



Service Survey Journey Sign Off Document for All Bikes

Date of Submission: 14-03-2023

Contact Information

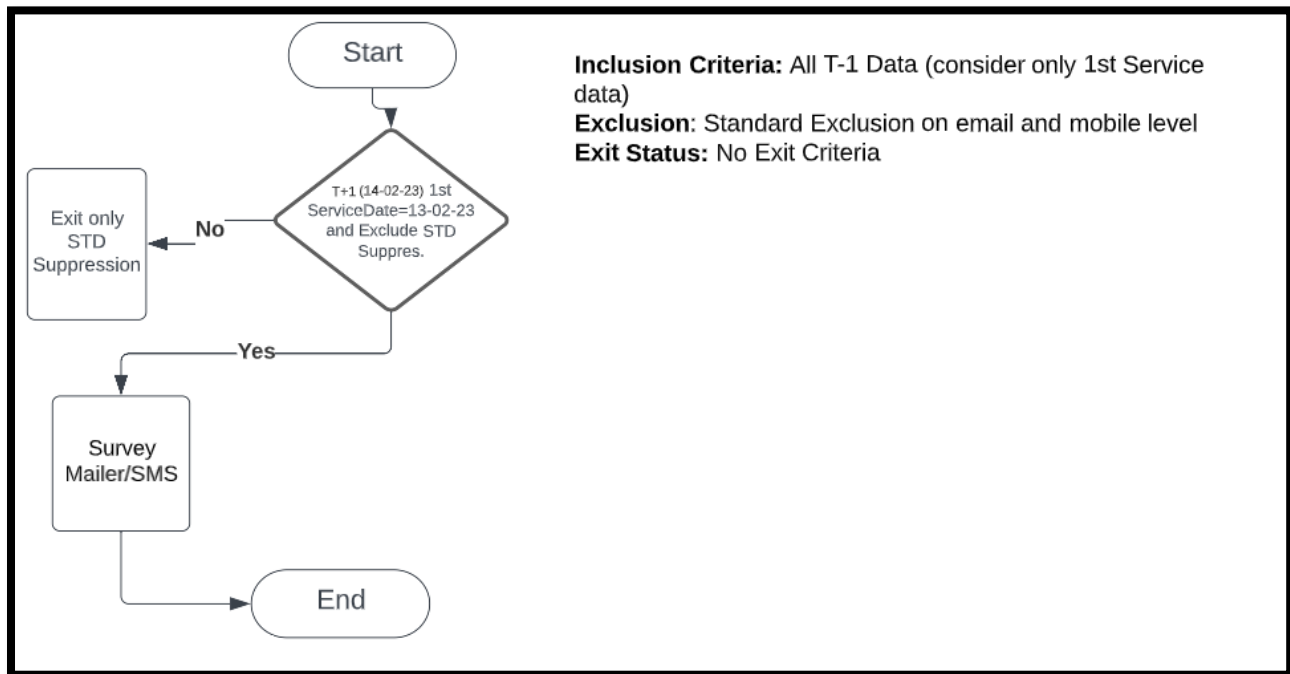
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Table of Contents

1. Flow Diagram: All Bikes	2
2. Logic	3
3. Channel Wise Communication Grid.....	4
4. SFMC Details	5
5. Assets Information.....	6
6. SFMC Journey - Workflows.....	7
7. Exclusions	8

1. Flow Diagram: All Bikes



2. Logic

- Execution Date logic agreed as per mentioned in flow diagram.
- No exit Criteria for this journey. All customers will receive all the communication.
- Communication only sends to those customers who has done 1st servicing.
- If the customer has created two entries with the same mobile number, then the dedupe logic will apply and will not send the communication again unless and until customer exits from the journey.
- If a mobile number is not available, then we will not send any communication to customers on any channel.
- 1st service data will be received in incremental CSV file on daily basis which we will receive on T+1
- As decided, we will get the last 5 days data on daily basis in CSV file with updated status.
- There is no personalization in any communication channel.

3. Channel Wise Communication Grid

Channle Wise Communication Grid		
Grid	All Bikes	
	Survey	Channel
T+1	Service-Survey	Email/SMS

4. SFMC Details

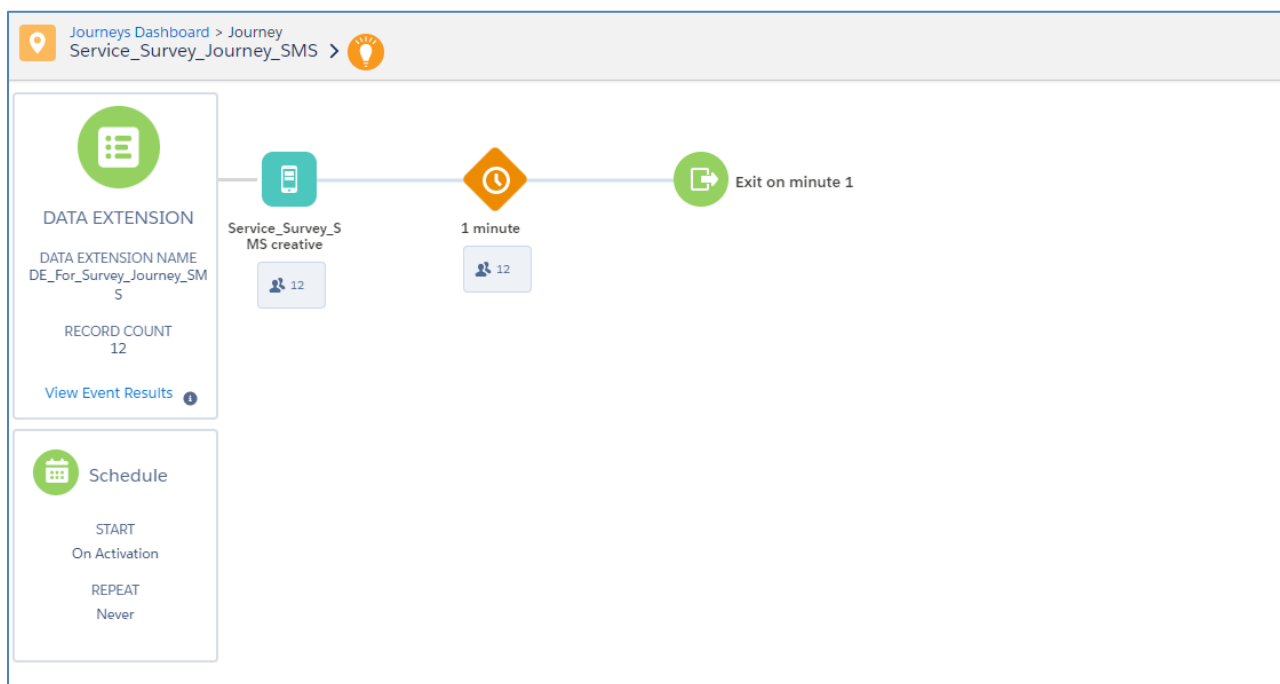
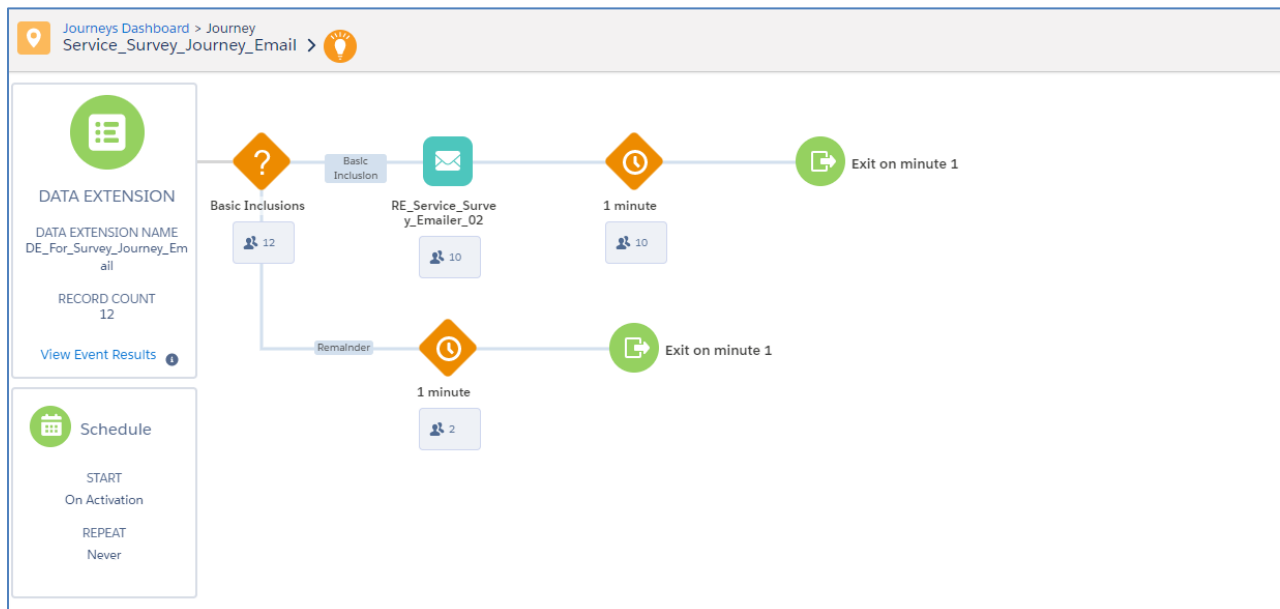
Automation Name	Journey Name	Azure Blob File Name	SFMC DE's	Queries Name	Batch/Real Time	Frequency of Input Data
Sfmcsurvey_dataload	Service_Survey_Journey_Email Service_Survey_Journey_SMS	SFMC_Survey.csv	SurveyData_FirstService SurveyData_FirstService_Overwrite DE_For_Survey_Journey_SMS DE_For_Survey_Journey_Email	Service Survey SMS Journey Service Survey Email Journey	Batch	Once in a day

5. 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	
Email	SMS
RE_Service_Survey_Emailer_02	Service_Survey_SMS creative

6. SFMC Journey - Workflows



7. Exclusions

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

END*****