Delivery Journey Sign Off Document for Classic and Meteor

Date of Submission: 20-01-2023

Custact Informetion
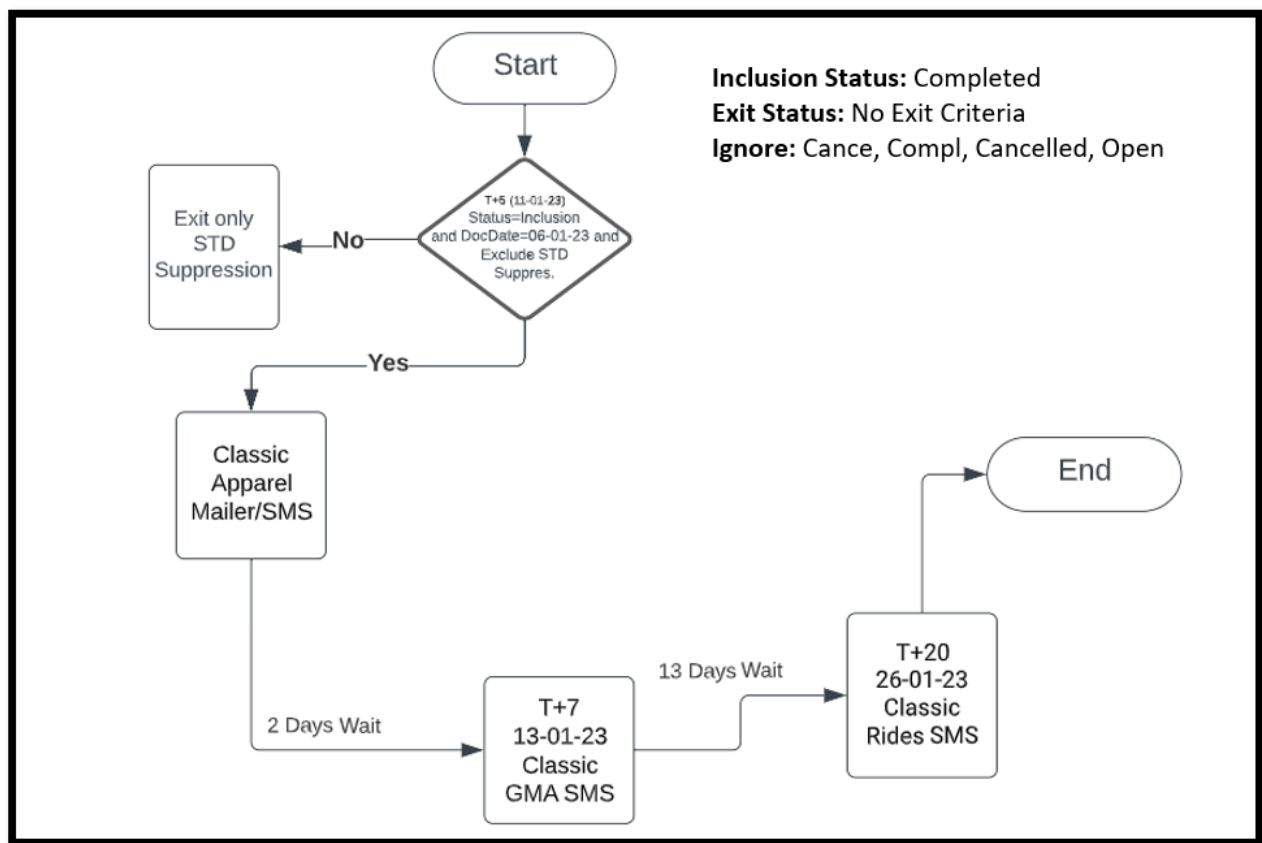
Name: Ramdas Bhosale

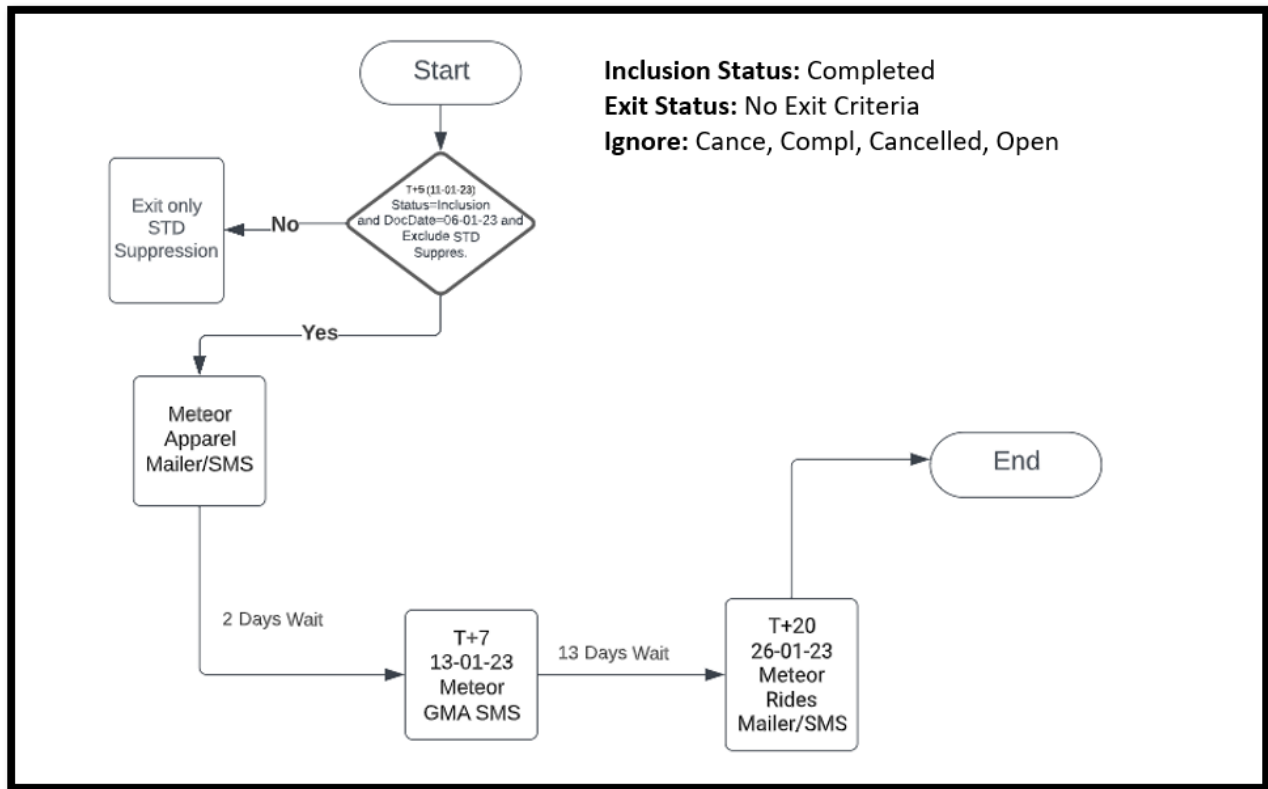Email: Ramdas.Bhosale@customercentria.com

Table of Contents

1. Flow Diagram: Classic

Inclusion Status: Completed
Exit Status: No Exit Criteria
Ignore: Cance, Compl, Cancelled, Open

2. Flow Diagram: Meteor

Inclusion Status: Completed
Exit Status: No Exit Criteria
Ignore: Cance, Compl, Cancelled, Open

Start

T+5 (11-01-23)
Status=Inclusion
and DocDate=06-01-23 and
Exclude STD
Suppres.

Exit only STD Suppression — No

Yes

Meteor Apparel Mailer/SMS

2 Days Wait

T+7 13-01-23 Meteor GMA SMS

13 Days Wait

T+20 26-01-23 Meteor Rides Mailer/SMS

End

3. Logic

- Execution Date logic agreed as per mentioned in flow diagram.
- No exit Criteria for this journey. All customers will receive all the communication.
- If a customer made two separate Delivery with the same emails but different mobile numbers, then two different Deliveries are made.
- If the customer has created two Deliveries with the same mobile number, then the dedupe logic will apply and will not send the communication again unless and until customer will exit from the journey.
- If a mobile number is not available, then we will not send any communication to customers from any channel.
- Updated DocStatus value will be received in incremental CSV file (New records and Change records) on daily basis (from [model].[FactDeliveryStatement] table) which we will received on T+1
- As decided, we will get last 10 days data on daily basis in CSV file with updated status.
- In case of any failure/ Delay in file drop, the providing system (MSD) should provide the pending data in the next day file.
- As confirmed, we are considering Docdate attribute as a Delivery date.
- There is no personalization in any communication channel.

4. Channel Wise Communication Grid

Channel wise Communication Grid				
Grid	**Classic**		**Meteor**	
	Delivery	Channel	Delivery	Channel
T+3	NA		NA	
T+5	Apparel	Email/SMS	Apparel	Email/SMS
T+7	GMA	SMS	GMA	SMS
T+10	NA		NA	
T+15	NA		NA	
T+20	Rides	SMS	Rides	Email/SMS

5. SFMC Details

Automation Name	Journey Name	Azure Blob File Name	SFMC DE's	Queries Name	Batch/Real Time	Frequency of Input Data
Delivery_Dataload_From_Azure_to_SFMC	Delivery_Journey_Classic_Email Delivery_Journey_Meteor_Email Delivery_Journey_Classic_SMS Delivery_Journey_Meteor_SMS	SFMCDeliveryStatement_YYYY-MM-DD.csv	SFMCDeliveryStatement SFMCDeliveryStatement_Overwrite DE_For_Delivery_Journey_Classic DE_For_Delivery_Journey_Classic_SMS DE_For_Delivery_Journey_Meteor DE_For_Delivery_Journey_Meteor_SMS	Delivery Journey Classic Delivery Journey Meteor Delivery Journey Classic SMS Delivery Journey Meteor SMS	Batch	Once in a day

6. Assets Information

- All product level and Banner images for Personalized content are hosted at client side.
- Banner Images have Hyperlinks Enabled that will land the Customer on the CLIENT Landing website.
- We have also appended Mirror and Custom opt-out Link at Header and footer of Template.
- All these below contents tested and proper sign off is being taken by client.

Content Name			
Classic		**Meteor**	
Email	SMS	Email	SMS
Classic_Delivery_ Apparel_Emailer	Classic_Delivery Grid_Apparel	Meteor_Delivery_ Apparel_Emailer	Meteor_Customer Grid_Apparel
	Classic_Delivery Grid_GMA		Meteor_Customer Grid_GMA
	Classic_Delivery Grid_Rides	Meteor_Delivery_ Rides_Emailer	Meteor_Customer Grid_Rides

7. SFMC Journey - Workflows
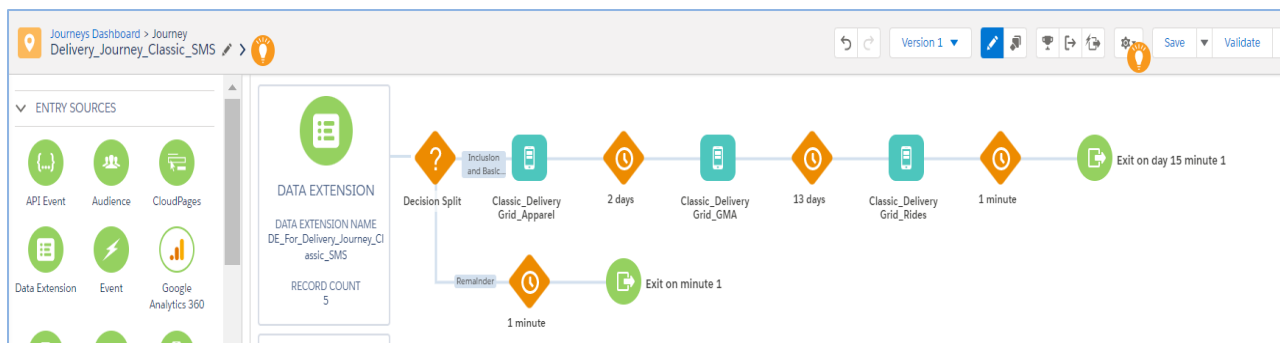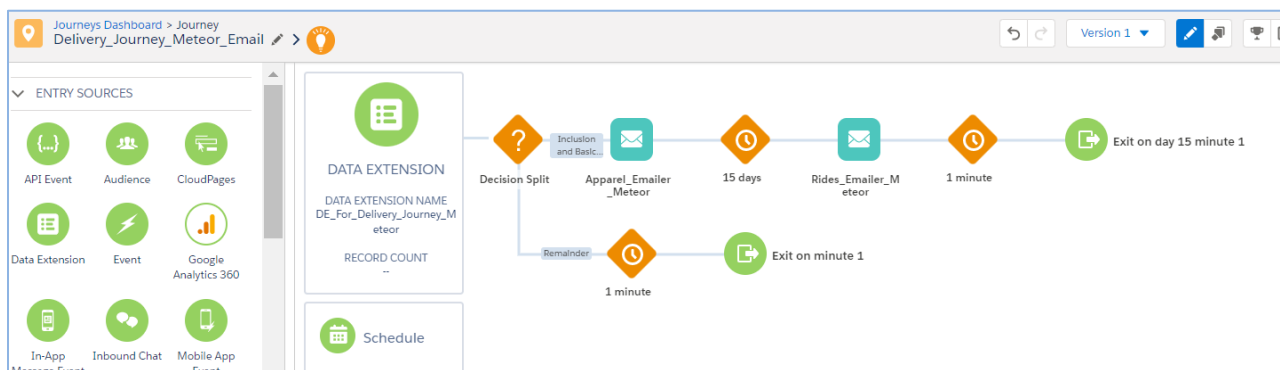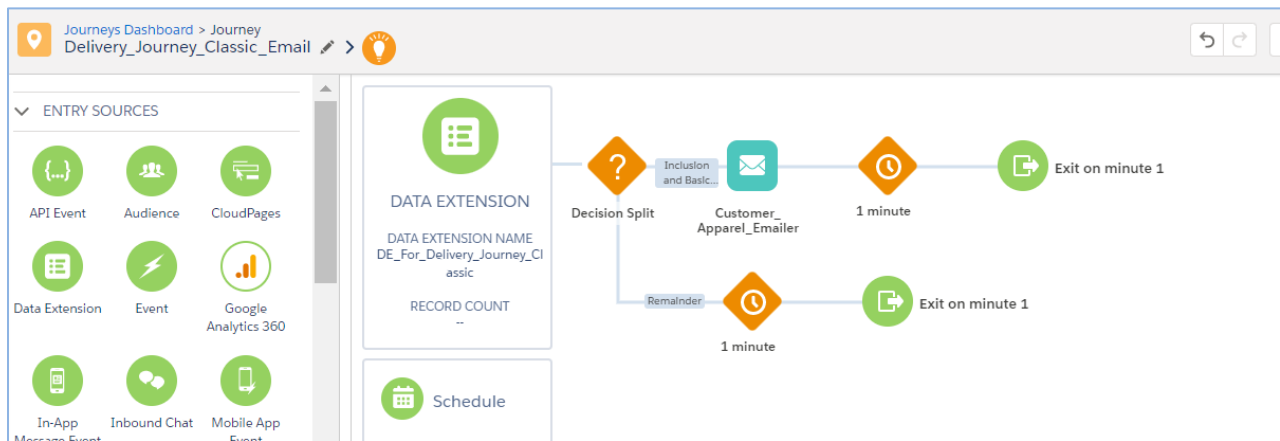
8. Exclusions

- Filters to remove the customers data which needs to be excluded as per the Sign off doc.
- Standard channel level exclusions applied.

****
END**