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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| **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 ansrews to the survyes asked of those in the Survey file. doesn’t exist.
* **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.

## Table Mappings and Business Rules – 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 |

We must create a new table to store survey response information, the table will be called SurveyResponse.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging.SurveyResponses Filenames and Fields** | **Description** | **Business Rules** |
| Journey ID | INT |  | Staging.SurveyResponses.Journey | Unique journey identification code |  |
| EmailAddress | NVARCHAR | 100 | Staging.SurveyResponses.Emailaddress | Customer Email Address | Email address is not required to match on, only match on the JourneyID |
|  |  |  | CustomerID |  | Journey table is joined to the Booking table to identify the CustomerID |
| NAS Score | INT |  | Staging.SurveyResponses.Score | NAS Score awarded by the customer for this journey, This is a score between 1 to 10 |  |
| 1 | INT |  | Staging.SurveyResponses.Ansrew1 | Score for question 1, This is a score between 1 to 10 |  |
| 2 | INT |  | Staging.SurveyResponses.Ansrew2 | Score for question 2, This is a score between 1 to 10 |  |
| 3 | INT |  | Staging.SurveyResponses.Ansrew3 | Score for question 3, This is a score between 1 to 10 |  |
| 4 | INT |  | Staging.SurveyResponses.Ansrew4 | Score for question 4, This is a score between 1 to 10 |  |
| 5 | INT |  | Staging.SurveyResponses.Ansrew5 | Score for question 5, This is a score between 1 to 10 |  |
| 6 | INT |  | Staging.SurveyResponses.Ansrew6 | Score for question 6, This is a score between 1 to 10 |  |
| 7 | INT |  | Staging.SurveyResponses.Ansrew7 | Score for question 7, This is a score between 1 to 10 |  |
| 8 | INT |  | Staging.SurveyResponses.Ansrew8 | Score for question 8, This is a score between 1 to 10 |  |
| 9 | INT |  | Staging.SurveyResponses.Ansrew9 | Score for question 9, This is a score between 1 to 10 |  |
| 10 | INT |  | Staging.SurveyResponses.Ansrew10 | Score for question 10, This is a score between 1 to 10 |  |
| 11 | INT |  | Staging.SurveyResponses.Ansrew11 | Score for question 11, This is a score between 1 to 10 |  |
| 12 | INT |  | Staging.SurveyResponses.Ansrew12 | Score for question 12, This is a score between 1 to 10 |  |
| 13 | INT |  | Staging.SurveyResponses.Ansrew13 | Score for question 13, This is a score between 1 to 10 |  |
| 14 | INT |  | Staging.SurveyResponses.Ansrew14 | Score for question 14, This is a score between 1 to 10 |  |
| 15 | INT |  | Staging.SurveyResponses.Ansrew15 | Score for question 15, This is a score between 1 to 10 |  |
|  |  |  | 'Staging.SurveyResponse.Date |  | [DateStamp] |
|  | varchar | 4 | PushOrPullResponse |  | =Push |

## Table Mappings and Business Rules – 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 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging.SurveyResponses Filenames and Fields** | **Description** | **Business Rules** |
| SurveyId | INT |  |  | Unique Question identification code. |  |
| SurveyStartDate | DATE |  | Staging.SurveyResponse.Date | The text for survey question, these are all closed-ended questions. |  |
| EmailAddress | NVARCHAR | 100 | Staging.STG\_Individual |  | This 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 are as follows; here |
| Name | NVARCHAR | 50 |  |  |
| Opt-in flag | BIT |  | [CRM].[Staging].[STG\_IndividualSubscriptionPreference] |  |  |
| OriginatingStationName | CHAR | 3 | Staging.SurveyResponses.OriginatingStationName |  |  |
| DestinationStationName | CHAR | 3 | Staging.SurveyResponses.DestinationStationName |  |  |
| DepartureDate | DATE |  | Staging.SurveyResponses.DepartureDate |  |  |
| DepartureTime | VARCHAR | 8 | Staging.SurveyResponses.DepartureTime |  |  |
| TravelClass | VARCHAR | 100 | Staging.SurveyResponses.TravelClass |  |  |
| TicketPurchaseLocationId | VARCHAR | 100 | Staging.SurveyResponses.TicketPurchaseLocationId |  |  |
| TravelReason | VARCHAR | 100 | Staging.SurveyResponses.TravelReason |  |  |
| SeasonTicketHolder | BIT |  | Staging.SurveyResponses.SeasonTicketHolder |  |  |
| NAS Score | INT |  | Staging.SurveyResponses.NAS Score |  |  |
| 1 | INT |  | Staging.SurveyResponses.Ansrew1 |  |  |
| 2 | INT |  | Staging.SurveyResponses.Ansrew2 |  |  |
| 3 | INT |  | Staging.SurveyResponses.Ansrew3 |  |  |
| 4 | INT |  | Staging.SurveyResponses.Ansrew4 |  |  |
| 5 | INT |  | Staging.SurveyResponses.Ansrew5 |  |  |
| 7 | INT |  | Staging.SurveyResponses.Ansrew6 |  |  |
| 8 | INT |  | Staging.SurveyResponses.Ansrew7 |  |  |
| 9 | INT |  | Staging.SurveyResponses.Ansrew8 |  |  |
| 10 | INT |  | Staging.SurveyResponses.Ansrew9 |  |  |
| 11 | INT |  | Staging.SurveyResponses.Ansrew10 |  |  |
| 12 | INT |  | Staging.SurveyResponses.Ansrew11 |  |  |
| 14 | INT |  | Staging.SurveyResponses.Ansrew12 |  |  |
| 15 | INT |  | Staging.SurveyResponses.Ansrew13 |  |  |
| 16 | INT |  | Staging.SurveyResponses.Ansrew14 |  |  |
| 17 | INT |  | Staging.SurveyResponses.Ansrew15 |  |  |
|  |  |  | PushOrPullresponse |  | =Pull |

## Table Mappings and Business Rules – 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 |

We must create a new table to store Questions information, the table will be called SurveyQuestions.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging.SurveyQuestions Filenames and Fields** | **Description** | **Business Rules** |
| QuestionID | Int |  | Staging.SurveyQuestions.ID |  |  |
| QuestionText | Nvarchar | Max | Staging.SurveyQuestions.Question |  |  |
|  |  |  | Staging.SurveyQuestions.SourceCreateDate | Add date stamp | It is rare when questions change, however when they do the database must support an historic list of the question text and the date when the question was active. |