Virgin Trains West Coast – Single Customer View (SCV)

Creator NAS Push Questions, Pull and Push Inbound Feed Files

Commercial in confidence

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Confidential

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## **Document** **Management**

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| **Version** | **Date** | **Review By** |
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| **Supporting Documents** | | |
| **Document Name** | **Document Purpose** | **Document Link** |
| Merkle VTWC Technical Design | Technical Specification | [Click here](https://teams.microsoft.com/_#/vsd/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FTechnical%20Overview~2FVTWC%20-Process%20Overview%20v0.1.vsd?thread) |
| Address Matching, Merging and Cleansing - VTWCv2 | Address matching, merging and cleasning specification | [Click here](https://teams.microsoft.com/_#/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FTechnical%20Overview~2FAddress%20Matching%2C%20Merging%20and%20Cle) |
| Customer ToC+ VTWC | Functional information on handling customer and prospect information | [Click here](https://teams.microsoft.com/_#/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FTechnical%20Overview~2FCustomer%20ToC%2B%20VTWC.docx?threadId=19%3) |

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| --- | --- | --- |
| **Glossary of Terms** | | |
| **Term Name** | **Description** | **Acronym, Synonyms** |
| SCV | Single Customer View | SCV |
| Customer | A person who has registered with VTWC resulting in a record being created in Tracs. This record does not require the person to have made a purchase |  |
| Prospect | A person who has interacted with a VTWC system or is a prospect who VTWC wishes to communicate with. Prospects are linked to customers but held separately in the Single Customer View (SCV) |  |

## Document Purpose

This document provides detailed instructions on how the Creator NAS Push Questions, Pull and Push Inbound Feed Files are processed by the system, the data transformation rules that are applied and functional database object that are utilised.

This document will provide processing and transformation information for the steps post ingestion. All ingestion information will be documented in a separate document.

## Overview

ITG Creator are a 3rd party agency that Virgin Train instruct in communicating to their customer base whether the individual would like to take part in a survey, which is related to their Virgin Trains experience. Furthermore, ITG provides a platform for customers to voluntarily complete a survey.

The ITG survey programme is split in two distinct data flows, inbound and outbound. The outbound information is extracted from the campaign management tool, Unica. The outbound file is called the Survey file and is used to communicate to the customer. The inbound element of the data flow is to import the survey and questions information into the Phoenix database.

Any detail of the outbound feed is out of scope from this document.

The inbound files are split into three;

* **Push** - IGT Creator go out to travellers and survey them (using the data in the survey file). The Push file contains the answers to the survyes asked of those in the Survey file.
* **Questions** – The Questions file contains the question asked in the survey. From time-to-time questions can change.
* **Pull** – This files contains the information where indivudaully activily go onto a portal and voluntarily complete a survey.

## Feed – PUSH

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 24 | **Feed Format** | Delimited |
| **Feed Name** | NAS Push | **Field Delimiter** | , |
| **Feed Source** | ITG Creator | **Record Delimiter** | CRLF |
| **Frequency** | 0 | **Header/Footer/Both** | Header |
| **Input/Output** | Input | **Text Qualifiers** | 0 |
| **Output Recipient** | Merkle | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | Client SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | Y |
| **Physical File Naming Convention** | VT\_NAS\_PUSH\_Responses\_DDMMYY.xlsx | **Count file received** | No |

## Feed – PULL

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 25 | **Feed Format** | Delimited |
| **Feed Name** | NAS Pull | **Field Delimiter** | , |
| **Feed Source** | ITG Creator | **Record Delimiter** | CRLF |
| **Frequency** | 0 | **Header/Footer/Both** | Header |
| **Input/Output** | Input | **Text Qualifiers** | 0 |
| **Output Recipient** | Merkle | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | Client SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | Y |
| **Physical File Naming Convention** | VT\_NAS\_PULL\_Responses\_DDMMYY.xlsx | **Count file received** | No |

## Feed – Questions

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 23 | **Feed Format** | Delimited |
| **Feed Name** | NAS Questions | **Field Delimiter** | , |
| **Feed Source** | ITG Creator | **Record Delimiter** | CRLF |
| **Frequency** | 0 | **Header/Footer/Both** | Header |
| **Input/Output** | Input | **Text Qualifiers** | 0 |
| **Output Recipient** | Merkle | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | Client SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | N |
| **Physical File Naming Convention** | VT\_NAS\_Questions\_DDMMYY.csv | **Count file received** | No |

## Table Mappings and Business Rules

As the functionality and schema required for NAS questions and Answers already exists with the CVI (Customer Voluntered Information) as stipulated in the Reason For Travel feed design (located [here](https://teams.microsoft.com/_" \l "/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FStaging~2FReason%20For%20Travel~2FMerkle%20VTWC%20Load%20Design%20-%20Reason%20for%20Travel%20-%20v1.0.docx?threadId=19%3A6cadd4af6fa047eb8428e26a33c4e387%40thread.skype&baseUrl=https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject&fileId=AF7CB6C4-F027-4A26-B9AB-8A71C963C648&ctx=files&viewerAction=view))

The Survey Response information will be populated into:

* ‘**Reference.CVIStandardAnswer** for answers
* **Reference.CVIQuestion** for Questions

Further details on the table structures and processing logic required for NAS can be found in the Reason For Travel feed design (located [here](https://teams.microsoft.com/_" \l "/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FStaging~2FReason%20For%20Travel~2FMerkle%20VTWC%20Load%20Design%20-%20Reason%20for%20Travel%20-%20v1.0.docx?threadId=19%3A6cadd4af6fa047eb8428e26a33c4e387%40thread.skype&baseUrl=https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject&fileId=AF7CB6C4-F027-4A26-B9AB-8A71C963C648&ctx=files&viewerAction=view)).

To join the journey data with the Customer Voluntered Information, the NAS data will be populated into an extended STG\_JourneyCVI table, documented originally in the Reason For Travel design.

The extension will accommodate the additional information of how the data is being sourced the STG\_JourneyCVI table will be extended to hold an additional field of PushOrPullResponse.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging.SurveyResponses Filenames and Fields** | **Description** | **Business Rules** |
|  | varchar | 4 | PushOrPullResponse | Flags the source of the data | Populated Push of Pull |

Business Rules

* Score for questions will be a score between 1 to 10
* Journey table is joined to the Booking table to identify the CustomerID
* Email address is not required to match on, only match on the JourneyID. For performance, Customer IDs (Push) or Individual IDs (Pull) can be added to this table
* The Pull feed is prospect data and therefore should not be used to update TrainLine data. Where email does not match, create a new individual. The matching and creation rules should be applied.