CONTACT MENU BEST PRACTICES

TO GET BETTER ANALYTICS INSIGHTS

Corporate & Transversal Digital

April 2023

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BNP PARIBAS GROUP

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Contact Menu

RULES

1. CONTACT MENU: RULES

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.

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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**.

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Contact Menu

GUIDE HOW TO EDIT YOUR CONTACT MENU
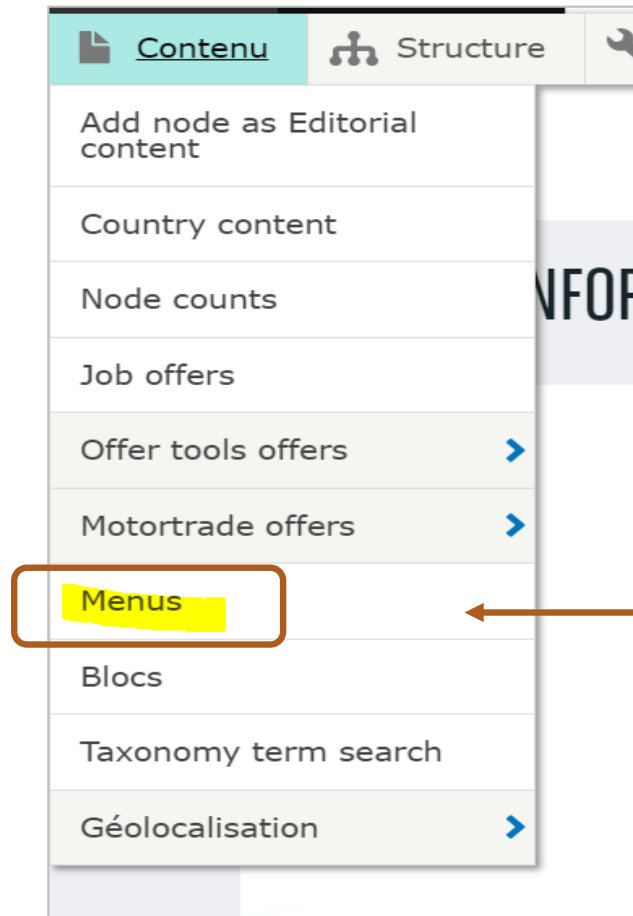
1 After logging in to the CMS of your website, click on **Content** and then choose **Menus**

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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 ▾

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

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

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5 Then develop OPTIONAL to type/choose your **icon**. Be sure to use only the icons listed on slide 4.
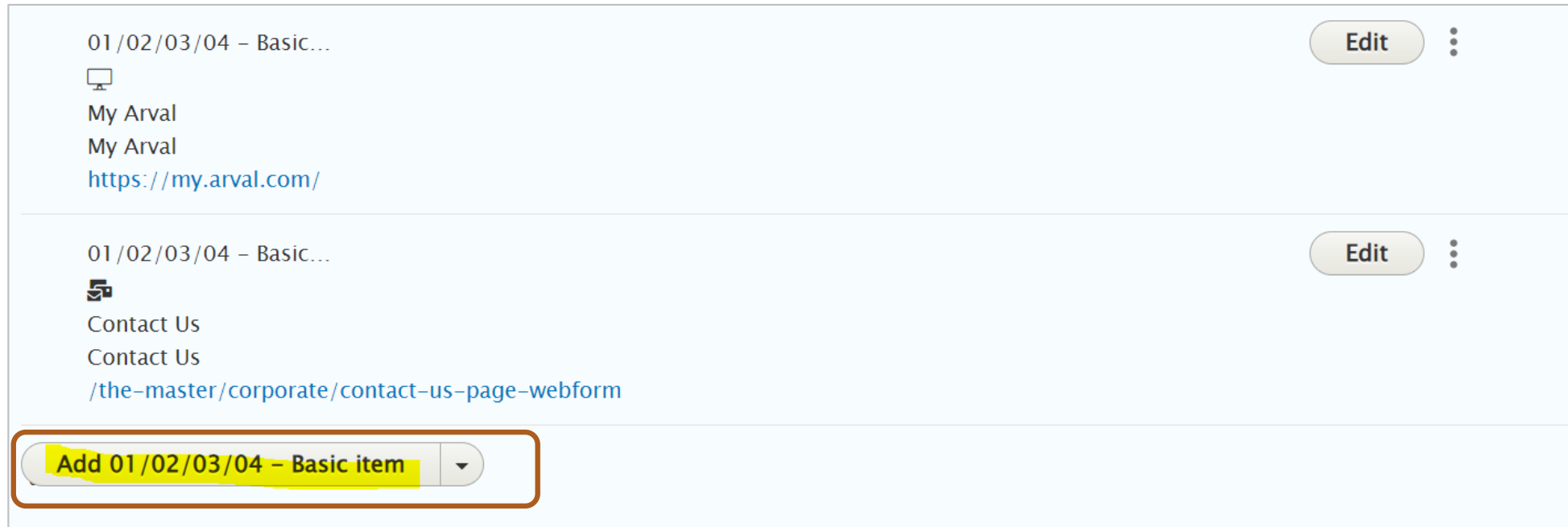
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6 If you want to add a new item on your Contact Menu , then click on **Add 01/02/03/04-Basic item**

and follow the same process in step 4 & 5.

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