magmodules

Invitations Grid

Feedback Company Reviews for Magento 2

This guide covers the invitation queue management in Feedback Company Reviews. The invitations grid shows all review invitations queued for sending to customers through Feedback Company.

Location: Marketing → Feedback Company → Invitations

Grid Overview

The invitations grid displays all queued review invitations.

Grid Columns

Column	Description
ID	Internal invitation ID
Order #	Magento order increment ID
Account	Which Feedback Company account will send this invitation
Customer Email	Customer's email address
Customer Name	Customer's name
Status	Current invitation status
Scheduled	When the invitation is scheduled to be sent
Created	When the invitation was queued
Sent At	When the invitation was actually sent (if applicable)

How Invitations Enter the Grid

Invitations are created automatically based on your invitation profile settings:

Automatic Queue Building

1. Order reaches the configured **trigger status** (e.g., Complete, Shipped)
2. Customer matches **customer group** filter (if set)
3. Store view matches **account's store view** setting
4. Invitation is created with scheduled date = order date + delay days

Manual Queue Building

Run the CLI command to process pending orders:

```
bin/magento shopreview:feedbackcompany:invitations
```

Queue Criteria

An order qualifies for invitation when:

- Order status matches invitation profile trigger
- Customer is in allowed customer groups
- Store view uses the account
- Order hasn't already been invited
- Delay period configuration is met

Invitation Statuses

Status	Meaning	Action
Pending	Waiting for scheduled send date	Wait or send manually
Ready	Scheduled date passed, awaiting cron	Will be sent on next cron run
Sent	Successfully sent to Feedback Company	None needed
Failed	Send attempt failed	Will retry automatically or send manually
Cancelled	Manually cancelled	Re-queue if needed

Status Flow

```
Order Completes → Pending → Ready → Sent
                                ↓
                           Failed → (retry) → Sent
```

Filtering Invitations

Filter	Usage
Status	Show invitations by status
Account	Filter by Feedback Company account

Filter	Usage
Order #	Search by order number
Customer Email	Search by customer email
Scheduled Date	Invitations scheduled within date range
Created Date	Invitations created within date range

Filter Examples

Find failed invitations to retry:

- Status: Failed

Check today's scheduled invitations:

- Scheduled Date: Today
- Status: Pending or Ready

Mass Actions

Available mass actions:

Action	Description
Send	Immediately send selected invitations
Cancel	Cancel selected invitations
Delete	Remove invitations from queue
Re-queue	Reset failed/cancelled invitations to Pending

Using Mass Actions

1. Check the boxes next to invitations you want to modify
2. Select an action from the **Actions** dropdown
3. Click **Submit**

Sending Invitations Manually

Single Invitation

Via CLI with specific invitation ID:

```
bin/magento shopreview:feedbackcompany:invitations-send 42
```

Batch Send

Process all ready invitations:

```
bin/magento shopreview:feedbackcompany:invitations
```

Via Grid

1. Select invitations
2. Choose **Send** from mass actions
3. Submit

Troubleshooting Invitations

Invitations Not Being Created

Check invitation profile:

- Account has invitations enabled
- Order status trigger is correct
- Customer groups include your customers
- Store views are configured

Check order:

- Order reached the trigger status
- Order isn't already in the queue
- Customer has valid email

Invitations Stuck in Pending

Check delay setting:

- If delay is 7 days, invitations won't be ready until 7 days after order

Check cron:

```
bin/magento cron:run --group feedbackcompany
```

Invitations Failing

Check error message in grid:

- Click on failed invitation to see error details

Common causes:

- Invalid API credentials
- Customer email bounced
- Rate limiting

Retry:

```
bin/magento shopreview:feedbackcompany:invitations-send <invitation-id>
```

Understanding Delays

The delay setting determines when invitations are sent:

Order Date	Delay	Scheduled Send Date
Dec 1	0 days	Dec 1
Dec 1	3 days	Dec 4
Dec 1	7 days	Dec 8
Dec 1	14 days	Dec 15

Why use delays:

- Customer needs time to receive product
- Customer needs time to use/experience product
- Better review quality when customers have actual experience

Grid Customization

Show/Hide Columns

1. Click **Columns** button
2. Select columns to display
3. Drag to reorder

Export Data

1. Click **Export**
2. Choose CSV or Excel
3. Download includes filtered data

Best Practices

Monitor Failed Invitations

- Check regularly for failed sends
- Investigate patterns (same account, same time)
- Retry or contact support if persistent

Appropriate Delays

- Too short: Customer hasn't received product
- Too long: Customer forgot about purchase
- Sweet spot: 7-14 days for physical products

Clean Up Old Data

- Periodically remove very old sent invitations
- Export for records before deleting

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Us - Get help from our team

For a complete overview of features and configuration options, see the Feedback Company Reviews extension on magmodules.eu

All articles for Feedback Company Reviews

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Getting Started
2	Configuration Guide
3	Widget Setup

Troubleshooting

1	Troubleshooting

Grids

1	Account Management
2	**Invitations Grid (current)**
3	Reviews Grid

Background

1	Best Practices
2	CLI Commands