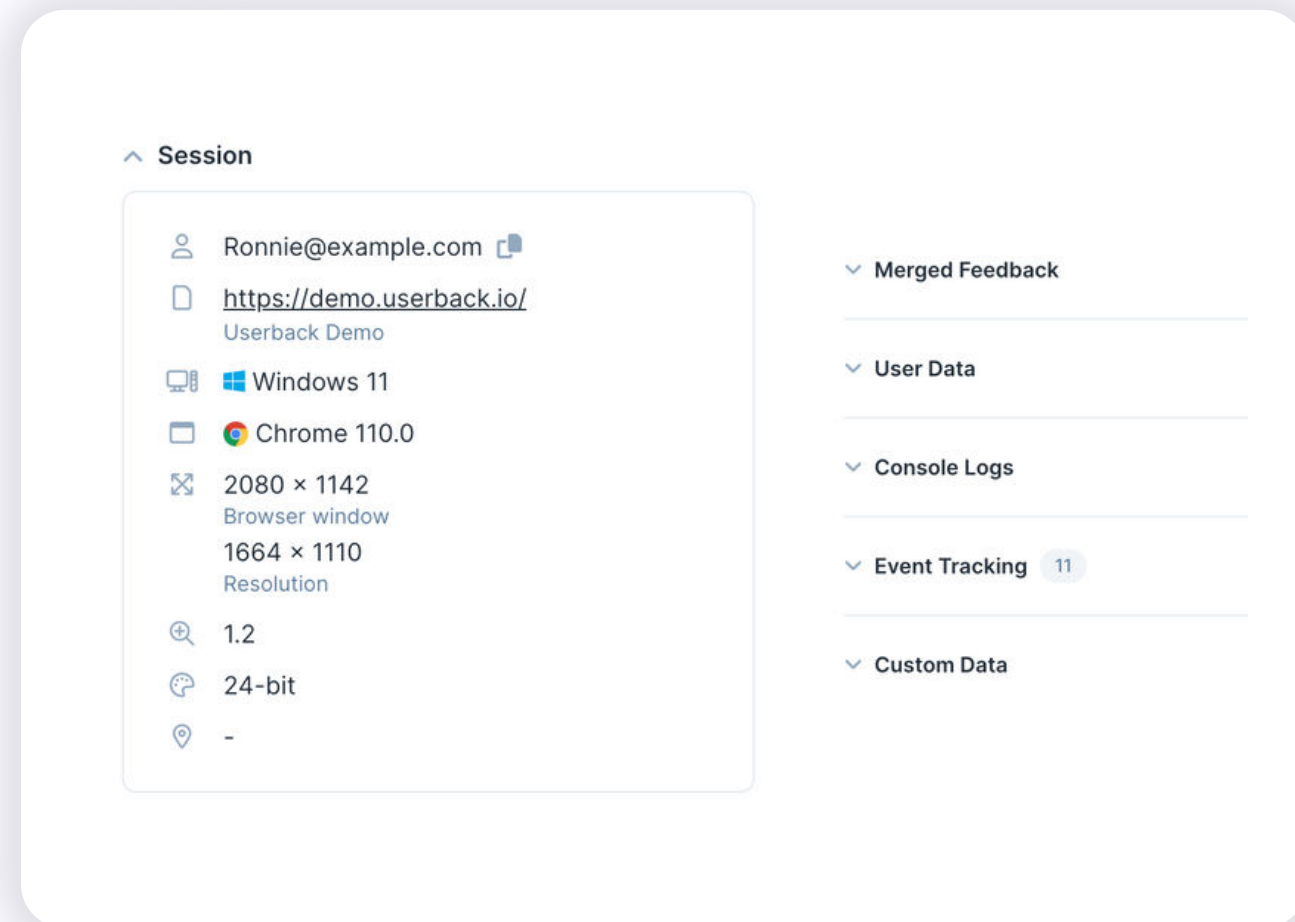
FOR USERS

It allows them to submit feedback with minimal effort and minimal disruption to their product experience.

FOR SOFTWARE TEAMS

It allows you to collect customer feedback in a consistent way, along with all the information your software team needs to instantly replicate, review and resolve every issue and feature request.

USER IDENTIFICATION: KNOW MORE ABOUT YOUR USERS WHEN YOU COLLECT CUSTOMER FEEDBACK



A key feature of the Userback user feedback tool is the automatic background capture of user information and metadata with every bug report, feature request or any other feedback submission.

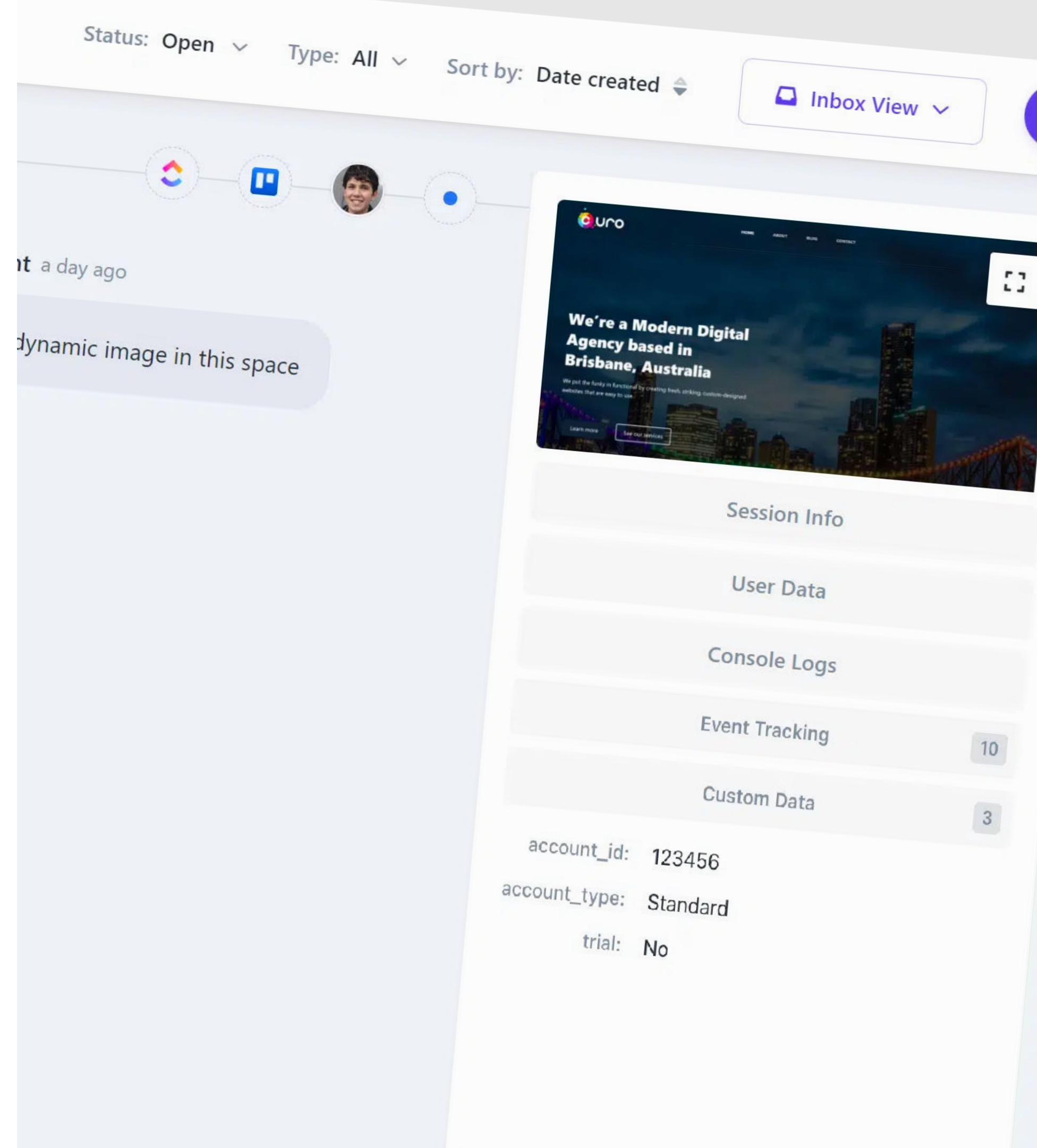
User Information includes the user's session and system data — such as operating system, browser platform, screen resolution, DPI and more so that software teams and developers can instantly understand the environment in which a specific issue occurred or request was made. The user's name, location, activity, account ID and contact details are collected to provide greater context and to ensure you can contact them quickly should you need any additional information.

The User Identification that comes 'off-the-shelf' with Userback provides a pretty comprehensive range of detail and information about your users. But what if that's not enough? How can you capture more detail when you collect customer feedback?

USE USERBACK'S SDK TO GET EVEN GREATER DETAIL AND PERSONALIZATION WHEN YOU COLLECT CUSTOMER FEEDBACK

If the standard information collected by the user feedback tool is not enough, or if you want to combine the user information captured with Userback along with some other specific data points, then you can use the Userback JavaScript SDK to create custom data fields (available on [Company Plans](#) and above).

With this ability to customize and automate the user experience as you collect customer feedback, you can gather information and insights more efficiently and accurately than ever before.



6 WAYS TO CUSTOMIZE HOW YOU COLLECT CUSTOMER FEEDBACK WITH THE USERBACK SDK

When you can enhance the user feedback collection process you can get a better understanding of your individual users' feedback, prioritize high-profile users, track user activity and see trends amongst different subtypes of users. Here are 6 examples...

1. Create a more seamless process
2. Recognize priority users
3. Collect specific information from users
4. Build-in dynamic logic
5. Automatically update the language
6. Enhance the feedback user experience

ONE
**CREATE A MORE
SEAMLESS PROCESS**

With the Userback SDK you can optimize the product feedback experience for your users by:

- Pre-filling fields
- Adding custom data about users (such as name, email address and other account details)
- Setting dynamic widget options
- Automating tasks
- Setting up webhooks

This saves both users and software teams time, improves the accuracy of data and enables you to respond to user feedback more quickly and effectively.

TWO
RECOGNIZE
PRIORITY
USERS

When you use the Userback SDK to add custom data like account ID, plan type, product version and customer value to feedback you can highlight any bug reports, feature requests or general comments you receive from high priority users.

This makes it easier for you to tailor feedback workflows in a way that aligns with your specific business objectives and product goals.

THREE
COLLECT
SPECIFIC
INFORMATION
FROM USERS

Another way to use custom fields when you collect customer feedback using the Userback SDK is to capture specific information from users.

For example, a software team may want to ask users how frequently they use specific features of their application, or what new features they would like to see.

FOUR

***BUILD-IN DYNAMIC
LOGIC WHEN YOU
COLLECT CUSTOMER
FEEDBACK***

Userback's SDK also provides built-in conditional logic that allows teams to adjust user feedback collection in real-time, so your software team can configure the SDK to dynamically hide or show fields, depending on the user's response to previous questions.

This helps to ensure that every feedback request is specific and relevant to user needs.

FIVE

***AUTOMATICALLY
UPDATE THE
LANGUAGE FOR
YOUR USER
FEEDBACK TOOL***

Enhance the user experience for people from all over the world by switching the language of the feedback widget on the fly.

SIX

ENHANCE THE FEEDBACK USER EXPERIENCE

The SDK also allows you to open the Userback feedback widget with a customized button or link that may be more in keeping with your design than the standard button.

THE USERBACK SDK PROVIDES TWO WAYS TO ENHANCE USER IDENTIFICATION:

THE USER_DATA METHOD

Using the identity method to collect customer feedback allows you add or update user information after the SDK has been loaded.

This method gives you more control over user information when you collect customer feedback, but the SDK must be loaded first.

This is best used with
an Advanced Installation.

THE IDENTITY METHOD

You decide what additional user information you require and then set user information before adding the JavaScript SDK.

Using this method streamlines the process and saves time. However, it's important to note you aren't able to add custom attributes or update user information after the SDK has loaded.

The user_data method is best used
with a Basic Installation.

GETTING STARTED AND GETTING HELP

Once you have chosen the method you'll use to collect customer feedback you need to create a JavaScript object using one of the methods described in our [support documentation](#).

This includes a unique identifier (uid), default attributes (name, email,), and custom attributes that provide additional information about the user, location, first seen, last seen are set automatically.

An additional benefit of the Userback SDK is that it is highly customizable. Customization options include adding custom fields and conditional logic, allowing software teams to tailor user feedback collection for their specific needs.

GETTING STARTED
Welcome to Userback
Developer Quickstart Guide

FEEDBACK WIDGET
Installation Guide
@userback/widget
@userback/react
@userback/vue

SDKS & SDKS

JavaScript SDK

Getting Started

Widget Initialization

Widget Button

Widget Pop-up

API

SDKS

SDKS

HEETS

Widget Identification

Widget to Button

Fields

Widget Language

Widget Micro-surveys

Widget Custom Data

Widget Customization

Widget

Widget CSS

Widget README

JavaScript SDK

Technically Tailor the Feedback Widget to Your Specific Needs

Elevate your feedback strategy with the Userback JavaScript SDK. This allows you to interact directly with the Userback Feedback Widget with a little bit of JavaScript, offering a tailored workflow and experience for your specific business objectives and product goals.

🔑 Company Plan or higher required - To explore subscription options, visit our [plans and pricing](#). For basic integration and support for Single Page Apps, the `init()` function is accessible on all SDKs.

Getting Started

Installation

Option A: Package Managers

For JavaScript, React, and Vue.

```
JavaScript | React | Vue
npm i @userback/widget
# or
yarn add @userback/widget
```

Option B: Script Tag

Insert the script in the HTML head section:

```
HTML
<script src="https://static.userback.io/widget/v1.js"></script>
```

Initialization

Use your unique project-based [Widget Access Token](#).

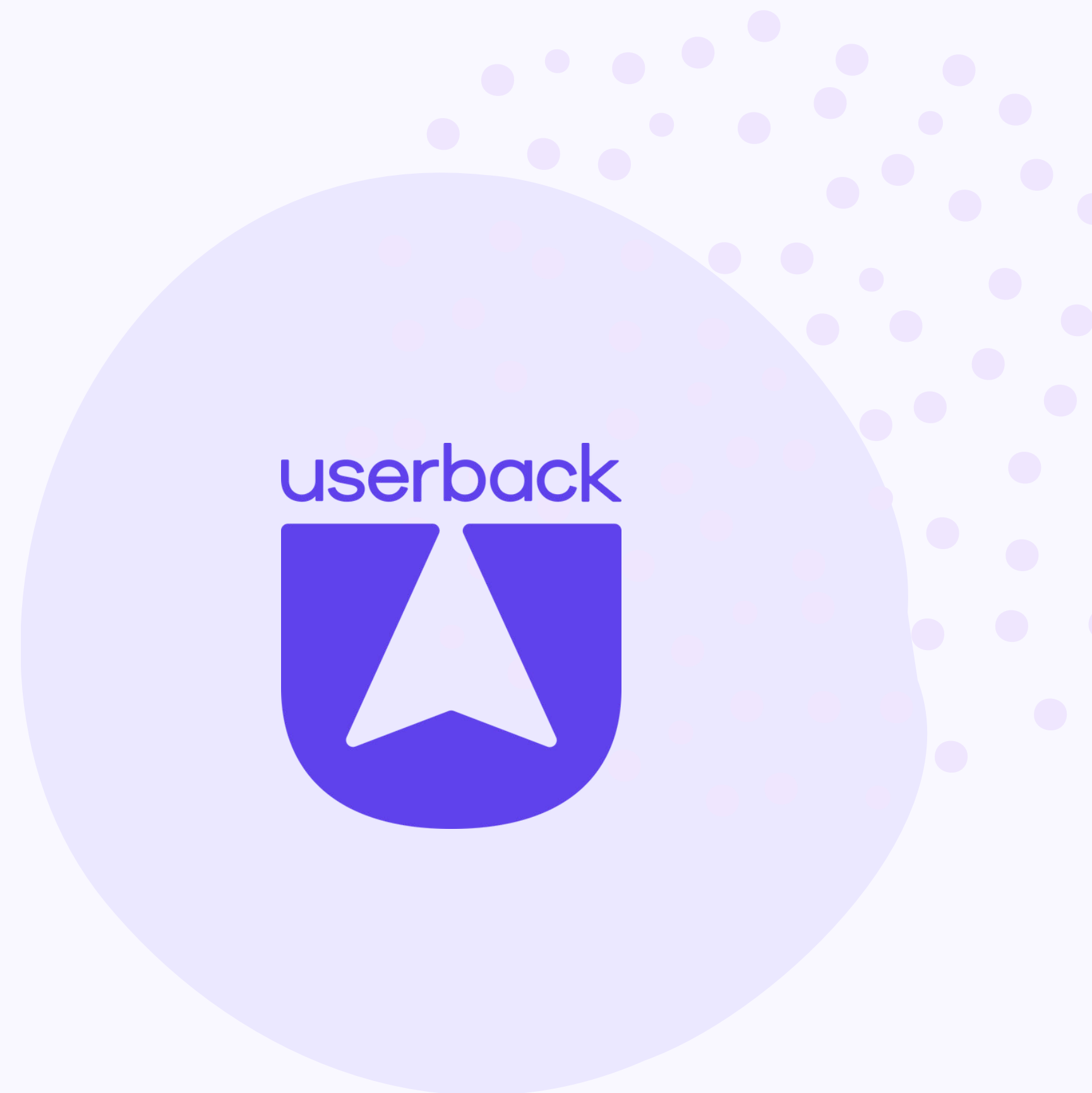
```
JavaScript
Userback.init('widget_access_token', {
  email: 'someone@somewhere.com',
  name: 'User'
});
```

CONCLUSION

In conclusion, user feedback is essential to the success of any software team. Unfortunately, the process of gathering this feedback can be challenging and time-consuming. However, with the Userback SDK, software teams can integrate and customize user feedback in a more efficient way.

The SDK's customizable features allow software teams to feel confident knowing they can gather important feedback that is relevant and specific to user needs. In addition, tools provided by Userback, such as analytics and advanced reporting, give software teams a more in-depth insight into customer behavior, allowing them to optimize their product development process and continuously improve their software products.

- To learn more about Userback's SDK, check out our [help center](#).
- To start collecting and managing user feedback today, [sign up for your free Userback trial](#).





SDK