

# MTR Checkout implementation on Apollo websites

Guide for the countries

17th of November 2020



**ARVAL**  
BNP PARIBAS GROUP

For the many journeys in life

# Purpose of this document

The purpose of this document is to support you in the implementation of the MTR checkout (booking online) feature on Apollo website.

*i*

The launch of booking online on your market is a project involving a lot of contributors (Sales, Apollo, Salesforce checkout, Computop ...). This user guide is intended for the webmaster of a country that has already validated the launch of MTR Checkout with the Corporate MTR team, who orchestrate the deployment among all stakeholders.

# What is the current journey on Apollo for this feature?

MTR Checkout feature allows the user to book his/her car online, reducing the delay to obtain it. When the user arrives on the MTR catalog, he/she can see in one look the car available to book.

The screenshot displays the Apollo car rental interface. At the top, a banner features an aerial view of a silver SUV on a road with the text "Temporary need for less than 2 years". Below the banner is a filter bar with the following options: "Categories" (Small, compact, family), "Monthly budget" (400€/month), "Duration" (12 months), and "Fuel" (All). An "APPLY FILTERS" button is on the right. Below the filter bar, it shows "238 OFFERS" and a toggle for "See only offer bookable online". Three car offers are visible, each with a "Booking online" button:

- Compact executive auto** (OPEL ASTRA OR SIMILAR): Price 310€ (470€ crossed out). Details: +VAT per month | 12 months - 10.000 km/year | 343€ on the 1st month.
- Citycar** (RENAULT CLIO OR SIMILAR): Price 310€ (470€ crossed out). Details: +VAT per month | 12 months - 10.000 km/year | 343€ on the 1st month.
- Compact executive auto** (OPEL ASTRA OR SIMILAR): Price 310€ (470€ crossed out). Details: +VAT per month | 12 months - 10.000 km/year | 343€ on the 1st month.

# What is the current journey on Apollo for this feature?

By choosing an online booking offer, you can see directly on the offer page both a marketing banner to highlight the online booking and a FAQ.

## CITROËN C3 / RENAULT CLIO

OR EQUIVALENT



**343 €** +VAT per month

Duration **24 months**

1-2

3-5

6-11

12-17

18-23

**24**

Mileage **3000 km/month**

**3000**

CHOOSE THIS OFFER

## ONLINE BOOKING

? How does it work ?

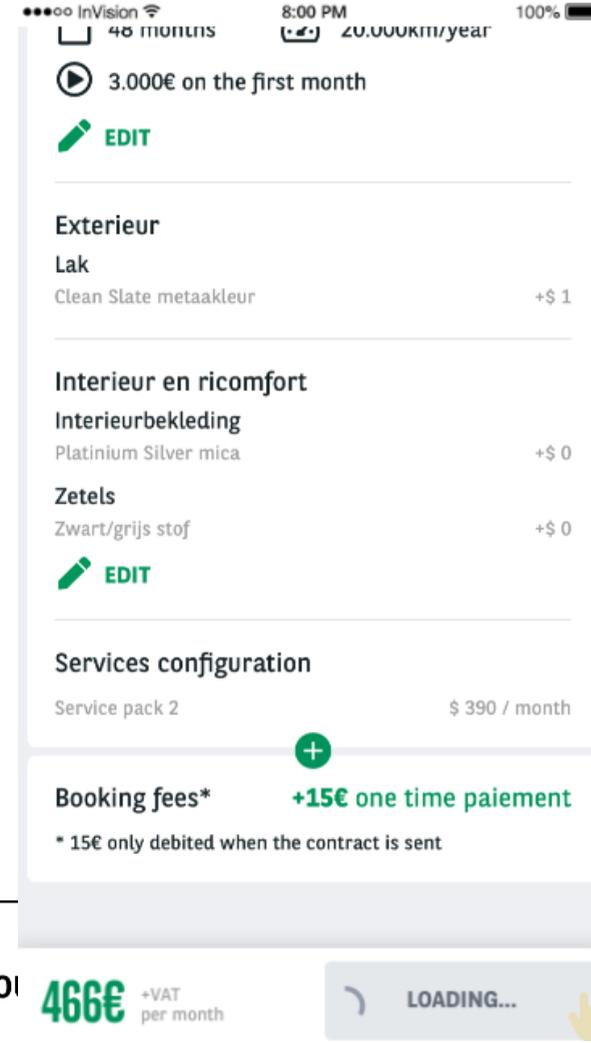
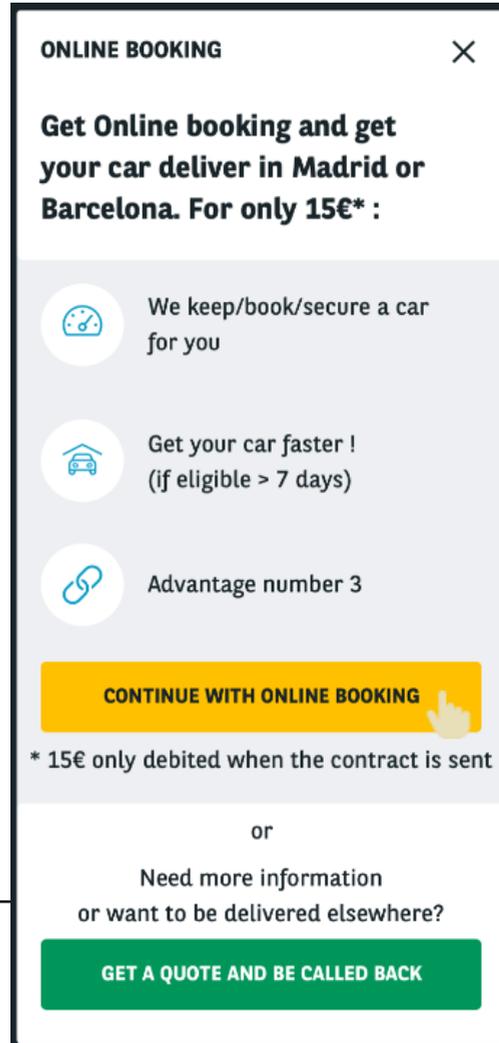
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? Should I book this car 6 months or 12 months ?

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# What is the current journey on Apollo for this feature?

After clicking on the main CTA, a popin is displayed, to allow the user to choose between a booking or a quote. You have then the step to choose the service pack (optional, depending on your country strategy). By clicking on the CTA at the step, the user will be redirect to the Checkout interface.



# Step 1 – Ask for the activation on your website

Before you can contribute on your site, a first step is to be carried out by an administrator for Digital team.

Create a Jira ticket on the project APO with the following information:

- The amount of the booking fee (it could be 0)
- The translation for the following terms:
  - Choose this offer (main CTA of the product page)
  - Booking fees\* (appears on the service pack step)
  - One-time payment (appears on the service pack step)
  - Book this car (appears on the service pack step, CTA)

The delay of application is maximum one week.

## Step 2 – Create the marketing flag

The marketing flag will appear on the result list cards and on the product page of your offers available for booking online

1. Go on the taxonomy page Marketing flag (Structure > Taxonomy > Apollo Marketing flag)
2. Clic on Add term

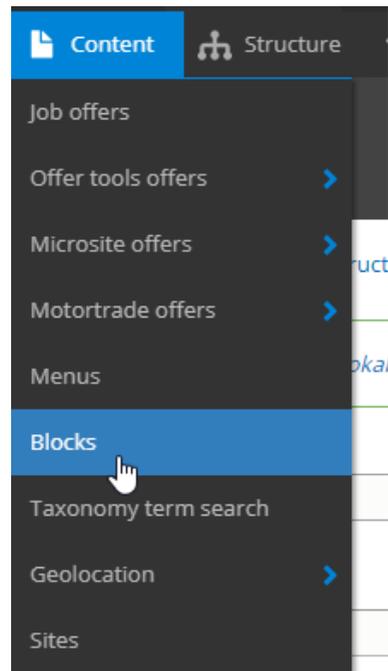


3. Contribute the name and the background color and clic on Save
4. If you have several languages on your website, translate it

# Step 3 – Contribute the pop-in

The pop-in will allow the user to see the advantages of the booking and to make a choice between book or request a quote and be called back

1. Go on Content > Blocks



2. Click on “Online Booking popin”

3. Contribute the content of the popin and add advantages

4. Click on Save

5. If you have several languages, translate it

Home

Site \*

Block description \*  
  
A brief description of your block.

Language  
  
The custom block language code.

Title \*  
Characters: 14  
  
The popin title.

Subtitle \*  
  
The main popin information.  
You can use the token [arval\_site:booking\_online\_fee] where you want on this input. It will be replaced with the online booking fee (formatted) for the given site.

Booking online Advantages  
No Paragraph added yet.

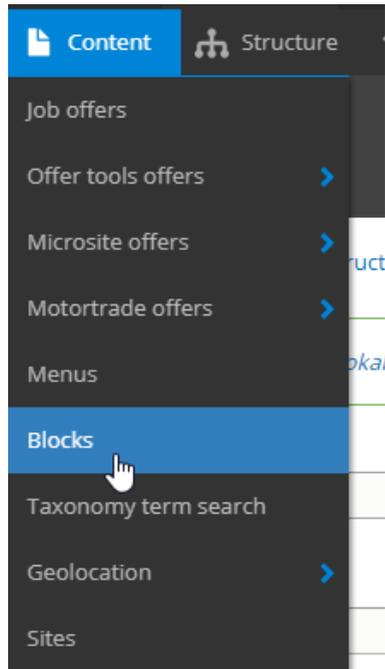
Booking online CTA \*

Conjunction

# Step 4 – Contribute the FAQ

The FAQ is displayed in the product page of a bookable offer.

1. Go on Content > Blocks



2. Clic on Online Booking FAQ

3. Contribute your FAQ, add question and answer. You can add links and pictures in your answer

4. Clic on Save

5. If you have several languages, translate it

Site \*

the-master

Block description \*

the-master - en - Online Booking FAQ

A brief description of your block.

Language

English

The custom block language code.

Title \*

Characters: 14

Online booking

Questions \*

+ Booking online FAQ question

Title \*

Question 1

FAQ Item title.

Description \*

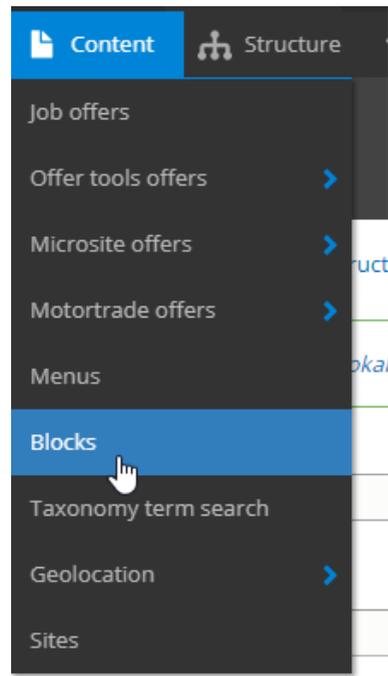
**B I U S x² | Iₓ | ☰ ☱**

Answer 1|

# Step 5 – Contribute the Marketing Banner

The Marketing Banner is displayed just below the main CTA of the product page “Book this car”. When the user clicks on the banner, an anchor bring him toward the FAQ section of the page

1. Go on Content > Blocks



2. Clic on Online Booking Marketing banner
3. Add your visual (dimensions for the visual are 448x90)
4. Clic on Save
5. If you have several languages, translate it

Site \*

the-master

Block description \*

the-master - en - Online Booking Marketing banner

A brief description of your block.

Language

English

The custom block language code.

▶ IMAGE \*

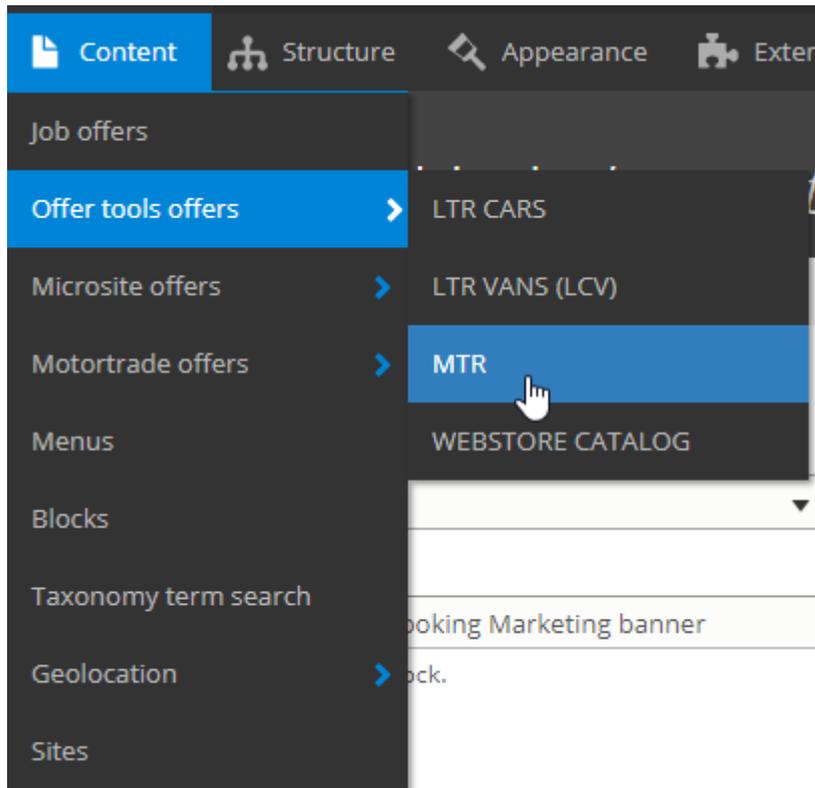
Revision information

No revision  Create new revision

# Step 6 – Activate the online booking on your eligible MTR offer

Your content is now fully contributed. The last step is to activate the online booking on the MTR offers you have selected to be bookable.

1. Go on Content > Offer tools offers > MTR



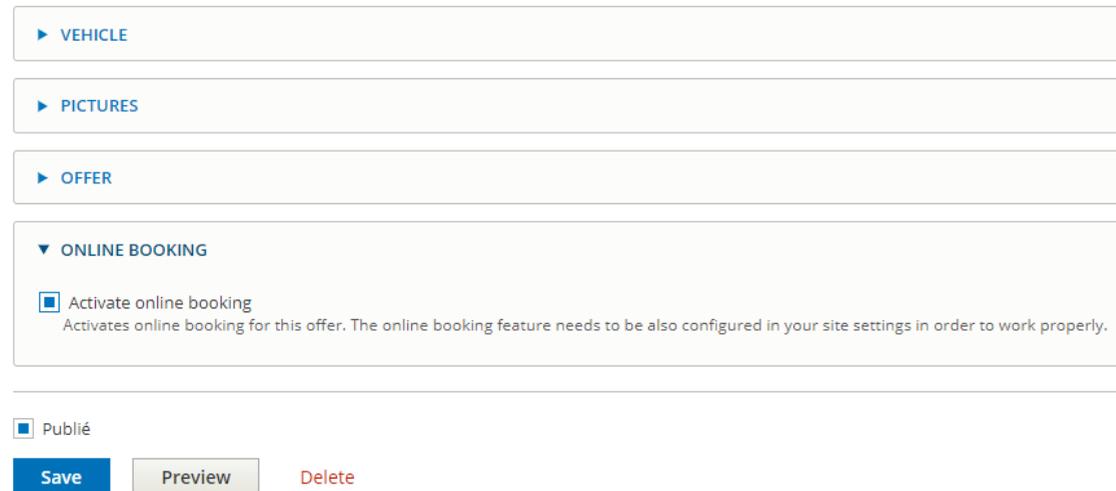
2. Select the offer you want

3. Go on Offer > Marketing info and select your marketing flag (step 2)

4. Go on the Online Booking tab

5. Check the Activate online booking box

6. Clic on Save



**Reproduce the step 6 on all the offers you want**

**The booking online is now  
activated on Apollo website!**



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