Web Form Operation Manual

SUMMARY

WHAT IS THE WEB FORM?

The web form is only available in some countries. In most countries, it has been deactivated as the virtual chat assistant with the option to transfer to a human agent (live chat) has been launched (see Chat Operation Manual for further information). This means that the option to write a web form from a specific country depends on whether or not live chat is offered in that country.

When we talk about "Webform," we refer to a traditional contact form where clients can choose the reason for their inquiry and complete their details (name, surname, and email) to receive a response via email.

In the countries where it is available, it can be accessed by clicking on any of the questions in the "Help" section of the website or app.

CATEGORIES

- Delivery and order tracking
- Returns and refunds
- Payments and promotions
- Information on sizes and products
- Personal data and notifications
- Stores

INFORMATION ON SIZES AND PRODUCTS

How can I look after my clothes?

What is my size?

How can I find out if an item is available in store?

CATEGORIES

- Delivery and order tracking
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WHAT IS MY SIZE?

To guide you and help you choose your size better, a Size Guide is available. There you will see the measurements that correspond to each size so you can measure yourself and choose which one best suits your figure. You will find it in every article!

See Size guide

MORE ABOUT INFORMATION ON SIZES AND PRODUCTS

How can I look after my clothes?

How can I find out if an item is available in store?

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NEED MORE HELP?

Contact

Then, the information with the available contact channels will appear:

Additionally, in some countries, when the chat assistant is unable to resolve the client's inquiry, it suggests contacting via the web form.

HOW DOES IT WORK

By clicking on the button to complete the form, the following window opens:

HELP FORM

HI! We are here to help you. Select the category of your query:

Select a category	⌄

HELP FORM

HI! We are here to help you. Select the category of your query:

Select a category	⌃
Online store	
Physical store	
About our products	

As options are chosen, new tabs open to help specify the topic of the inquiry.

HELP FORM

HI! We are here to help you. Select the category of your query:

SELECT A CATEGORY	
Online store	∨

SELECT A CATEGORY	
My order	∨

SELECT A CATEGORY	
Cancel my order	∨

Enter your details so that we can contact you

Order number

Name

Surname(s)

E-mail

Confirm e-mail address

Enter your comment

Send

By contacting us to request assistance, you confirm that you have read our
Privacy policy.

Depending on the chosen option, the form can react in three ways:

1.1.   RESPONSE FROM AN AGENT VIA EMAIL FROM SALESFORCE

A case is automatically created in Salesforce with the data the client fills in the form, and Omnichannel assigns it to an agent. The agent responds to the client via email, choosing a template and modifying it if necessary.

1.2.   AUTOMATED RESPONSE VIA EMAIL FROM SALESFORCE

Certain categories of inquiries are automatically answered from Salesforce through response templates programmed in the system. The system automatically creates a case in Salesforce, sends the corresponding template, and resolves it.

* <u>Note</u>: To send the corresponding template, Salesforce only considers the categories that the client has chosen in the dropdowns, <u>it does not take into consideration the comments they may have written in "Write your comment"</u>.

1.3.   RESPONSE FROM IRIS TEXT ASSISTANT (AVAILABLE IN SELECTED COUNTRIES)

In the following two categories, in some countries, the web form redirects the client to the interactive chat assistant, which will ask for the order number and purchase email:

- **"Online store > My Order > Order status"**

- **"Online store > My Order > Cancel my order"**

For the first option, the virtual assistant will directly inform the customer of the order status. However, if the chatbot detects an issue or the customer indicates that the information was not helpful, it will create a case in Salesforce so that an agent can review it and resolve the issue.

For the second option, it will confirm whether it is possible to cancel the order (depending on the order type, country, status, etc.), and if so, it will record the cancellation request in the system, creating a case in the CRM.

These two web form options behave similarly to those in the chat channel. It is important to keep this in mind to fully understand the customer's previous interactions and through which channels, so you know what information to consult in each case. For more information, review the "Special queries" section of the Chat Operation Manual article.

VIEW OF CASES IN SALESFORCE

1.1.   CASE RESPONDED BY AN AGENT

This is how the upper fields of the case are displayed:

Channel / Origin	Commercial Area / Language	Sender / Brand
Web Form / Web	United States Of America / English	Customer / Outlet
Final Classification	Contact Reason	Contact Reason Subdetail
Return-Exchange	General information (FAQs)	How to return
Resolution		
Information provided		
Owner		
F━━━━		

- **Brand**: Mango, MNG or Mango Outlet (depending on the website from which they wrote).

- **Channel**: Web Form.

- **Origin**: Web or App (dependiendo de la plataforma donde haya escrito).

- **Owner**: agent's name.

- The client's message can be seen in the first contact of the Feed or in the "Details > Description" section, where the names of the options selected in the dropdowns are also displayed:

Integrator Mulesoft 🤖
To: Internal
💼 Inbound Web Form.

📄 TIENDA_ONLINE
DEVOLUCIONES_Y_CAMBIOS
CAMBIA_Y_DEVOLUCION_INFO_ONLINE

Hello, I would like to return one item from my online order. Do you offer free shipping label? I look forward to hearing from you. Best regards,

1.2.   CASE RESPONDED WITH AN AUTOMATIC TEMPLATE

- The fields are displayed in the same way as in the previous case, except for the Owner field, which will always show "Integrator Mulesoft".

Channel / Origin	Commercial Area / Language	Sender / Brand
Web Form / Web	United States Of America / English	Customer / Mango
Final Classification	Contact Reason	Contact Reason Subdetail
Return-Exchange	General information (FAQs)	How to return
Resolution		
Information provided by automation		
Owner		
Integrator Mulesoft 🤖		

- Additionally, in the Feed, the sender of the automated response is always "Integrator Mulesoft".

MANGO

Hi

We thank you for getting into contact with us. Your case number is 15413592.

Below we explain how to exchange or return items purchased on www.mango.com. Remember, you have **30 days** (14 days for items from the CAPSULE collection) from the dispatch of your order:

Free store return
You can return Woman, Man, Kids, Teen and Home items to any store in the country, except stores located at airports, in department stores or stores in Puerto Rico. Just bring the items you wish to return and the returns form you received with your order.

MANGO