

# 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:

Submit

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

Customer Type: Customer Request

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

## 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](#)