



INTEGRATING STUDENT EMAIL COMMUNICATIONS BETWEEN CAMPUS SOLUTIONS AND THE SERVICE CLOUD

SESSION 5069

Nov 09, 2017

11:30 AM - 12:15 PM

PRESENTER



Stephen Mitchell

CRM Administrator

University of Southern Queensland

Stephen.Mitchell@usq.edu.au

Steve has held the position of USQ's CRM Administrator for almost 5 years, gaining extensive experience building functionality within Oracle's Service Cloud. Before moving into higher education Steve began his professional career as a Commercial Pilot, before venturing into the financial markets as a trader and then into small business. Steve has managed and owned several businesses over a period of more than twenty years. During this time Steve developed several business systems, including custom CRM software in a time before CRM was widely implemented, as it is today.



UNIVERSITY OF SOUTHERN QUEENSLAND

Toowoomba
Springfield
Ipswich
Online ~90 nationalities

ORACLE®

SERVICE CLOUD

+

ORACLE®

PEOPLESOFT

CAMPUS SOLUTIONS

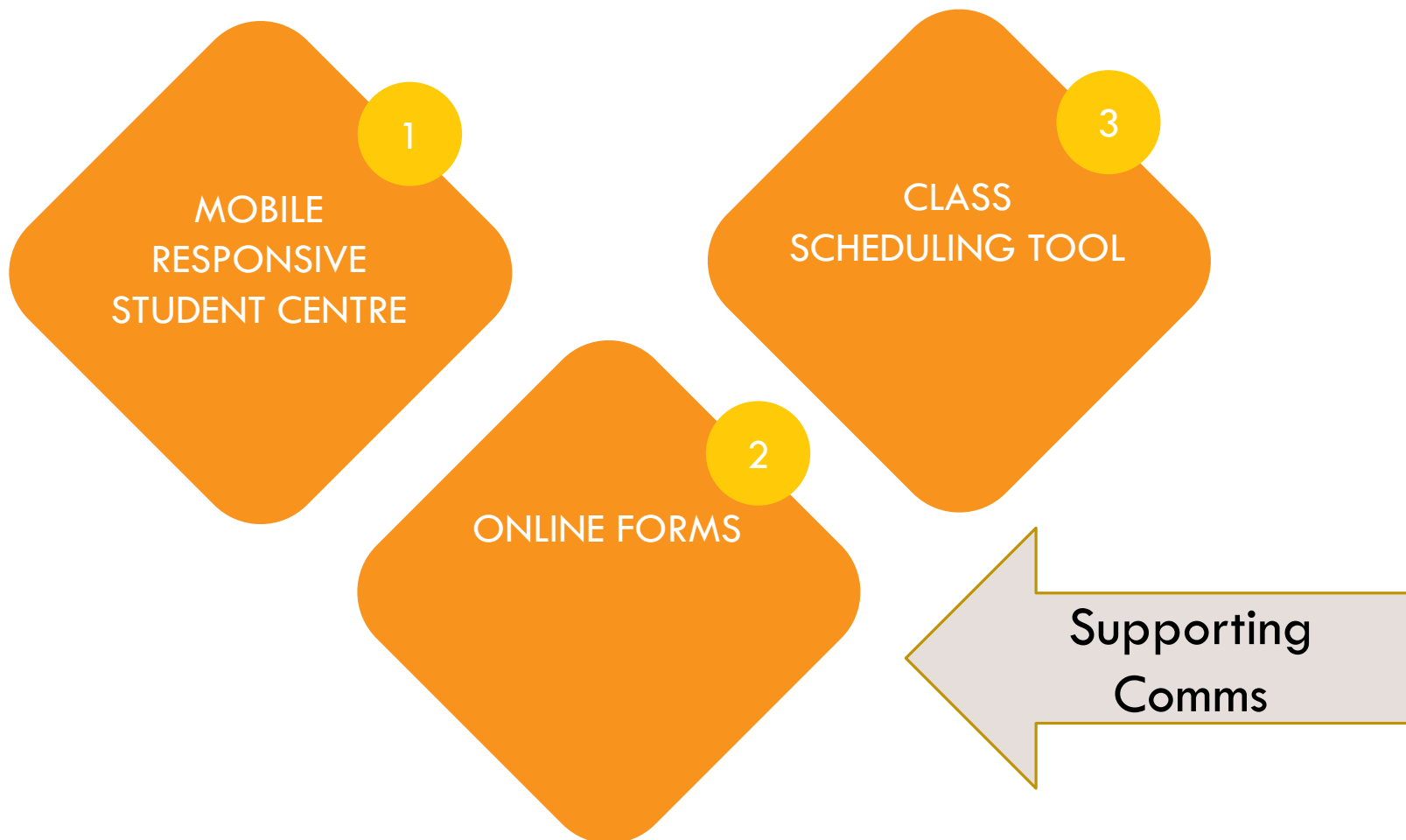
OSvC August 2016
PeopleSoft 9.2
PeopleTools 8.53



PROJECT BACKGROUND

What started all this?

‘FLUID’ PHASE 2 PROJECT ELEMENTS



ONLINE FORMS — SUPPORTED COMMS

Return to Study Request (RTS)

Name Change Request (NME)

Citizenship Change Request (CIT)

Withdrawal Without Academic Penalty Request (WWP)

Review of Decision For WWP Request (RWD)

Change of Grade Request (CGRD)

Post Enrolment Requisite Check (PERC)



SCREEN SHOTS ONLY 😊

Return to Study walk though

STUDENT CENTRE



Online Requests



Gradu



RETURN TO STUDY

No Service

3:45 pm

74%

<

>

cs.usq.edu.au

+

Student Centre

Current Requests

Credit Transfer

Name Change

Official Transcript/AHEGS

Withdrawal without Penalty

Unofficial Transcript

Return to Study

Review of Decision (WWP)

Finalised Requests

Welcome

Return to Study

If you studied with us previously but cancelled your program or were excluded, you are welcome to submit a request for return to study to USQ for consideration. Requests for return to study will be accepted up to one week prior to the beginning of semester. Some requests may be considered for the next semester to ensure you are provided with the best learning opportunity.

To apply for a return to study, complete all steps within this request and then either select accept, confirm or edit your information before submitting.

To cancel out of the request and return later to complete, select "X" Exit button on the top left.

Need help? [Ask USQ](#) or contact us on 1800 007 252.

New request

Requests Not Yet Submitted to USQ

Request	Started	
R000000333	03/11/2017 4:02PM	>

RTS FORM

✕ Exit **Return to Study** < Previous ☰

1

Collection notice
Complete

2

Name
Complete

3

Program information
In Progress

4

Academic standing
Not Started

5

Supporting documents
Not Started

6

Addresses
Not Started

7

Contact details
Not Started

8

Citizenship status
Not Started


9

Request summary
Not Started

Collection notice ⓘ
OTL - Graduate Diploma of Learning
Secondary

Confirm

RTS FORM

[Exit](#) **Return to Study** [< Previous](#) 

1 **Collection notice**
Complete

2 **Name**
Complete

3 **Program information**
Complete

4 **Academic standing**
Complete

5 **Supporting documents**
Complete


6 **Addresses**
In Progress

7 **Contact details**
Not Started

8 **Citizenship status**
Not Started


Step 6 of 9: Addresses

Home Address



Address	From
<div><div></div><div></div><div></div><div></div><div></div></div>	Current >

Mailing Address



Address	From
<div><div></div><div></div><div></div><div></div><div></div></div>	Current >

[Confirm](#)

PS STAFF VIEW

[Return to Study Details](#)[Return to Study Evaluation](#)[Student Communications](#)Student ID:

RTS Request Nbr: R000000107

Intended Semester of Return: 2550 Semester 3, 2017

Submission Date: 27/10/2017

Submitted By: [Print Request](#)

Application Approval

*Application Status: Allocated To: Faculty Representative:

Notes


Approval Details

Non-contributory	<input type="radio"/> Yes <input checked="" type="radio"/> No	Service Indicators applied	<input type="radio"/> Yes <input checked="" type="radio"/> No
Reset Admit Term	<input type="radio"/> Yes <input checked="" type="radio"/> No	Approval Notification Comm	<input type="radio"/> Yes <input checked="" type="radio"/> No
Change of Major	<input type="radio"/> Yes <input checked="" type="radio"/> No	Final Comm sent to student	<input type="radio"/> Yes <input checked="" type="radio"/> No
Credit Transfer / Exemptions	<input type="radio"/> Yes <input checked="" type="radio"/> No		

Communication Notes

View All First 1 of 1 Last

*Communication Note Type:



We require the following documents in order to assess your request:

- [Academic Intervention Strategy](#)
- [Academic Success Planner](#)
- [AWARE](#)

Entered By:

Entered at: 30/10/2017 5:11PM

[Save Note](#)

Fees and Enrolment Processing

☐ Processing Complete?[Save](#)[Return to Search](#)[Previous in List](#)[Next in List](#)

PS STAFF VIEW – COMMUNICATION LOG

[Return to Study Details](#)[Return to Study Evaluation](#)[Student Communications](#)





Student ID:

RTS Request Nbr:

R000000033

Student Communication Log

Communication Type	Description	Date/Time Created	Status
RTSAPPR_3	RTS Approved or Approved with Conditions - BELA & HESC	18/09/2017 1:37:14PM	Success
RTSFINL_7	RTS Final - All students except OAC and CISER	10/10/2017 12:27:57PM	Success

 Save Return to Search Previous in List Next in List[Return to Study Details](#) | [Return to Study Evaluation](#) | [Student Communications](#)

SERVICE CLOUD – CONTACT COMMS HISTORY

Contact

First Name: [Redacted]
 Last Name: [Redacted]
 Contact Type: Student
 Email: [Redacted]@usq.edu.au
 Student No Full: [Redacted] Student Number: [Redacted]
 SRO: Mary Downey

CAS: No LRS: No Disability: No

Incidents (48) Additional Info PeopleSoft fields Applications Appointments Retention (0) **Comms** Extra Info

No. Sent	Transaction Date/Time	Action	Mailing ID	Preview
1	10/10/2017 02:36 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
2	10/10/2017 02:12 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
	18/09/2017 1:37:14PM	Success	6724	Open the "Email Sent" logs to view the RTS-1 comm
	10/10/2017 12:27:57PM	Success	6724	Open the "Email Sent" logs to view the RTS-1 comm
5	10/10/2017 12:27 PM	Email Sent	6724	Finalise your Return to Study by enrolling
6	18/09/2017 01:44 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
7	18/09/2017 01:37 PM	Email Sent	6724	Your Return to Study request has been approved

Communication Type **Description** **Date/Time Created** **Status**

RTSAPPR_3 RTS Approved or Approved with Conditions - BELA & HESC 18/09/2017 1:37:14PM Success

RTSFINL_7 RTS Final - All students except OAC and CISER 10/10/2017 12:27:57PM Success

Student Type: Active
 Student SubType: ENROLLED
 Academic Load:
 Campus:

International

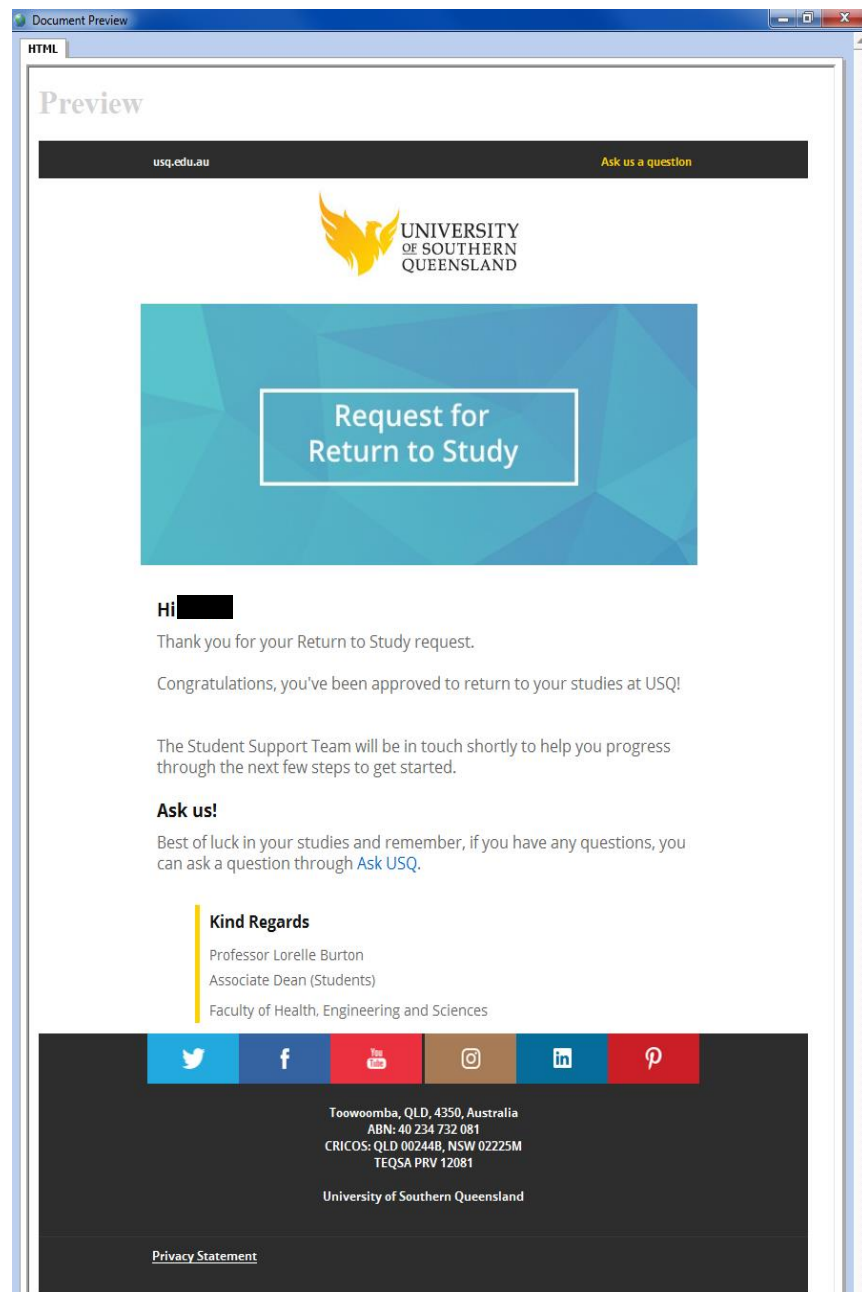
Agent Type: [No Value]
 Agent Name:
 Sponsored: No

4234 (time to en)
 4396 (s2-enrolme)
 4568 (com124 - a)
 4678 (2016 enrol)
 4895 (feedback s)
 4944 (1.d re-enr)
 4971 (2nd round)

5842 (s2 enrolme)
 5907 (online mon)
 6038 (s2 enrolme)
 6040 (s2 enrolme)
 6041 (twmba orie)
 6064 (sro ug pg)
 6094 (second rou)
 6703 (enrolment)
 6724 (s2 enrolme)
 6724 (s2 enrolme)
 6944 (careers co)
 6998 (health nee)
 986 (enrolment)

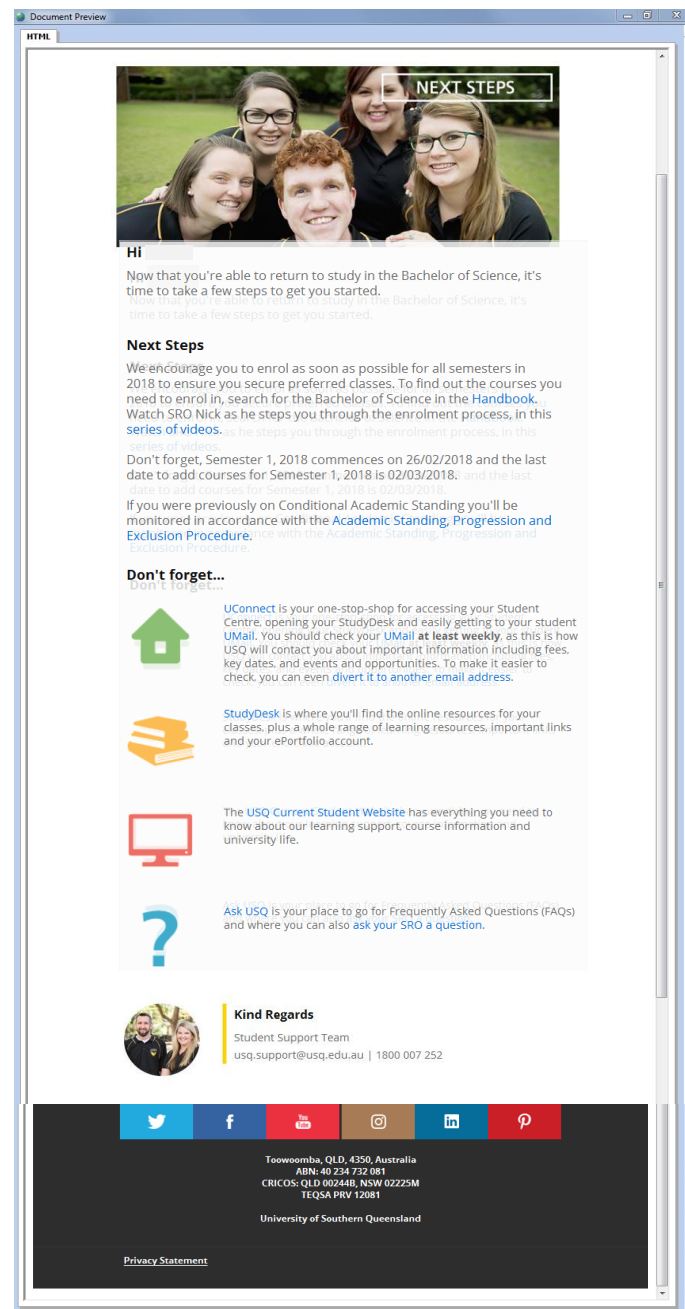
EMAIL PREVIEW

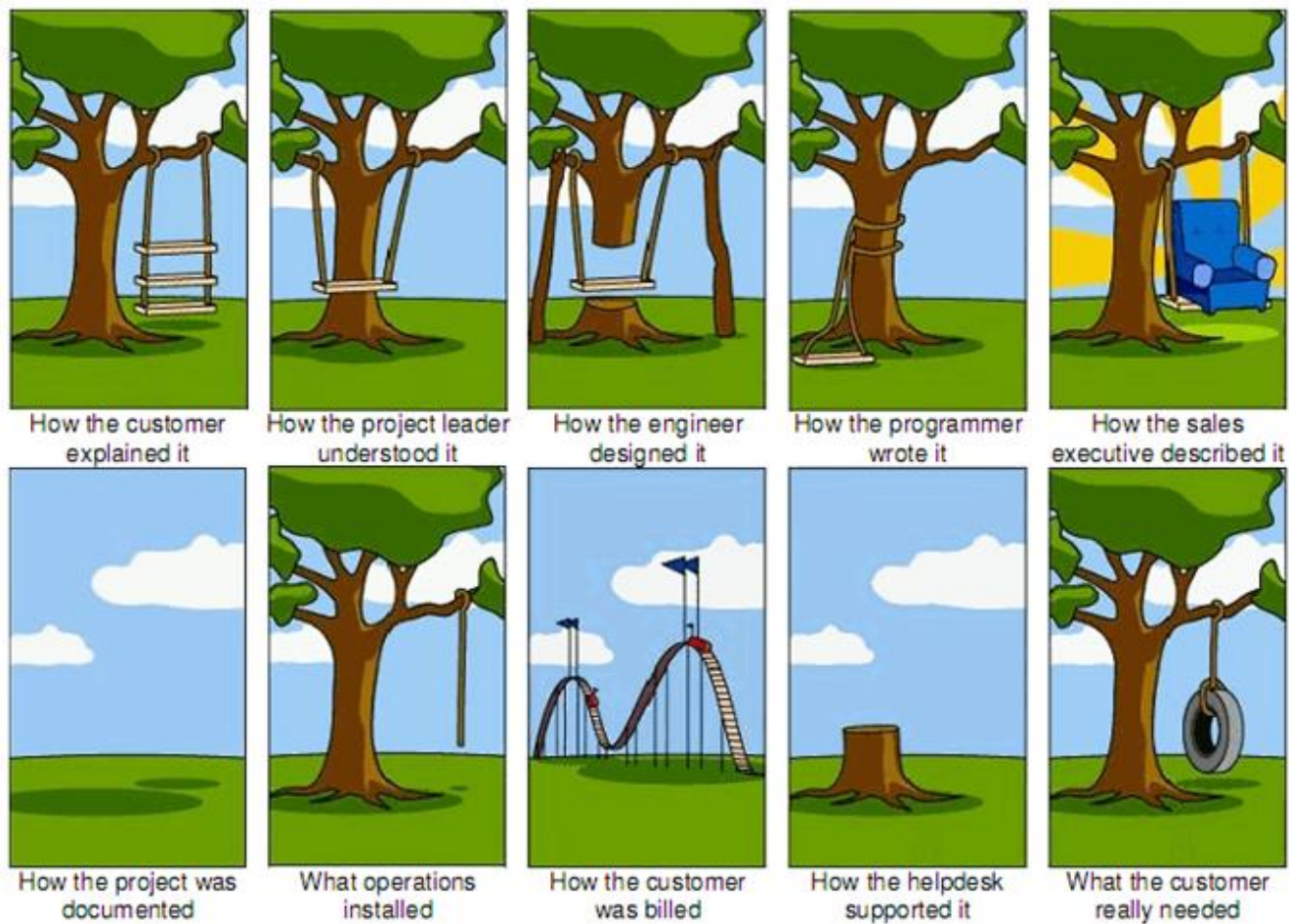
Return to study request -approved



EMAIL PREVIEW

Return to study request - final





PROJECT REQUIREMENTS

PEOPLESOFT TEAM REQUIREMENTS

1. SEND OFFICIAL 'BESPOKE' EMAIL TO STUDENTS FROM PS THROUGH OSvC
2. PREVIEW EMAIL 'AS WAS SENT' FOR RECORD KEEPING COMPLIANCE
3. 'SEND TO ALL' STUDENT EMAIL ADDRESSES IF REQUIRED
4. SEND A PROOF EMAIL TO SELECTED STAFF PRIOR TO SENDING TO STUDENTS
5. SELECTABLE MAIL SIGNATURES
6. ACCURATELY RENDER THE EMAIL 'AS INTENDED' WHEN VIEWED BY STUDENTS

M&SA CRM REQUIREMENTS

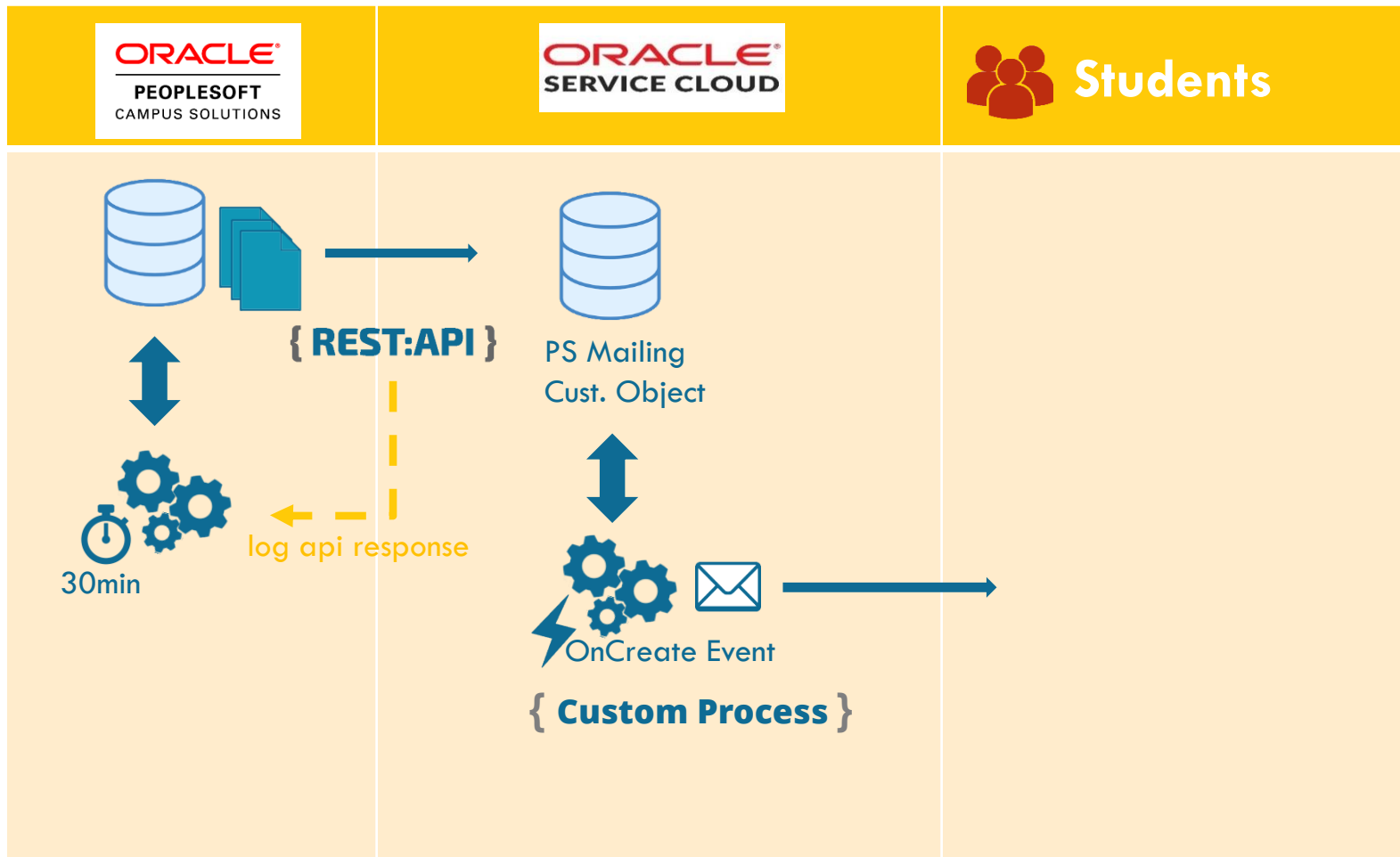
1. ALIGN WITH BRAND COMMUNICATION STYLE GUIDELINES
2. RESPONSIVE EMAIL (MOBILE FRIENDLY)
3. USQ CONTACT DETAILS SHOULD FOLLOW STUDENT SUPPORT MODEL GUIDELINES
4. MAINTAINABILITY



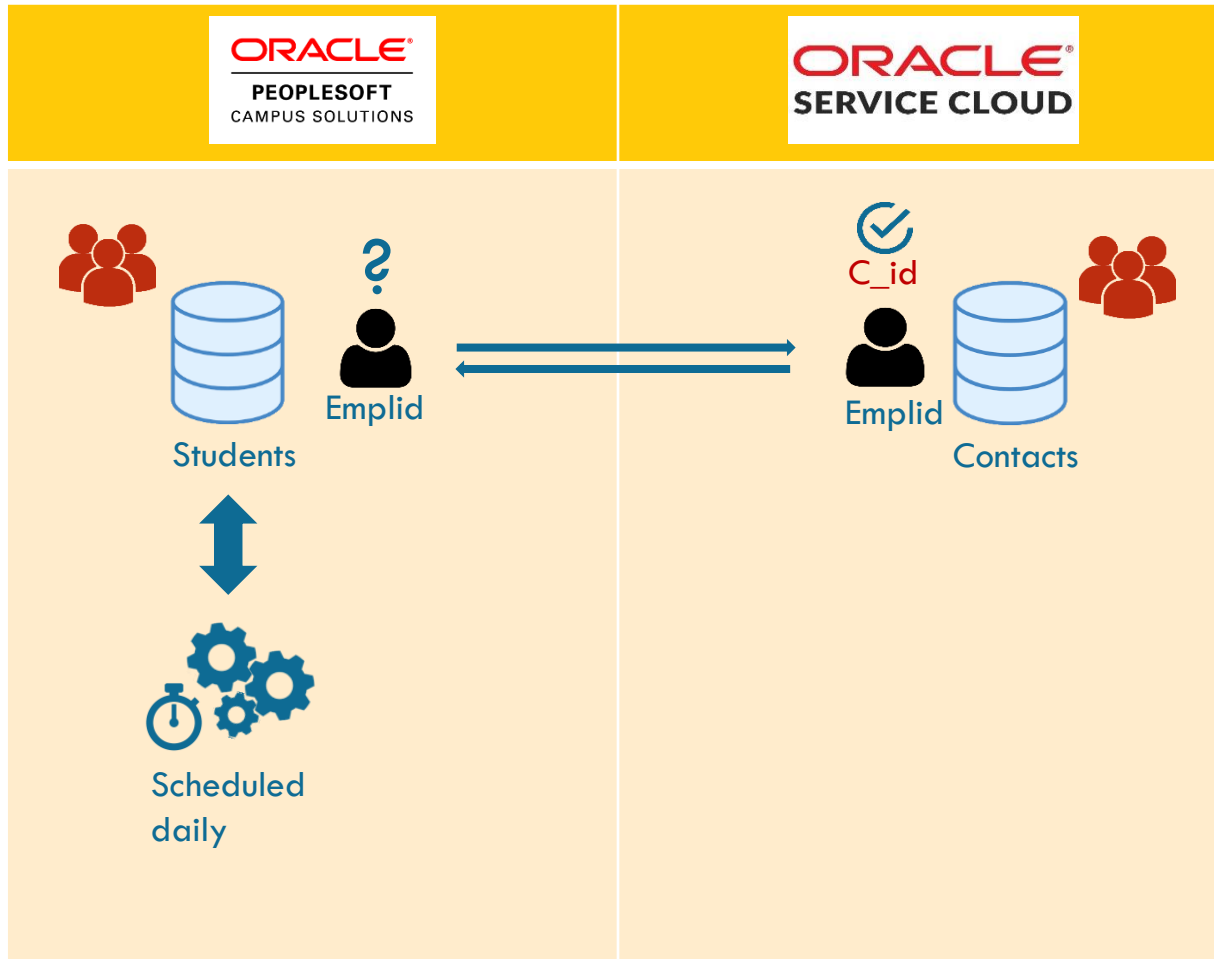
PS COMMS TRANSACTION

COGS IN THE MACHINE

PS COMMS PROCESS



SUPPORTING PROCESS



PS COMMS CUSTOM OBJECT DATA FIELDS

KEY	FIELD NAME	KEY	FIELD NAME	KEY	FIELD NAME
PK	ID		SendPreview	*	MsgbaseMailingId
FK	ContactID		PreviewEmailAddress	*	MsgbaseMailingSubjectId
	CreatedTime		SendToAllEmailAddresses	*	MailingIdMsgbaseLookup
	CreatedByAccount		AcademicProgramName	*	MailingSubjectMsgBaseLookup
	UpdatedTime		AcademicYear		ExternalCommId
*	MailingID		TermDescription		ExternalCommGroup
	CommunicationNote		LastDayToAddClasses		MailingSubject
*	Queued		FormReceivedDate		TermBeginDate
*	Status		InitialDecisionDate		SupportingDocumentation
	SignatureBlock		ReviewRequestDate		SupportingDocumentation2
*	CommCode		PreferredName		UploadDocumentsUrl
	CourseList		OfficialFirstName		
	StudyPlan		LastName		

PS COMMS CONTACT CUSTOM ATTRIBUTE DATA FIELDS

KEY	FIELD NAME (CUSTOM ATTRIBUTE INCLUDING PACKAGE)
PK	ID
	contacts.ExtMailing\$PS_External_Comm_Subject
*	contacts.Contact\$ps_mailing_id

EXAMPLE TRANSACTION

DateCreated: 04/07/2017 04.39 PM
ID: 473
ContactId: 1183409
MaTransId: 1271
MailingId: 6724
MailingSubject: Finalise your Return to Study by enrolling
MailingIdMsgBaseLookup: CUSTOM_MSG_RTS_MAILING_ID
MailingSubjectMsgBaseLookup: CUSTOM_MSG_RTSFINL_5_SUBJECT
MsgbaseMailingId:
MsgbaseMailingSubjectId:
OfficialFirstName:
PreferredFirstName: Stephen
LastName:
CommCode: RTSFINL_5
SignatureBlock: SIG_BELA_1
CommunicationNote: <p>Donec in tempor risus. Cras dolor massa, volutpat non turpis non, efficitur suscipit nunc. Nulla facilisi. Vestibulum ut diam et elit consequat placerat ut quis metus. Vestibulum dignissim diam elit, sit amet tristique tellus molestie ac. Curabitur eu tortor ut turpis cursus pretium. Integer sagittis nulla quis interdum venenatis. </p>
CourseList: Course 1Course 2Course 3Course 4
SupportingDocumentation: No Value
SupportingDocumentation2: No Value
Queued: 04/07/2017 04.39 PM
Status: Queued
SendToAllEmailAddresses: No
SendPreview: No
PreviewEmailAddress: stephen.mitchell@usq.edu.au
ExternalCommGroupID: Steveo Test Group
ExternalCommID: IlbWmask5xGKo/sYEyU50A

EVENT HANDLER – CUSTOM PROCESS MODEL (CPM)

The Event Handler code handles the heavy lifting of sending the email. The code

1. updates the Status Flag to ‘Queued’ or ‘Failed’ from ‘Pending’.
2. looks up the Message Base entries for the correct Mailing ID and Mailing Subject Heading with the id’s passed into the Custom Object from PS.
3. confirms Comm Code exists
4. handles “Send to All” functionality
5. handles “Send Staff Preview” Functionality
6. queues the Mailing to be sent through the Outreach Mailbox with the Mailing ID and Subject returned from the Message Base entries.

EVENT HANDLER — SEND TO ALL EMAIL ADDRESSES

```
// Save the current email addresses before the swap so we can swap them back
$primary = $contact->Emails[0]->Address;
$alt1 = $contact->Emails[1]->Address;
$alt2 = $contact->Emails[2]->Address;

for ($position = 0; $position < 3; $position++) {

    // If the address is not a primary email then swap it with the primary address
    $swapped = static::swap_emails($contact, $position);

    if ($swapped) {
        if (RNCPHP\Mailing::SendMailingToContact($contact, null, $mailingID, $scheduledTime)) {
            $mailing_queued = TRUE;
        }
    }
}
```

EVENT HANDLER — SEND PREVIEW TO STAFF

```
$staffContact = "SELECT Contact FROM Contact C "  
                . "WHERE C.Emails.Address = '$previewEmailAddress' "  
                . "AND (C.Emails.AddressType.ID = 0 "  
                . "OR C.Emails.AddressType.ID = 1 "  
                . "OR C.Emails.AddressType.ID = 2) LIMIT 1";
```



STATIC EMAIL CONTENT PREVIEW

As it was at the time

PREVIEW FUNCTIONALITY


Document Preview

HTML

Preview

usq.edu.au

Ask us a question



Request for
Return to Study

Hi [REDACTED]

Thank you for your Return to Study request.

Congratulations, you've been approved to return to your studies at USQ!







The Student Support Team will be in touch shortly to help you progress through the next few steps to get started.

Ask us!

Best of luck in your studies and remember, if you have any questions, you can ask a question through Ask USQ.

Kind Regards

Professor Lorelle Burton
Associate Dean (Students)
Faculty of Health, Engineering and Sciences

Toowoomba, QLD, 4350, Australia
 ABN: 40 234 732 081
 CRICOS: QLD 002448, NSW 02225M
 TEQSA PRV 12961
 University of Southern Queensland

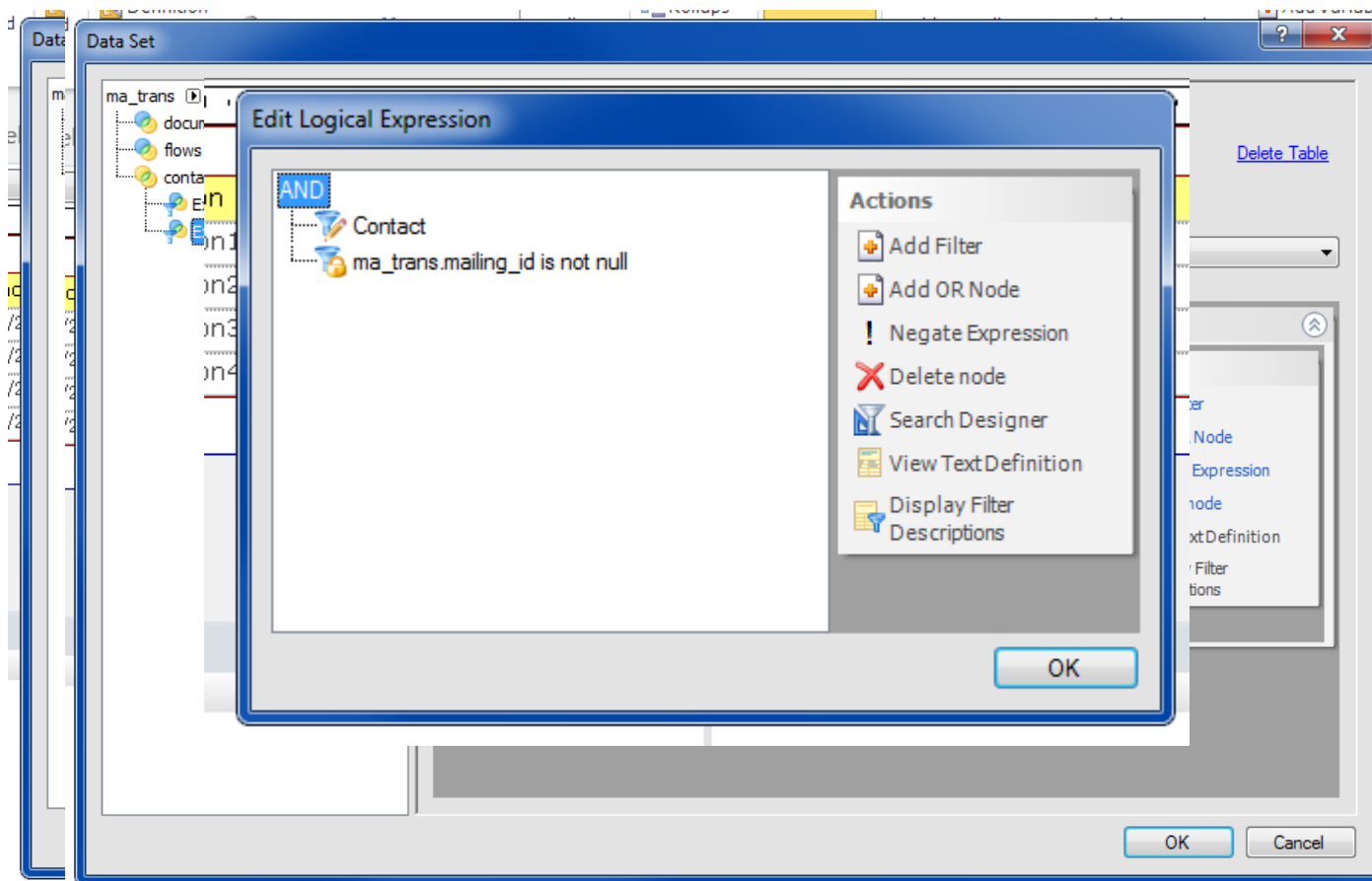
[Privacy Statement](#)

CAS No LRS No Disability No

(48) Additional Info PeopleSoft fields Applications Appointments Retention (0) **Comms** Extra Info

	No. Sent	Transaction Date/Time	Action	Mailing ID	Preview
4234 (time to en)					
4396 (s2-enrolme)					
4568 (com124 - a)	1	10/10/2017 02.36 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
4678 (2016 enrol)	2	10/10/2017 02.12 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
4895 (feedback s)	3	10/10/2017 01.25 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
4944 (1.d re-enr)	4	10/10/2017 12.38 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
4971 (2nd round)	5	10/10/2017 12.27 PM	Email Sent	6724	Finalise your Return to Study by enrolling
5043 (online mon)	6	18/09/2017 01.44 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
5088 (enrolment-)	7	18/09/2017 01.37 PM	Email Sent	6724	Your Return to Study request has been approved
5285 (dropped st)					
5358 (dropped st)					
5403 (com204 - o)					
5581 (direct-fim)					
5842 (3.0 ooh re)					
5907 (online mon)					
6038 (online mon)					
6040 (toowoomba)					
6041 (twmba orie)					
6064 (sro ug pg)					
6094 (second rou)					
6703 (enrolment)					
6724 (rts-1)					
6870 (19. curren)					
6944 (careers co)					
6998 (health nee)					
986 (enrolment)					

WORKSPACE REPORT FILTERS



PREVIEW COLUMN

```
nvl(to_char(ExtMailing$FieldsList.Mailing_Subject),if((ma_trans.mailing_id.id  
= to_number(msg_lookup(1000284)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000215)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000241)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000248)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000266)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000296)) | ma_trans.mailing_id.id =  
to_number(msg_lookup(1000303))) | (ma_trans.type=2 &  
ma_trans.mailing_id.id = ExtMailing$FieldsList2.MailingID) , 'Open the "Email  
Sent" logs to view the ' || to_char(ma_trans.mailing_id) || ' comm  
details',(ma_trans.mailing_id)))
```

PREVIEW FUNCTIONALITY

Column Format

Text Alignment Width Styles Conditional **URL**

URL Options

☐ None ☒ Display cell value as link ☐ Display cell value as image

☐ Use cell value as URL ☒ Use custom URL:

`<https://usqassist.custhelp.com/>cc/ps_mailings_view/preview/c_id/<Contact Id>/doc_id/<Document ID>/source_id/<Source>/ps_obj_row_id/<PSID>`

Simple URL definition

cc/ps_mailings_view/preview/c_id/ Contact Id

/doc_id/ Document ID

/source_id/ Source

/ps_obj_row_id/ PSID

[Choose Report Column Value]

Target: _new [Choose Report Column Value]

☒ Append session ID

Begin with Server End-User URL

Open URL in

☐ Default browser ☒ Pop-up window ☐ Print dialogue

OK Cancel

No. Sent	Transaction Date/Time	Action	Mailing ID	Preview
1	10/10/2017 02.36 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
2	10/10/2017 02.12 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
3	10/10/2017 01.25 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
4	10/10/2017 12.38 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
5 2	10/10/2017 12.27 PM	Email Sent	6724	Finalise your Return to Study by enrolling
6	18/09/2017 01.44 PM	Email View	6724	Open the "Email Sent" logs to view the RTS-1 comm
7 2	18/09/2017 01.37 PM	Email Sent	6724	Your Return to Study request has been approved

PORTAL PAGE

```
use RightNow\Connect\v1_3 as RNCPHP;
```

```
class ps_mailings_view extends \RightNow\Controlllers\Base {

    public function __construct() {
        parent::__construct();
    }

    public function preview() {
        \RightNow\Libraries\AbuseDetection::check();

        //The Workspace Mailing Tab Report url string:
        //https://usqstudy.custhelp.com/cc/ps_mailings_view/preview/c_id/$c_id/doc_id/
        // $doc_id/source_id/$source_id/ps_obj_row_id/$ps_obj_row_id?p_sid=srfd34t4@#$...

        $c_id = \RightNow\Utils\Url::getParameter('c_id');
        $doc_id = \RightNow\Utils\Url::getParameter('doc_id');
        $source_id = \RightNow\Utils\Url::getParameter('source_id');
        $ps_obj_row_id = \RightNow\Utils\Url::getParameter('ps_obj_row_id');

        //The session id is delivered by the default report functionality
        //which POSTS when viewed in the default modal browser view
        //or appends the url parameter (?p_sid=) when viewed in a standard browser.'

        $p_sid = $this->input->request('p_sid', true);
```

```
$contact = RNCPHP\Contact::fetch($c_id);
```

```
//Copy the row id from the ExtMailings$FieldList object to be used in the preview document segment filter
$contact->CustomFields->Contact->ps_mailing_id = $ps_obj_row_id;
```

```
$contact->save(RNCPHP\RNOBJECT::SuppressAll);
```

```
$contact->CustomFields->Contact->ps_mailing_id = $ps_obj_row_id;

$contact->save(RNCPHP\RNOBJECT::SuppressAll);

//The delivered preview page requires parameters to be provided as follows:
//https://usqstudy.custhelp.com/cgi-bin/usqstudy.cfg/php/admin/ma/doc_preview.php" .
$redirect_url = "https://" . $_SERVER['HTTP_HOST'] . $_SERVER['SCRIPT_NAME'] . "/admin
    . "?p_doc_id=$doc_id"
    . "&p_media=$source_id"
    . "&p_c_id=$c_id"
    . "&p_sid=$p_sid"
;

header("Location: " . $redirect_url);

exit;

} else {
    echo "Could not open the resource. <br />";
}
```




EMAIL CONTENT RENDER

IT'S ALL IN THE TIMING

SEGMENTATION – WHICH COMM?

RWDDOCS_1

Dear

PREFERRED_FIRST_NAME

Thank you for submitting a request for a Review of Decision for Withdrawal without Academic Penalty and with Fee Reversal. We are not able to assess your request at this time until you provide the appropriate supporting documentation. Your documentation should be received by the University within

WWP_REPLY_BUSINESS_DAYS

University Business days.

COMMUNICATION_NOTE

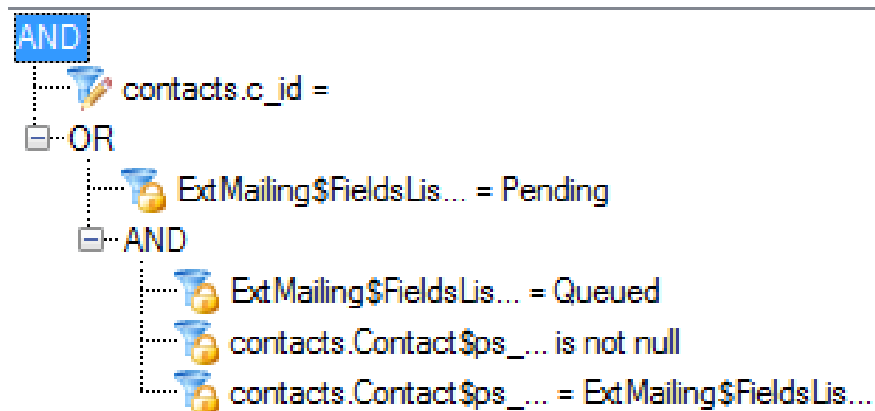
You can upload additional documentation through your

ASK_USQ_UL_DOCUMENT_DYNAMIC_URL

MERGED REPORTS – PS DATA

`last(nvl(to_char(nvl(ExtMailing$FieldsList.Preferred_First_Name,nvl(ExtMailing$FieldsList.Official_First_Name,contacts.first_name))), ' '), ExtMailing$FieldsList.CreatedTime)`

Name	ID
PREFERRED_NAME_ORG	118885
TERM_DESCRIPTION	118886
LAST_DAY_TO_ADD	118887
COMMUNICATION_NOTE	118888
CONTACT_ID	118891
TERM_BEGIN_DATE	118892
PREFERRED_FIRST_NAME	118893
LAST_NAME	118894
ASK_USQ_UL_DOCUMENT_DYNAMIC_URL	118895
ACADEMIC_PROGRAM_NAME	118896
ACADEMIC_YEAR	118897
COURSE_LIST	118906
OFFICIAL_FIRST_NAME	118927
FORM_RECEIVED_DATE	119014
SUPPORTING_DOCUMENTATION	119015
SUPPORTING_DOCUMENTATION_2	119016
REVIEW_REQUEST_DATE	119017
INITIAL_DECISION_DATE	119018



MERGED REPORTS — DYNAMIC TEXT

```
to_char('<a target="_blank" class="email-link-format apple-links" style="text-decoration: none !important;" href="' || to_char(msg_lookup(1000230)) || "'>Academic Standing, Progression and Exclusion Procedure</a>')
```

Name	ID
ACAD_STANDING_PROCEDURE_WEBPAGE_LINK	118523
ASK_USQ_ASSIST_ASK_SRO_A_QUESTION	118524
ASK_USQ_ASSIST_LINK	118525
ASK_USQ_CENSUS_DATE_LINK	118526
ASK_USQ_FORWARD_UMAIL_FAQ_LINK	118527
ASK_USQ_STUDY_LINK	118528
RTS_UPLOAD_DOCUMENT_URL_[NOT USED]	118529
ASK_USQ_UMAIL_LINK	118530
ASSOCIATE_DEAN_BELA	118531
ASSOCIATE_DEAN_HESC	118532
CISER_EMAIL_LINK	118533
CONTACT_US_LINK	118534
CURRENT_STUDENT_HOMEPAGE_LINK	118535
GRADS_FORMS_WEB_LINK	118536
HANDBOOK_PROGRAM_SEARCH_LINK	118537
HECS_HELPFUL_VIDEO_LINK	118538
HOW_TO_ENROL_VIDEO_SERIES_LINK	118539
ONLINE_ORIENTATION_EVENTS_WEBPAGE_LINK	118540
ORIENTATION_EVENTS_WEBPAGE_LINK	118541
STUDYDESK_LINK	118542
SUPPORT_PH_LINK	118543
TPP_C_TEST_LINK	118544
TPP_EMAIL_LINK	118545
TPP_HANDBOOK_LINK	118546
TPP_M_TEST_LINK	118547
UASK_TAB_LINK	118548
UNCONNECT_LINK	118549
UMAIL_FAQ_LINK	118550
USQ_CURRENT_STUDENT_WEBSITE_LINK	118551
USQ_HOMEPAGE_LINK	118552

Expression*

contacts.c_id

Operator

equals

Value

MESSAGE BASE ENTRIES

Key	Text
	usqassist
CUSTOM_MSG_ASK_USQ_URL	https://usqstudy.custhelp.com/app/answers/list/kw/
CUSTOM_MSG_RTS_MAILING_ID	6991
CUSTOM_MSG_RTS_UPLOAD_DOCS_URL	https://cs.test.usq.edu.au/psc/CS92TST_6/EMPLOYEE/HRMS/c/USQ_FLUID_SS.USQ_FORMS_DOCS_FLL.GBL?Page=USQ_FORMS_DOCS_FLU&Action=U&USQ_ONLINE_FORM_ID=R000000405&EMPLID=
CUSTOM_MSG_CONTACT_US_LINK	mailto:usq.support@usq.edu.au
CUSTOM_MSG_TPP_SUPPORT_EMAIL	mailto:tpp.support@usq.edu.au
CUSTOM_MSG_UMAIL_FAQ_LINK	https://usqassist.custhelp.com/app/answers/detail/a_id/3204/
CUSTOM_MSG_UCONNECT_LOGIN_URL	https://uconnect.usq.edu.au
CUSTOM_MSG_UASK_TAB_URL	https://uconnect.usq.edu.au/u-ask
CUSTOM_MSG_ASK_USQ_ASSIST_URL	https://usqassist.custhelp.com/app/answers/list
CUSTOM_MSG_STUDENT_SUPPORT_PH	1800-007-252
CUSTOM_MSG_USQ_HOME_PAGE	https://www.usq.edu.au
CUSTOM_MSG_CURRENT_STUDENTS_PAGE	https://www.usq.edu.au/current-students
CUSTOM_MSG_SUPPORT_SERVICES_URL	https://www.usq.edu.au/current-students/services
CUSTOM_MSG_NEW_TO_USQ_LINK	https://www.usq.edu.au/current-students/new-to-usq
CUSTOM_MSG_ORIENTATION_EVENTS_PAGE_LINK	https://www.usq.edu.au/orientation
CUSTOM_MSG_ONLINE_ORIENTATION_LINK	https://www.usq.edu.au/current-students/new-to-usq/getting-started/online-orientation
CUSTOM_MSG_ACAD_STAND_POLICY_PROCEDURE_LINK	http://policy.usq.edu.au/documents/13566PL
CUSTOM_MSG_MEET_SRO_WEBPAGE_LINK	https://www.usq.edu.au/current-students/support/meet-sro
CUSTOM_MSG_CISER_SUPPORT_EMAIL	mailto:ciser.support@usq.edu.au
CUSTOM_MSG_USQ_ENROL_WEBPAGE_LINK	https://www.usq.edu.au/enrol
CUSTOM_MSG_RTSDOCS_1_SUBJECT	Additional documents required for your Return to Study request



The “year of mobile” has come and gone—we’re now in a mobile era, with mobile representing 54% of all email opens.

RESPONSIVE EMAIL

WHY BOTHER?

TOP EMAIL CLIENTS

The top 10 most popular email clients of 2016.

97%



iPhone, Gmail, and iPad remained the top three email clients in 2016.

1 Apple iPhone 33% \updownarrow 0

2 Gmail 20% \updownarrow 0

3 Apple iPad 13% \updownarrow 0

4 Google Android 9% \updownarrow 0

5 Apple Mail 7% \updownarrow 0

6 Outlook 6% \updownarrow 0

7 Outlook.com 5% \uparrow 1

8 Yahoo! Mail 2% \downarrow 1

9 Windows Mail 1% \uparrow 2

10 Windows Live Mail 1% \downarrow 1



Gmail remains the most popular webmail client by far, jumping up from 16% to 20% this year, with the most significant growth occurring in the last few months.



Yahoo! Mail dropped from #7 to #8 this year, with Outlook.com retaking the #7 spot.



Thunderbird lost the #10 spot to Windows Mail; then Windows Live Mail and Windows Mail flip-flopped to #10 and #9, respectively.

OPENS BY ENVIRONMENT

While mobile remained dominant, this year did see some fluctuations for mobile, webmail, and desktop.

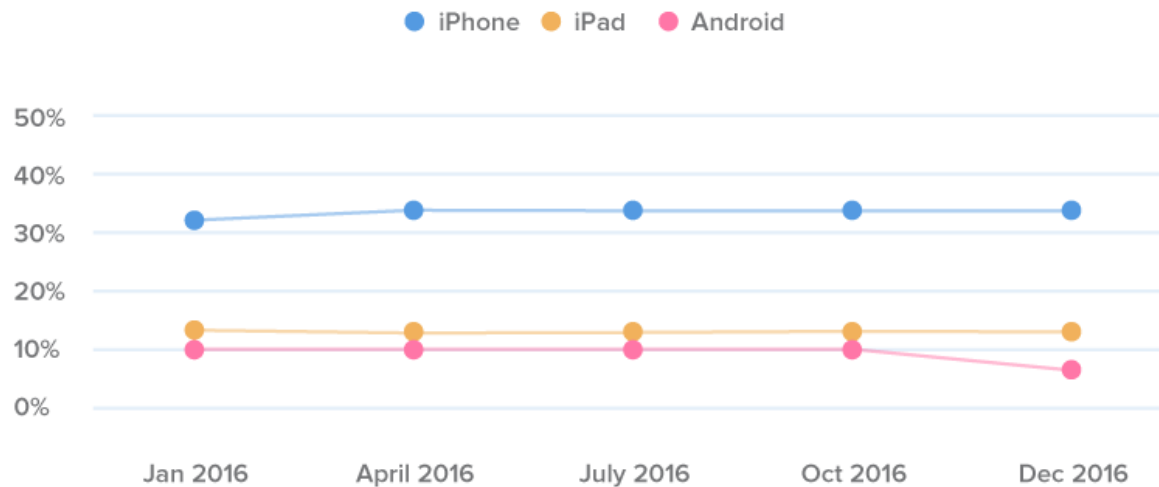
MARKET SHARE: 2017






Source: Litmus.com - 2016-email-client-market-share

MOBILE OPENS

Mobile stayed relatively steady throughout 2016, oscillating a couple of percentage points at most.
However, market share did shift among the top mobile email clients:



	iPhone	▲ 4%
	iPad	▲ 4%
	Android	▼ 14%



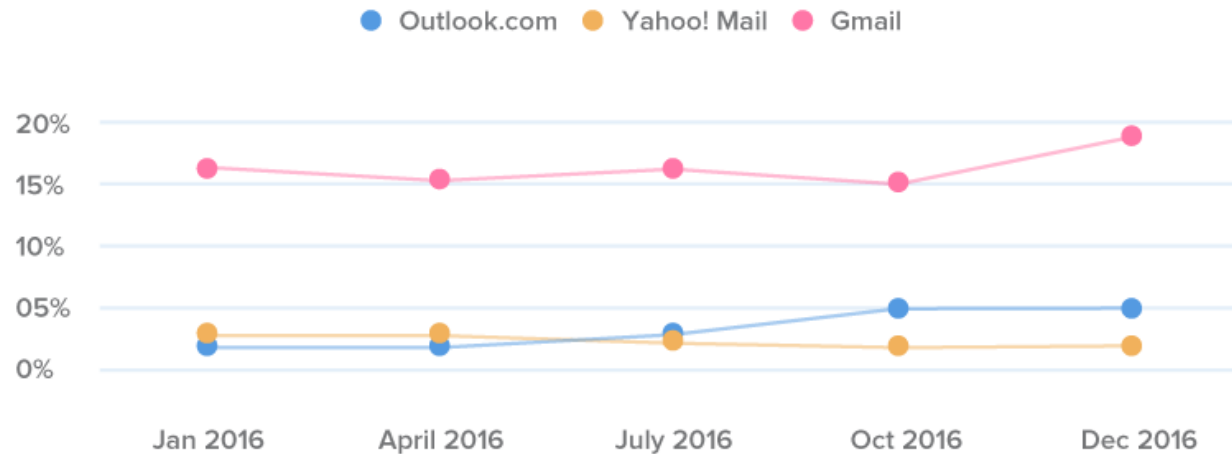
46%




of total market share represented by iOS, which is great news for email developers since HTML and CSS are well-supported.

WEBMAIL OPENS

Webmail increased overall this year, growing from 27% to 30% of all email opens.

This growth was largely driven by increased activity from Gmail.

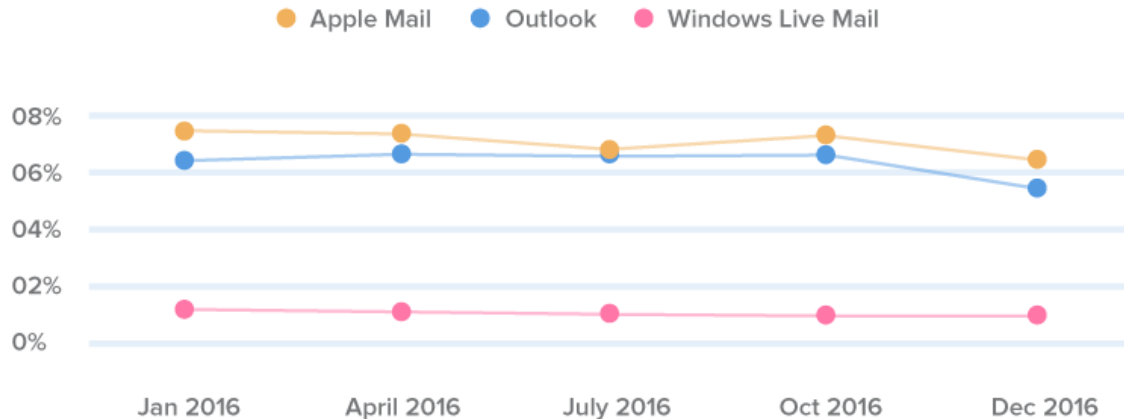





	Gmail	▲ 22%
	Outlook.com	▲ 130%
	Yahoo! Mail	▼ 22%

Mobile has dominated market share for several years now, but the drop in desktop (and subsequent rise in webmail) appears to be driven largely by growth in Gmail opens. This may be the result of larger companies moving to cloud-based email solutions, rather than upgrading older versions of Outlook.

DESKTOP OPENS

Desktop opens decreased overall in 2016, ending the year at 16%.



	Apple Mail	▼ 12%
	Outlook	▼ 17%
	Windows Live Mail	▼ 24%

Though Outlook's popularity continues to decline, it can cause some headaches for email marketers depending on what version your subscribers are using. Outlook 2010 remains the most popular among Outlook versions, accounting for 30% of all Outlook opens, followed by Outlook 2013 at 24%, and Outlook 2016 for Windows at 21%.

Outlook is a notorious offender for rendering quirks, but we're teaming up with Microsoft to help prioritize and fix rendering issues. If you'd like to report an Outlook bug, shoot us an email: outlook@litmus.com.



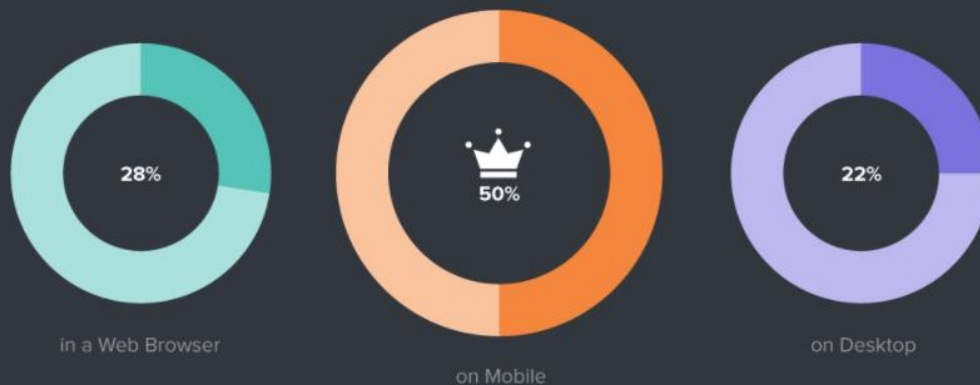
74%

of Australians rely on their phones at least as much as they rely on their desktops, when searching for information, ideas, or advice.

Source: Consumers in the Micro-Moment, Google/Galaxy, Australia June 2015

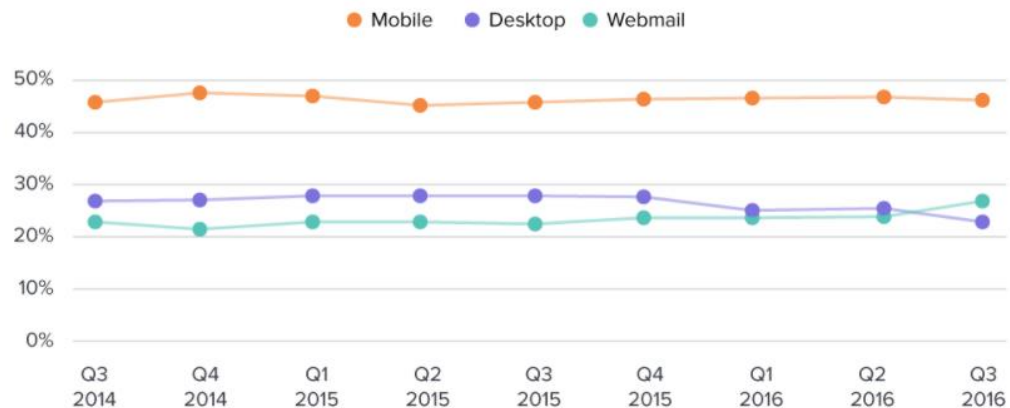
Mobile is King

As is the case around the world, mobile devices are the dominant platform for reading emails in Australia.



Email Opens over Time

Mobile has steadily ranked first as the most popular reading environment over the past few years. Meanwhile, Australians who read on desktop computers are slowly shifting from desktop email clients toward reading their emails in webmail clients.



TESTED AGAINST 35 EMAIL CLIENTS

Chrome Browser
IE Browser
Firefox Browser
Safari Browser

Outlook 2013 and 2016 Desktop Clients

Gmail Web Client – IE
Gmail Web Client – Chrome
Gmail Web Client – Firefox
Gmail Web Client – Safari

Yahoo Web Client – IE
Yahoo Web Client – Chrome
Yahoo Web Client – Firefox
Yahoo Web Client – Safari

OWA (Webmail) Client – IE
OWA (Webmail) Client – Chrome
OWA (Webmail) Client – Firefox
OWA (Webmail) Client – Safari

Outlook.com Web Client – IE
Outlook.com Web Client – Chrome
Outlook.com Web Client – Firefox
Outlook.com Web Client – Safari

Gmail App – Android
Gmail App – iPad
Gmail App – iPhone 6 >

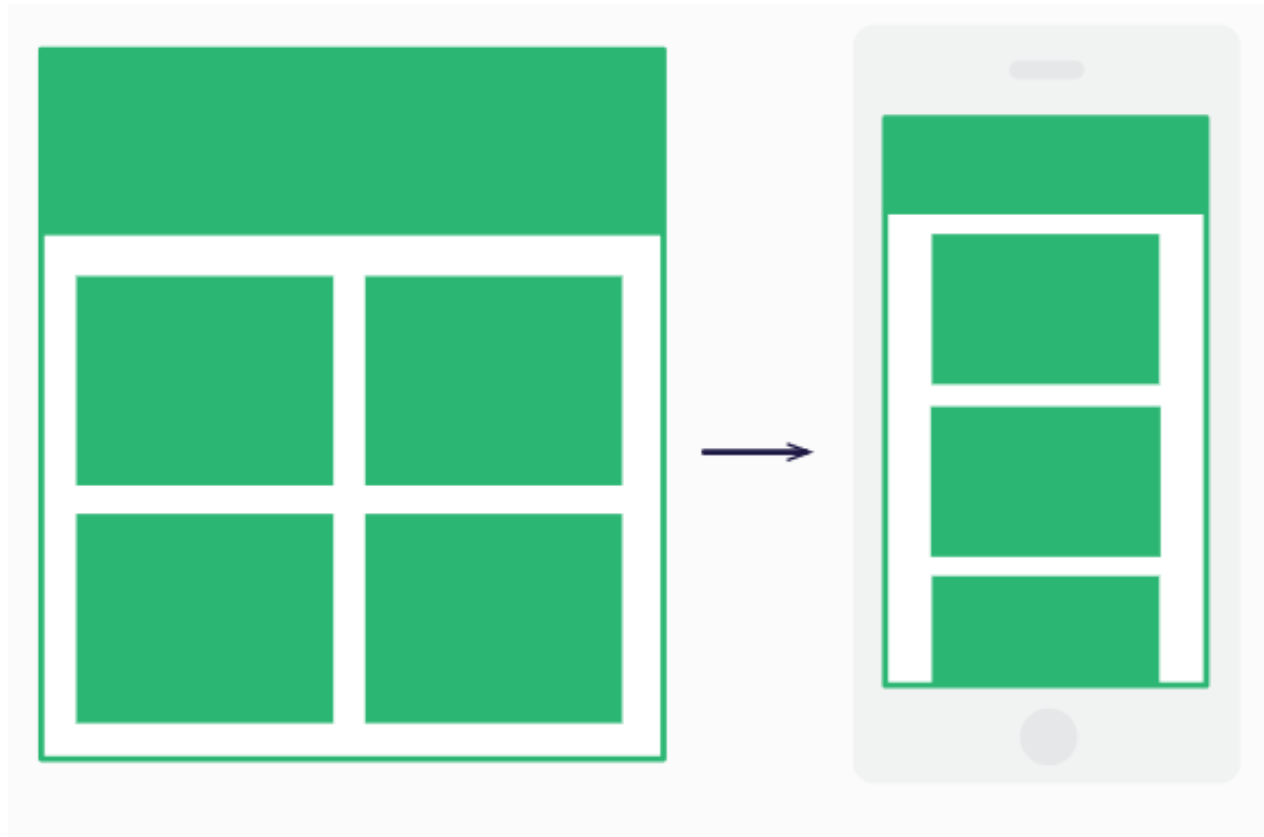
Yahoo mail App – Android
Yahoo mail App – iPad
Yahoo mail App – iPhone 6 >

Android Inbox App
Mail.com App – Android

Outlook.com App – Android
Outlook.com App – iPad
Outlook.com App – iPhone 6 >

Apple Mail – iPad
Apple Mail – iPhone

SO WHAT EXACTLY IS RESPONSIVE EMAIL?



HOW IS RESPONSIVE DONE?

1. `<table>` stacking
2. `<td>` stacking
3. Hybrid

CODE BLOCK — TABLE STACK


```
<table width="100%" align="center" border="0">
  <tbody>
    <tr>
      <!-- Viewport Fluid Container -->
      <td align="center">
        <table class="full-wrapper" width="600" align="center" border="0">
          <tbody>
            <tr>
              <!-- Content Fixed Container -->
              <td align="center">
                <table width="100%" align="center">
                  <tbody>
                    <tr>
                      <!-- Content Fluid Container -->
                      <td align="center">
                        <table style="MAX-WIDTH: 600px;" width="100%" align="center">
                          <tbody>
                            <tr>
                              <td class="mobile-title-pad" valign="top" align="center">Heading</td>
                            </tr>
                            <tr>
                              <td class="mobile-text-pad" valign="top" align="center">Lorem ipsum dolor sit amet, consectetur adipiscing elit.</td>
                            </tr>
                          </tbody>
                        </table>
                      </td>
                    </tr>
                  </tbody>
                </table>
              </td>
            </tr>
          </tbody>
        </table>
      </td>
    </tr>
  </tbody>
</table>
```

USQ'S 2017 RESPONSIVE EMAIL TEMPLATE




[USQ Responsive Email Template](#)

TEMPLATE & 70+ SNIPPETS

































Responsive Template

/ Name
 osc-email-template-v2.0

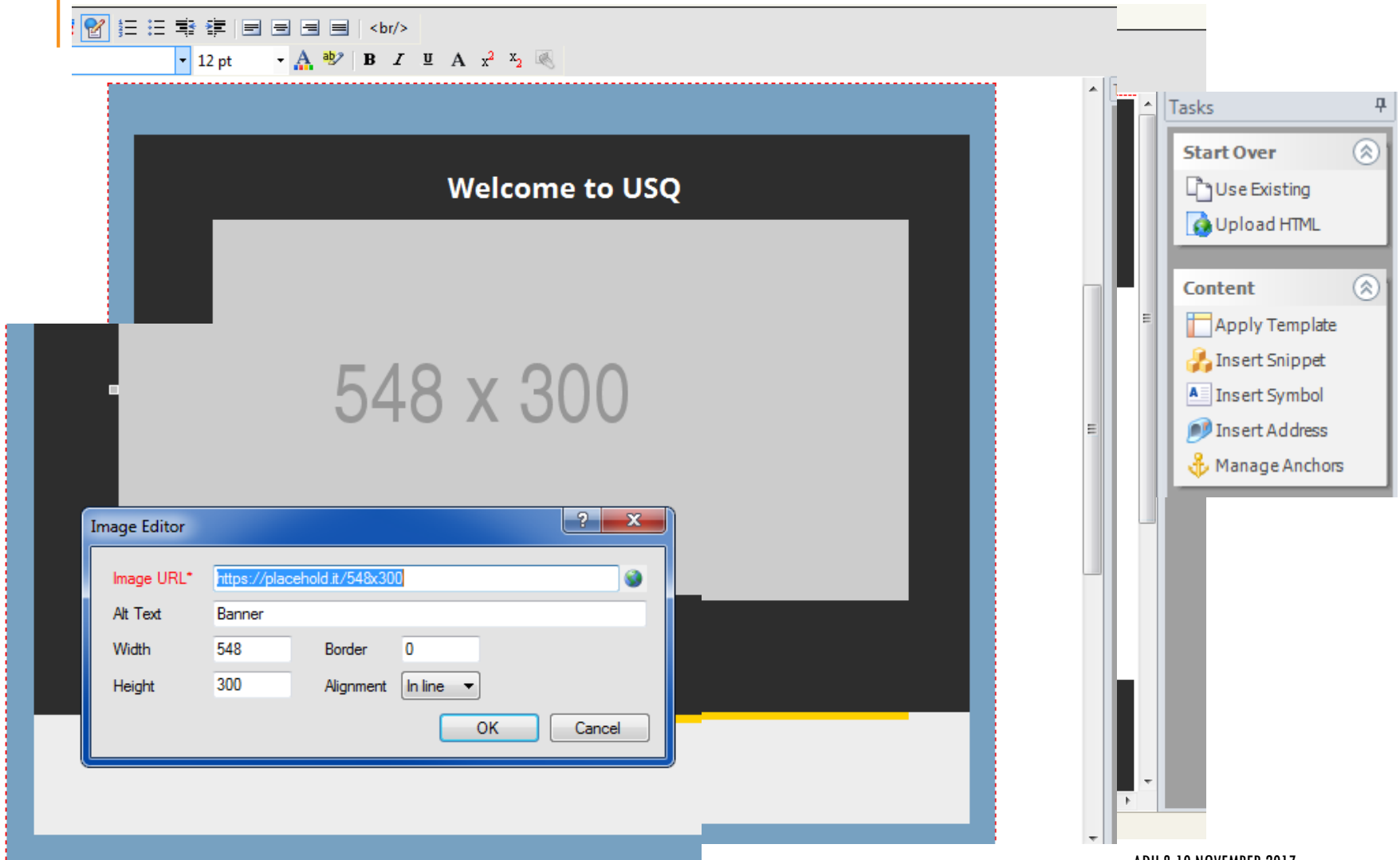
Container Snippets

-  1.0 Standard Header and Footer - Students
-  2.0 Header - Students
-  3.0 Footer - Students

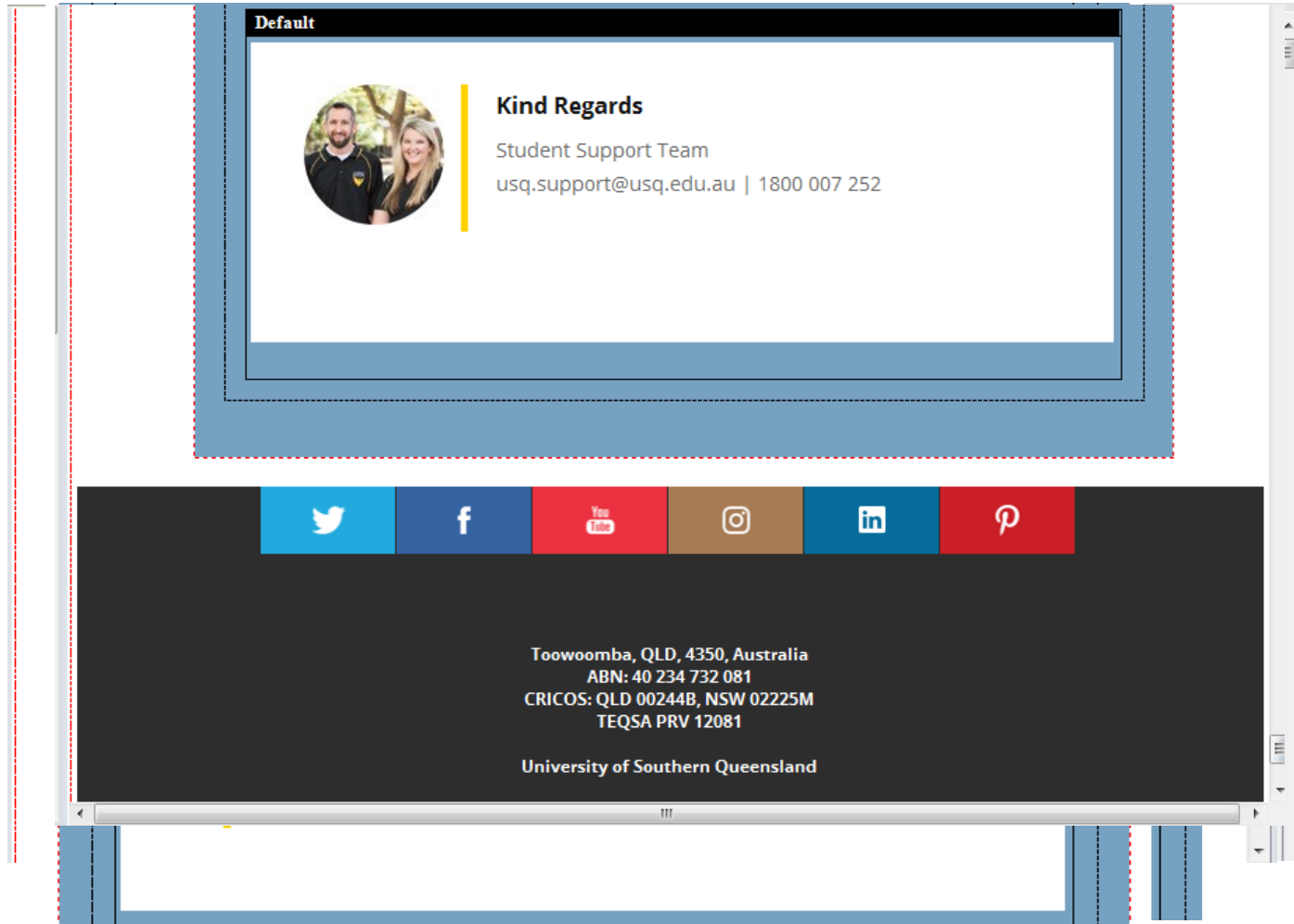
Section Snippets

-  .1.0 Full Width Banner - White Content - 584px--
-  .1.1 Full Width Banner - Grey Content - 584px--
-  .1.2 Full Width Banner with Black Container - Grey Content - 584px--
-  .1.3 Full Width Banner with Black Container - White Content - 584px--
-  .2.0 One Col Paragraph with Headings and Grey BG--
-  .2.1 One Col Paragraph with Headings and White BG--
-  .2.2 One Col Paragraph with Unordered Lists Headings and Grey BG--
-  .2.3 One Col Paragraph with Unordered Lists Headings and White BG--
-  .3.0 Two Col Paragraph with Headings and Grey BG--
-  .3.1 Two Col Paragraph with Headings and White BG--
-  .4.0 Two Col Paragraph with Headings & Image Headers - Flex - Grey BG --
-  .4.1 Two Col Paragraph with Headings & Image Headers - Flex -White BG --
-  .4.2 Two Col Paragraph - Headings & Images - Grey - Static CA Mob --
-  .4.3 Two Col Paragraph - Headings & Images - White - Static CA Mob --
-  .4.4 Two Col Paragraph - Headings & Images - Grey - Static LA Mob --
-  .4.5 Two Col Paragraph - Headings & Images - White - Static LA Mob --
-  .4.6 Two Col Paragraph - Heading with Alt Images - Grey - Static LA Mob --
-  .4.7 Two Col Paragraph - Heading with Alt Images - White -Static LA Mob --
-  .4.8 Two Col Grey BG with Bottom Images --
-  .4.9 Two Col White BG with Bottom Images --
-  .5.0 Two Col Grey BG with Header Images & Buttons - Flex Mob --
-  .5.1 Two Col White BG with Header Images & Buttons - Flex Mob --
-  .5.2 Two Col Grey BG with Header Images & Buttons - Static Mob --
-  .5.3 Two Col White BG with Header Images & Buttons - Static Mob --
-  .6.0 Heading One--
-  .6.1 Heading One with Chrevon Spacer--
-  .6.2 Heading Two--
-  .6.3 Heading Three--
-  .7.0 Chrevon Spacer--
-  .8.0 Max-Width Responsive Button--
-  .8.1 Min-Width Responsive Button--
-  .8.2 Static-Width Button--

DESIGNER



RETURN TO STUDY COMM





UNIVERSITY OF SOUTHERN QUEENSLAND

Finalise your Return to Study by enrolling

USQ Support

Hi Kath

Now that you're able to return to study in the Bachelor of Science, it's time to take a few steps to get you started.

Next Steps

We encourage you to enrol as soon as possible for all semesters in 2018 to ensure you secure preferred classes. To find out the courses you need to enrol in, search for the Bachelor of Science in the [Handbook](#). Watch SRO Nick as he steps you through the enrolment process, in this [series of videos](#).

Don't forget...

UConnect is your one-stop-shop for accessing your Student Centre, opening your StudyDesk and easily getting to your student iMail. You should check your iMail at least weekly, as this is how USQ will contact you about important information including fees, key dates, and events and opportunities. To make it easier to check, you can even [insert it to another email address](#).

StudyDesk is where you'll find the online resources for your classes, plus a whole range of learning resources, important links and your ePortfolio account.

The USQ Current Student Website has everything you need to know about our learning support, course information and university life.

Ask USQ is your place to go for Frequently Asked Questions (FAQs) and where you can also [ask your SRO a question](#).

Kind Regards

Student Support Team
usq.support@usq.edu.au | 1800 007 252

Townsville, QLD, 4750, Australia
ABR: 49 234 732 081
CRICOS: QLD 900446, NSW 82225M
TEQSA PRV 12681

University of Southern Queensland

Privacy Statement

Finalise your Return to Study by enrolling

USQ Support

Hi Kath

Now that you're able to return to study in the Bachelor of Science, it's time to take a few steps to get you started.

Next Steps

We encourage you to enrol as soon as possible for all semesters in 2018 to ensure you secure preferred classes. To find out the courses you need to enrol in, search for the Bachelor of Science in the [Handbook](#). Watch SRO Nick as he steps you through the enrolment process, in this [series of videos](#).

Don't forget...

UConnect is your one-stop-shop for accessing your Student Centre, opening your StudyDesk and easily getting to your student iMail. You should check your iMail at least weekly, as this is how USQ will contact you about important information including fees, key dates, and events and opportunities. To make it easier to check, you can even [insert it to another email address](#).

StudyDesk is where you'll find the online resources for your classes, plus a whole range of learning resources, important links and your ePortfolio account.

The USQ Current Student Website has everything you need to know about our learning support, course information and university life.

Ask USQ is your place to go for Frequently Asked Questions (FAQs) and where you can also [ask your SRO a question](#).

Kind Regards

Student Support Team
usq.support@usq.edu.au | 1800 007 252

Townsville, QLD, 4750, Australia
ABR: 49 234 732 081
CRICOS: QLD 900446, NSW 82225M
TEQSA PRV 12681

University of Southern Queensland

Privacy Statement

Finalise your Return to Study by enrolling

USQ Support

Hi Steveo

Now that you're able to return to study in the Bachelor of Science, it's time to take a few steps to get you started.

Next Steps

We encourage you to enrol as soon as possible for all semesters in 2018 to ensure you secure preferred classes. To find out the courses you need to enrol in, search for the Bachelor of Science in the [Handbook](#). Watch SRO Nick as he steps you through the enrolment process, in this [series of videos](#).

Don't forget...

UConnect is your one-stop-shop for accessing your Student Centre, opening your StudyDesk and easily getting to your student iMail. You should check your iMail at least weekly, as this is how USQ will contact you about important information including fees, key dates, and events and opportunities. To make it easier to check, you can even [insert it to another email address](#).

StudyDesk is where you'll find the online resources for your classes, plus a whole range of learning resources, important links and your ePortfolio account.

The USQ Current Student Website has everything you need to know about our learning support, course information and university life.

Ask USQ is your place to go for Frequently Asked Questions (FAQs) and where you can also [ask your SRO a question](#).

Kind Regards

Student Support Team
usq.support@usq.edu.au | 1800 007 252

Townsville, QLD, 4750, Australia
ABR: 49 234 732 081
CRICOS: QLD 900446, NSW 82225M
TEQSA PRV 12681

University of Southern Queensland

Privacy Statement

Finalise your Return to Study by enrolling

USQ Support

Hi Steveo

Now that you're able to return to study in the Bachelor of Science, it's time to take a few steps to get you started.

Next Steps

We encourage you to enrol as soon as possible for all semesters in 2018 to ensure you secure preferred classes. To find out the courses you need to enrol in, search for the Bachelor of Science in the [Handbook](#). Watch SRO Nick as he steps you through the enrolment process, in this [series of videos](#).

Don't forget...

UConnect is your one-stop-shop for accessing your Student Centre, opening your StudyDesk and easily getting to your student iMail. You should check your iMail at least weekly, as this is how USQ will contact you about important information including fees, key dates, and events and opportunities. To make it easier to check, you can even [insert it to another email address](#).

StudyDesk is where you'll find the online resources for your classes, plus a whole range of learning resources, important links and your ePortfolio account.

The USQ Current Student Website has everything you need to know about our learning support, course information and university life.

Ask USQ is your place to go for Frequently Asked Questions (FAQs) and where you can also [ask your SRO a question](#).

Kind Regards

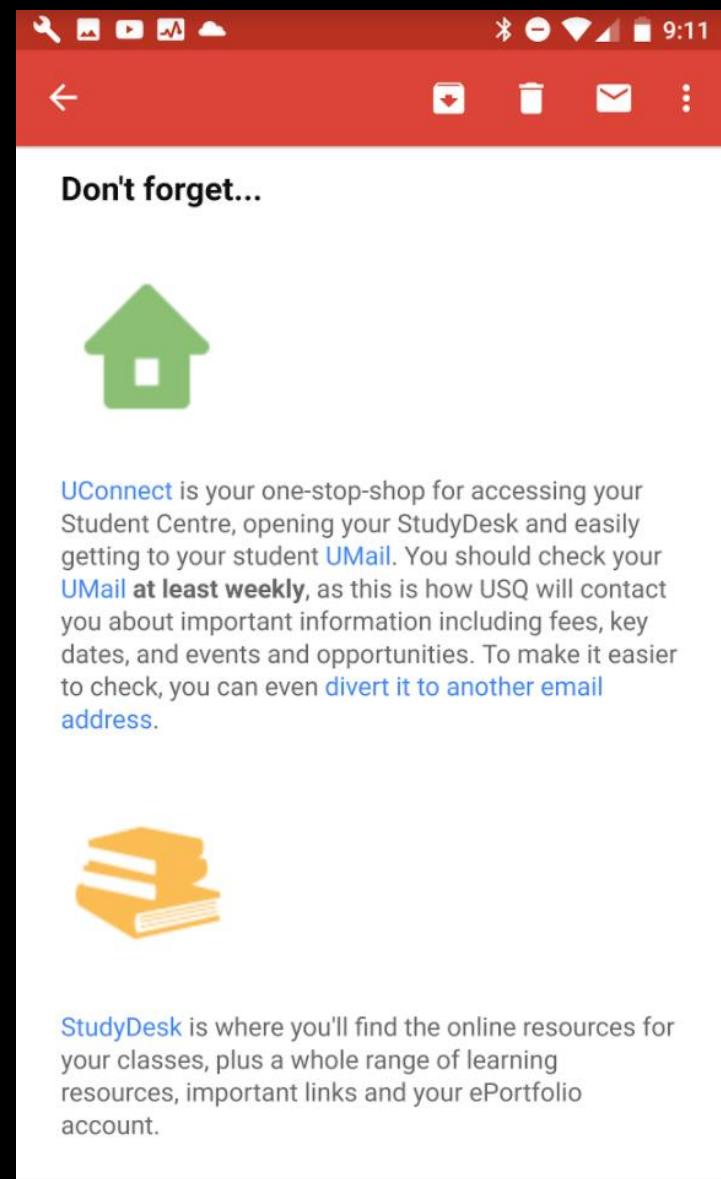
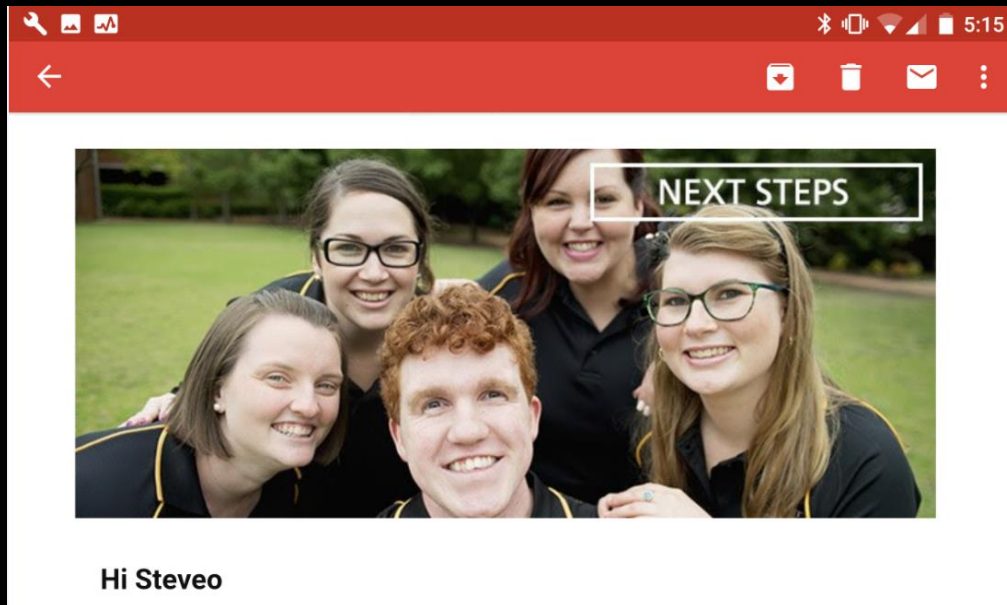
Student Support Team
usq.support@usq.edu.au | 1800 007 252

Townsville, QLD, 4750, Australia
ABR: 49 234 732 081
CRICOS: QLD 900446, NSW 82225M
TEQSA PRV 12681

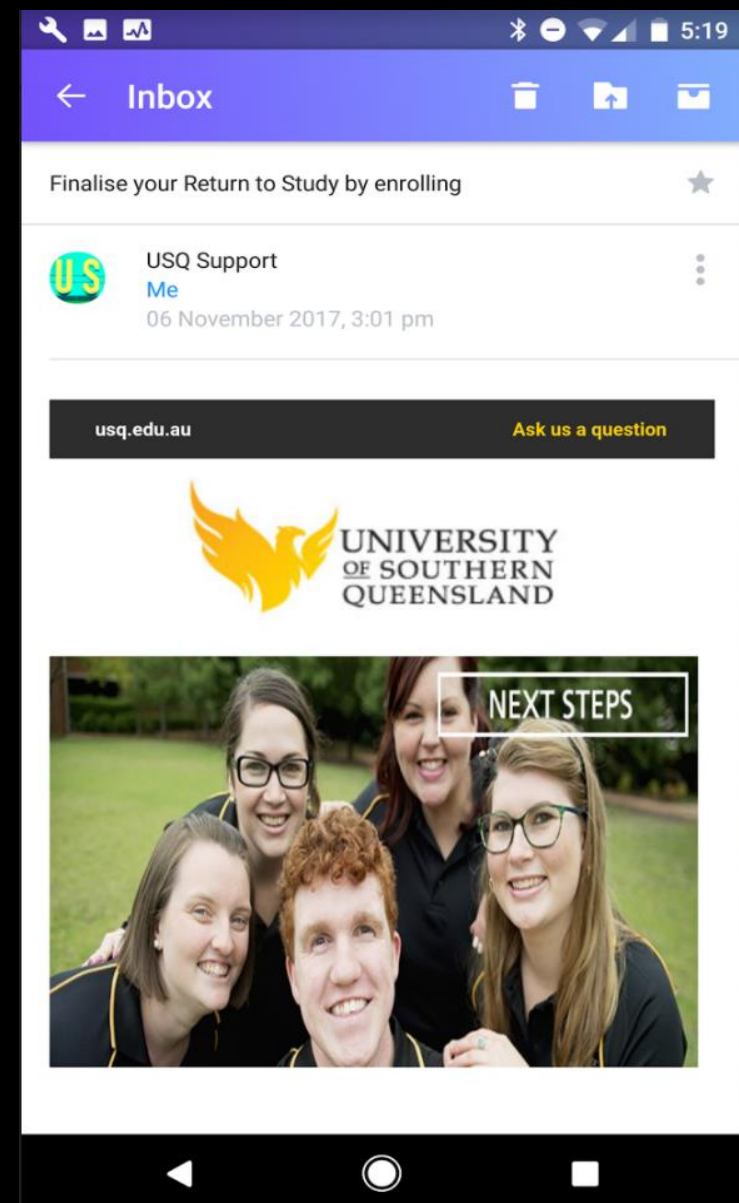
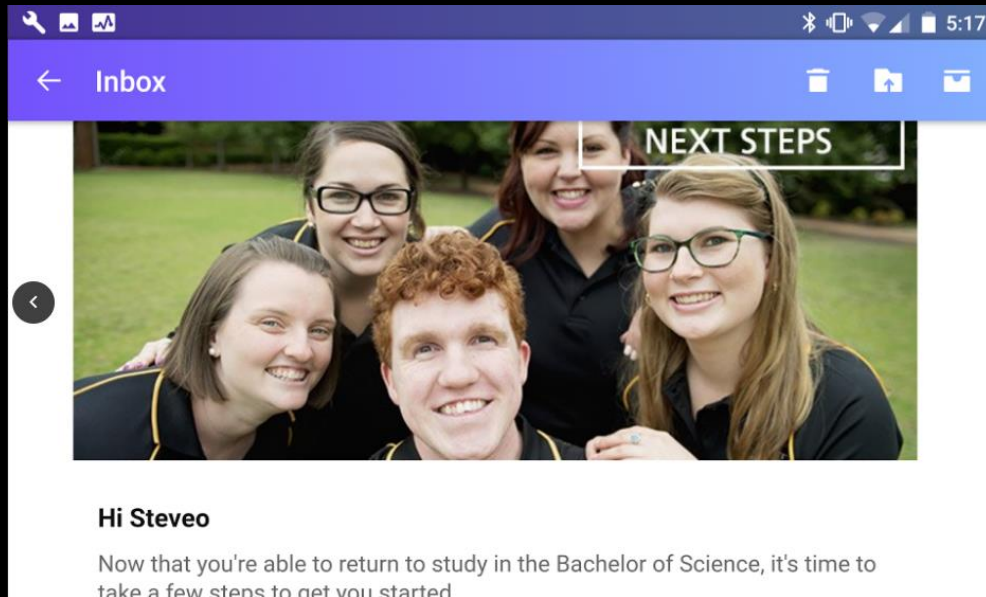
University of Southern Queensland

Privacy Statement

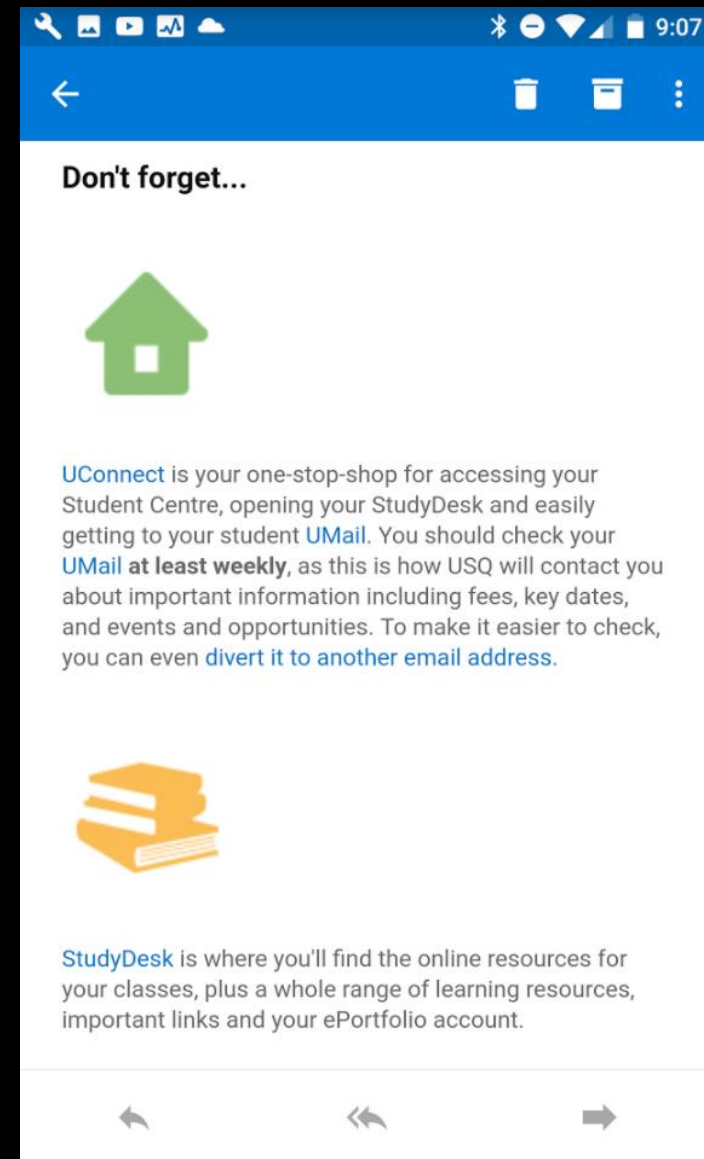
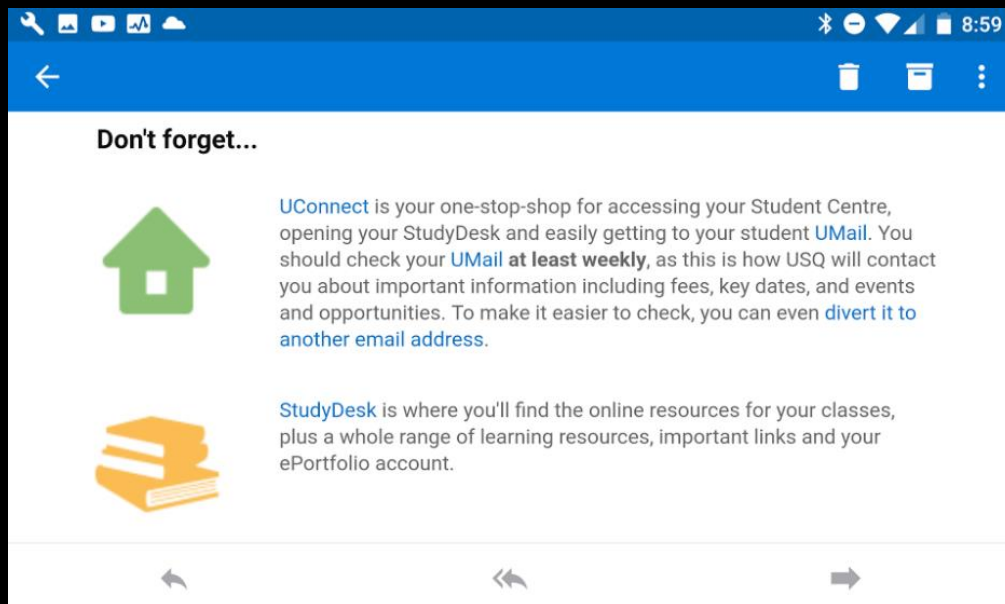
ANDROID — GMAIL APP



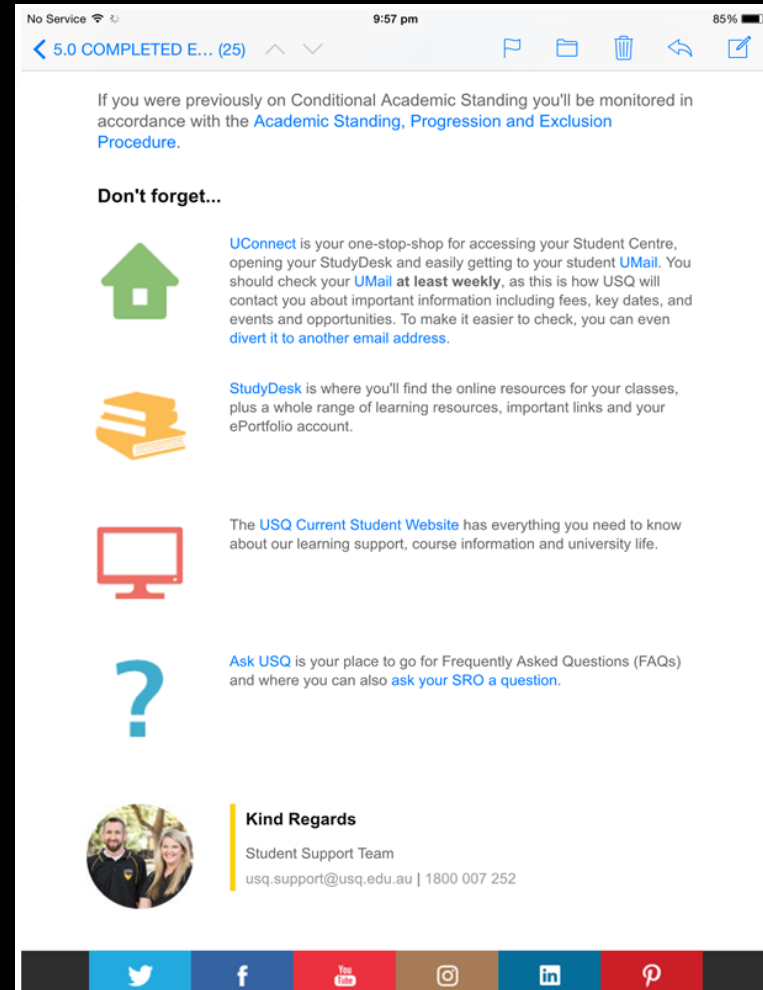
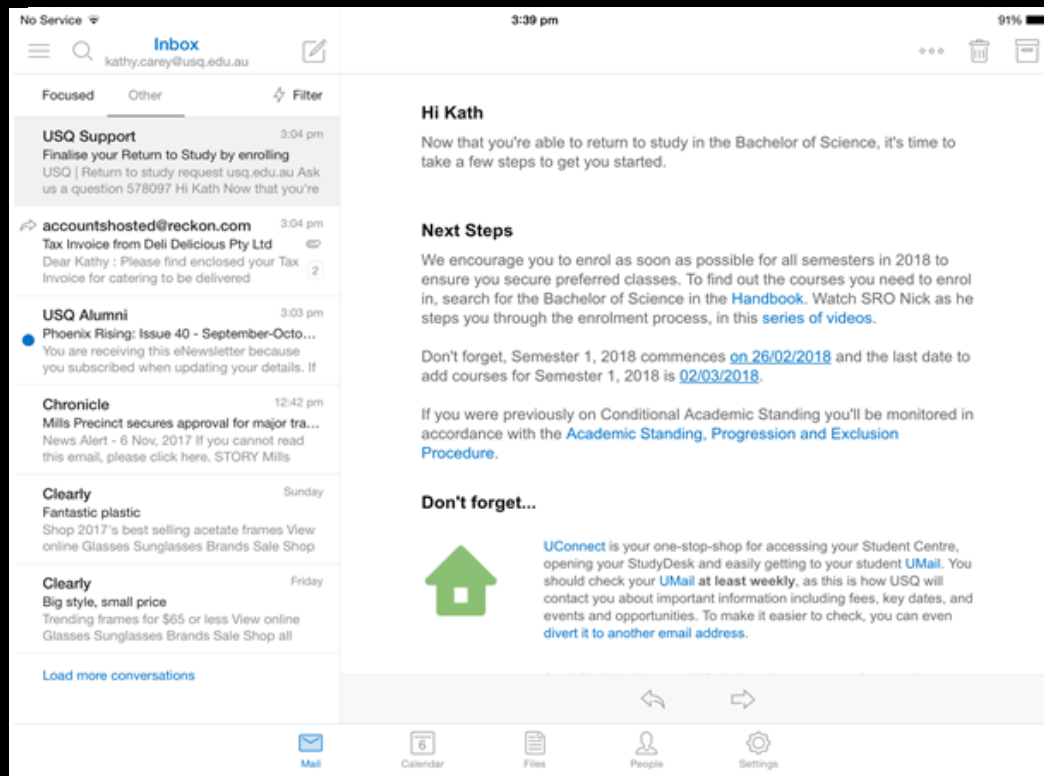
ANDROID — YAHOO APP



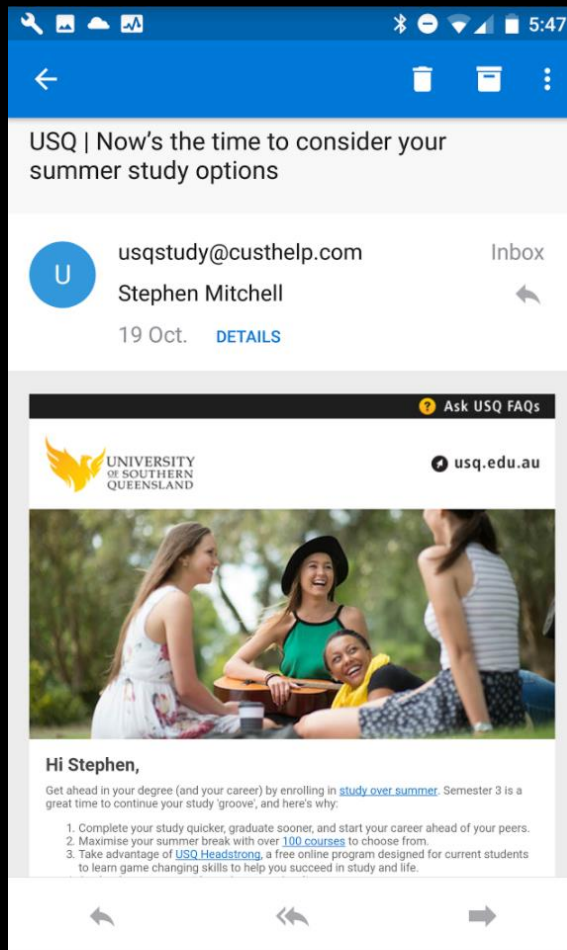
ANDROID — OUTLOOK.COM



APPLE IPAD — APPLE MAIL



TEMPLATE COMPARISON



EMAIL MOBILE DESIGN RESOURCES

<https://litmus.com>

<https://litmus.com/community>

<https://www.emailonacid.com/>

<https://www.campaignmonitor.com>

<https://tutsplus.com/authors/nicole-merlin>

<https://www.pluralsight.com>

Nicole Merlin



Australia

Email designer and developer and lover of all things email. Owner of [Email Wizardry](#), an email design and development studio in Victoria, Australia. Occasional [blogger](#) and slightly more frequent [tweeter](#).



blog.emailwizardry.com.au/

Jason Rodriguez
Justine Jordan
Kevin Mandeville

RESPONSIVE EMAIL FRAMEWORKS

Zurb

<https://foundation.zurb.com/emails.html>

Email-Blueprints

<https://github.com/mailchimp/Email-Blueprints>

Cerberus

<http://tedgoas.github.io/Cerberus>

Antwort

<http://internations.github.io/antwort>

EMAIL STYLE INLINERS

CSS Inliner Tool | Email Design Reference - MailChimp

<https://templates.mailchimp.com/resources/inline-css/> ▼

Some email clients strip out <head> and <style> tags from emails, so it's best to have your CSS written inline within your markup. We know that writing inline ...

Foundation for Emails | Responsive Email CSS Inliner - Zurb Foundation

<https://foundation.zurb.com/emails/inliner.html> ▼

Use Foundation for Emails (Inky's) Inliner to do it in one fell swoop. ... Popular email clients like Outlook and Gmail strip out CSS <style> in the <head> . Made for ...

Foundation for Emails | Responsive Email CSS Inliner - Zurb Foundation

<https://foundation.zurb.com/emails/inliner-v2.html> ▼

What is Inlining? Inlining is the process of prepping an HTML email for delivery to email clients. Some email clients strip out your email's styles unless they are ...

CSS inliner | Campaign Monitor

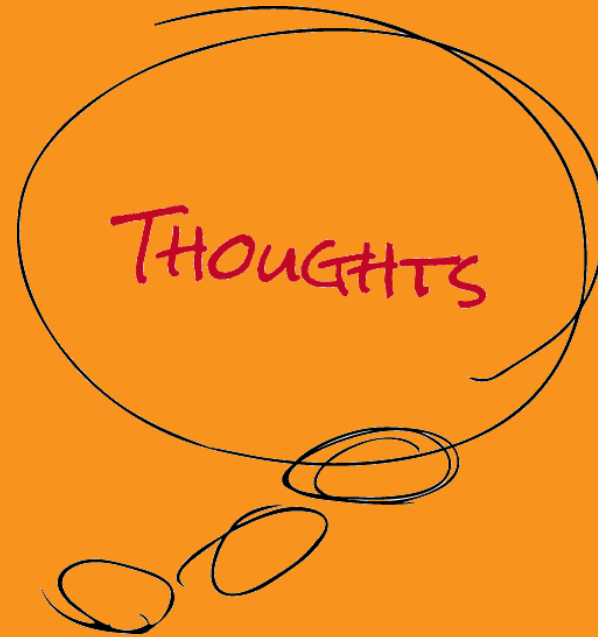
<https://inliner.cm/> ▼

Writing inline CSS can be a pain, so we built a tool that'll do the hard work for you. ... what does and doesn't work in the challenging world of HTML email design.

Inliner — Litmus PutsMail

<https://putsmail.com/inliner> ▼

Test in real time your HTML emails for campaigns, newsletters and others before sending them. ... CSS Inliner. Improve the compatibility and resilience of



CONCLUDING THOUGHTS

ANY QUESTIONS?

PRESENTER



Stephen Mitchell

CRM Administrator

University of Southern Queensland

Stephen.Mitchell@usq.edu.au

**ALL ALLIANCE PRESENTATIONS WILL BE AVAILABLE FOR
DOWNLOAD FROM THE CONFERENCE SITE**



THANK
YOU!

