

# Announcing: Ingest `entry_type` dimension via a customer facing feed

**Note:** The following updates are planned to be rolled out on 07/24/2024

## Summary of Change:

Customers have the ability to access all conversation metadata but don't currently have access to the `entry_type` field. We're making the "entry\_type" field so that this new field can be used for reporting.

Making the "`entry_type`" field available in the ASAPP data tables allows customers to bring leverage this data element in your data warehouse.

## More details:

Customers have noted several processes and reports where they would like to make use of the `entry_type` field. This can be used to differentiate all metrics (automation, agent chats, customer satisfaction, etc.) between various entry types that identify where the end customers are coming from.

We are adding a new feed called "`issue_entry`" that will contain new conversation metadata, including `entry_type`.

- `entry_type` will be a new dimension that defines "Type of entry from Conversation Metadata" as follows:
  - **REACTIVE:** Standard chat click on ASAPP's SDK
  - **PROACTIVE:** Proactive message offered to the customer based on various parameters or events
  - **CHAT INSTEAD:** Customer clicks on interactive phone number on the website and is prompted to chat rather than call
  - **DEEPLINK:** Customer arrived at chat via a deep link that could be generated from an IVR, 1-way SMS, email, etc.
  - **ASK:** customer asked another question after any initial interaction (i.e. the original `entry_type` doesn't persist across a `customer_id`)

For more information, please refer to [Export Schema Documentation](#).

Happy Analyzing! 🚀📊