



USE CASE

LOYALTY CARD REGISTRATION

INTRODUCTION

PURPOSE

This Custom Journey manages the enrollment of contacts into a loyalty card program. The process includes a multi-page enrollment form that will display known contact data in the appropriate fields to expedite the registration process.

Once the registration form is completed, the contact's record is updated in the Selligent Marketing Cloud Audience List, the contact is shown a confirmation page, and they are sent an email containing confirmation of their registration and a gift.

FEATURES USED

- Content
 - Two-Step Registration Form
 - Confirmation Page
 - Registration Confirmation & Gift Email
- Custom Journey
 - Validation Component
 - Data Component

REQUIRED ASSETS

LOYALTY CARD REGISTRATION FORM (2 STEPS/PAGES)

PARANA
Fashion Home Electronics

Loyalty card registration - step 1

Is the following information still accurate? Complete where necessary.

Firstname
John

Name
Bright

Email
product@selligent.com

Country
United States

Phone
0480/56.71.34

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Loyalty Card registration - step 2

Occupation

Living Situation

Amount of children

Preferred Store

Preferred communication channel
 Email Push SMS

What are your interests?
 Fashion Electronics Home

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LOYALTY CARD GIFT MESSAGE

PARANA Fashion Home Electronics

PARANA
LOYALTY PROGRAM

Hi John

Discounts, Free gifts

Do you want to enjoy all these advantages ?

[Register your Loyalty Card](#)

Download on the App Store

GET IT ON Google play

Parana NY
Broadway 1111, Manhattan, New York
info@parana.com
Weekdays: 10:00 - 20:00
Weekends: 10:00 - 20:00

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VISA

PayPal

CONFIRMATION PAGE

PARANA Fashion Home Electronics points

Loyalty Card Registration

Welcome to the Parana Reward Program, **John**.

We hope you will enjoy your newly registered Loyalty Card !

YOU MAY ALSO LIKE

Leitmotiv Open Minded 165.00\$

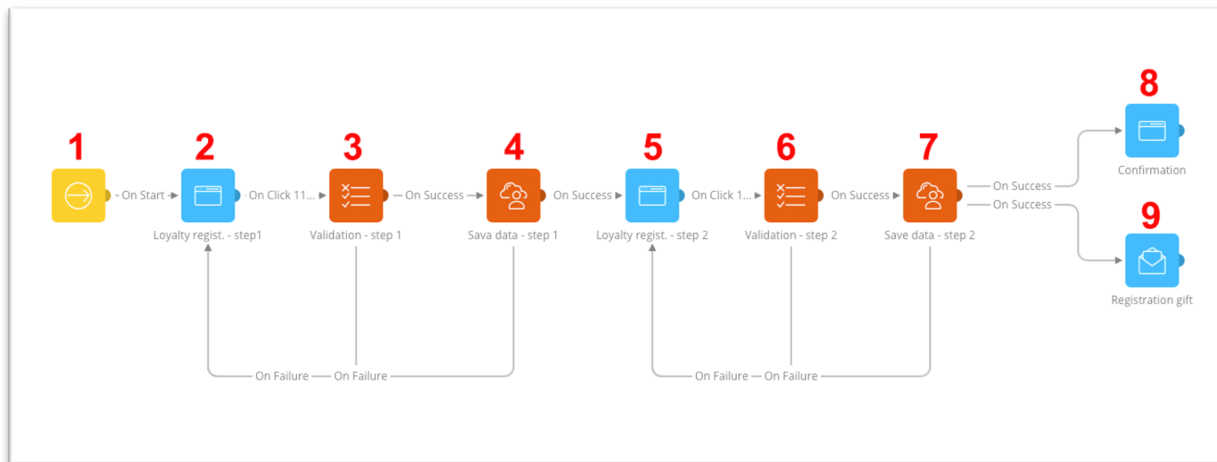
JawBone 129.00\$

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CONTACT POINT OF VIEW

1. If I am not a loyalty card member, I will receive an offer via email to sign up 1 day after I subscribe to the brand's newsletters and complete the Newsletter Subscribe Custom Journey.
2. I am redirected to the first page of the Loyalty card registration form when clicking on the "Register for your Loyalty Card" button.
3. I check if my profile data that is pre-populated on the form is still accurate and complete any empty fields. Then I click to continue to the second page.
 - a. If there are errors, I receive a notification and remain on the first page of the registration form.
4. On the second page of the form, I answer more personal questions that help complete the data which can later be used to create segments for the brand.
 - a. If there are errors, I receive a notification and remain on the second page of the registration form.
5. Once the form is completed, I am shown a confirmation page. I also receive an email that includes my loyalty card number and a message that I have received 20 free loyalty points as a gift for registering.

CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place an Input Component on the Left edge of the Journey canvas. This Input Component is selected as the endpoint from the Redirect Component in the Newsletter Subscribe Custom Journey.
2. Place a Page Component immediately to the right of the Input Component and connect the two components. Select the Loyalty Card Registration – Step 1 page you have created. Set the Default Value of the form fields to display existing data from the equivalent fields in the Audience List using the *loadValue* function.
3. Now place a Validation Component to the right of the Page Component and connect them via the click event on the form submission button. Here you will confirm that the MAIL field is correctly formatted, and that none of the fields have been left blank.
 - a. The OnFailure event connects back to the Page Component from Step 2. This will be triggered if there are issues with any of the values.
4. After the Validation Component, a Data Component is used to save the contact data validated in the previous step. Using the *requestValue* function, the information which was entered into the form fields will be saved to the associated Data List fields.
 - a. The OnFailure event connects back to the Page Component from Step 2. This would only happen if there was some problem writing the data to the Data List and should not be triggered very often.
5. Now that the first part of the information has been stored, the process will move on to the second part of the registration process. Place another Page Component immediately to the right of the Data Component and connect the two using the Upon Success event. Select the Loyalty Card Registration – Step 2 page you have created. Set the Default Value of the form fields to display existing data from the equivalent fields in the Audience List, if required.
6. Place a Validation Component to the right of the Page Component and connect them via the click event on the form submission button. Validate the information in any desired

fields, then connect the OnFailure event back to the page in Step 5 to allow for correction of any issues.

7. Next place a Data Component to save the validated results from the second part of the registration process and connect the OnFailure event back to Step 5. In addition, the following fields are updated with information not from the form:
 - a. Set loyalty card number (assign a unique number using a function)
 - b. Update points balance (add 20 points to balance using a function)
 - c. Record registration method (online registration)
 - d. Record registration date/time (system date/time)
8. Following the Data Component, add both a Page Component and a Mail Component. Connect both of them using the OnSuccess event.
 - a. For the Page Component, select the Loyalty Card Confirmation page you created.
 - b. For the Mail Event, select the Loyalty Card Registration Gift message.