INSURANCE TECHNOLOGIES

Hyperlink URLs in Email Templates

FIRELIGHT BASE

FireLight®

Platform

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iConnect 232742 Design Approach - Hyperlink URLs in Email Templates

Project Overview

This enhancement will add the ability to support hyperlink text for an embedded URL link in emails. Base will be enhanced to add a new replacement variable and syntax combination that admins can place in email templates. Using this new replacement variable, clients will have the ability to add hyperlink text like "Click Here" with the URL hidden behind that text. This feature can be used to add a hyperlink in both HTML and non-HTML email templates.

Impacts:

FL Admin -> Organization Config -> Email - A new replacement variable added that can be used by clients in the email templates

1 Add new email replacement variable for hyperlink

To address the requirement of using hyperlink text for URLs in emails, a new replacement variable <HYPER_LINK> will be available to be added to email templates.

There will be a specific syntax for applying hyperlink text for a URL, which will be <HYPER_LINK URL="static URL or a replacement variable for URL">Click Here</HYPER_LINK>. Using this syntax, system will show a hyper link text for a static URL or a system generated URL in the emails sent to clients.

- Static URL or the replacement variable for system generated URL should be used within the quotes ("") and should be prefixed as "URL=".
- Hyperlink text/phrase can be customized by clients and should be written in between opening and closing tags of <HYPER_LINK>.

Example 1. Applying a hyperlink for a static URL

Syntax: <HYPER_LINK URL="https://login.website.com">link</HYPER_LINK>

Email Template Sample: "All required parties have signed and approved application Copy of Test OR as of Tuesday, September 8, 2020. The application is ready for your signature.

To access your eApp account, click this **<HYPER_LINK URL="https://login.website.com">link</HYPER_LINK>**. "

How it will show in email sent to client: When above syntax is parsed, word "link" will show as text and it will be hyperlinked to the static URL: "https://login.website.com".

Example 2.   Applying a hyperlink for a FireLight generated URL

Syntax: <HYPER_LINK URL="<URL_LINK>">Click Here</HYPER_LINK>

Email Template Sample:

"Dear <CLIENT_NAME>,

Thank you for applying for '<PRODUCT_NAME>' of <COMPANY_NAME>.

To download or print the completed application, please click on the link at the bottom of the email. You will be asked for EMAIL PASSCODE.

If you have questions, please feel free to contact me.

Sincerely,

<AGENT_NAME>

To download or print your completed application, **<HYPER_LINK URL="<URL_LINK>">click here</HYPER_LINK>**, Enter the Passcode. If a new window does not automatically appear, you may have to copy the link and paste it into the address bar of a new browser window."

How it will show in email sent to client: When above syntax is parsed, phrase "click here" will show as text and it will be hyperlinked to system generated URL used with the replacement variable <URL_LINK>.

Example 3.   Applying a hyperlink replacement variable without a text

Syntax: <HYPER_LINK URL="<URL_LINK>"></HYPER_LINK>

How it will show in email sent to client: Above syntax will not work since no hyperlink text is specified, so no URL or hyperlink will be displayed in the email.

Conditions:

1. If only <URL_LINK> replacement variable is used, then the URL will show as a link in the email (how it shows currently).
2. If <HYPER_LINK> with a static URL are used along with a custom word/phrase added in between both opening and closing tags of <HYPER_LINK>, that word/phrase will be hyperlinked to the given static URL.
3. If <HYPER_LINK> and <URL_LINK> replacement variables are used along with a custom word/phrase added in between both opening and closing tags of <HYPER_LINK>, that word/phrase will be hyperlinked to system generated URL.
4. If both the replacement variables are used without any word/phrase in between, URL will not be visible in the email.

Acceptance Criteria

- New email replacement variable <HYPER_LINK> is added to email template.
- When email is received, URL in the email is hyperlinked by the word added to the email template.
- Hyperlinked URL in the email opens in a new tab.
- Hyperlink text can be customized.
- When hyperlink text is not mentioned in the new replacement variable syntax, no URL is displayed in the email.
- When old replacement variable <URL_LINK> is used, system displays the URL directly into the email without hyperlink text.