

# CONTACT MENU BEST PRACTICES

TO GET BETTER ANALYTICS INSIGHTS

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RESTREINT

Corporate & Transversal Digital  
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**ARVAL**  
BNP PARIBAS GROUP

For the many journeys in life

# Contact Menu

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R U L E S

## Rule N° 1

- For Providing Excellent Customer Service for our clients, consider using the **Contact Menu** on your website especially on the homepage.

## Rule N° 3

- Don't apply two icons for the same action in the same segment.
- **Recommendation:** e.g. If you need to add an extra contact form, do not use "mail-bulk", you can contact the Global Corporate team and they will provide you a second option to use.

## Rule N° 2

- Use the recommended list of icons with their corresponding action presented in the **next slide**.
- If you are using icons that are not listed there, then they will not be tracked properly. If the icons here don't cover your need, please contact **Global Corporate team**.






## Rule N° 4





- Avoid using intermediate pages, the actions/final pages should be directly linked to CTAs.

# 1. CONTACT MENU: RULES

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➤ List of icons to use with their corresponding action

ACTION	ICON'S NAME	ICON
Direct Email	envelope	
Phone Number	phone	
Contact Form	mail-bulk	
My Arval	desktop	
FAQ	question-circle	

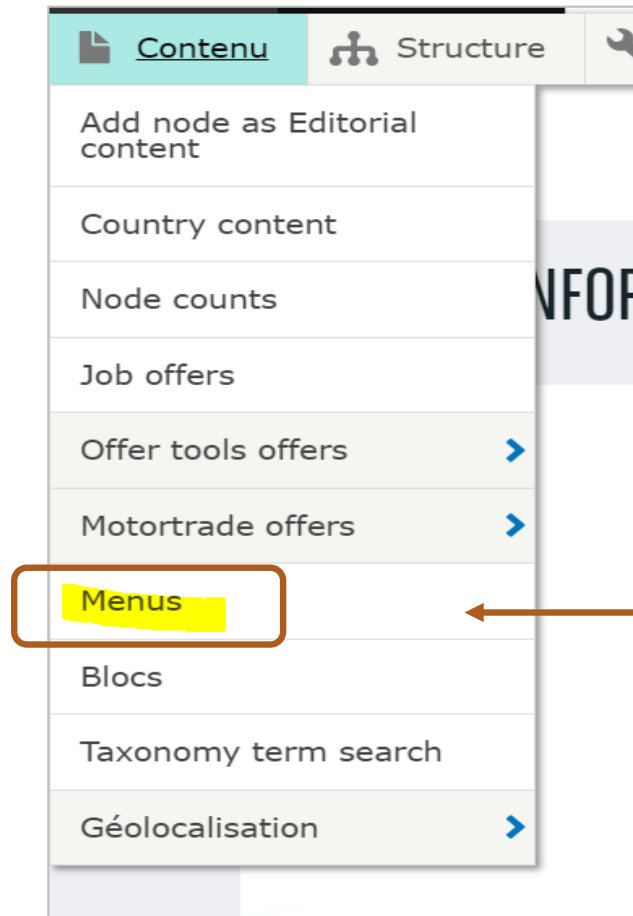
ACTION	ICON'S NAME	ICON
Service locator	search-location	
Chatbot	robot	
Self service	keyboard	
Login page*	sign-in	

\*Use **sign-in** for your login pages **except** « My Arval » because it has its own icon which is **desktop**.

# Contact Menu

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GUIDE HOW TO EDIT YOUR CONTACT MENU



- 1 After logging in to the CMS of your website, click on [Content](#) and then choose [Menus](#)

# GUIDE: HOW TO EDIT THE CONTACT MENU & CHOOSE ICONS

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2 Go to Contact menu and then click on Edit

ID	NAME	SITE	TRANSLATION LANGUAGE	OPERATIONS LINKS
285	Socket menu	CORP-the-master	English	Edit ▼
282	About Arval Footer Menu	CORP-the-master	English	Edit ▼
284	Corporate Footer Menu	CORP-the-master	English	Edit ▼
283	Small Business Footer Menu	CORP-the-master	English	Edit ▼
412	User account	CORP-the-master	English	Edit ▼
288	Contact menu	CORP-the-master	English	Edit ▼
276	The Master Menu	CORP-the-master	English	Edit ▼

# GUIDE: HOW TO EDIT THE CONTACT MENU & CHOOSE ICONS

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3 Scroll down to MENU and then click on Edit to edit the icon you want to change.

Hide row weights

	Edit all	ORDER
01/02/03/04 - Basic... My Arval My Arval <a href="https://my.arval.com/">https://my.arval.com/</a>	Edit	0 ▼
01/02/03/04 - Basic... Contact us Contact us <a href="/the-master/contact-arval">/the-master/contact-arval</a>	Edit	1 ▼



- 4 Enter the new **Label/URL/Link text** for your icon.

The screenshot shows a configuration form with three input fields, each highlighted with a brown border and an arrow pointing to it from the right. The first field is labeled "Label" and contains the text "My Arval". The second field is labeled "URL" and contains the text "https://my.arval.com/". The third field is labeled "Link text" and contains the text "My Arval". Below the "Link text" field is a section titled "ATTRIBUTES" with a downward-pointing triangle icon.

**Label**  
My Arval

**URL**  
**URL \***  
https://my.arval.com/

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.

**Link text**  
My Arval

▼ ATTRIBUTES

- 5 Then develop OPTIONAL to type/choose your icon. Be sure to use only the icons listed on slide 4.

▼ OPTIONAL

▼ ICON

Icon

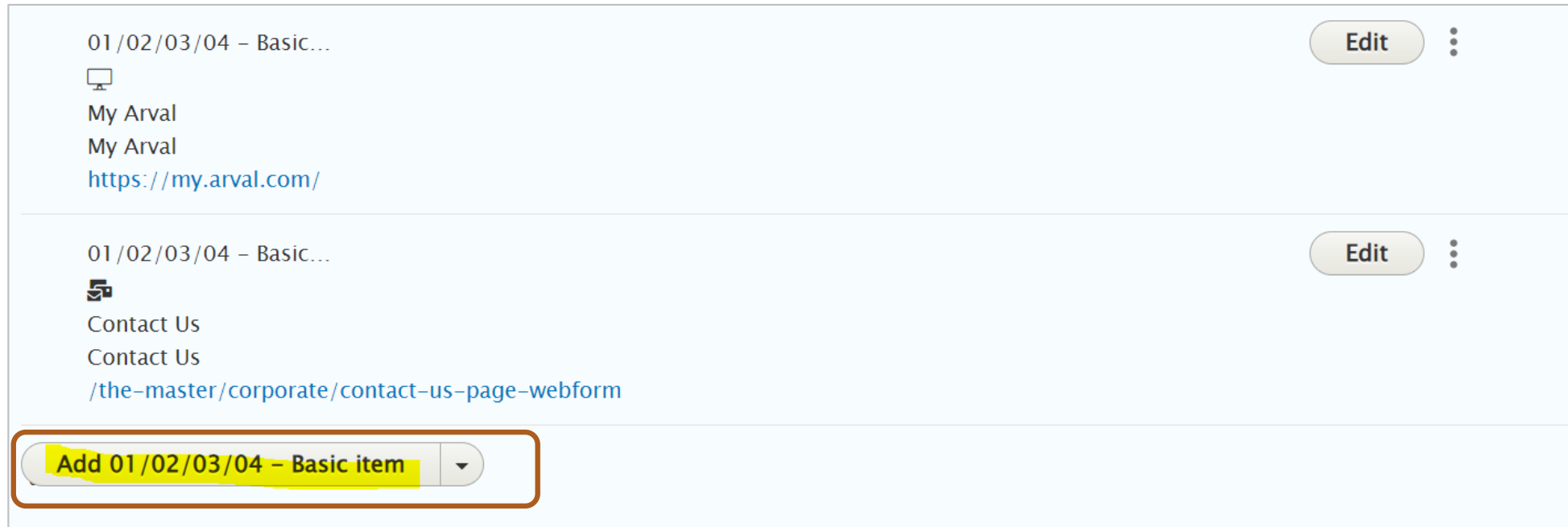
fa-

Name of the Font Awesome Icon. See [the Font Awesome icon list](#) for valid icon names, or begin typing for an autocomplete list. Note that all four versions of the icon will be shown – Light, Regular, Solid, and Duotone respectively. If the icon shows a question mark, that icon version is not supported in your version of Fontawesome.

▶ ADDITIONAL FONT AWESOME SETTINGS

▶ IMAGE

- 6 If you want to add a new item on your Contact Menu , then click on [Add 01/02/03/04-Basic item](#) and follow the same process in step 4 & 5.



The screenshot displays a list of contact menu items. Each item includes a title, an icon, a description, and a URL. The first item has a computer icon and the URL 'https://my.arval.com/'. The second item has a document icon and the URL '/the-master/corporate/contact-us-page-webform'. At the bottom of the list, there is a button labeled 'Add 01/02/03/04 - Basic item' with a dropdown arrow. A brown arrow points to this button from the left side of the image.

01/02/03/04 - Basic...	Computer icon	My Arval My Arval <a href="https://my.arval.com/">https://my.arval.com/</a>	Edit	⋮
01/02/03/04 - Basic...	Document icon	Contact Us Contact Us <a href="/the-master/corporate/contact-us-page-webform">/the-master/corporate/contact-us-page-webform</a>	Edit	⋮
<b>Add 01/02/03/04 - Basic item</b> ▾				

7 After the new modifications, click on **Save** button to save your changes .

