Virgin Trains West Coast – Single Customer View (SCV)

Nexus Alpha Inbound Feed - VTWC

Commercial in confidence

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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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| **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 |  | [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 |  | [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) |

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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 Nexus Alpha inbound feed.

As per all feeds, this document will support the processing of the Nexas Alpha information from PreProcessing. schema objects through to Staging. schema objects.

The ingestion (Load) process populating the PreProcessing. schema objects is defined in a separate document [here](https://teams.microsoft.com/_).

## Overview

The Nexus Alpha feed is an extract from a third-party system, Nexus Alpha Journey Check, which facilitates communications to passengers to inform them if their train is on time, delayed or cancelled. The link for users of this system is; <https://www.journeycheck.com/virgintrains/>

Information supplied through this feed should be treated as an untrusted source when updating information supplied by the booking engine, TL.

## Functional Processing

|  |  |
| --- | --- |
| **Ref** | **Description** |
| REF-001 | Data ingestion into the PreProssing. schema. Process documented [here](https://teams.microsoft.com/_) |
| REF-002 | Insert data into [Staging].[Stg\_NexusAlpha] table |
| REF-003 | Update customer table (retain source and source id for auditing) |
| REF-005 | Add number of customers and prospects match in audit log |
| REF-006 | Update system processing audit log |

## Field Mapping

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 19 | **Feed Format** | XML |
| **Feed Name** | JourneyCheck | **Field Delimiter** |  |
| **Feed Source** | Nexus Alpha Journey Check Alerts | **Record Delimiter** |  |
| **Frequency** | 0 | **Header/Footer/Both** | Header |
| **Input/Output** | Input | **Text Qualifiers** | No |
| **Output Recipient** | Merkle | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | Merkle SFTP |
| **Update Critical** | Yes | **File Location** | 0 |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | Y |
| **Physical File Naming Convention** | vt\_yyyy-mm-dd-hh-mm.csv | **Count file received** | No |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **XML Node** | **[PreProcessing].[Nexus Alpha]** | **Field\_Data\_type** | **Length** | **Staging.STG\_NexusAlpha filenames** | **Business Rules** |
| id |  |  |  |  |  | Not required |
| text |  |  |  |  |  |
| id2 | User |  | Int |  | [Staging].STG\_KeyMapping.informationsourceid | This id is related to the customer and therefore should be the only source ID leveraged for this process |
| title |  | Varchar | 50 |  | Apply matching logic defined for all prospect data. The matching logic document is called Address Matching, Merging and Cleansing - VTWCv2 and is stored within Sharepoint.  Do not overwrite any information previously provided by the booking engine. i.e if match on mobile number, do not update address information. Where new address and email address found, insert into customer table flagging as prospect. |
| firstname |  | Varchar | 100 |  |
| lastname |  | Varchar | 100 |  |
| email |  | Varchar | 250 |  |
| mobile\_no |  | Varchar | 50 |  |
| address\_line\_1 |  | Varchar | 100 |  |
| address\_line\_2 |  | Varchar | 100 |  |
| address\_line\_3 |  | Varchar | 100 |  |
| postcode |  | Varchar | 100 |  |
| sex |  | Varchar | 10 |  | Data should not be loaded into the database |
| ContactConsent |  | Varchar | 10 | [CRM].[Staging].[STG\_IndividualSubscriptionPreference]  .PreferenceID | Marketing optout should be adhered and used to populate the customer\_preference table.  This optout effects both email and sms, but for marketing messages only. |
| contactConsentTimestamp |  | Varchar | 20 | [CRM].[Staging].[STG\_IndividualSubscriptionPreference].createddate  or  [CRM].[Staging].[STG\_IndividualSubscriptionPreference].lastmodifieddate |  |
| question\_id |  | Int |  |  | The client has confirmed that this infromation is not relevant and therefore should not be ingested into the database. |
| answer |  | Varchar | 250 |  |
| id3 | Alerts |  | Int |  |  |
| alert\_time |  | Varchar | 20 |  |
| interest\_time\_from |  | Varchar | 15 |  |
| interest\_time\_to |  | Varchar | 15 |  |
| days\_of\_week |  | Varchar | 15 |  |
| one\_off\_date |  | Varchar | 15 |  |
| alert\_mode |  | Varchar | 15 |  |
| updates |  | Varchar | 20 |  |
| from\_crs |  | Varchar | 10 |  |
| via\_crs |  | Varchar | 10 |  |
| to\_crs |  | Varchar | 10 |  |
| user\_id | Removed User |  | Int | 10 |  |