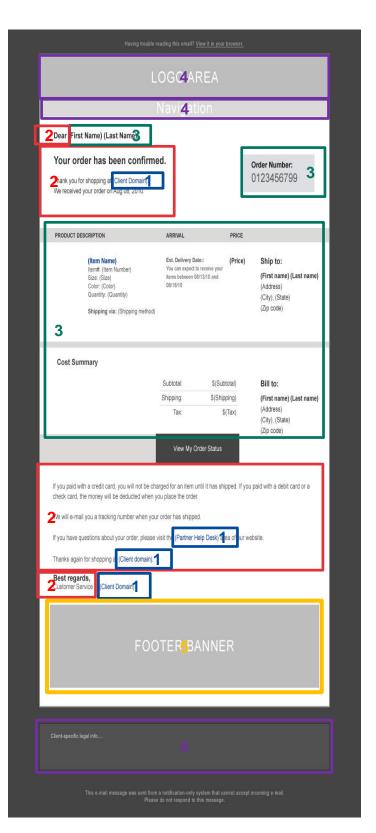
# <u>Instructions to Radial clients on modifying Email Templates</u>

1. This document will capture all of the static text within the transactional emails.

A transactional email is a communication to the customer when a given event is triggered. For example, when a customer submits an order (event), an order confirmation email is sent automatically from the transactional email vendor.

- 2. Slide number two provides a descriptive key for all of the major elements of transactional emails.
- Please complete all text boxes on each slide accordingly. If the default text will suffice, please write "no changes made."
- 4. Images and footer banner ultimately will be provided by the client however this document will only capture text and formatting.





1

Items highlighted in blue are driven by the client specific configuration. Please fill out the URL Mapping Table in this document.

2

Items highlighted in red colored boxes contain editable text. Be sure to update text and format in the respective boxes for each slot. If the client prefers the existing text, state "no changes made" in the corresponding text box.

3

Text highlighted in green is populated by order data and cannot be changed. Please note, the positions of order data elements cannot be changed in the template.

1

Items highlighted in purple are static template images. The images will be provided by the client. They are static elements and will appear on every transactional email. Please note the dimensions of the slots are recommended based on best design practices. If client chooses to use larger images, Radial will review and advise.

5

Items highlighted in yellow can contain a promotional banner to be provided by the client.

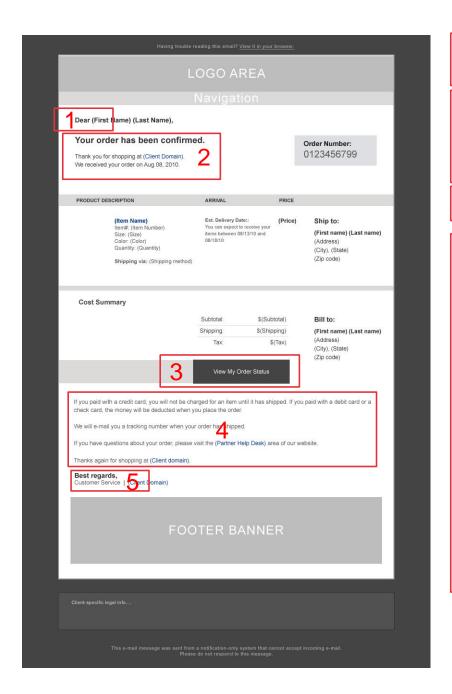


# **URL Mapping Table**

Client Domain URL	
	Insert Text Here
	Insert Text Here
• He	elp Desk URL
	Insert Text Here
	Insert Text Here
• Return Policy URL	
	Insert Text Here
	Insert Text Here
• Additional	
	Insert Text Here
	Insert Text Here
• Ac	lditional
	Insert Text Here
	Insert Text Here



# **Order Confirmation Message**



Dear Lisa Gibson

Your order has been confirmed.

Thank you for shopping at Webstore.com. We received your order on Aug 16, 2014

View My Order Status

If you paid with a credit card, you will not be charged for an item until it has shipped. If you paid with a debit card or a check card, the money will be deducted when you place the order.

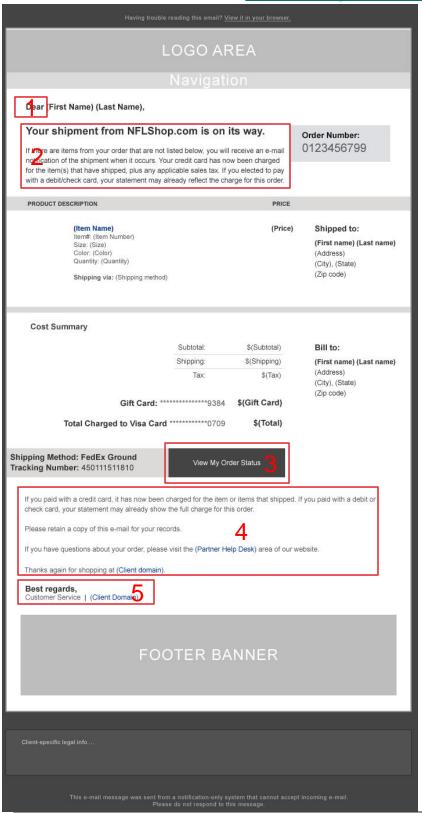
We will e-mail you a tracking number when your order has shipped.

If you have questions about your order, please visit the Customer Service area of our website or call our Customer Service department at 800-234-5678.

Thanks again for shopping at Webstore.com.



# **Shipping Confirm**



#### Dear Steven Keep

Your shipment from Webstore.com is on its way!

Your credit card has been billed for the items that have shipped, plus any applicable sales tax and shipping costs (your order number is below). If there are items from your order that are not listed below, you will receive an email notification of the shipment when it occurs. Please note, if you paid with a debit or check card, your statement may already reflect the charge for this order.

### Track My Order

If you paid with a credit card, it has now been charged for the item or items that shipped. If you paid with a debit or check card, your statement may already show the full charge for this order.

Please retain a copy of this e-mail for your records.

For more information about our shipping process please visit the Customer Service area of our website. If you have questions about your order, please email our Customer Service department at Customerservice@Webstore.com or call 800-234-5678

http://link.webstore.com/r/ZGXVQ65/OFK2F/EE Y3/BMNUR4/EX4Z2/T1/t?a=http://help.webstor e.com/contact-

us/&b=251514354&c=94450&d=472691410

Thanks again for shopping at Webstore.com.



## **Order Cancel Event – Fraud**

LOGO AREA
Navigation

Dear (First Name) (Last Name),

Your order has been cancelled.
2 regret to inform you that your recent (Client Domain) order has been cancelled.
We sincerely apologize for this inconvenience.

Your satisfaction is very important to us. If you have any questions about your order, call our Customer Service department at (Phone).

We appreciate your business and apologize for any inconvenience this may have caused.

Best regards,
Customer Service (Client Doman)

FOOTER BANNER

Client specific legal info....

Dear GREGORY UNGER

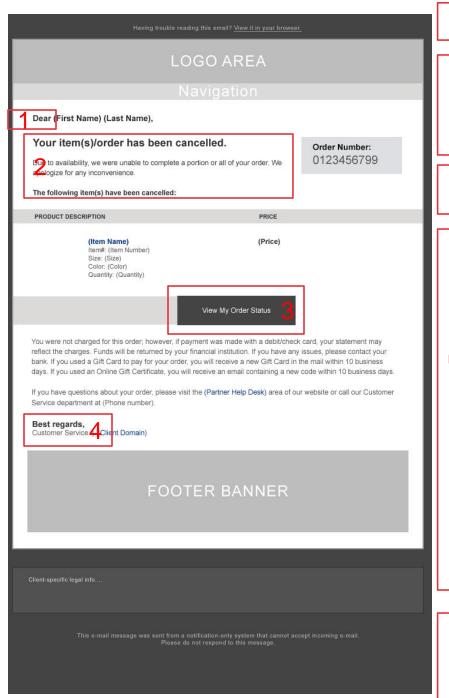
Your order has been cancelled.
We regret to inform you that your recent
Webstore.com order has been cancelled.
We sincerely apologize for this
inconvenience.

Your satisfaction is very important to us. If you have any questions about your order, call our Customer Service department at 800-234-5678.

We appreciate your business and apologize for any inconvenience this may have caused



# **Order Cancel Event – Inventory Discrep**



Dear manazir hasan

Your item(s)/order has been cancelled.

Due to availability, we were unable to complete a portion or all of your order. We apologize for any inconvenience.

The following item(s) have been cancelled

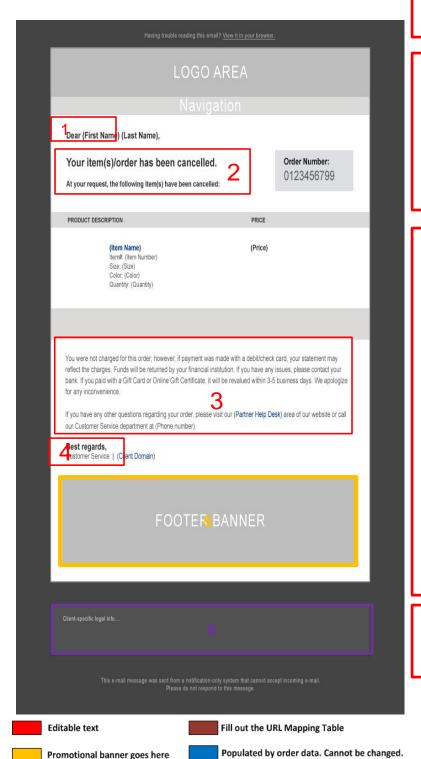
View My Order Status

You were not charged for this order; however, if payment was made with a debit/check card, your statement may reflect the charges. Funds will be returned by your financial institution. If you have any issues, please contact your bank. If you paid with a Gift Card or Online Gift Certificate, it will be revalued within 3-5 business days.

If you have questions about your order, please visit the Customer Service or call our Customer Service department at 800-234-5678.



### **Order Cancel Event – Customer Intiated**



Dear John

Your Item/Order Has been Cancelled.
At your request the following Items have been cancelled.

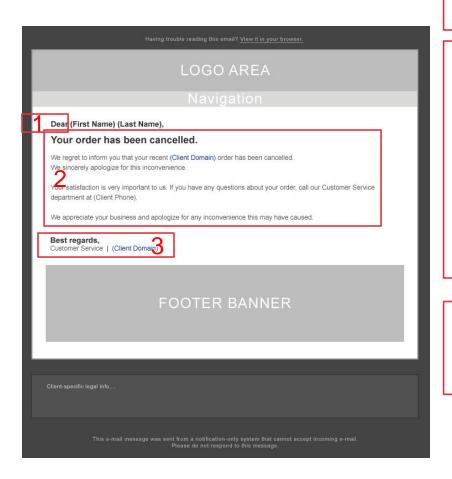
You were not charged for this order; however, if payment was made with a debit/check card, your statement may reflect the charges. Funds will be returned by your financial institution. If you have any issues, please contact your bank. If you paid with a Gift Card or Online Gift Certificate, it will be revalued within 3-5 business days.

If you have questions about your order, please visit the Customer Service or call our Customer Service department at 800-234-5678





## **Order Cancelled Generic**



#### Dear GREGORY UNGER

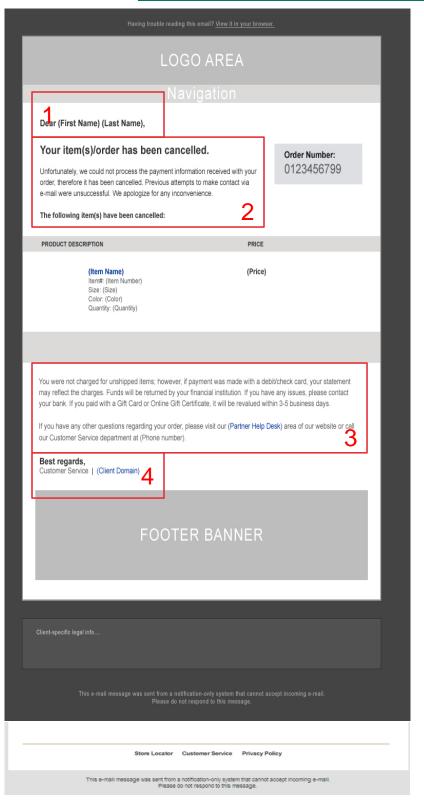
Your order has been cancelled.
We regret to inform you that your recent
Webstore.com order has been cancelled.
We sincerely apologize for this
inconvenience.

Your satisfaction is very important to us. If you have any questions about your order, call our Customer Service department at 800-234-5678.

We appreciate your business and apologize for any inconvenience this may have caused.



# <u>Order Cancel Event – Credit Failure</u>



#### Dear GREGORY UNGER

Your order has been cancelled.
Unfortunately, we could not process the payment information received with your order, therefore it has been cancelled.
Previous attempts to make contact via email were unsuccessful. We apologize for any inconvenience.

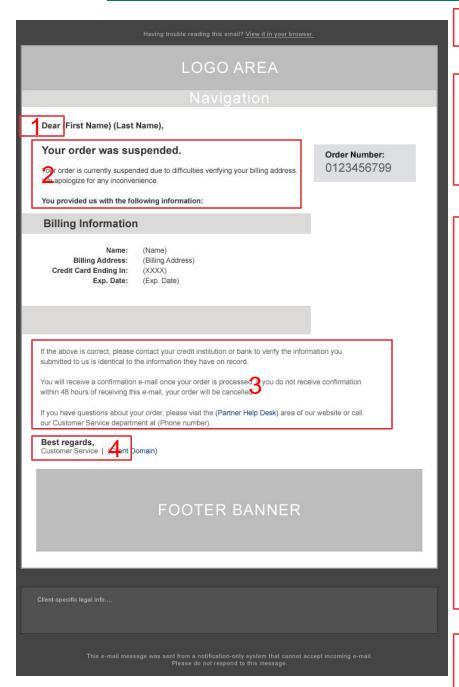
The following item(s) have been cancelled:

You were not charged for unshipped items; however, if payment was made with a debit/check card, your statement may reflect the charges. Funds will be returned by your financial institution. If you have any issues, please contact your bank. If you paid with a Gift Card or Online Gift Certificate, it will be revalued within 3-5 business days.

If you have questions about your order, please visit the Customer Service area of our website or call our Customer Service department at 800-234-5678.



# Order Cancel Event - Invalid Billing Address



Dear GREGORY UNGER

Your order was suspended. Your order is currently suspended due to difficulties verifying your billing address. We apologize for any inconvenience.

You provided us with the following information:

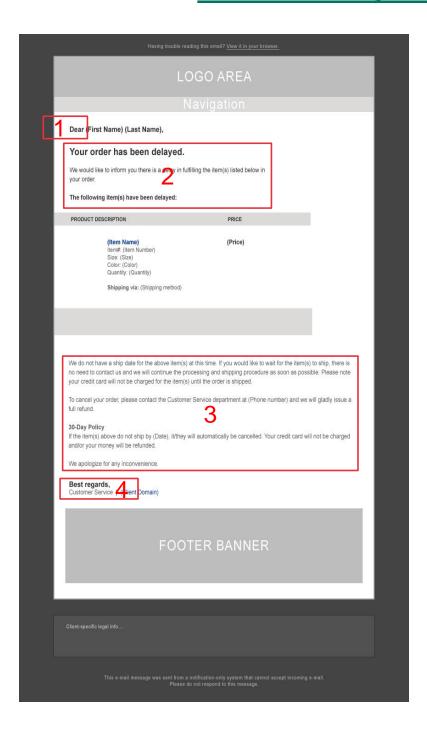
If the above is correct, please contact your credit institution or bank to verify the information you submitted to us is identical to the information they have on record.

You will receive a confirmation e-mail once your order is processed. If you do not receive confirmation within 48 hours of receiving this e-mail, your order will be cancelled.

If you have questions about your order, please visit the Customer Service area of our website or call our Customer Service department at 800-234-5678.



### **FTC Order Delay Message**



**Dear Greg Test** 

Your order has been delayed.

We would like to inform you there is a delay in fulfilling the item(s) listed below in your order.

The following item(s) have been delayed:

We do not have a ship date for the above item(s) at this time. If you would like to wait for the item(s) to ship, there is no need to contact us and we will continue the processing and shipping procedure as soon as possible. Please note your credit card will not be charged for the item(s) until the order is shipped.

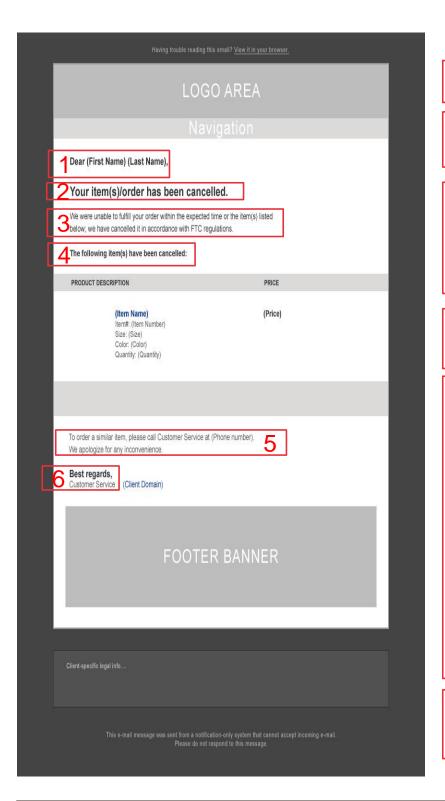
To cancel your order, please contact the Customer Service department at 800-234-5678 and we will gladly issue a full refund.

30-Day Policy
If the item(s) above do not ship by 201005-31, it/they will automatically be cancelled. Your credit card will not be charged and/or your money will be refunded.

We apologize for any inconvenience.



### **FTC Initiated Cancellation Message**



**Dear Greg Test** 

Your item(s)/order will be cancelled

We were unable to fulfill your order within the expected time or the item(s) listed below; we have attempted to cancel it in

accordance with FTC regulations.

The following item(s) will be cancelled:

A cancellation notice e-mail will be sent upon successful completion. You'll either be issued a full refund or you will not be charged for the item(s). To order a similar item, please call Customer Service at 800-234-5678.

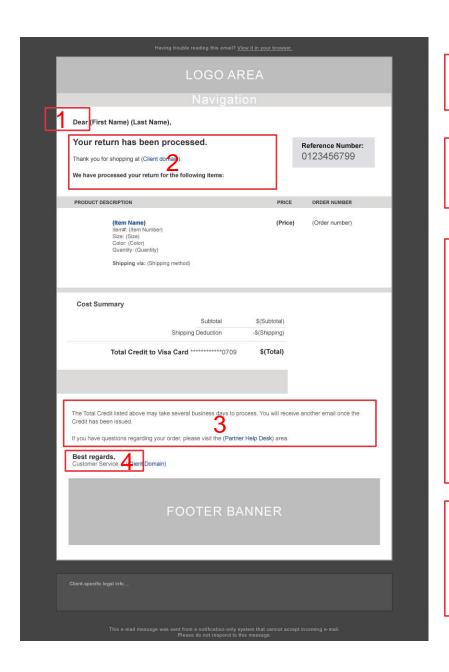
If the item(s) have processed, you'll receive a shipping confirmation e-mail and get the item(s) later than expected. If you wish to make a return upon receipt, simply call Customer Service at 800-234-5678 and we'll provide you with a free return label.

Please note your credit card will not be charged until the item(s) have shipped.

We apologize for any inconvenience



# **Return Credit Issued - Return**



Dear John Doe

Thank you for returning the item(s) listed below.

This email serves as confirmation that we have successfully processed your return.

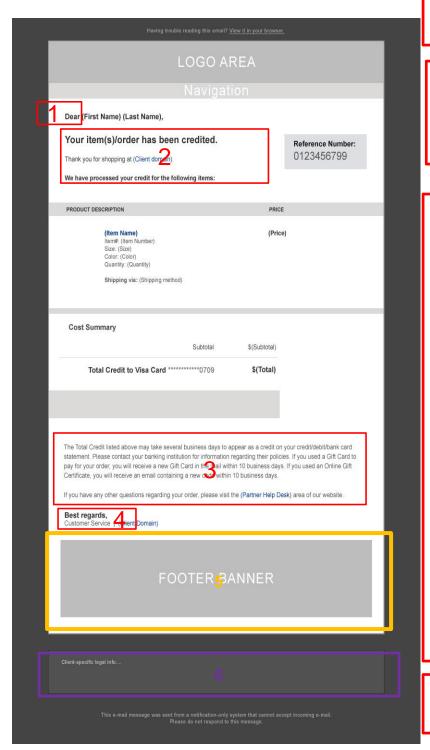
No further action is needed.

We hope you are completely satisfied with your replacement product(s)!

Thank you for shopping at Webstore.com



# **Return Credit Issued - Credit**



**Dear Jen** 

We have processed your credit for following items:

Funds will be returned by your financial institution. If you have any issues, please contact your bank. If you paid with a Gift Card or Online Gift Certificate, it will be revalued within 3-5 business days.

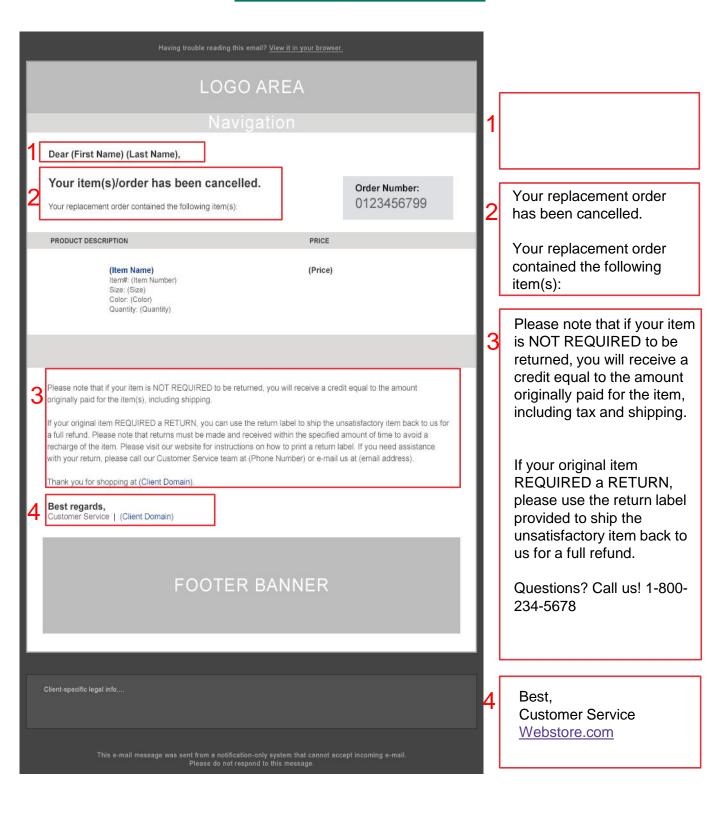
If you have questions about your order, please visit the Customer Service or call our Customer Service department at 800-234-5678



# **Back in Stock Notification**

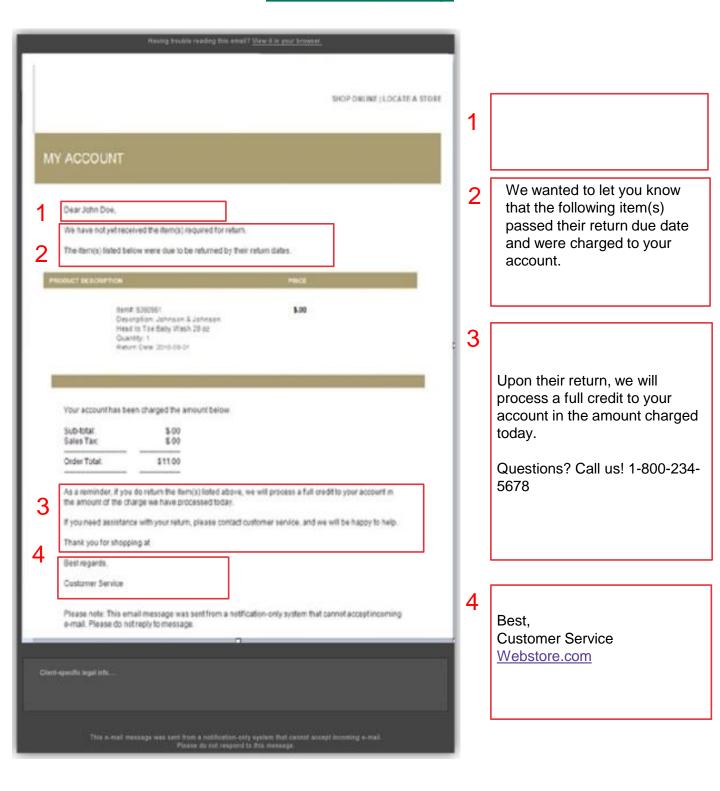


### Zero Cost Reship - Order Cancelled



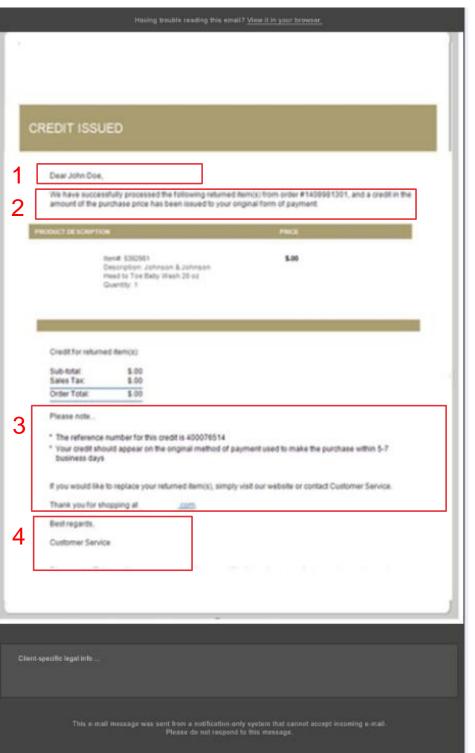


### Zero Cost Reship - Charge





### **ZCR Return Arrived Late-After Window**



We have successfully processed the following returned item(s) from order [Order Number], and a credit in the amount of the purchase price has been issued to your original form of payment.

Credit for returned item(s):

Please note...

- \* The reference number for this credit is [REFERENCE
- 3 \* Your credit should appear on the original method of payment used to make the purchase within 5-7 business days

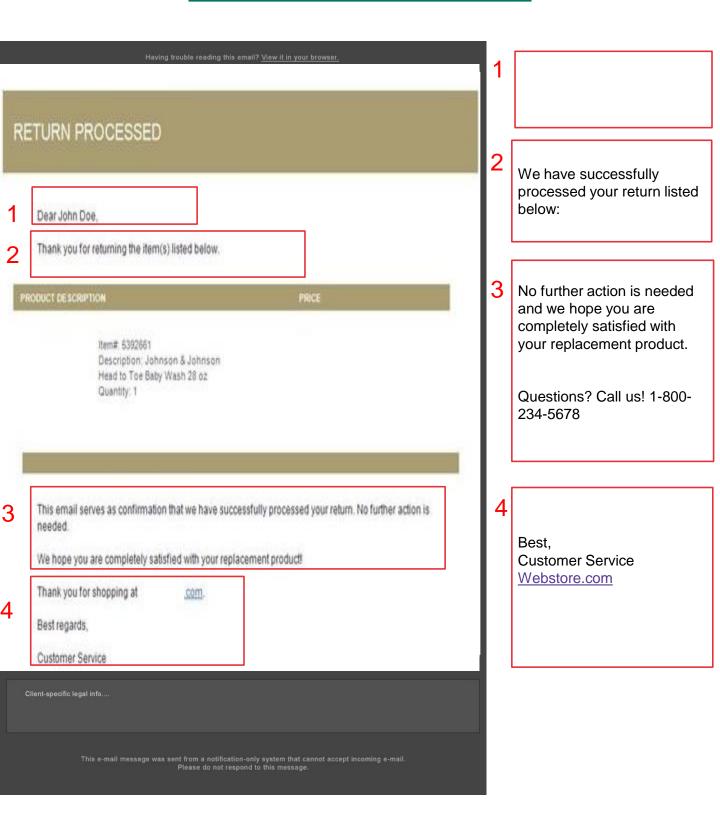
If you would like to replace your returned item(s), simply visit our website or contact Customer Service.

Questions? Call us! 1-800-234-5678

4 Best, **Customer Service** Webstore.com

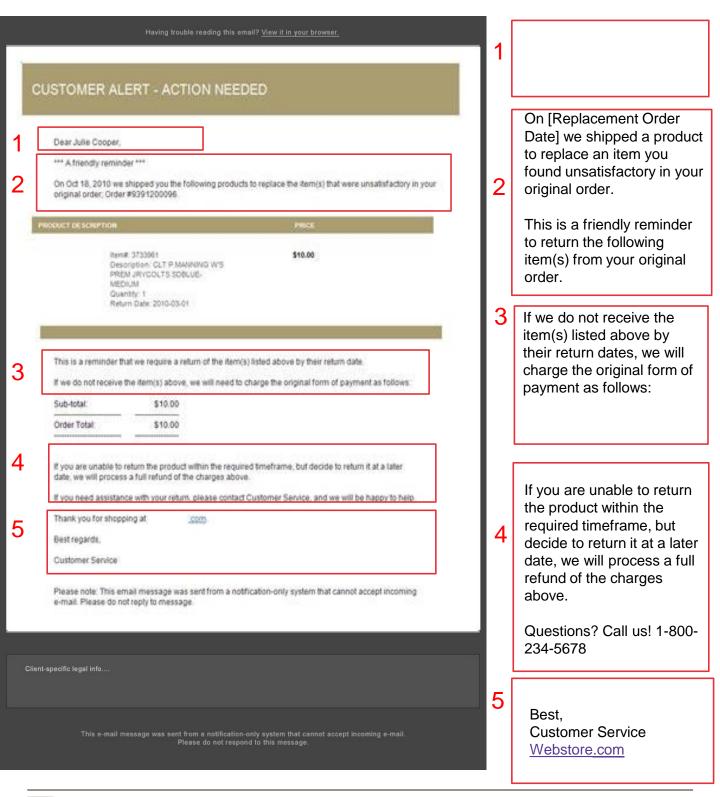


### Return Received Before Return Window - Reship



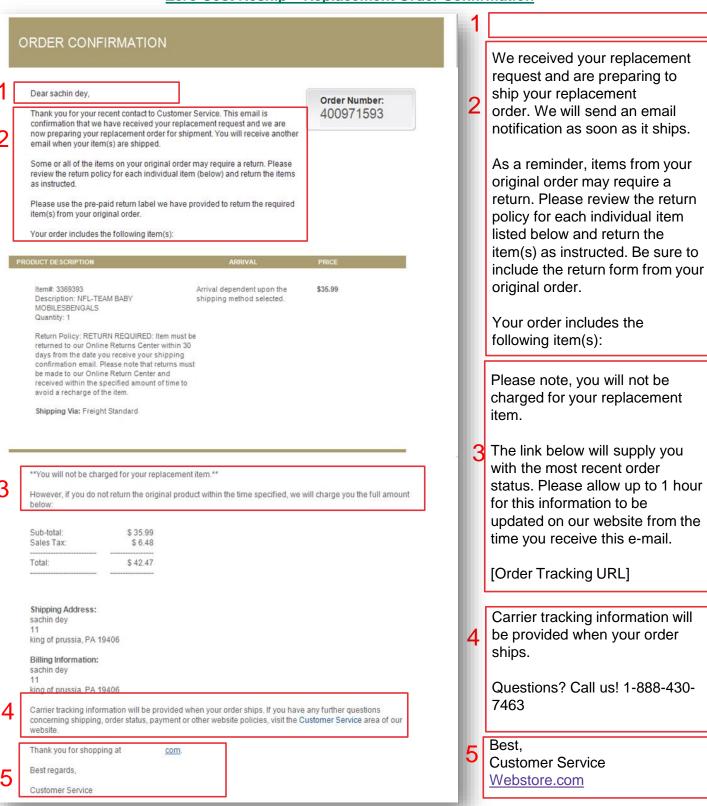


### Zero Cost Reship - Return Reminder





### **Zero Cost Reship – Replacement Order Confirmation**





### **Zero Cost Reship - Replacement Ship Confirmation**

