# Setting up e-mail subscriptions and maintaining templates

## Summary

The shop's e-mail dispatch has two controls, and in case of problems, almost always one of these is the cause:

| Control | Location | Controls |
|---|---|---|
| **Subscription** | *Administration* \ *E-mail subscriptions* | **who** receives an e-mail |
| **Template** | *Basic configuration* \ *Settings* \ *Manage e-mail contents* | **what** it contains |


## Setting up subscriptions

For eCom, two groups of subscriptions are relevant, and this is the most important distinction in this chapter.

### Subscriptions that only concern eCom

These carry the prefix `eCom -`:

| Subscription type | Subscriber receives | Mandatory |
|---|---|---|
| `eCom - Contact form` | Inquiries from the contact form | |
| `eCom - Customer registration` | New customer inquiries and registrations with master data deviations | |

| Subscription type | Subscriber receives | Mandatory |
|---|---|---|
| `eCom - Notification of failed ERP export` | Notification when a shop order could not be processed on the server | **yes** |
| `eCom - Create orders` | Notification about orders from the shop, with item listing in the mail text | |

# General subscriptions that also apply to eCom

These carry **no** prefix because they apply to the shop **and** normal operations. Known are:

| Subscription type | Triggered by the shop when |
|---|---|
| `Dispatch of orders incl. Excel` | every order — adds an Excel file to the order mail |
| `Customer master data change` | an address change via *My profile* |

> **Attention:** Filtering the subscription list by "eCom" shows only the first group. The general subscriptions are excluded — along with two notifications that the shop actually triggers. Therefore, go through the list once unfiltered when setting up.

To set up a subscription:

1. Open *Administration \ E-mail subscriptions*.
2. Select subscription type and assign the responsible recipients.
3. Save.

> **Attention:** The subscription for the **failed ERP export** is mandatory. Without this subscription, no one notices that a customer order did not arrive in the ERP system.

# Maintaining templates

Under *Basic configuration \ Settings \ Manage e-mail contents*, select the template to edit via the **Type** field.

Relevant for eCom are:

| Template type |
| --- |
| Contact form |
| Order |
| Registration - new password |
| Registration - Email new |
| Password forgotten |
| Reset password |
| Registration of new customers |
| Change e-mail |

# Which process triggers which e-mail

This table is the tool for the question "why is no e-mail coming" or "why is the wrong text inside":

> **Note:** The subscription *Customer master data change* resulted from merging two earlier subscriptions.

| Process in shop | Template | Sent via | To customer | To backoffice |
| --- | --- | --- | --- | --- |
| Not a customer yet? | Registration of new customers | Subscription *eCom - Customer registration* | | x |
| Not a customer yet?, master data deviating | Registration - Email new | Subscription *eCom - Customer registration* | | x |
| Not a customer yet?, master data correct | Registration - new password | Subscription *eCom - Customer registration* | x | x |
| Access manually enabled | Registration - new password | Subscription *eCom - Customer registration* | x | x |
| Password forgotten | Password forgotten | without subscription | x | |
| Click on the link in this e-mail | Reset password | without subscription | x | |

| Process in shop | Template | Sent via | To customer | To backoffice |
|---|---|---|---|---|
| Order | Order | Subscription *eCom - Create orders* | x | x |
| Contact form | Contact form | Subscription *eCom - Contact form* | | x |
| Order faulty | — | Subscription *eCom - Notification of failed ERP export* | | x |
| Address change in shop | no template | Subscription *Customer master data change* | | x |
| Change password in shop | — | no e-mail | | |
| Change e-mail address in shop | Change e-mail | without subscription | x | |

# Excel file for order mail

The order mail can additionally include the items as an **Excel file** attachment. For this, **two** subscriptions are necessary:

| Subscription | Effect |
|---|---|
| `eCom - Create orders` | The order mail is sent at all, with item listing in the text. |
| `Dispatch of orders incl. Excel` | The Excel file is generated and attached. |

Without the second subscription, the mail comes **without Excel**.

The structure of the Excel file is **fixed** and cannot be configured.

`Dispatch of orders incl. Excel` belongs to the general subscriptions without prefix — see above.

For many backoffices, the Excel is the file actually worked with. If someone reports the order mail is unusable, the missing second subscription is the first place to check.

# Behaviour in the test system

In the test system, e-mails **do not go to the customer**, but to the eCom employee's e-mail address from *Basic configuration \ Employees*. This also applies to the e-mail with the visible password.

# Which address customer mails go to

The recipient is always the **e-mail address of the eCom user**, i.e. the shop access — not the address from the customer master data. If the customer changes it in the shop via *Change e-mail address*, from the confirmation on all further mails go to the new address. The master data remain unaffected.

This is confirmed for *Password forgotten* and the *Order confirmation*.

> **In the test system**, all mails go to the eCom employee's address. The text then states "*The e-mail recipients were rewritten in the test system! The original e-mail recipients were: …*" — this allows reading the actual recipient without needing a second mailbox.

# What the order confirmation contains for the customer

In the delivery state, the mail to the customer contains only a short thank you — **no items, no totals, no discount**.

This can be changed on two levels:

| What | Where | Who |
|---|---|---|
| **Wording** of the e-mail | *Basic configuration* \ *Settings* \ *E-mail contents* | Yourself |
| **Item listing** in the customer mail | Own template | Your project manager at DeDeNet |

The items can thus be sent along — for this a template is stored, and this is handled by the project manager. Please contact your Contact at DeDeNet for this.

The **internal** notification to the backoffice, however, lists the items by default.

# Subject lines differ from template names

This is shown when resetting the password:

| Template | Subject of the e-mail |
| --- | --- |
| Password forgotten | *Request - Reset password* |
| Reset password | *Confirmation - Password reset* |

Anyone wanting to assign an e-mail to a template based on its subject looks under a different name. For the other templates, the subject is not recorded.

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