



Deem Travel Release Workshop:

Fall 2015 – Dynamic Site Messaging

October 29, 2015

CONFIDENTIAL AND PROPRIETARY TO DEEM

Audience is muted –
Please enter questions in Chat

Release Workshop: Dynamic Site Messaging

Agenda:

- What is Dynamic Site Messaging?
 - How do I configure DSM?
 - What will the traveler see?
 - What is coming up next?
-

Release Workshop: Dynamic Site Messaging

Dynamic Site Messaging (DSM) is a process where a company or agency administrator can create, change and delete custom messages on for display to the traveler on the Deem Travel platform.

The purpose of these messages is to communicate certain travel policy or supplier related information directly to the traveler during the booking process. They are dynamic in a sense, that they would only be displayed when certain criteria/components of the search form or supplier display/selections are met. The company/agency administrator can create these messages based on (but not limited to) certain date ranges, departure or arrival cities, suppliers, car types or airline classes of service etc.

If enabled, the traveler will see the Dynamic Site Messaging on the Home, Search results, Review, Purchase, Trip Confirmation, Trip details, and the Trip planner pages. You can also set up Dynamic Site Messaging to display in Trip Confirmation, Hold Trip, Modify Trip and Cancel Trip emails.

Release Workshop: Dynamic Site Messaging

To Add Dynamic Site Messages:

1. From the Partner Dashboard, click the Service tab > Travel link > Display Configuration.
2. Scroll to Dynamic Site Messaging section of the page and enable DSM. Click Save.
3. Click the Service tab > Travel link > Custom Field Configuration link > Custom Field Collections.
4. Select the Add a New Collection link and provide Collection Name. Click Save.
5. Click add a Custom Field and select DSM from Field Type drop down.
6. Complete the page:
 - a. Add the message to display to the user
 - b. Select where the message will be displayed
 - c. Click the Advanced link to add conditionals to the message display
7. Click Save.
8. Sequence the fields in the order of importance.
9. Add the collection to the set and the set to the user's rule, if not already there.
10. Commit changes.

Release Workshop: Dynamic Site Messaging

Configuration:

- From the Partner Dashboard, click the Service tab > Travel link > Display Configuration.
- Scroll to Dynamic Site Messaging section of the page and enable DSM. Click Save.
- Click the Service tab > Travel link > Custom Field Configuration link > Custom Field Collections.
- Select the Add a New Collection link and provide Collection Name. Click Save.
- Click Add a Custom Field and select DSM from Field Type drop down.

HHonors (Collection:DSM)
Field Information
Name:
Label:
Field Type:

- Enter the Message to user – Plain text or HTML tags

Message settings

Message to user:

Start date for showing message: (Optional)

End date for showing message: (Optional)

Release Workshop: Dynamic Site Messaging

Configuration:

- Select the pages / emails where the message will display.

Search pages	
Show message in Quick start:	<input checked="" type="checkbox"/>
Show message in Trip planner:	<input type="checkbox"/>
Search result pages	
Show message in Search results:	<input type="checkbox"/>
Review pages	
Show message in Price change:	<input type="checkbox"/>
Show message in Trip review:	<input type="checkbox"/>
Pre-purchase pages	
Show message in Hold trip:	<input type="checkbox"/>
Show message in Trip purchase:	<input type="checkbox"/>
Post-purchase pages	
Show message in Trip confirmation:	<input type="checkbox"/>
Show message in Trip details:	<input type="checkbox"/>
Hotel pages	
Show message in Hotel details:	<input type="checkbox"/>
Car rental pages	
Show message in Car rental pickup location:	<input type="checkbox"/>
Show message in Car rental dropoff location:	<input type="checkbox"/>

location:	
Cancellation pages	
Show message in confirm cancelation:	<input type="checkbox"/>
Show message in cancel confirmation:	<input type="checkbox"/>
Emails	
Show message in trip confirmation email:	<input type="checkbox"/>
Show message in hold trip email:	<input type="checkbox"/>
Show message in modify trip email:	<input type="checkbox"/>
Show message in cancel trip email:	<input type="checkbox"/>
Change Trip Flow	
Show message in change trip assistant page:	<input type="checkbox"/>
Show message in change trip details page:	<input type="checkbox"/>
Show message in trip change search page:	<input type="checkbox"/>

Release Workshop: Dynamic Site Messaging

Configuration:

- Enter any conditionals, if needed.

[Advanced](#)

Server side javascript to specify default value for the field.

```
//Hotel FF NOT in profile  
  
var myFFnumber=UserPnrData.User.HotelPreferences.MembershipSet.Membership;  
  
var i=0;  
var j=0;
```

- Click Save.
- Sequence the fields in the order of importance.

Collection Name: DynamicSiteMessaging

Custom Field Collections		
Display Order ▲	Field Name	Field Type
<input type="text" value="1"/>	Internationaltrip	DSM
<input type="text" value="3"/>	PTA	DSM
<input type="text" value="2"/>	cabinclass	DSM

[Update Display Order](#) [Add Custom Field](#)

- Add the collection to the set and the set to the group's rule, if not already there.
- Commit changes.

Release Workshop: Dynamic Site Messaging

DSM Examples:

Internationaltrip (Collection:DynamicSiteMessaging)

Field Information

Name:

Label:

Field Type:

Field Type Preference

Message settings

INTERNATIONAL TRIP - Check your travel documents

Advanced

Server side javascript to specify default value for the field.

```
//INTERNATIONAL SEGMENT  
var Int=UserPnrData.UserBooking.HasInternationalSegment;  
if (Int=="Y") {out.print("true");}  
else {out.print("false");}
```

Home **Travel**

Travel | Review your trip

International Trip

INTERNATIONAL TRIP - Check your travel documents

DSM with a conditional display

DSM on Review your trip page

Release Workshop: Dynamic Site Messaging

DSM Examples:

cabinclass (Collection:DynamicSiteMessaging)	
Field Information	
Name:	<input type="text" value="cabinclass"/>
Label:	<input type="text" value="Cabin Class"/>
Field Type:	<input type="text" value="DSM"/>
Field Type Preference	
Message settings	
Message to user:	Pre-trip approval is required for this trip. There are incentives if you travel in coach class

Advanced
Server side javascript to specify default value for the field.
<pre>//CABIN CLASS RQSTD if (UserPnrData.UserSession.AirSearch.FlightLeg[0].ServiceClass=="business") {out.print("true");}else {out.print("false");}</pre>

Home	Travel
Travel Select your departure flight	
Cabin Class	
Pre-trip approval is required for this trip. There are incentives if you travel in coach class	

DSM on Search results page

Two Messages on the same Custom Field

Release Workshop: Dynamic Site Messaging

DSM Examples:

HHonors (Collection:DSM)

Field Information

Name:

Label:

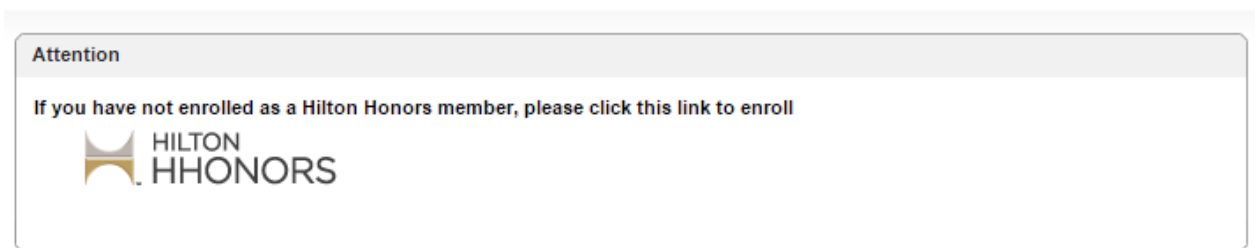
Field Type:

Field Type Preference

Message settings

Message to user:

```
If you have not enrolled as a Hilton Honors member, please click this link to enroll<p><a href="https://secure3.hilton.com/en/hh/customer/join/joinHHonors.htm?WT.srch=1" target="_blank"></a>
```



Message displays a picture

Release Workshop: Dynamic Site Messaging

Points to Remember:

- HTML tags and plain text can be used for messages using up to a 1500 character limit including the HTML tags.
- Message display can be conditional – that is, if a condition is true, then the message will be displayed
- The same message can be displayed on multiple pages by selecting multiple check boxes
- Only one DSM will appear on a page. Sequence the fields within the Collection by importance; the display order is used to determine which message will be displayed
- If more than one message should be displayed, add the two message to the same custom field. Example: “Pre-trip Approval is required for this trip / There are incentives if you travel in coach class.”
- Intranet and internet links can be included in a message
- A picture can be displayed if it is stored on a server and a link to it is provided
- There is no charge for you to enable DSM
- A library of scripts is available at [Dynamic Site Messaging Use Cases and Scripts](#)

Release Workshop: Dynamic Site Messaging

Available Scripts:

All Trips

- Itinerary is Awaiting Pre-Trip Approval
- Travel Requested Between Dates to Specified City
- Profile Field Contains Specific Value

Flights

- Duplicate Booking Alert
- Contains an International Segment
- Contains a Voidable Ticket
- Frequent Flyer Number for Specified Carrier
- Flight Cost
- Flight is Out of Policy
- Carrier is In List
- Class of Service Selected
- Specified Origination Airport Selected

Release Workshop: Dynamic Site Messaging

Available Scripts:

Hotel

- Hotel Search at Specified Airport
- Hotel Chain is In List
- Hotel Selection is Out of Policy
- No Hotel is Selected for Overnight Trip
- Hotel Room Type Selected
- Hotel Loyalty Number Not in Profile

Car Rental

- Car Pick-up Location is In List
- Car Size is In List
- Car Vendor is In List
- Car Membership Number is in Profile
- Car Selection is Out of Policy

Release Workshop: Dynamic Site Messaging

What's Next for DSM?

- DSM in Pre-trip Approval emails
- DSM can be displayed based on search results
- Additional DSM scripts

We're putting together our 2016 Training Offerings. Watch the Deem.webex.com site for updates.