

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: 00000007

Time Spent

Application Code

Market Segmentation

Market Application Name

Customer Type: Customer Request

Subtype: General Request

Status: New

Closed Reason

Priority: Medium

Case Origin: Website

Website Origin: Coatings

Contact Name: Amor

Web First Name: Amor

Language: English

Job Department: Production

Function: Product Manager

Account Name: Luis de la Haza Co

Street: Paris

State/Province: France

Country: EMEA

Shipping address 1

Shipping city

Shipping country

Subject: General Request (Webform) - Coatings

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

Product

Product Label

Material Code

Requested Volume

Unit of Measure

Expected Decision

Product comments/specification

Date/Time Opened: 11/10/2017 13:52

Date/Time Closed

Investigation Start Date

Review Start Date

Approval Pending Start Date

Created By: Luis de la Haza Co

Case Record Type: Webform

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