Virgin Trains West Coast – Single Customer View (SCV)

Nectar and VA Flyers Loyalty Extract - VTWC

Commercial in confidence

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Confidential

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

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| **Version Control** | | |  |
| **Version** | **Date** | **Author(s)** | **Section Changed** |
| 0.1 | 21/08/2018 | Russell Jackson | Initial Draft |
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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 cleansing 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) |
| Journey, Journey Leg and Leg | Contains journey, journey leg and leg information (three separate files) | [Click here](https://merkleinc.sharepoint.com/:w:/r/sites/VirginTrainsWestCoast-CRMProject/Shared%20Documents/General/Development%20Documentation/Design%20Documentation/Staging/TOC+/Merkle%20VTWC%20ToC+%20Journey,%20Journey%20Leg%20and%20Rail%20Leg.docx?d=w7b4d90c8514d4464af533e0735354fc2&csf=1&e=dSXCJJ) |
| Transactions | Contains information at a transaction level | [Click here](https://merkleinc.sharepoint.com/:w:/r/sites/VirginTrainsWestCoast-CRMProject/Shared%20Documents/General/Development%20Documentation/Design%20Documentation/Staging/TOC+/Merkle%20VTWC%20TOC+%20Load%20Design%20-%20Transaction%20-%20v0.1.docx?d=wa6226e8a8f3a47bf90351003f8c19f7a&csf=1&e=nfYUFv) |
| Sql.pl | This is the code that was run to extract information from the VTEC solution. | [Click here](https://merkleinc.sharepoint.com/:u:/r/sites/VirginTrainsWestCoast-CRMProject/Shared%20Documents/General/Development%20Documentation/Design%20Documentation/Staging/TOC+/sql.py?csf=1&e=AJwdaf) |
| LoyaltyEngine Functional Spec | Details the functional specification for the loyalty engine | [yet to be completed] |
| Nectar Handback | Provides details on the Nectar inbound feed |  |

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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) |  |
| Guest Customer | A guest customer is a customer and is treated the same way, other than a flag indicating that the guest customer has been captured as a guest | Customer |

## Document Purpose

The intention of this document is to support the development, test and deployment of the Nectar and VA Flyers outbound feeds.

This document does not support the business logic, functional approach nor context of the Loyalty Engine. This information will be captured in a separate document.

## Overview

The Nectar and VA Flyers club extracts share information on loyalty base points with Virgin Trains affiliated companies.

The loyalty points are attributed to the relevant customers using tramnsaction, booking and journey information through the Loyalty Engine. The execution of the Loyalty Engine is a prerequisite to the extract running.

Furthermore, this document does not detail the Nectar Handback information. This information will be detailed in a separate document.

## Functional Processing – Nectar Outbound

|  |  |
| --- | --- |
| **Ref** | **Description** |
| REF-001 | Identify unique records to extract |
| REF-002 | Populate the extraction tables |
| REF-003 | Run the SSIS package to extract data and push it to the SFTP location |
| REF-004 | Update the contact history to audit track what records have been supplied |

## Field Mapping – Nectar Outbound

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 20 | **Feed Format** | Fixed Width |
| **Feed Name** | NECTAR | **Field Delimiter** |  |
| **Feed Source** |  | **Record Delimiter** | LF |
| **Frequency** | Daily | **Header/Footer/Both** | Both |
| **Input/Output** | Output | **Text Qualifiers** | 0 |
| **Output Recipient** |  | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | N/A |
| **Physical File Naming Convention** |  | **Count file received** | No |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Outbound Field\_Name** | **Field\_Data\_type** | **Length** | **Start Position** | **End Position** | **Staging. Filenames and Fields** | **Description** | **Business Rules** |
| **HEADER RECORD** |  |  |  |  |  |  |  |
| Record Type Indicator | Char | 1 | 1 | 1 |  | ‘H’ to indicate that the row in the file is a header record. |  |
| File Generation Date | Numeric | 8 | 2 | 9 |  | YYYYMMDD Date on which the interface file was created |  |
| File Name | Char | 24 | 10 | 33 |  | PNTSACCLYYYYYYXXXXXXXXXX, where XXXXXXXXXX is the Sponsor ID. YYYYYY is the File Sequence Number |  |
| File Sequence Number | Char | 6 | 34 | 39 |  | A sequence number unique to every type of interface file that is sent. The last processed sequence number will be stored and checked against every new file that is sent to ensure that no files are lost. |  |
| Sponsor ID | Char | 10 | 40 | 49 |  | Sponsor ID It is envisioned that Sainsburys will have more than one, eg SSL, Sainsburys Bank, Sainsburys One, etc. |  |
| **DETAIL RECORD** |  |  |  |  |  |  |  |
| Record Type Indicator | Char | 1 | 1 | 1 |  | ‘D’ to indicate that the row in the file is a detail record. | D = Detail record. |
| Loyalty ID | Numeric | 11 | 2 | 12 | cem.Staging.STG\_LoyaltyAccount.LoyaltyReference | The new Molehill Customer ID | The customer’s Loyalty ID (i.e. trailing 11 digits of Nectar card). |
| Sponsor Loyalty ID | Char | 25 | 13 | 37 | cem.Staging.STG\_SalesTransaction.customerid | The Sponsor Loyalty ID of the Customer. | The Sponsor’s ID of the customer (used where the sponsor has an existing identifier for each customer, otherwise left blank and not with 0’s). |
| Offer Code | Char | 10 | 38 | 47 | 66A0000001 | Offer code under which points were issued | Offer code under which points were issued. |
| Transaction Number | Char | 20 | 48 | 67 | cem.Staging.STG\_LoyaltyAllocation.SalesTransactionID | The Invoice number or POS identifier against which the transaction is maintained in the Sponsor System. | The unique sponsor generated invoice number or POS identifier against which the original transaction can be traced within the sponsors system or files. Used by 2nd line support for audit/issue resolution, so it does not have to have any relevant meaning for the collector: it is useful however if this can also be printed on the customers receipt/bill/invoice. |
| Location ID | Char | 10 | 68 | 77 | cem.Reference.RetailChannel.name + ' Season' | Location ID from which the Transactions are reported. | Location ID of sponsor retail outlet or system identifier |
| Transaction Date Time | Numeric | 12 | 78 | 89 | cem.Staging.STG\_LoyaltyAllocation.SalesTransactionID | YYYYMMDDHHMM formatted transaction date time. | YYYYMMDDHHMM formatted booking date time. |
| Transaction Amount | Numeric | 9 | 90 | 98 | cem.Staging.STG\_LoyaltyAllocation.QualifyingSalesAmount | Right justified, Zero padded amount field, Could be negative. The information in this field will be with two decimal places. Ex. 123456.78 will be sent as 012345678 and 123.45 will be sent as 000012345 and –123.45 will be sent as 100012345 and 123 will be sent as 000012300 | Right justified, zero padded amount field Negative values have a leading 1 Positive values have a leading 0 The last two digits represent two decimal places. |
| Points | Numeric | 9 | 99 | 107 | cem.Staging.STG\_LoyaltyAllocation.LoyaltyCurrencyAmount | Points issued by the Sponsor (can be negative) | Points issued by The Sponsor (positive or negative).  Negative values have a leading 1 Positive values have a leading 0 |
| Payment Type EFT | Char | 1 | 108 | 108 | NULL | Y/N – Debit/Credit Card | Y/N – debit/credit card. |
| Payment Type Cash | Char | 1 | 109 | 109 | NULL | Y/N – Cash. | Y/N – cash. |
| Payment Type Voucher | Char | 1 | 110 | 110 | NULL | Y/N - Loyalty Voucher | Y/N - loyalty voucher. |
| Payment Type Cheque | Char | 1 | 111 | 111 | NULL | Y/N – Cheque | Y/N – cheque. |
| Payment Type Saving Stamps | Char | 1 | 112 | 112 | NULL | Y/N – Voucher Saving Stamps | Y/N – voucher saving stamps. |
| Payment Type Coupon | Char | 1 | 113 | 113 | NULL | Y/N – Coupon | Y/N – coupon. |
| Loyalty Card Recording Method | Char | 1 | 114 | 115 | NULL | Loyalty Card Recording Method Char (1) M – Manual S – Swiped L – Scanned | Identifies how the card was recorded (e.g. swiped, scanned, manually keyed, linked in the db). M for manual, L for scanned, S for swiped, D if held on a DB |
| Sponsor Attribute 1 | Char | 15 | 116 | 130 | NULL | A Sponsor Attribute that may be entered by the sponsor and stored in Mountain. For Everest, this attribute will be used to denote the SSL Channel (Main Store, Petrol, Online, etc.) |  |
| Sponsor Attribute 2 | Char | 15 | 131 | 145 | NULL | A Sponsor Attribute that may be entered by the sponsor and will be stored in Mountain. |  |
| **FOOTER RECORD** |  |  |  |  |  |  |  |
| Record Type Indicator | Char | 1 | 1 | 1 |  | ‘F’ to indicate that the row in the file is a header record. |  |
| Number of records | Numeric | 10 | 2 | 11 |  | Number of records in the file (Including Header and Footer) |  |

## Functional Processing – Nectar Outbound

|  |  |
| --- | --- |
| **Ref** | **Description** |
| REF-001 | Identify uniques records to extract |
| REF-002 | Populate the etxractation tables |
| REF-003 | Run the SSIS package to extract data and push it to the SFTP location |
| REF-004 | Update the contact history to audit track what records have been supplied |

## Field Mapping – VA Flyers Club Outbound

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 16 | **Feed Format** | Delimited |
| **Feed Name** | Points | **Field Delimiter** | ~ |
| **Feed Source** | Virgin Atlantic | **Record Delimiter** | CRLF |
| **Frequency** | Daily | **Header/Footer/Both** | 0 |
| **Input/Output** | Output | **Text Qualifiers** | No |
| **Output Recipient** | VIRGIN ATLANTIC | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | N/A |
| **Physical File Naming Convention** | VTYYYYMMDD.txt | **Count file received** | No |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Outbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging. Filenames and Fields** | **Description** | **Business Rules** |
| Membership number | Numeric | 10 | Staging.STG\_LoyaltyAccount.LoyaltyReference | Always 10 digits numeric | Must be Uppercase |
| Partner Code | Alpha Numeric | 3 | 'VT' | Pre agreed Partner Code for Partner (e.g. VS) Maximum 3 Characters | Must be Uppercase |
| Activity Number | Alpha Numeric | 6 | 'SPEND' or 'BONUS' | Unique number or code allocated to each qualifying activity by VAA or Partner  Maximum 6 Characters  Infer value from Statement Description like 'bonus' or like 'spend'. Currently there will be no bonus, but there will be in the future. | Must be Uppercase |
| Category Code | Alpha Numeric | 6 | S' + right('00' + cast(LoyaltyReference as varchar(2)), 2) as CategoryCode, | Code used to identify different variations of the same activity i.e. Class of room stayed in. Can also be used for bonus mileage if and when agreed by Virgin Atlantic and the partner organisation Maximum 6 Characters | Must be Uppercase |
| Activity multiplier | Numeric | 6 | cem.Staging.STG\_LoyaltyAllocation.LoyaltyCurrencyAmount | In the case of a hotel partner, this may be used for the number of nights stayed. This will always be 1 if credits are not variable (i.e. not dependent on a multiplier) Maximum 6 Characters | Must be Uppercase |
| Activity Date | Numeric | 8 | cem.Staging.STG\_LoyaltyAllocation.SalesTransactionDate | YYYYMMDD The date of transaction from the partner organisation (i.e. date of stay/rental/tip) Always 8 Characters | Must be Uppercase |