

Cheat sheet: Intercom connector

Tips & tricks to start integrating your support data



Centralizing your customer communications

Intercom is a modern communications platform that streamlines the customer journey from conversion to engagement to support. The Intercom platform enables organizations to connect with their audience in your app, on your website, across your social media channels and via email.

Fivetran's Intercom connector offers the following features to kickstart your analysis:

Delete Capture

Retain the records that are deleted or no longer exist within the platform.

When a record is deleted within the Intercom platform, Fivetran adds a column titled `_fivetran_deleted` and marks that record TRUE.

Fivetran leverages webhooks to maintain records within the `CONTACT_HISTORY` table.

Data Blocking

Avoid exposing sensitive information by omitting it from replicating to your destination.

Data Blocking for Intercom is available at the column level, enabling you to excluding unneeded or sensitive information from replicating to your destination.

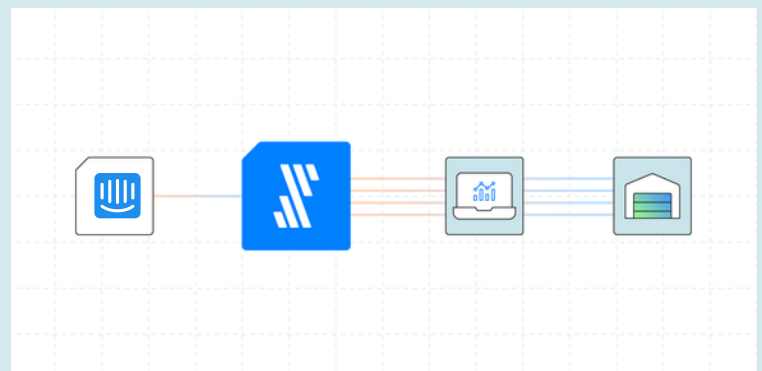
Column Hashing

Anonymize PII in your destination by hashing columns containing sensitive data.

Where enabled, column hashing anonymizes the values in a column. Use column hashing for instances where it's important to retain your data's analytical value and allow for data joins.

Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your CRM, support tools and more.



Intercom + Fivetran = A better experience for you & your audience

Fivetran's Intercom connector extracts chat support data using the application's API layer. Centralizing customer support data enables organizations to calculate and monitor powerful customer interaction metrics, including conversion ratings and customer satisfaction.

Top Use Cases:

Optimize your communications with your prospects

Personalize your marketing campaigns

Improve your customer experience



Business Value:

Accelerate sales

Grow your pipeline

Reduce churn & expand your account usage

Table Tour

Our most popular Intercom tables and their uses:

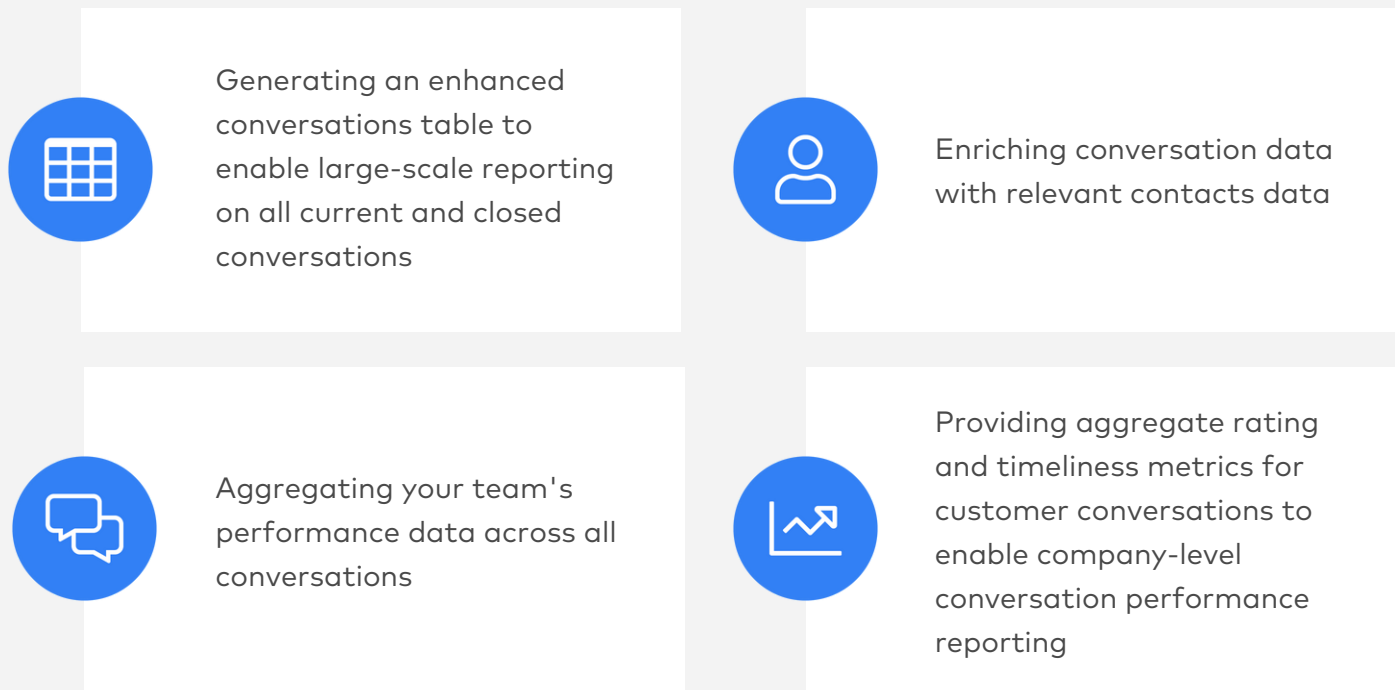
CONTACT_HISTORY	Full profile of contact for each conversation including platform, geolocation, and history of activities
CONVERSATION_HISTORY	Full record of conversation history including contact, timing and conversation rating
COMPANY_HISTORY	Overall performance of each company contact
CONTACT_SOCIAL_PROFILE_HISTORY	Enables crossing data with social media and marketing data to calculate marketing related KPIs

If you're a current customer, visit your dashboard to set up a connector today, and enjoy 14 days of free use! If you're considering Fivetran for your ETL needs, sign up for a free trial.

Fivetran Transformations for dbt Core

Fivetran Transformations for dbt Core* helps your business accelerate analytics. dbt Core, by dbt Labs, is an industry-leading, open-source transformation tool.

Our Source and Transform data models for Intercom enable users to better understand the performance, responsiveness and effectiveness of their support team's conversations with customers, prospects and their general audience by...



Source Data Models

Our Intercom Source data models contain staging models that work on their own or in tandem with the Intercom Transform data models, to enrich your Intercom data in **three main ways**:

1. Adds descriptions to all tables and columns
2. Adds column-level testing where applicable.
 - a. For example, all primary keys are tested for uniqueness and non-null values
3. Names columns consistently across all data models
 - a. Boolean fields are prefixed with `is_` or `has_`
 - b. Timestamps are appended with `_at`
 - c. ID primary keys are prefixed with the table name
 - i. For example, the `admins` table's ID column is renamed `admin_id`

Install these models →

Transform Data Models

Our Intercom Transform data models work with our Source data models to further enrich Intercom data with metrics around the performance, responsiveness and effectiveness of your customer conversations.

This package includes the following models:

MODEL	FUNCTION
INTERCOM_ADMIN_METRICS	Employees and their team, with total conversations, average rating and median response times.
INTERCOM_COMPANY_ENHANCED	Companies with added data related to industry, monthly spend and user count.
INTERCOM_COMPANY_METRICS	Single rows from the INTERCOM_COMPANY_ENHANCED model with conversation count, average satisfaction rating, median time to first response and median time to last close.
INTERCOM_CONTACT_ENHANCED	Contacts with their corresponding job title, company, last contacted information and email list subscription status.
INTERCOM_CONVERSATION_ENHANCED	Conversations with assignee, customer contact, conversation state, closer and the final conversation rating.
INTERCOM_CONVERSATION_METRICS	Single rows from the INTERCOM_CONVERSATION_ENHANCED model with time to first response, time to first close and time to last close.

[Install these models →](#)