Pages / … / Solutions   🔗 1 Jira link

Legacy Lead Form (DCS, DCE1 markets)

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0. Overview

Legacy markets can have Lead Form since 2023/03. Form is created in Commerce Cloud (part of CRM/SFDC) on a Campaign Page to gather leads or to allow existing customers to register for a specific campaign (e.g. Valentine's day, Black Friday...). After form submission automatic email/SMS is sent from Service Cloud (based on their setup). For each form submission case is created.
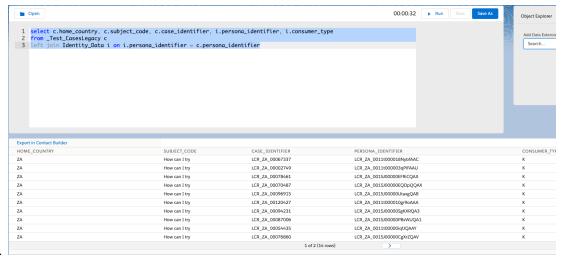
1. Process out of MC

1. Market requests a form creation via Qbranch ticket and global team or market will do that.
2. MOS/HUB **can** create a "**campaign id**" in Accutics (as for regular campaign) and provide this ID to market. It seems that this is not mandatory - there is a field "campaign name" where identifier of campaign/form is defined - please discuss with market.
3. Market activate the form - data will start to flow to MC (to Cases/Identity table)
   a. Unknown customers (those who are not registered yet): user profile will be created in SFDC (contact) and in Spice (contact). Contact (lead) will flow to MC via TD in Identity table.
      i. they are not age verified
      ii. mandatory fields: first_name, last_name, channel (email address/phone number), consent (to send communication from MC)
   b. Market can have multiple forms activated at the same time
   c. Campaign ID/name should be stored in Extended Attributes (TBD) for user and only 1st form submitted is stored (it is not overwritten)

2. MC Setup

1. Data are stored in Cases and Identity table:
   a. For each form submission Case is created (Subject = "How Can I Try" and CCR_ContactType__c = "Webpage"). Field "CCR_ContactType__c" is not available in MC so use subject_code.
   b. We should be able to identify campaign by field campaign id/name but this field is also missing in Cases table.
2. User profile details:
   a. Unknown customers (those who are not registered yet): leads are in Identity table and "consumer_type" = "K"
   b. Existing customers are already in Identity table as consumers ("consumer_type" = "Consumer") so you need to check their cases
3. Example:

a.

4. Other resources

- iTry (CCR, Demandware) - Feature ORF
- ⚠️ CONSGOV-4351 - Problem authenticating. Please check your username and password and try again.
- Web To Case Mapping#Webtocase-iTry

5. Other info

- Current issues/open questions (15.3.2023)
    - missing campaign id/name on case object
    - we can see only data for ZA but Colombia should be also live
    - Campaign ID/name should be stored in Extended/derived Attributes for user (missing in MC)

No labels