

# Coatings webform

## CONTEXT

Implement a general request form in the Coatings section of solvay.com to ensure that cases are well captured into Salesforce and be routed correctly depending on Functionalities that visitor has chosen.

## References:

- [Contact matrix](#)

## Customer Journey

### Coatings pages in solvay.com (TRIDION)



**In any of these Coatings' pages, you can include a Call To Action (Tridion component) to bring to a generic webform**

## Coatings webform (Qualtrics)

Need more information?

Your Request:

Select a Functionality:

[Dropdown Menu]

Depending on the Functionalities, there will be a differentiating question to the visitor. All these information will be captured. When the form is submitted, a new Case (webform) is created in CORE CRM. CASE webform (Salesforce)

**Case Detail**

Case Number: 00039007

Time Spent: 0

Application Code: [Blank]

Market Segmentation: [Blank]

Market Application Name: [Blank]

**Qualification Section**

Customer Type: Customer Request

Type: General Request

Subtype: [Blank]

Status: New

Closed Reason: [Blank]

Priority: Medium

Case Origin: Website

Website Origin: Coatings

**Customer Contact Information**

Contact Name: Anton

Web First Name: Anton

Language: English

Job Department: Production

Function: Product Manager

Account Name: [Blank]

Street: Rue de la Halle 60

City: Paris

State/Province: [Blank]

Country: France

Region: EMEA

Shipping address 1: [Blank]

Shipping city: [Blank]

Shipping country: [Blank]

**Webform Data**

Subject: General Request (Webform) - Coatings

Initial Description: Hi,  
I am looking for additives for my company.  
I would like to know more about the products.  
Thank you.

**Additional Webform Data**

Product: [Blank]

Product Label: [Blank]

Material Code: [Blank]

New Suggested End Use: Functionality == Adhesion == Additive

Requested Volume: [Blank]

Unit of Measure: [Blank]

Expected Decision: [Blank]

Product comments/specification: [Blank]

**Webform Timeline Stream**

Date/Time Opened: 11/13/2017 13:52

Investigation Start Date: [Blank]

Approval Pending Start Date: [Blank]

Date/Time Closed: [Blank]

Review Start Date: [Blank]

**System Information**

Created By: Lujan.Tan, 11/13/2017 13:52

Case Record Type: Webform [Change]

Case Record Type Filter: Webform

Buttons: Edit, Delete, Close Case, Clone, Sharing, Submit for Approval, Assign To Me, Generate Contact, General, Send Acknowledgement Mail, Send Answer Email

## Pilot status (using Qualtrics)

- Qualtrics form embed in solvay.com pages DONE
- Display of "Differentiating questions" based on Functionality selected DONE
- Rules mapping in qualtrics and salesforce DONE
- Contact matrix for Coatings, Functionalities and Sub-Functionalities IN PROGRESS user-d5ebe

- Assignment rules in Salesforce **IN PROGRESS** [Jeremie Seabra-ex](#)
- Define target delivery in PROD (salesforce release) **TO DO** [Rachel SINGER](#)
- Test rules mapping in qualtrics **TO DO** [Marielle Martiny, Jérémy MOZIAN](#)
- Add Call to Action to form in Coatings pages **DONE** [Marielle Martiny, Thibault Clement](#)