



“
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine
Certificates



Shop



MSD
Animal Health

Index

Please note: The initial sections below apply to all sections on the RHS panel of this page and should be consulted before reviewing any section on RHS

Welcome

Customer Contact Preferences Card

Getting ready for action

- Checking your user details
- What is a dotStamp?
- Creating your dotStamp
- Uploading your dotStamp
- Extracting and formatting your client data

The sections below are broadly divided under headings as follows:

- Creating an email campaign
- Creating an letter mail campaign
- Creating an postcard campaign
- Creating a SMS text campaign
- Creating records of vaccination

- Getting started
- Selecting your template
- Name and configure your creation
- Uploading your spreadsheet
- Editing the header of an email template
- Editing the body of an email template
- Preview your creation
- Confirm and send

Tracking your order

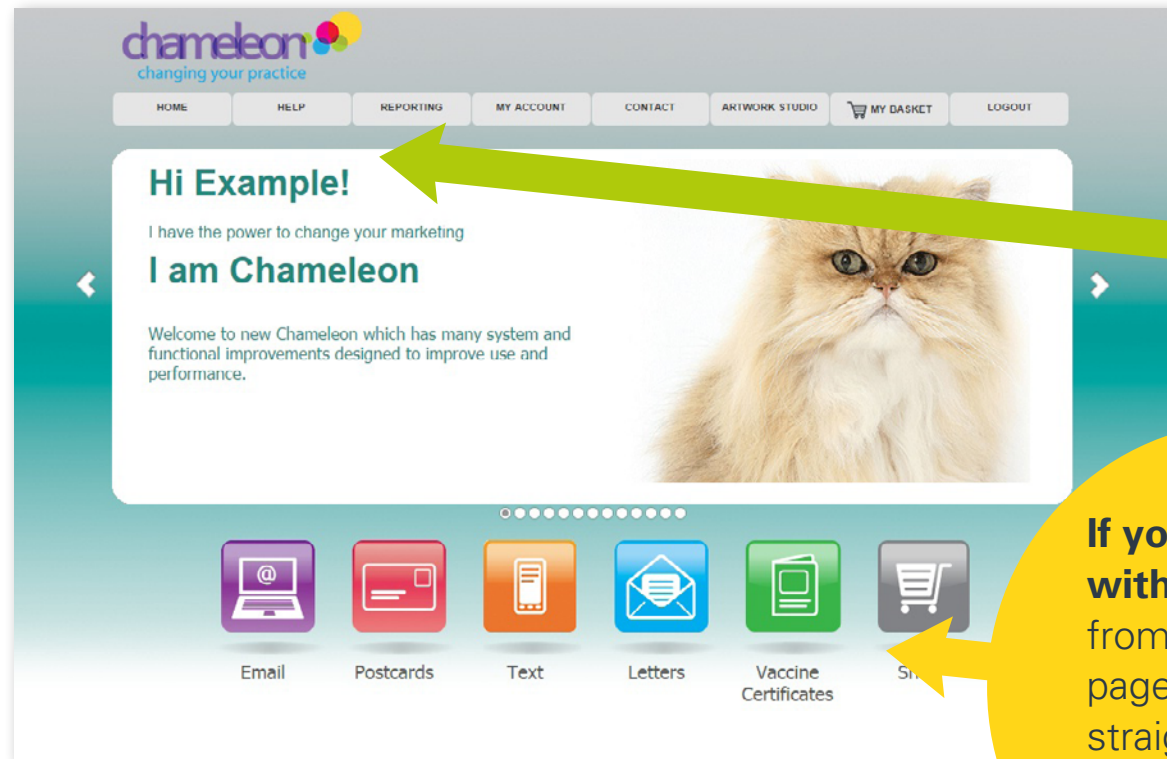
Reporting

Contact us

Welcome



We're so pleased to see that you've decided to use Chameleon, the exclusive way to send vibrant, targeted communications via email, post and text message to your clients.



If you're a new user, we're sure you'll find Chameleon fun, flexible and friendly to use.

To help make things even easier why not take a look at the video demos on the Chameleon site.

At any time you can find these, as well as printable user guides, via the main menu bar on the welcome page.

If you're familiar with Chameleon, from the welcome page you can go straight into creating your communication campaigns.

Customer Contact Preferences Card

Why not think about scoping your customers to update your practice management systems with details of how they prefer to be contacted by using the **'Contact Preferences Card'** available to you in the 'Practice Events' folder of the postcard section, or by searching using the keyword **'Contact Preferences'**.

The screenshot shows the Chameleon software interface. At the top, there's a navigation bar with icons for Species, Therapy Area, Practice events (highlighted with a dashed red circle), MSD, Specials, and Previous campaigns. Below this, a breadcrumb trail reads 'You are here: All templates » Practice events'. A search bar on the right contains the text 'Contact Preferences' and a 'Go' button. The search results show two cards: 'Contact Preferences A5 card - Equine' and 'Contact Preferences card'. A pink arrow points from the 'Contact Preferences card' to a detailed view of the card.

Example Vets
M.R.C.V.S.
Example Veterinary Practice
Example Street
Example City
Example County AA1 1AA
t: 0191 123 456
m: 0191 123 456
e: example@examplevets.co.uk
Visit us online at: www.examplevets.co.uk

DO WE HAVE ALL OF YOUR CONTACT DETAILS?
PLEASE HELP US STAY IN TOUCH BY COMPLETING THIS CARD.

General contact information

Title: First Name:
Surname:
Address:
 Postcode:
Tel: (Home)
Tel: (Mobile)
Email:

Contact preferences

I'm happy for you to contact me by text message, email, post and phone call but my preferred contact method is: (please tick one option)

☐ Text Message ☐ Email ☐ Post ☐ Phone call

Make sure we have the most up to date information about your pet(s). Please turn over to complete their details.

Pet 3
Pet Name:

Sex:

Age:
Breed:
Color:
By appointment

fold and post into the box at reception.

Checking your user details

2. You can return to the welcome page at any time by clicking 'Home' or the Chameleon logo (top left).

1. It's important to complete your account details before starting your creations. To do this, select 'My Account' from the menu bar...

3. For postal mailings, you also need to enter a default delivery address, which will be the address that any undelivered or returned items will be sent to. This will be pulled into your mailings automatically, so remember to set this from the start.

...Use your facebook and twitter accounts to engage with your clients via social media...

...Edit or add new delivery address (for bulk mailings and returned/undelivered items)

Any issues with your account?
Contact us via the menu bar.

chameleon
changing your practice

HOME HELP REPORTING MY ACCOUNT CONTACT ARTWORK STUDIO MY BASKET LOGOUT

MY IMAGES
MY MERGE FILES
PRINT HISTORY
EMAIL HISTORY
SMS HISTORY

My personal settings

Name: Example Example
Language: English (GB)
Last modified: 13-10-2014 17:15:17
Credits: 0.00
Facebook account: www.facebook.com/example (What is this?)
Twitter account: @example

Save »

Default delivery address

Example Vets
Example Street
Example City
AA1 1AA

Example Vets
Example Street
Example City
AA1 1AA

Edit selected address Create new address

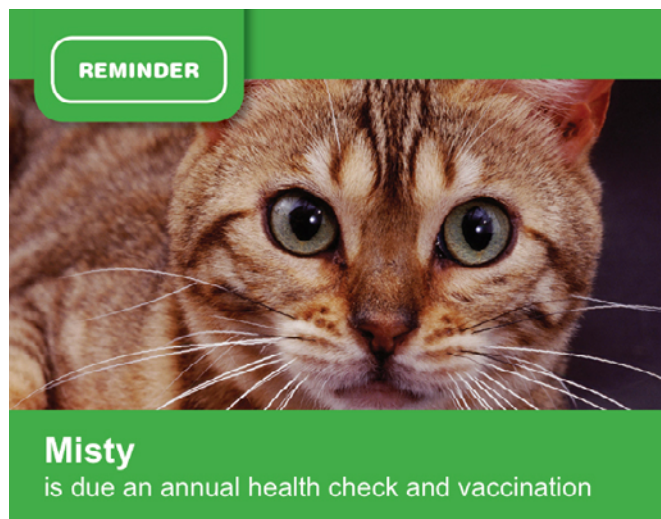
Email Postcards

Already prepared? **Skip to next section >**

What is a dotStamp?

A 'dotStamp' is an image file that we create for you, which will then be used across all formats, and can contain your practice logo and other brand elements specific to your practice, such as colours and fonts.

Personalising your templates with a 'dotStamp' is a great way to ensure your clients recognise that the mailing they've received has come from your practice.



MAKE AN APPOINTMENT TODAY
Call us on
[Practice telephone Number] or visit
[www.practicewebaddress.co.uk]



Typically this is what a 'dotStamp' looks like.

Creating your dotStamp

The screenshot shows the Chameleon Practice Artwork Studio interface. At the top, there's a navigation bar with links: HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY BASKET. The main heading is "Welcome to your Chameleon Practice Artwork Studio". Below this, it says "Please choose from the options below:" and presents three options: "To order new practice artwork" (with a red plus icon and buttons for "By Post" and "By Email"), "To order amendments to existing artwork" (with an orange pencil icon and a "Click here" button), and "To query an outstanding order" (with a yellow question mark icon and a "Click here" button). At the bottom, there are icons for "Postcards", "Text", "Letters", and "Vet Certificates".

1. To order 'new practice artwork', submit your request via the 'Artwork Studio'.

2. Use the 'Artwork Studio' to order new artwork, edit existing artwork or query an outstanding order.

3. Edit your practice details as you wish them to appear on your 'dotStamp'.

4. Upload your practice logo here.

5. Click 'Send' to submit your request. You'll receive an order reference number which you'll need to quote should you need to contact us while we are creating your 'dotStamp'. Please allow up to 3 working days to receive a proof from us.

Requesting new artwork via email

To request new artwork, please complete the form below and click 'Send'.

Section 1 - Your practice details

a. Your practice name: ExampleVets

b. Your account number / branch code: 0000X / 1

c. Your name: Example name

d. Your branch address: Example Street

e. Your branch postcode: AA1 1AA

f. Your contact number:

g. Your email address: Example@examplevets.co.uk

Section 2 - Your practice logo

If you wish to include your practice logo in your new artwork, please upload the file below.

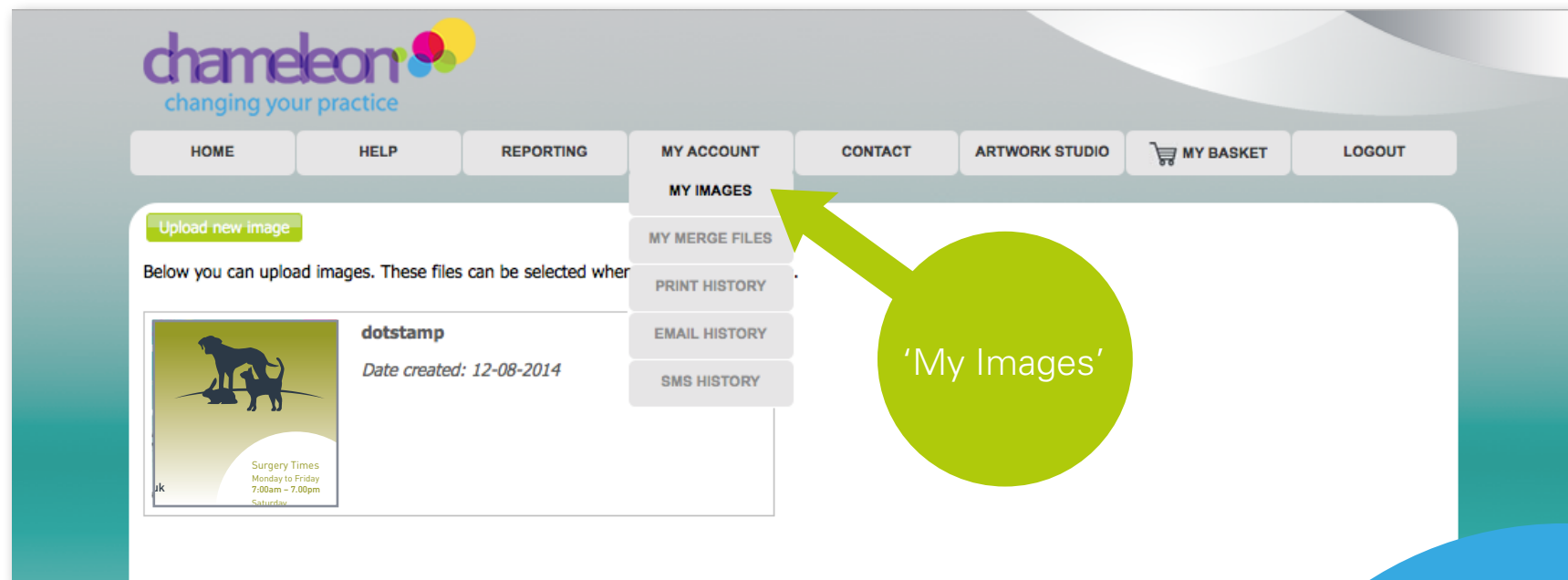
Please note: Preferred file formats include JPEG, TIFF, PNG, EPS, PDF, GIF, and SVG. Please avoid sending low resolution artwork.

Browse No file selected.

Send

Uploading your dotStamp

Remember to look out for an email from us containing a proof of your dotStamp – please check your junk mail/spam folder too. Once you are totally satisfied with what we have created for you, you'll need to respond to confirm your approval and we'll upload it into your account within 'My Images' ready for you to use across Chameleon. You will receive notification that it's been uploaded via email.



Now, let's extract and
format your client data...

Extracting and formatting your client data

Chameleon is multifunctional so the easiest thing to do is to prepare ONE client data file for each type of communication (e.g annual vaccination reminder), whether you'll be sending email, letter, postcards, text or all formats.

Below is an example of what your spreadsheet should look like...

Sal	Init	First Name	Last Name	Patient Name	Mobile Phone	email address	Parent Customer	Address 1	Address 2	City	County	Post Code	Pref email	Pref postcard	Pref text	Pref letter
Mr	B	Brynn	Sender	Monty	07700 900652	bryan.haar@gmail.com	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA	yes	yes	yes	yes
Mr	S	Turner	Buster		07700 900326	scott.turn@gmail.com	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA	yes			
Mr	R	Spur	Cannoli		07700 900459	Rspurr@hotmail.com	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA		yes		
Mr	A	ew	Martin	Seal	07700 900652	MatAn@yooohoo.com	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA			yes	
Ms	J		Richard		07700 900326	RichardJ@ccm.edo	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA				yes

1. Save / export your data as a .csv or Excel file.

2. The first row of your data should contain column headings that reflect the data in that column.

Sal	Init
Mr	B
Mr	S
Mr	R
Mr	A
Ms	J

3. Your spreadsheet must contain at least:

- A. Customer first name**
- B. Customer surname**
- C. Customer full postal address including postcode (if using 'Post' or 'Letter')**
- D. Customer email address (if using 'Emails')**
- E. Customer mobile telephone (if using 'Texts')**

4. ALWAYS format the workbook as TEXT, (highlight the worksheet, right click, format as text).

This avoids the issue of losing the leading zeros in phone numbers.

5. The first record should contain the details of your business administrator to ensure they also receive a copy of your mailing.

Remember to also include the email address you wish to use to preview your mailing before it is sent.

Sal	Init
Mr	B
Mr	S
Mr	R
Mr	A
Ms	J



“
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine
Certificates



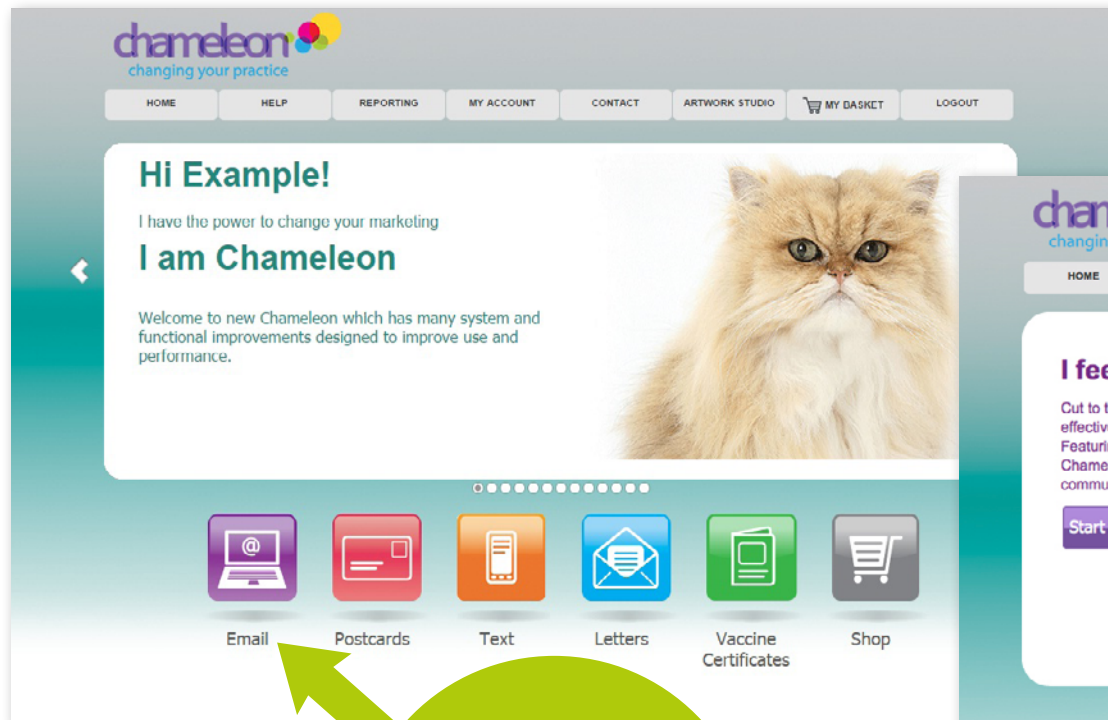
Shop



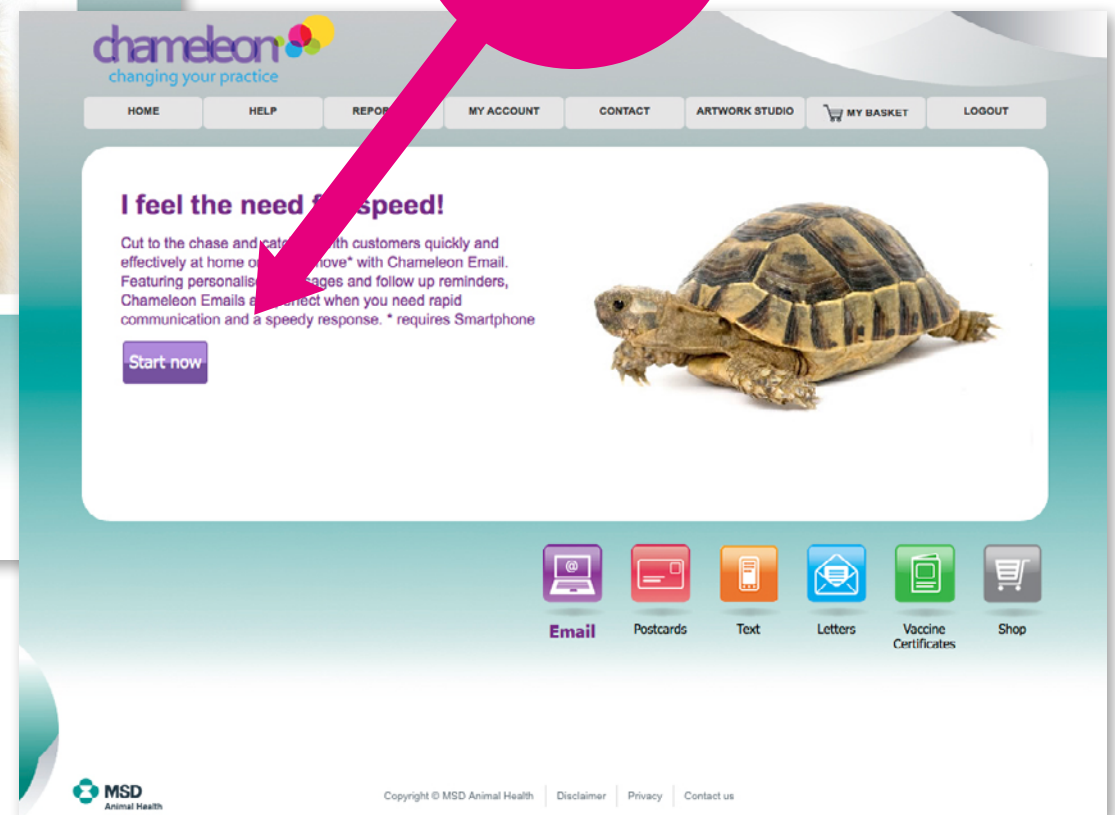
MSD
Animal Health

Getting started

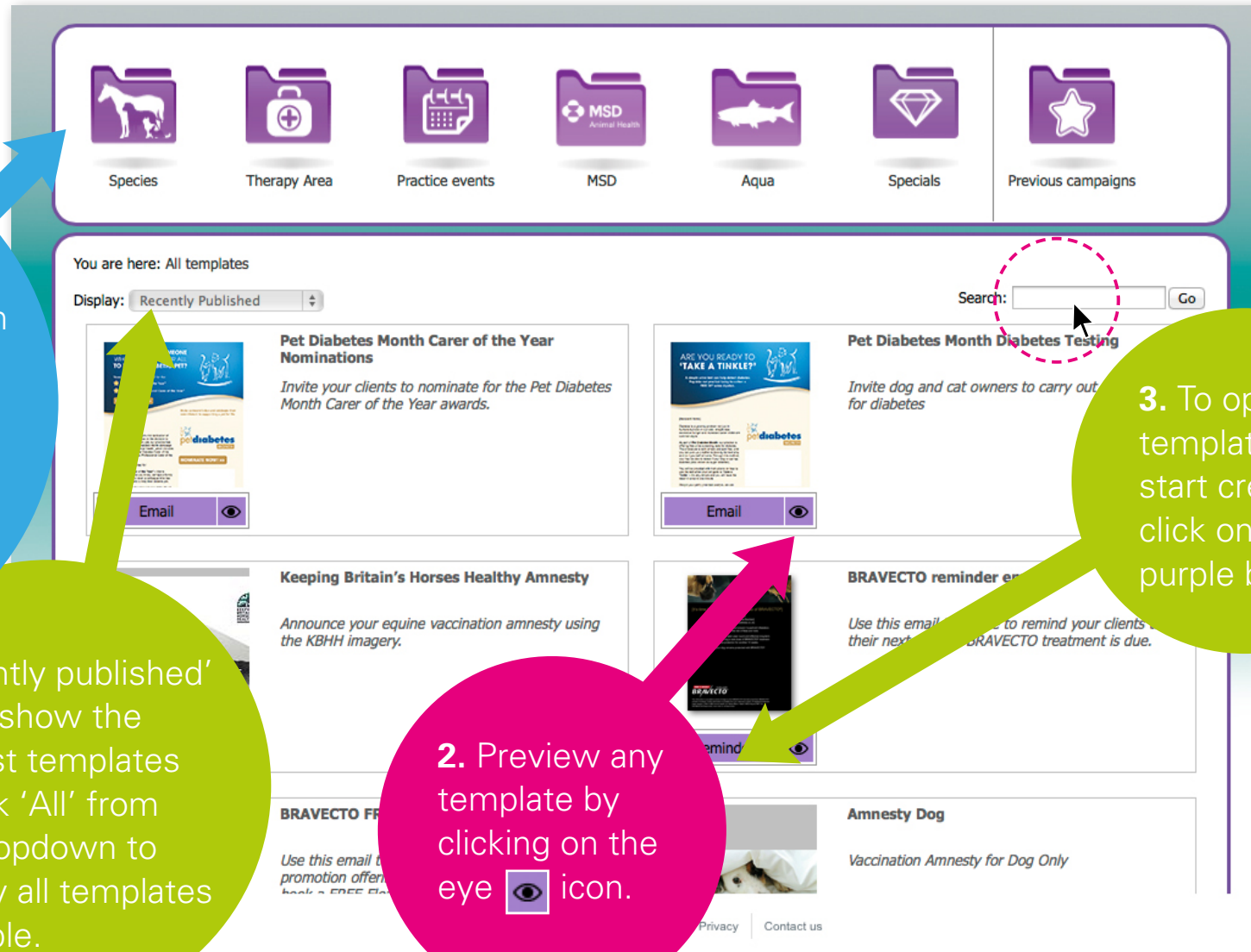
Okay, now you're ready for action. Let's start creating an email campaign.



1. Choose 'Email' from the menu on your start screen.



Selecting your template



Name and configure your creation

1. Enter your campaign name and brief description. This will help identify this campaign when searching 'previous campaigns' in future.

The screenshot shows a web form for creating an email campaign. It has a purple border and contains the following elements:

- Campaign name: ***: A text input field with a question mark icon to its right.
- Description:**: A larger text area with a question mark icon to its right.
- Configure your email**: A section header.
- 'From' name: ***: A text input field with a question mark icon to its right.
- 'Reply to' email address: ***: A text input field with a question mark icon to its right.
- Next step »**: A purple button with white text.
- fields marked with a * are required.**: A small note at the bottom left of the form.

Four colored circles with arrows point to specific parts of the form:

- A blue circle (Step 1) points to the 'Campaign name' and 'Description' fields.
- A green circle (Step 2) points to the 'From' name field.
- A pink circle (Step 3) points to the 'Reply to' email address field.
- A yellow circle (Step 4) points to the 'Next step' button.

2. Enter your business name. This will be visible to clients receiving your email and should therefore be the name that they will recognise you by.

3. Enter the 'Reply to' email address. This is the email address that will receive both your preview and your clients' replies.

4. Click 'Next Step' when you're done.

Uploading your spreadsheet

1. Navigate to your saved data file on your PC by clicking 'Choose file' and locating the file.

2. Use the drop downs to import the correct column data from your spreadsheet for 'Email address', 'Customer Last Name' and 'Customer First Name'.

3. Click 'Next Step' when you're done. A pop up window will then ask you to confirm the number of intended recipients. This will also alert you to blacklisted and invalid addresses to which the emails will not be sent. Click 'Next Step' to confirm.

Select columns from your uploaded spreadsheet to set required data for the recipients of your message.

Mail merge file: * Datafile.csv 📁

Email: *

First name: *

Last name: *

fields marked with a * are required.

Please select the correct column

- Address 1
- Address 2
- Address 3
- Address 4
- Address 5
- Customer number
- Email
- First name
- Name**
- Pet name
- Salutation
- Sex (his/her)

Next step »

Editing the header of an email template

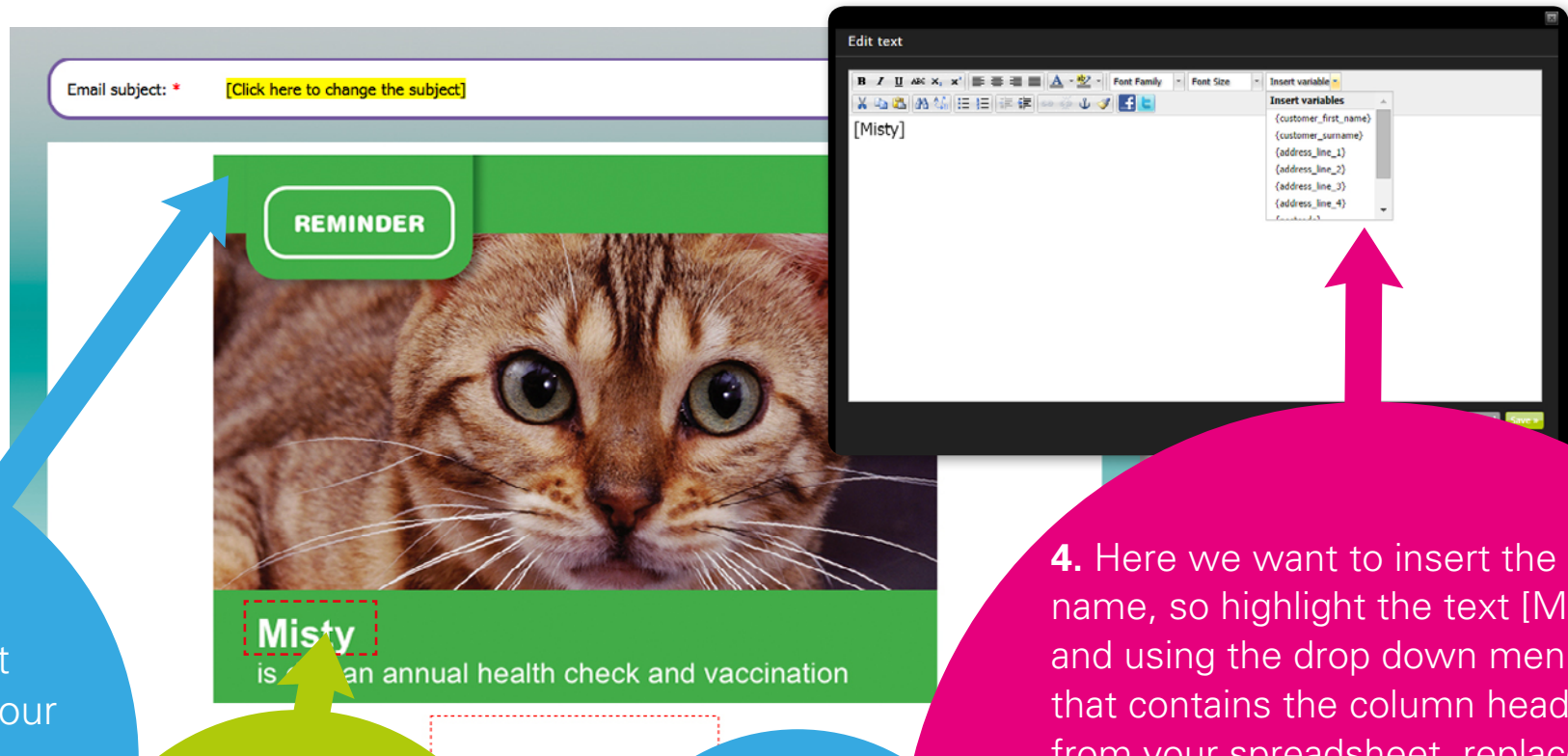
1. Now it's time to personalise your email to your clients by merging in the variable data from your spreadsheet.

2. Customise the subject of your email using the pop up text editor. This is what your clients will see when they receive your email, so this should be something relevant and recognisable to them.

3. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.

To make changes to this, click the red dashed boxes to re-open the pop up editor.

4. Here we want to insert the pet's name, so highlight the text [Misty] and using the drop down menu that contains the column headings from your spreadsheet, replace the text by selecting 'Pet Name'. The data set you have chosen to use will show in the preview pane. Now click 'Save' to close the pop up editor. A proof of the merged data can be seen when you preview your mailing later in the process.

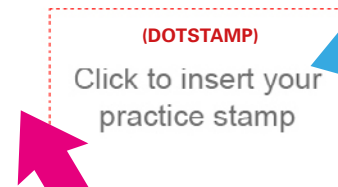


Editing the body of an email template

1. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.



2. Upload your 'dotStamp' from your image library, by clicking on the image box and choosing your practice's dotStamp from the pop up image library and crop, if required, to fit.



MAKE AN APPOINTMENT TODAY
Call us on
[Practice phone number]
[www.practice website]

Mrs Jones

For cats, feline panleucopenia
and well-being.

Make sure your cat has
vaccination and flea treatment.

If you are no longer a client, please contact us to update your details.

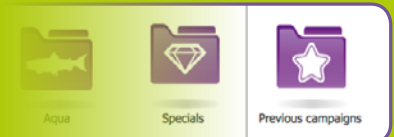
Remember to:

- ✓ replace any sample text that can be personalised with data from your spreadsheet, such as the recipient name, which will vary for each postcard

Save & Exit

You can 'save and exit' at any time if you wish to complete your campaign at a later date.

To view and edit a saved creation, select the 'Previous Campaigns' folder from the postcards navigation panel.



Preview your creation

The screenshot shows a web form for previewing an email campaign. It includes fields for 'Mail merge file', 'Email subject', and 'Send preview to'. A yellow callout points to the '1 unique recipients' text. A green callout points to the email address input field. A pink callout points to the 'Send preview' button. A blue callout points to the bottom of the form area.

Mail merge file:	1 unique recipients
Email subject:	Reminder
Send preview to:	<input type="text" value="example@examplevets.co.uk"/>

Enter your email address to have the preview sent to you.
By default your registered email address has been filled in.

[Send preview »](#)

The number of recipients will be displayed here.

1. Enter your email address (this should be an inbox that you have access to in order to view a preview of your creation).

2. Click 'Send preview'.

3. Check the preview that will be sent to your email inbox in a few moments. If you're a first time user, remember to check your junk inbox. To amend your creation, use the arrows (<>) in the taskbar at the top of the screen to go back to a previous stage.

Confirm and send

1. Once you're happy with your email, check the box 'I do confirm to have seen the preview and that it looks great', then select the date and time you wish your campaign to be sent.

REMEMBER, if choosing a date and time in the future, choose to send during sociable hours, e.g. 9am-6pm to increase the chances of your mail being opened.

The screenshot shows a 'Confirm' form for an email campaign. It includes fields for 'Mail merge' (1 unique recipients), 'Email subject' (Cat vaccination is now due), 'From' email address (example@examplevets.co.uk), 'From' name (Example Veterinary Practice), and 'Reply to' email address (example@examplevets.co.uk). Below these is a confirmation checkbox 'I do confirm to have seen the preview and that it looks great.' which is checked. Then, there is a section 'When should your message be sent?' with two radio buttons: 'Send immediately' (selected) and 'Send at specific date and time in the future'. The date and time are set to 2014-08-05 12:36 GMT. A note below states: 'Emails will be sent out on the requested date and time, this should not be a date in the past. Timezone used is GMT.' At the bottom right is a 'Send campaign' button. A blue callout arrow points from the first instruction to the confirmation checkbox, and a green callout arrow points from the second instruction to the 'Send campaign' button.

Confirm

Mail merge: 1 unique recipients

Email subject: Cat vaccination is now due

'From' email address: example@examplevets.co.uk

'From' name: Example Veterinary Practice

'Reply to' email address: example@examplevets.co.uk

Did you check the preview in your own mailbox?

☒ I do confirm to have seen the preview and that it looks great.

When should your message be sent?

☒ Send immediately

☐ Send at specific date and time in the future

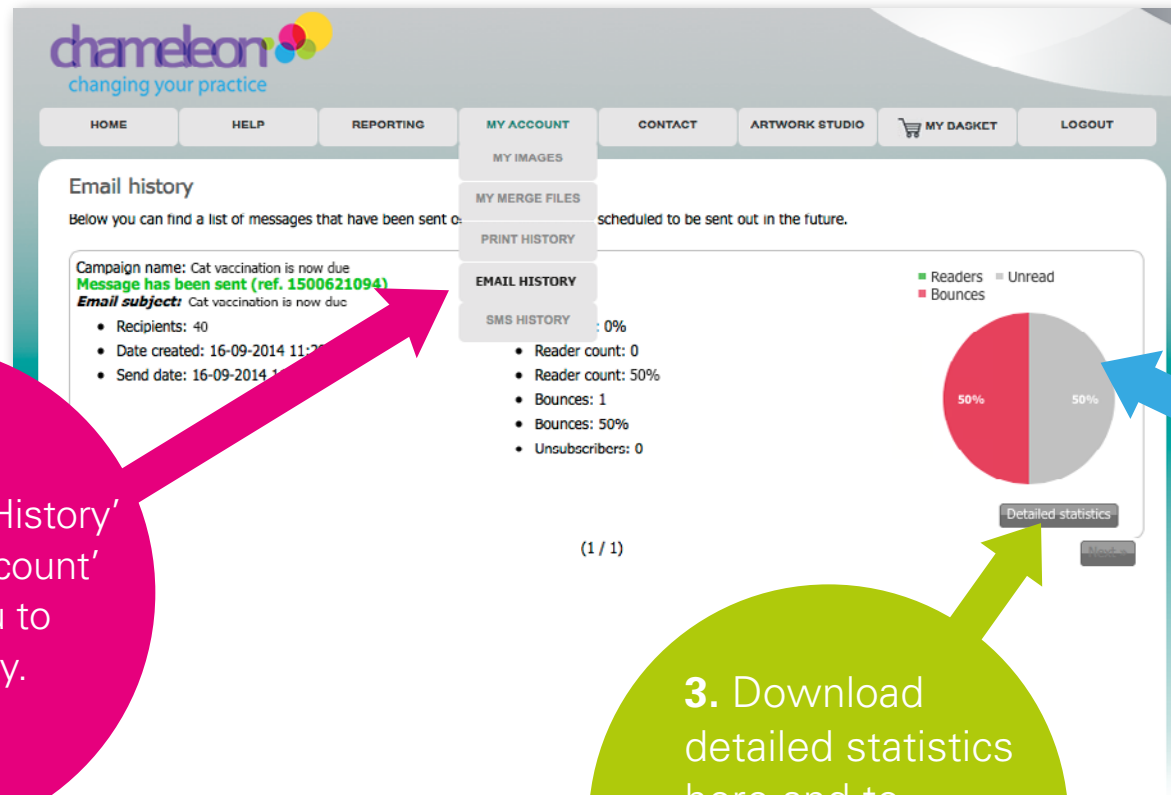
Date (year-month-day hh:mm): 2014-08-05 12:36 GMT

Emails will be sent out on the requested date and time, this should not be a date in the past. Timezone used is GMT.

Send campaign

2. Click 'Send campaign' to complete your order.

Tracking your order



1. Select 'Email History' from the 'My Account' drop down menu to view order history.

2. Assess the statistics specific to each mailing.

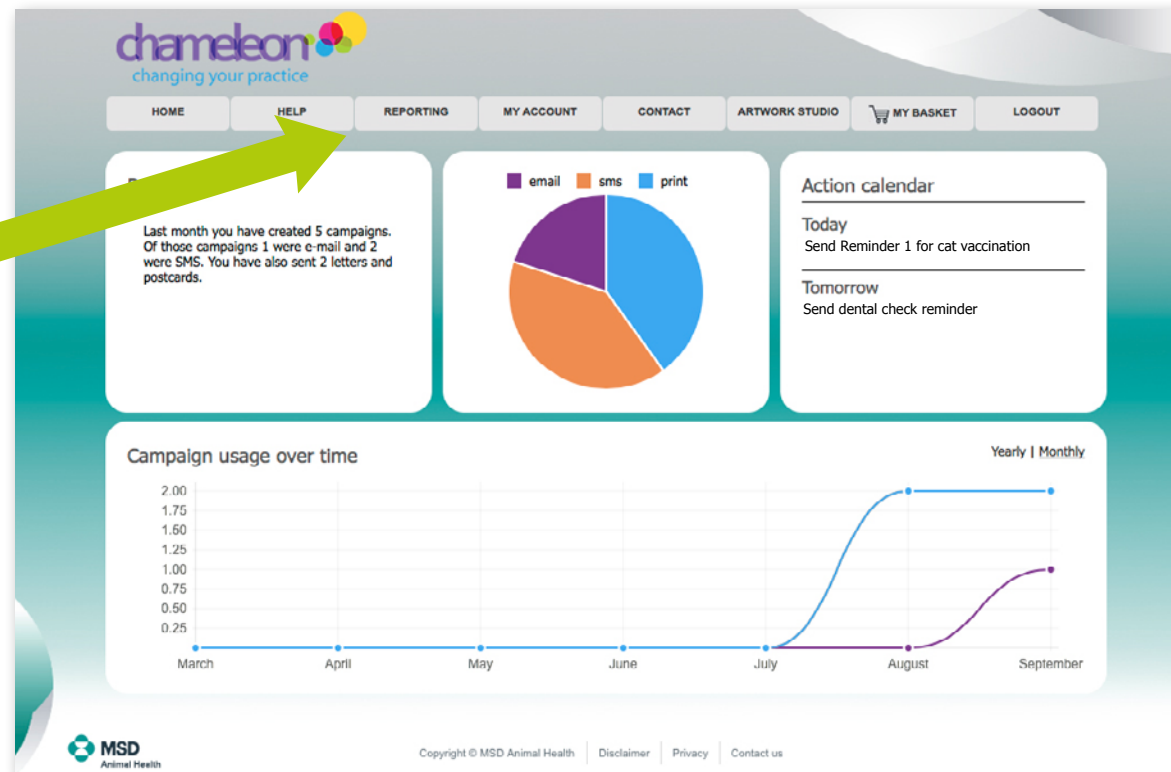
3. Download detailed statistics here and to also choose to download as a .csv file.

Monitor your campaign...

Reporting

Chameleon also enables you to keep track of your existing and past campaigns, monitor their performance, and plan future campaigns.

1. Click on 'Reporting' in the navigation bar to monitor and plan your campaigns.





“
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine
Certificates



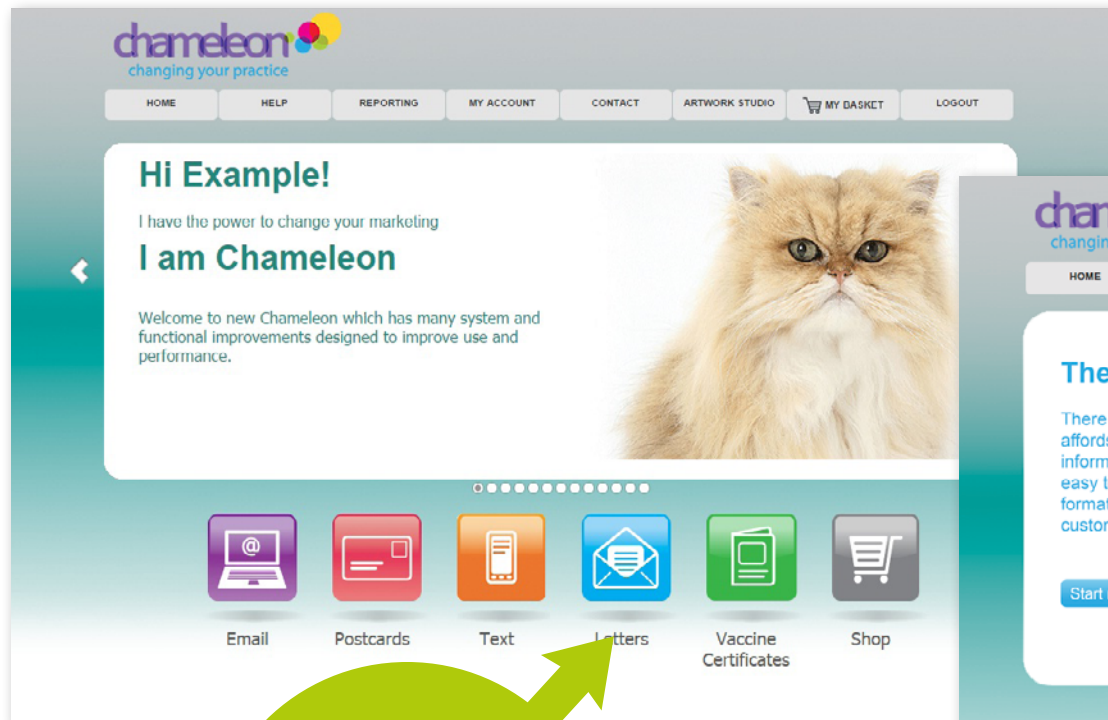
Shop



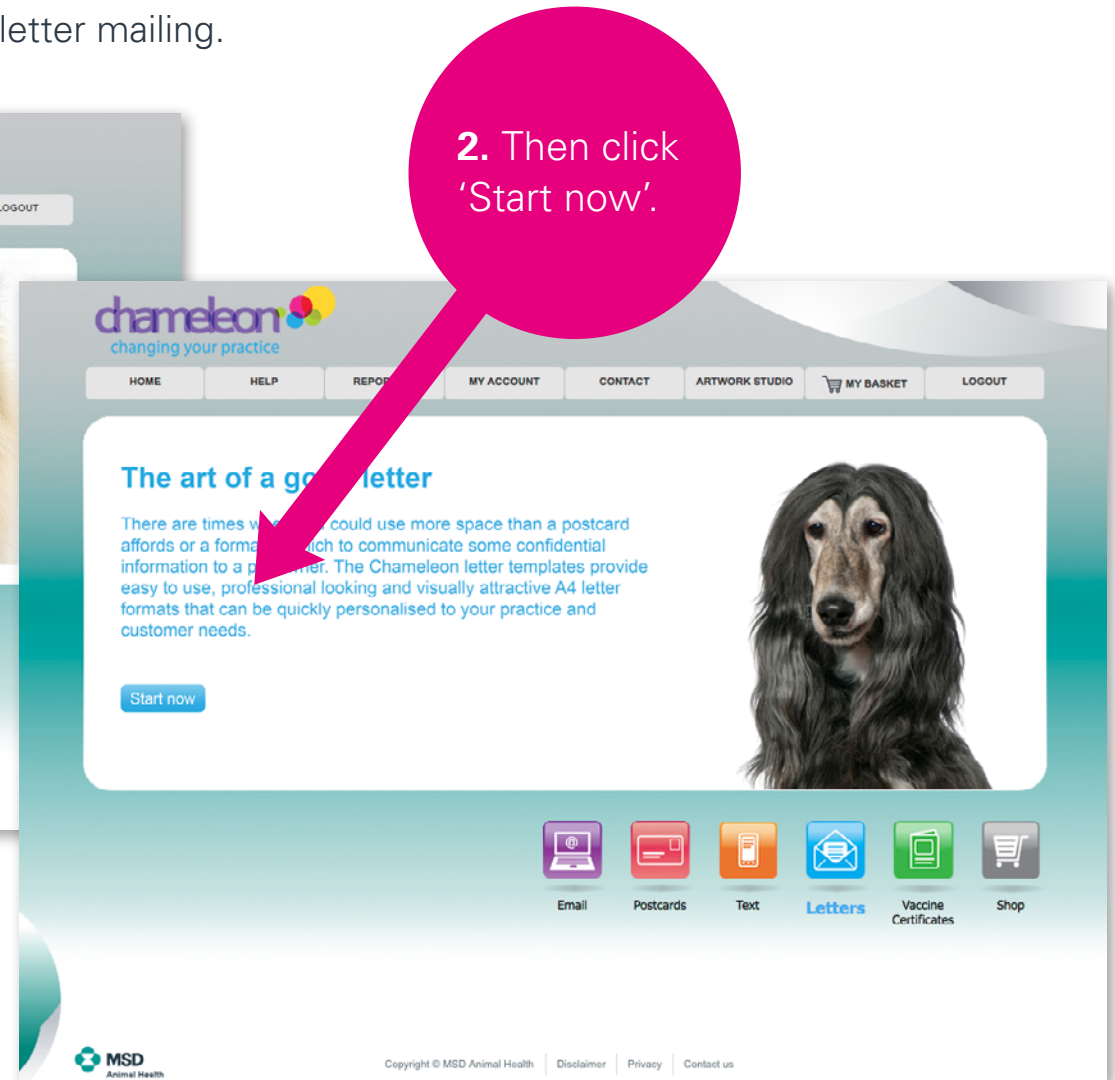
MSD
Animal Health

Getting started

Okay, now you're ready for action. Let's start creating a letter mailing.



1. Choose 'Letters' from the menu on your start screen.



Selecting your template

1. Simply choose your required folder to filter the templates in the panel below, or use the search function. The templates will be filtered based on your selection and shown in the panel below.

'Recently published' items show the newest templates or click 'All' from the dropdown to display all templates available.

3. To open the template and start creating, click on the blue button.

2. Preview any template by clicking on the eye icon.



Name your creation

The screenshot shows a web interface for creating a letter campaign. It is divided into two main sections: 'Name your campaign' and 'Configure your letter'.

Name your campaign

Name: * ?

Description:

Configure your letter

Print Type: * ?

Excel-file: ?

Return address: *

Order amount:

Credits (each): 0
Credit card price (each): £0.34
Delivery Charge (each): 0
Single charge: 0
Minimum amount: 1
Maximum amount: -
Multiple: 0

fields marked with a * are required.

Two blue arrows point from the first callout bubble to the 'Name' and 'Description' fields. A yellow arrow points from the second callout bubble to the 'Next step' button.

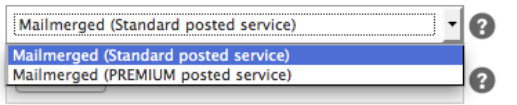
1. Enter your campaign name and brief description. This will help identify this campaign when searching 'previous campaigns' in future.

Now, let's configure your letter...

Configure your creation

1. Choose your print type from the dropdown menu:
 - Mail merged and delivered directly to your clients
 - Bulk print and delivered direct to you. This incurs a delivery charge and is available for a selected number of templates only.

If you've chosen a mail merged template, you can also choose between 'standard' and 'PREMIUM' service. (Please note, some options and dropdowns may not be applicable to your chosen template).



2. Navigate to your saved data file on your PC by clicking browse and locating the file.

3. Select your business administrator's return address from the drop down list. This is the address that any undeliverable mail will be returned to.

4. Order amount is only required for bulk print items.

5. Price and quantities are found here.

Next step >

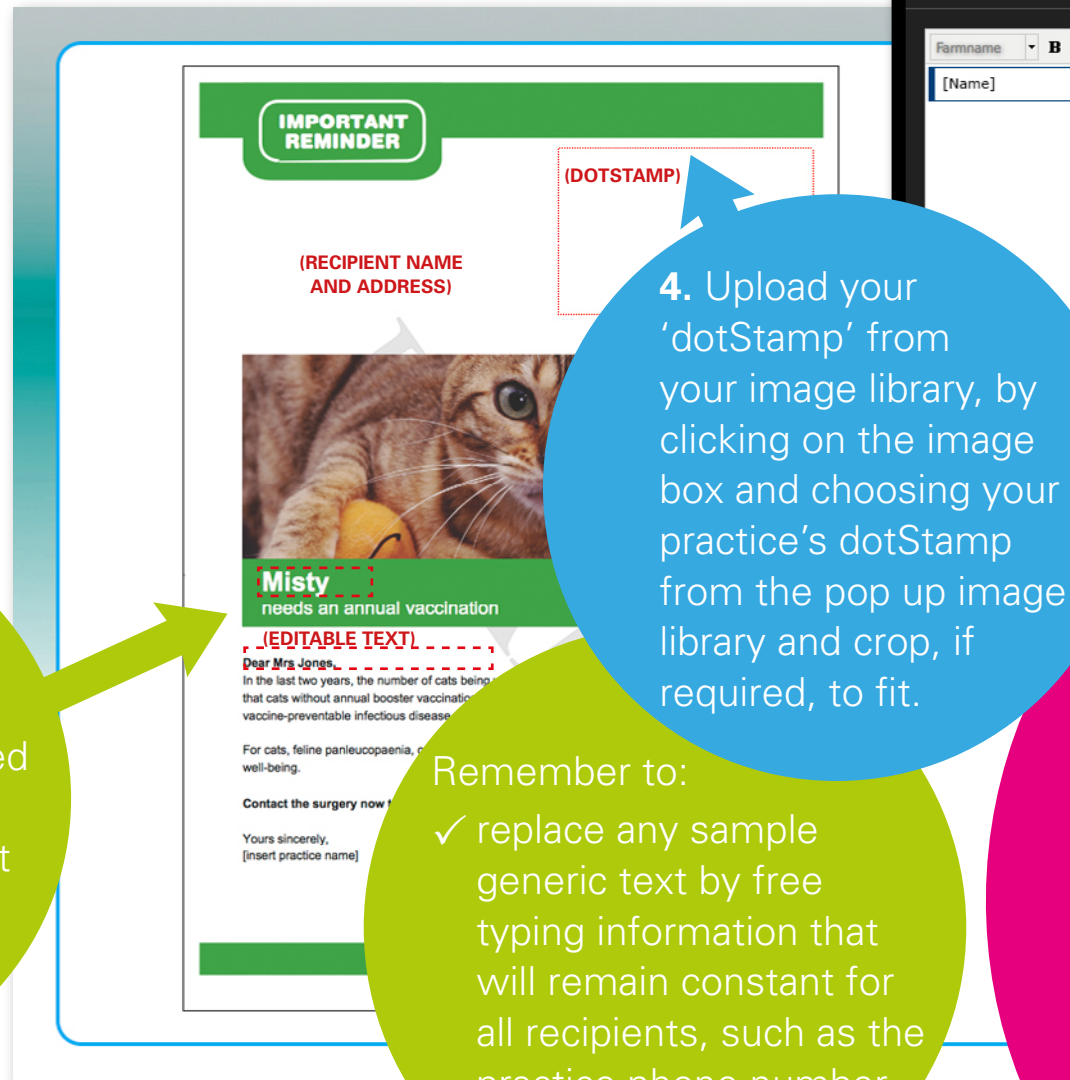
6. Click 'Next Step' when you're done.

Editing a letter template

1. Now it's time to personalise your letter to your clients by merging in the variable data from your spreadsheet.

2. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.

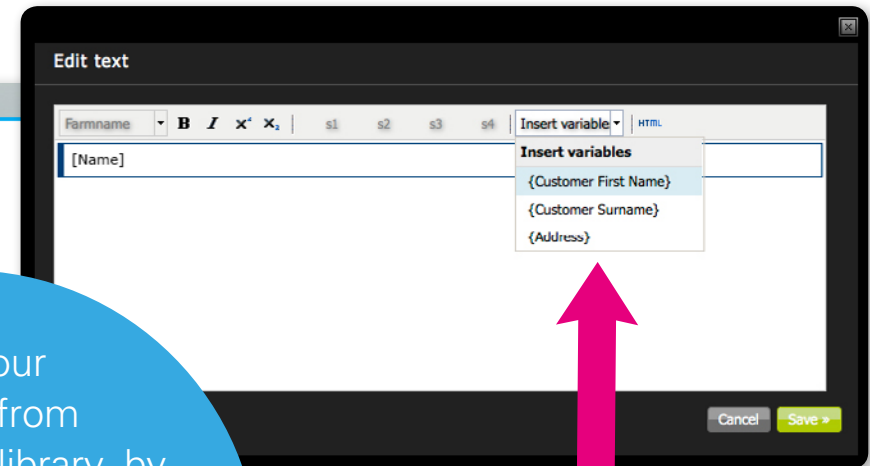
Index >



4. Upload your 'dotStamp' from your image library, by clicking on the image box and choosing your practice's dotStamp from the pop up image library and crop, if required, to fit.

Remember to:

- ✓ replace any sample generic text by free typing information that will remain constant for all recipients, such as the practice phone number and email address



3. Here we want to insert the client's first name, so highlight the text [Name] and using the drop down menu that contains the column headings from your spreadsheet, replace the text by selecting 'Customer First Name'. The data set you have chosen to use will show in the preview pane. Click 'Save' to close the pop up editor.

Editing a letter template

Now let's continue and merge in the recipient's address.

1. Click within the editable box to open the pop up editor. You must now merge in the recipient address fields from your spreadsheet as shown in this example. ALWAYS INCLUDE A POSTCODE.

Hit 'Enter' to insert each line of the address on a new line (max 7 lines).

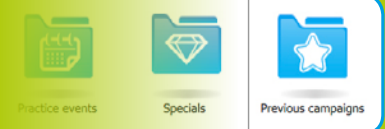
2. Once you've clicked 'Save', you can preview the letter template.

To make changes to this, click the red dashed boxes to re-open the pop up editor.

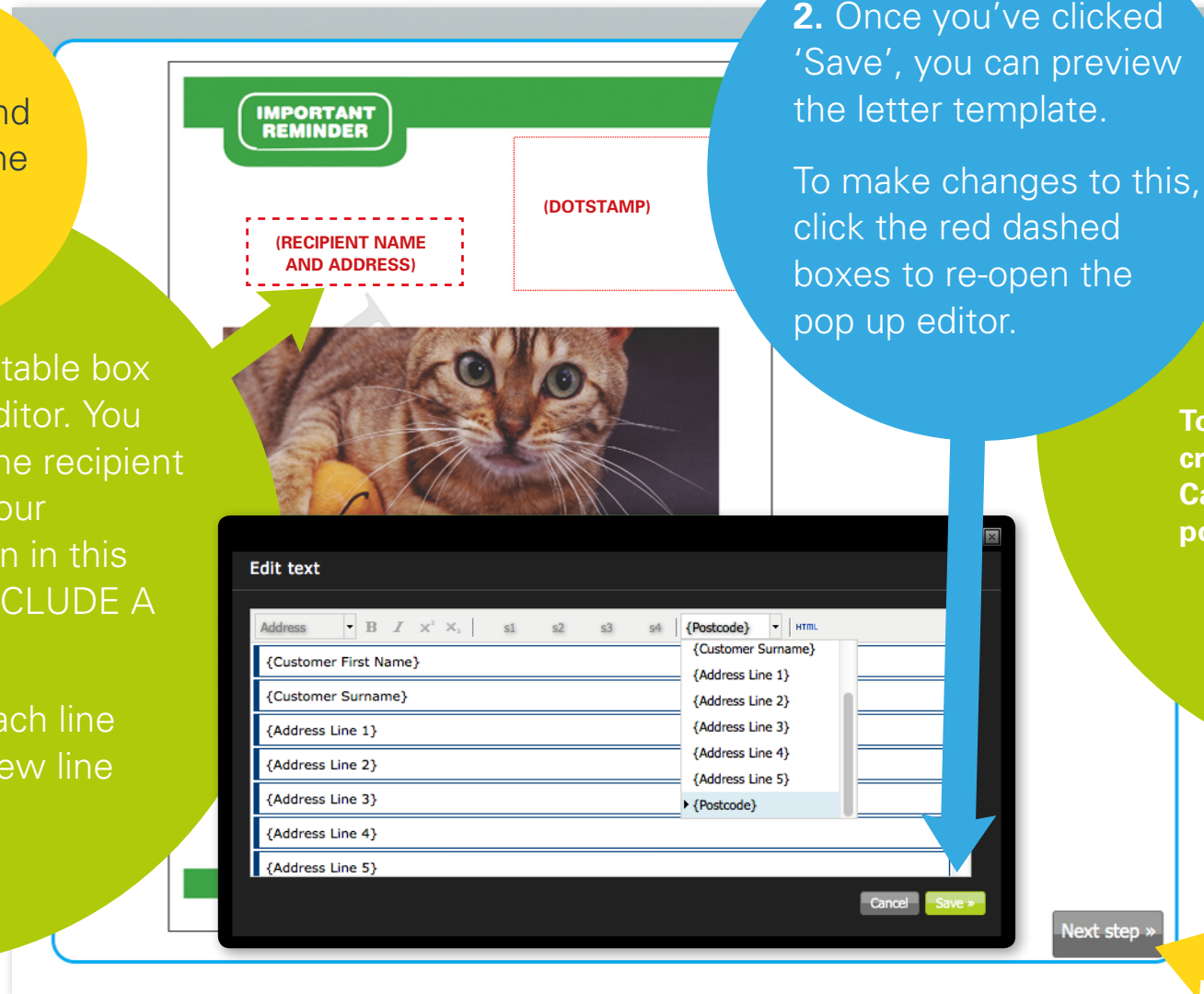
Save & Exit

You can 'save and exit' at any time if you wish to complete your campaign at a later date.

To view and edit a saved creation, select the 'Previous Campaigns' folder from the postcards navigation panel.



3. Click 'Next step' when you're done.



Preview your mailing

1. Check your campaign details (Name, Description etc.) then click 'Preview'.

(You **MUST** preview to go to the next stage)

To amend your creation, use the arrows (<<) in the taskbar at the top of the screen to go back to a previous stage.

3. Now choose between continuing to your basket to order your mailing, or go back to the design studio to create a new item.

2. Once you're happy, click 'add to basket'.

Document Summary

Name: Cat vaccination now due

Description:

Page count: 1

Date created: 7 August 2014

Last modified: 7 August 2014

Text overflows:

Preview *

* Document preview is required before...

Order Summary

Print Type:

Order amount: 3


Add to basket >

Continue to your Basket?

Your design has been placed in the Basket. You can now continue to your Basket and actually order your created design. You can go back to the design studio and select another template.

Go back to the Design Studio Continue to your Basket

Ordering your mailing

Article	Actions	Amount	Total Price
 <p>Name: Cat vaccination now due Description: Page count: 1 Date created: 7 August 2014 Last modified: 7 August 2014 Text overflows:</p> <p>Click thumbnail to preview</p>	Delete	3	£ 1.02
Subtotal			£ 1.02
VAT (20%)			£ 0.20
Credit card total			£ 1.22

Click 'Continue' to complete your order.

[Continue »](#)

Your basket shows all print orders waiting to be completed. You can:

- ✓ delete a campaign
- ✓ complete your order

Shipping/billing information



Shipping information

Shipping Information – Not Applicable to Mail Merge orders
Example Vets
Example Street
Example City
AA1 1AA

Example Vets, Example Stre ▼

Create new address

« Back

1. Click 'Continue' when you're done.

Continue »

Shipping/billing information

The screenshot shows a web form for shipping and billing information. A large pink circle with two arrows pointing to the 'I do agree to the terms and conditions of Chameleon/MSD' checkbox and the 'Place order' button contains the text: 'Having checked that your order details are correct, you MUST agree to the 'terms and conditions' before placing your order.'

Shipping information

Delivery address
Example Vets
Example Street
Example City
AA1 1AA

Cat vaccination now due
Date created: 19-09-2014 11:42:03

	3	£ 1.02
Subtotal		£ 1.02
VAT (20%)		£ 0.20
Credit card tot		£ 1.22

☐ I do agree to the terms and conditions of Chameleon/MSD

[<< Back](#) [Place order](#)

Payment process

1. You can pay using either credit or debit card, simply click on the logo appropriate to your card and fill in your details.

Payment confirmation

Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health

Card: SSL secured transaction

Please select a payment method by clicking on the logo.

JCB VISA MasterCard

Maestro [Can I actually pay with my Maestro card?](#)

VERIFIED by VISA MasterCard SecureCode. [Learn more](#) [Learn more](#)

POWERED BY **barclaycard**

IMPORTANT...

During the payment process, DO NOT use the back buttons in your browser to navigate otherwise you may be charged twice.

2. Enter your card details and click 'Yes, I confirm my payment'.

MSD Chameleon Online Payment

Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health

Pay with: **VISA**

Cardholder's name* :

Card number* :

Expiry date (mm/yyyy)* : /

Card verification code* : [What is this?](#)

* Mandatory fields

POWERED BY **barclaycard**

Payment confirmation

Payment confirmation

Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health

XXXXXXXXXXXX6054 06/16

You must now identify yourself.
Please follow the instructions in the popup window

Please remain patient while the page refreshes. Your payment is being processed and may take a moment. **Please DO NOT click on anything while this is happening.**

DO NOT use the back button or you may be charged twice.

Payment receipt

chameleon
changing your practice

HOME

Receipt

MSD
Animal Health

Transaction date: 27-08-2014

Example Vets
Example Street
Example City
AA1 1AA
example@examplevets.co.uk

Customer ID: 6387P1
Order ID: Order 263384
Reference: 78565-53fdb4c9ba42d-uk
Price (credits): 0.00 Credits
Credit card price: GBP 27.88
Delivery address: Example Vets
Example Street

Status: **Approved**

[Print this page](#)

Items in this order

CAT VACCINATION NOW DUE REMINDER 3 items @ £0.34/item	Credit Card £1.02
---	-------------------

VAT (20%)	GBP 0.20
------------------	-----------------

Credit card total (GBP)	GBP 1.22
--------------------------------	-----------------

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1. Print out the online receipt and retain for your records.

2. Click on the Chameleon logo to return to the welcome screen.

You're finished!
Now track your order...

Tracking your order

1. Select 'Print History' from the 'My Account' drop down menu to view your order status.

3. Click the reference number to retrieve a receipt of your order.

The screenshot shows the 'My Account' page on the Chameleon website. The navigation bar includes links for HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY HA. The 'MY ACCOUNT' dropdown menu is open, showing options: MY IMAGES, MY MERGE FILES, PRINT HISTORY, EMAIL HISTORY, and SMS HISTORY. The 'PRINT HISTORY' option is highlighted with a pink arrow. Below the menu, a list of orders is displayed. Each order entry includes the order number, date placed, reference number, status, title, and a progress bar. The progress bars are composed of green and red segments, indicating the order's status. The orders listed are: Order 46253 (Awaiting approval), Order 46244 (Approved), Order 46218 (Approved), Order 46196 (Approved), and Order 44842 (Rejected). A green arrow points to the reference number of Order 46218. At the bottom of the page, there are icons for Email, Postcards, Text, Letters, Vaccine Certificates, and Shop. The footer includes the MSD Animal Health logo and copyright information.

2. A green/red bar system will keep you up to date with your orders:

1 x GREEN BAR:

Order approved by Chameleon Admin and sent to the printer/supplier.

2 x GREEN BARS:

Order received by supplier and being printed/processed.

3 x GREEN BARS:

Postage paid mail merge job: Order passed to Royal Mail for delivery. No further tracking is available.

Bulk print job: Order passed to courier for delivery. Click 'Track your order' to track your parcel.

1 x RED BAR:

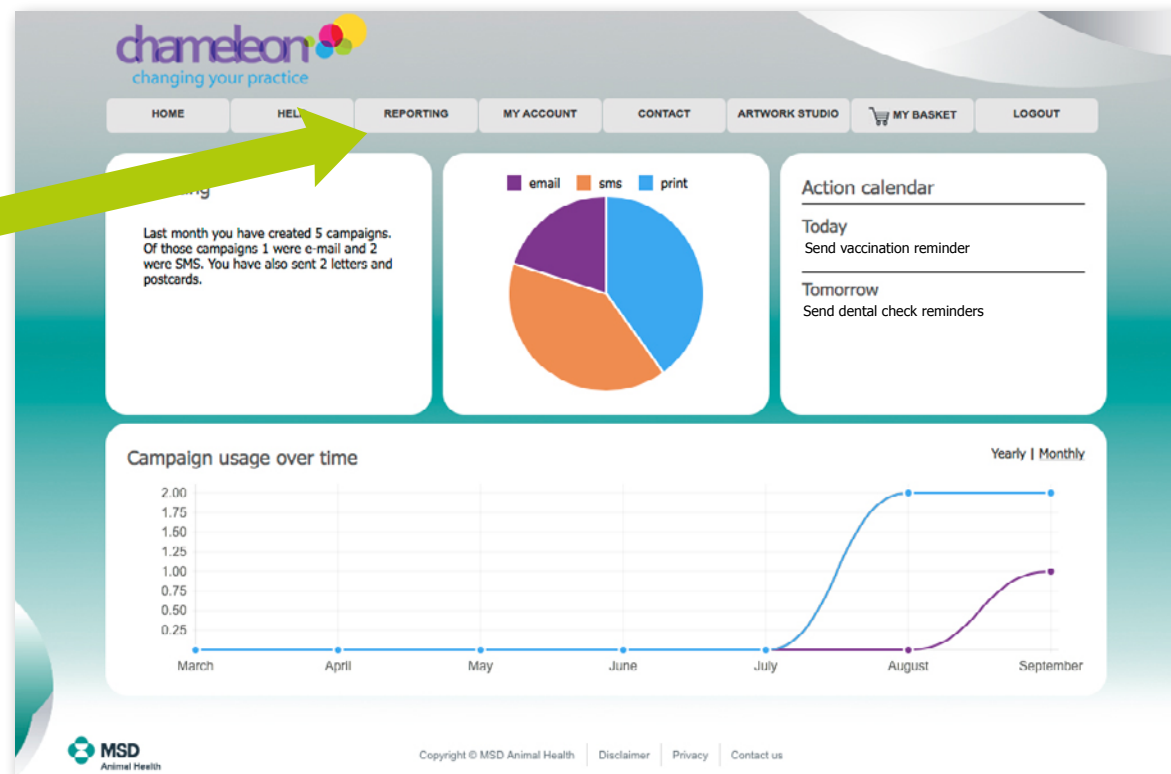
There may be some circumstances where the system has to reject your order. When this happens, your order will receive one red bar. You will also receive an email from Chameleon to alert you.

The screenshot shows the 'Track a parcel' page for consignment LHP05426. It displays the current status as 'In Our Network' and 'Out For Delivery'. The delivery date is Monday 18th August. The estimated time of delivery is between 10:10 and 12:10. The standard hours of delivery for this service are between 07:30 and 12:00. The page also includes a 'Tracking History' table with columns for Date, Time, and Message. The history shows several status updates, including 'These goods have been booked onto a van for delivery today', 'These goods have successfully arrived at the depot today for delivery', 'Details of the consignment have been received from the courier. Ask the collection agent to set to deliver your goods', and 'These goods have been scanned at the collection depot and are now on route to the delivery depot'. There is also a 'Commonly Asked Questions' section.

Reporting

Chameleon also enables you to keep track of your existing and past campaigns, monitor their performance, and plan future campaigns.

1. Click on 'Reporting' in the navigation bar to monitor and plan your campaigns.





“
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine
Certificates



Shop



MSD
Animal Health

Getting started

Okay, now you're ready for action. Let's start creating a postcard mailing.

The image displays two screenshots of the Chameleon website interface, illustrating the steps to start a postcard campaign.

Left Screenshot (Start Screen):

- Header: chameleon changing your practice
- Navigation: HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, MY BASKET, LOGOUT
- Greeting: Hi Example! I have the power to change your marketing. I am Chameleon.
- Welcome message: Welcome to new Chameleon which has many system and functional improvements designed to improve use and performance.
- Image: A fluffy orange cat.
- Menu: Email, Postcards, Text, Letters, Vaccine Certificates, Shop.

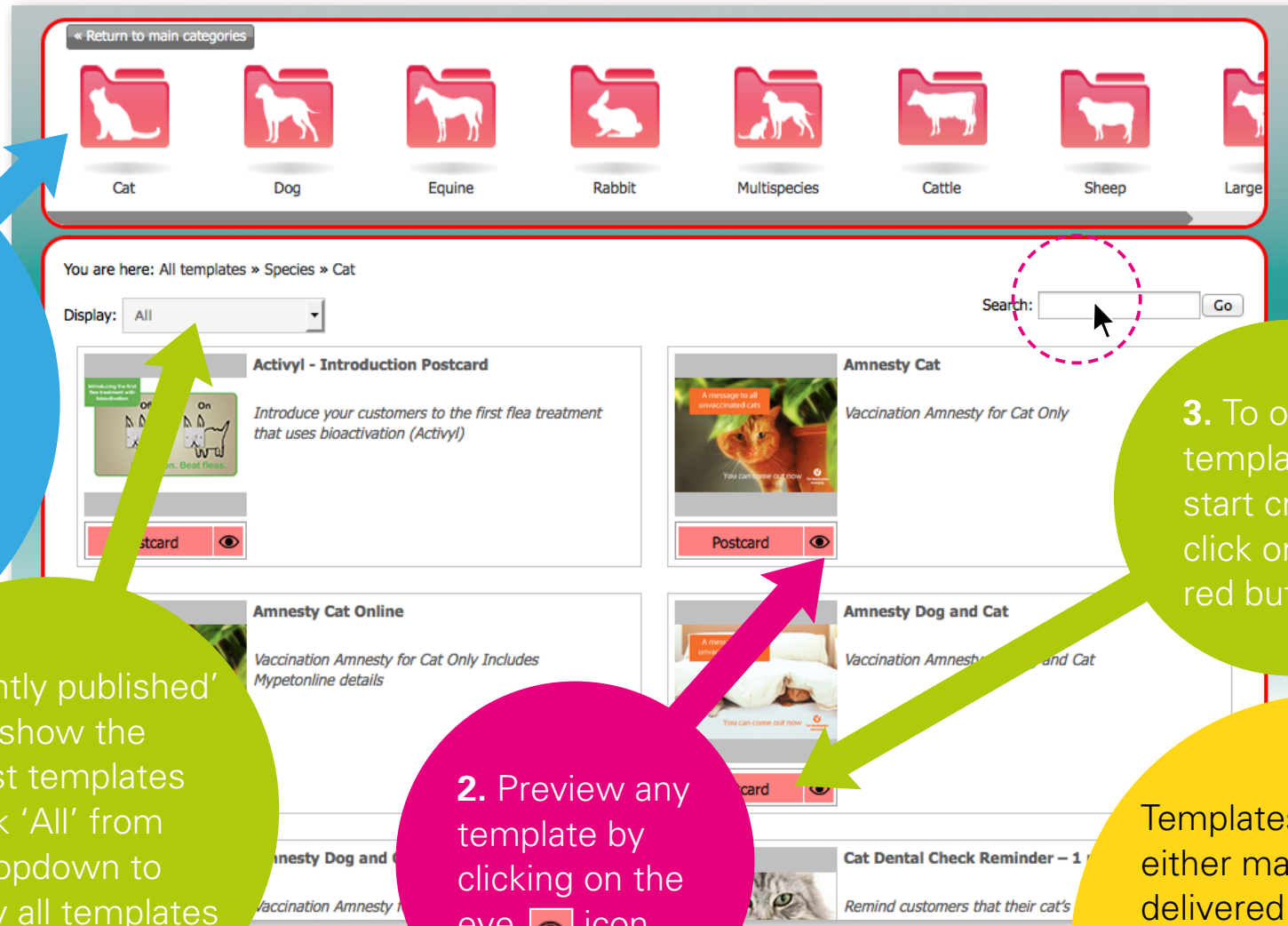
Right Screenshot (Postcard Campaign Screen):

- Header: chameleon changing your practice
- Navigation: HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, MY BASKET, LOGOUT
- Greeting: I love postmen.
- Text: Bright, eye-catching, Chameleon postcards are a great way to let farmers know you're looking out for the wellbeing of their herd or flock. Chameleon postcards by season, treatment type, vaccine or other time-based messages can work as series of cards or in combination with other Chameleon communication formats for maximum impact.
- Image: A small brown and white dog.
- Button: Start now.
- Menu: Email, Postcards, Text, Letters, Vaccine Certificates, Shop.

Annotations:


- A green circle with an arrow pointing to the 'Postcards' menu item on the left screen, containing the text: 1. Choose 'Postcards' from the menu on your start screen.
- A pink circle with an arrow pointing to the 'Start now' button on the right screen, containing the text: 2. Then click 'Start now'.

Selecting your template



1. Simply choose your required folder to filter the templates in the panel below, or use the search function. The templates will be filtered based on your selection and shown in the panel below.

'Recently published' items show the newest templates or click 'All' from the dropdown to display all templates available.

2. Preview any template by clicking on the eye  icon.

3. To open the template and start creating, click on the red button.

Templates can be either mail merged and delivered directly to your clients or bulk printed and delivered to you.

Name your creation

The screenshot shows a web form with two main sections. The top section, 'Name your campaign.', has a 'Name: *' field containing 'Cat vaccination now due' and a 'Description:' field containing '290814'. The bottom section, 'Configure your postcard', has a 'Print Type: *' dropdown set to 'Mailmerged (Standard posted service)', an 'Excel-file:' field with a 'Browse...' button and 'No file selected.', a 'Return address: *' dropdown set to 'Example Vets, Example Street', and an 'Order amount:' field. Below these are several rows of pricing information: 'Credits (each): 0', 'Credit card price (each): £0.34', 'Delivery Charge (each): 0', 'Single charge: 0', 'Minimum amount: 1', 'Maximum amount: 5000', and 'Multiple: 0'. A 'Next step >>' button is at the bottom right. A red border highlights the 'Name your campaign' section. Blue arrows point from a callout bubble to the 'Name' and 'Description' fields. A yellow arrow points from another callout bubble to the 'Order amount' field.

Name your campaign.

Name: * Cat vaccination now due ?

Description: 290814 ?

Configure your postcard

Print Type: * Mailmerged (Standard posted service) ?

Excel-file: Browse... No file selected. ?

Return address: * Example Vets, Example Street

Order amount: ?

Credits (each):	0
Credit card price (each):	£0.34
Delivery Charge (each):	0
Single charge	0
Minimum amount:	1
Maximum amount:	5000
Multiple:	0

Next step >>

fields marked with a * are required.

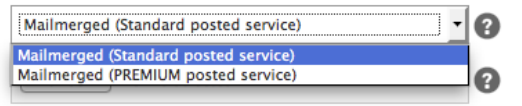
1. Enter your campaign name and brief description. This will help identify this campaign when searching 'previous campaigns' in future.

Now, let's configure your postcard...

Configure your creation

1. Choose your print type from the dropdown menu:
 - Mail merged and delivered directly to your clients
 - Bulk print and delivered direct to you. This incurs a delivery charge and is available for a selected number of templates only.

If you've chosen a mail merged template, you can also choose between 'standard' and 'PREMIUM' service. (Please note, some options and dropdowns may not be applicable to your chosen template).



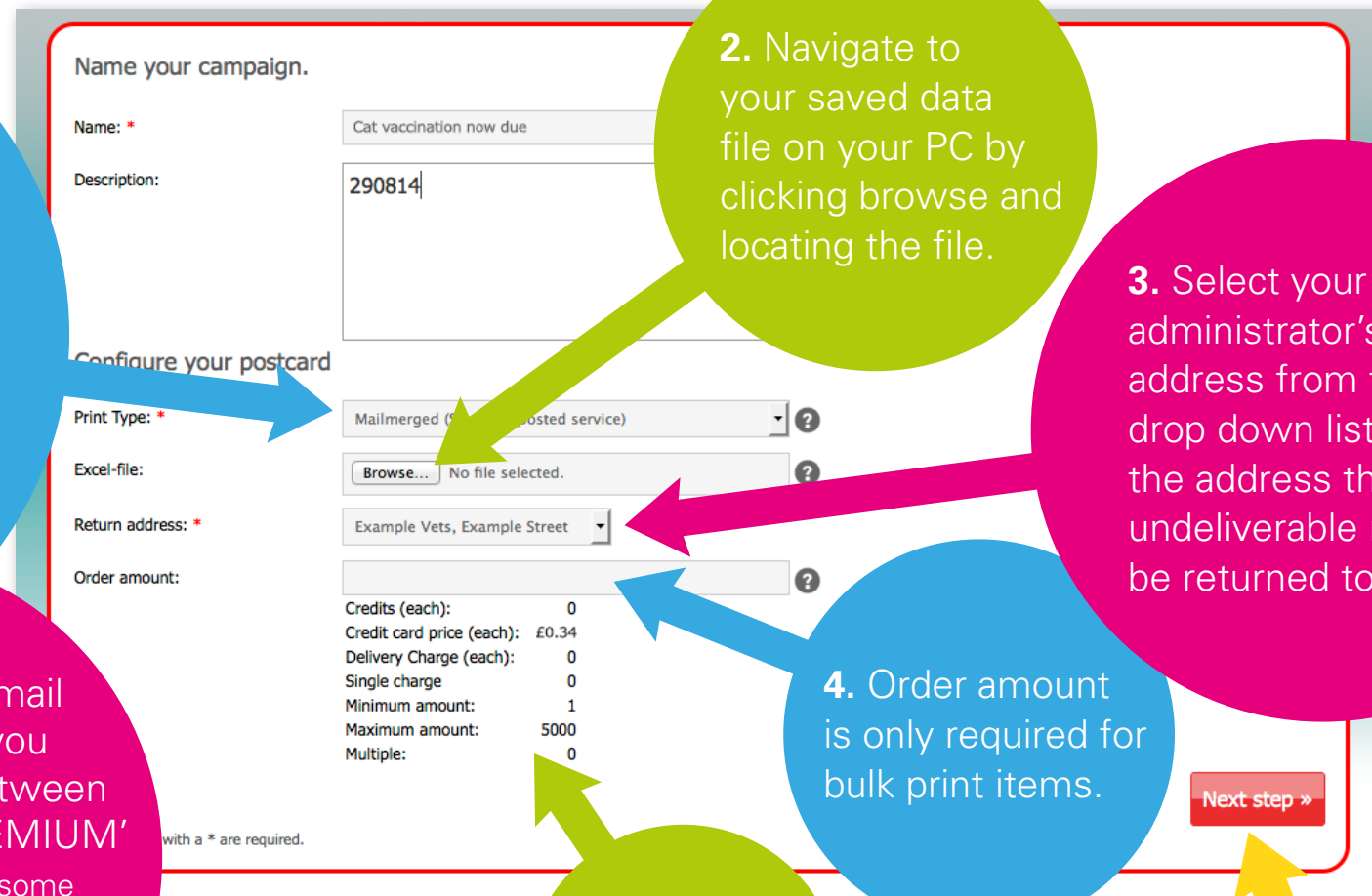
2. Navigate to your saved data file on your PC by clicking browse and locating the file.

3. Select your business administrator's return address from the drop down list. This is the address that any undeliverable mail will be returned to.

4. Order amount is only required for bulk print items.

5. Price and quantities are found here.

6. Click 'Next Step' when you're done.



Name your campaign.

Name: * Cat vaccination now due

Description: 290814

Configure your postcard

Print Type: * Mailmerged (Standard posted service) ?

Excel-file: Browse... No file selected. ?

Return address: * Example Vets, Example Street ?

Order amount: ?

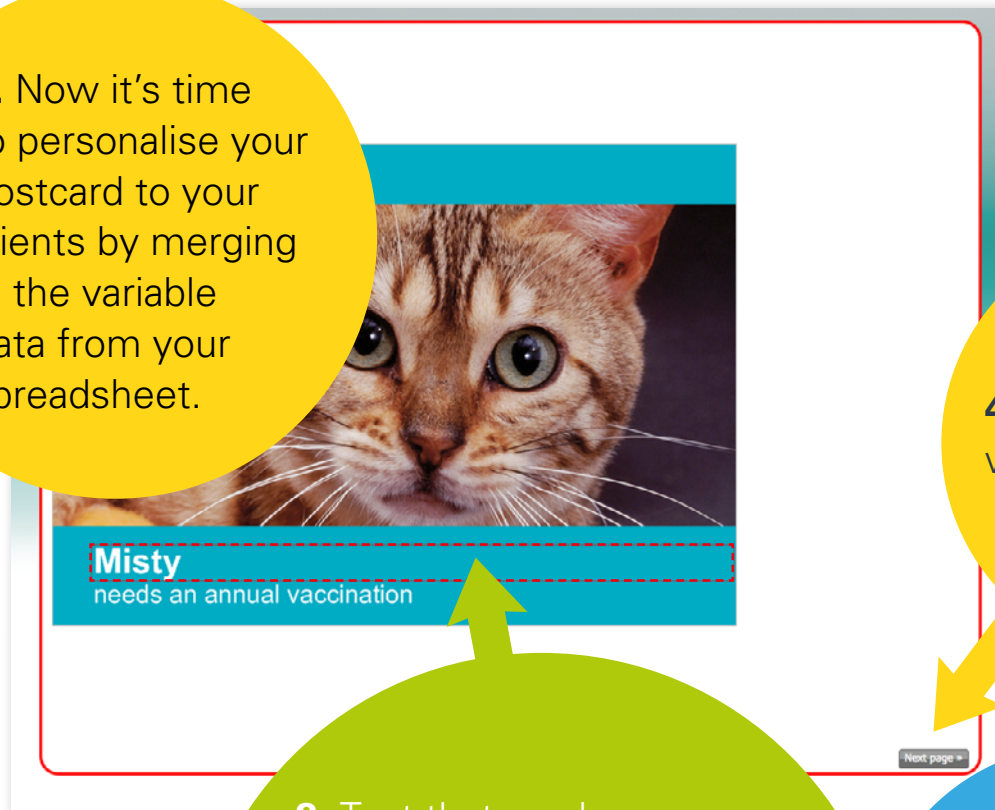
Credits (each):	0
Credit card price (each):	£0.34
Delivery Charge (each):	0
Single charge	0
Minimum amount:	1
Maximum amount:	5000
Multiple:	0

with a * are required.

Next step »

Editing the front of a postcard

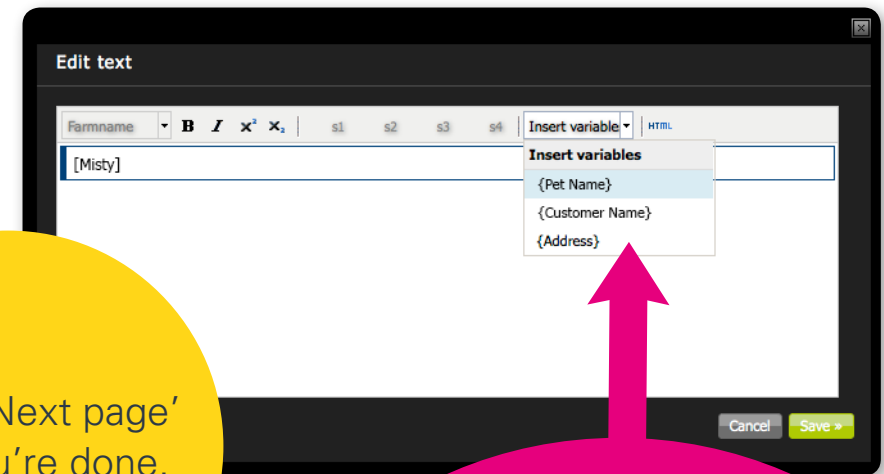
1. Now it's time to personalise your postcard to your clients by merging in the variable data from your spreadsheet.



2. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.
(Personalisation of front of card available on selected templates only).

4. Click 'Next page' when you're done.

To make changes to this, click the red dashed boxes to re-open the pop up editor.



3. Here we want to insert the pet's first name, so highlight the text [Misty] and using the drop down menu that contains the column headings from your spreadsheet, replace the text by selecting 'Pet Name'. The data set you have chosen to use will show in the preview pane. Click 'Save' to close the pop up editor.

Editing the back of a postcard

The image shows the back of a postcard template with several editing areas highlighted by red dashed boxes and labeled with text:

- (EDITABLE TEXT BOX)**: Located at the top left, containing sample text about cat vaccinations.
- (DOTSTAMP)**: Located below the first text box, containing a large '2' and 'ROYAL MAIL' logo.
- (EDITABLE TEXT FOR ADDRESS)**: Located on the right side, containing a sample address.

At the bottom of the postcard, there are two buttons: « Previous page and Next step ».

1. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.

2. Upload your 'dotStamp' from your image library, by clicking on the image box and choosing your practice's dotStamp from the pop up image library and crop, if required, to fit.

✓ replace any sample generic text by free typing information that will remain constant for all recipients, such as the practice phone number and email address

Remember to:

✓ replace any sample text that can be personalised with data from your spreadsheet, such as the recipient name, which will vary for each postcard

Editing the back of a postcard

Now let's continue and merge in the recipient's address.

1. Click within the editable box to open the pop up editor. You must now merge in the recipient address fields from your spreadsheet as shown in this example. ALWAYS INCLUDE A POSTCODE.

Hit 'Enter' to insert each line of the address on a new line (max 7 lines).

2. Once you've clicked 'Save', you can preview the postcard template.

To make changes to this, click the red dashed boxes to re-open the pop up editor.

Save & Exit

You can 'save and exit' at any time if you wish to complete your campaign at a later date.

To view and edit a saved creation, select the 'Previous Campaigns' folder from the postcards navigation panel.

Address

{Customer First Name}

{Customer Surname}

{Address Line 1}

{Address Line 2}

{Address Line 3}

{Address Line 4}

{Address Line 5}

{Postcode}

Cancel Save

3. Click 'Next step' when you're done.

Preview your mailing

1. Check your campaign details (Name, Description etc.) then click 'Preview'.
(You **MUST** preview to go to the next stage)

To amend your creation, use the arrows (<<) in the taskbar at the top of the screen to go back to a previous stage.

3. Now choose between continuing to your basket to order your mailing, or go back to the design studio to create a new item.

2. Once you're happy, click 'add to basket'.

Document Summary

Name: Cat vaccination now due
Description:
Page count: 2
Date created: 10 September 2014
Date expires: 10 September 2014
Overflows:

Preview *

* Document preview is required before adding to basket

Order Summary

Print Type: Mailmerged (Standard posted se
Order amount: 5


Add to basket >>

Continue to your Basket?

Your design has been placed in the Basket. You can now continue to your Basket and actually order your created design. You can go back to the design studio and select another template.

Go back to the Design Studio Continue to your Basket

Ordering your mailing

Article	Actions	Amount	Total Price
<div><p>Cat vaccination now due Date created: 09-09-2014 16:01:19</p><p><small>Click thumbnail to preview</small></p></div>	Delete	5	£1.22

[Continue »](#)

Your basket shows
all print orders waiting
to be completed.

You can:

- ✓ delete a campaign
- ✓ complete your order

Click 'Continue'
to complete
your order.

Shipping/billing information

The screenshot shows a web form titled "Shipping information". Below the title is a note: "Shipping information – Not applicable to mail merge orders". The form contains the following text: "Example Vets", "Example Street", "Example City", and "AA1 1AA". Below this is a dropdown menu showing "Example Vets, Example Street" with a downward arrow. Under the dropdown is a button labeled "Create new address". At the bottom left of the form is a button labeled "< Back". At the bottom right is a button labeled "Continue >".

1. For bulk print items, select a shipping/billing address from the dropdown list or create a new address.

2. Click 'Continue' when you're done.

For mail merge items, this will be your return address for undelivered or returned items.

Shipping/billing information

The screenshot shows a web form titled "Shipping information". It contains a "Delivery address" section with the text "Example Vets", "Example Street", "Example City", and "AA1 1AA". Below this is a table with two rows: "Cat vaccination now due" with a date "Date created: 07-08-2014 14:40:54" and a quantity of "3", and "Credit card total" with a value of "£1.22". At the bottom, there is a checkbox labeled "I do agree to the terms and conditions of Chameleon/MSD" which is checked. A "Back" button is on the left and a "Place order" button is on the right. A large pink circle with text is overlaid on the form, with two arrows pointing to the checkbox and the "Place order" button.

Shipping information

Delivery address
Example Vets
Example Street
Example City
AA1 1AA

Cat vaccination now due Date created: 07-08-2014 14:40:54	3
Credit card total	£1.22

☒ I do agree to the terms and conditions of Chameleon/MSD

[Back](#) [Place order](#)

Having checked that your order details are correct, you MUST agree to the 'terms and conditions' before placing your order.




Payment process


Payment confirmation



Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health


Card: SSL secured transaction

Please select a payment method by clicking on the logo.

 [Can I actually pay with my Maestro card?](#)

POWERED BY 

1. You can pay using either credit or debit card, simply click on the logo appropriate to your card and fill in your details.


IMPORTANT...

During the payment process, DO NOT use the back buttons in your browser to navigate otherwise you may be charged twice.

2. Enter your card details and click 'Yes, I confirm my payment'.

MSD Chameleon Online Payment

Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health

Pay with : 


Cardholder's name* :

Card number* :

Expiry date (mm/yyyy)* : /

Card verification code* : [What is this?](#)

* Mandatory fields

POWERED BY 

Payment confirmation

Payment confirmation

Order reference : 205944-53e9d651c60a2-uk
Total charge : 1.22 GBP
Beneficiary : M S D Animal Health

XXXXXXXXXXXX6054 06/16

You must now identify yourself.
Please follow the instructions in the popup window

Please remain patient while the page refreshes. Your payment is being processed and may take a moment. **Please DO NOT click on anything while this is happening.**

DO NOT use the back button or you may be charged twice.

Payment receipt

chameleon
changing your practice

HOME

Receipt

MSD
Animal Health

Transaction date: 27-08-2014

Example Vets
Example Street
Example City
AA1 1AA
example@examplevets.co.uk

Customer ID: 6387P1
Order ID: Order 263384
Reference: 78565-53fdb4c9ba42d-uk
Price (credits): 0.00 Credits
Credit card price: GBP 27.88
Delivery address: Example Vets
Example Street

Status: **Approved**

[Print this page](#)

Items in this order

CAT VACCINATION REMINDERS 3 items @ £0.34/item	Credit Card £1.02
VAT (20%)	GBP 0.20
Credit card total (GBP)	GBP 1.22

MSD
Animal Health

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1. Print out the online receipt and retain for your records.

2. Click on the Chameleon logo to return to the welcome screen.

You're finished!
Now track your order...

Tracking your order

1. Select 'Print History' from the 'My Account' drop down menu to view your order status.

3. Click the reference number to retrieve a receipt of your order.

The screenshot shows the 'My Account' page with a navigation bar at the top. The 'PRINT HISTORY' link is highlighted in the 'MY ACCOUNT' dropdown menu. Below, a list of orders is displayed, each with a reference number, date, status, and a progress bar. The progress bars use green and red segments to indicate the order's status. For example, Order 46218 is 'Approved' with a green bar, while Order 44842 is 'Rejected' with a red bar. At the bottom, there are links for Email, Postcards, Text, Letters, Vaccine Certificates, and Shop.

2. A green/red bar system will keep you up to date with your orders:

1 x GREEN BAR:

Order approved by Chameleon Admin and sent to the printer/supplier.

2 x GREEN BARS:

Order received by supplier and being printed/processed.

3 x GREEN BARS:

Postage paid mail merge job: Order passed to Royal Mail for delivery. No further tracking is available.

Bulk print job: Order passed to courier for delivery. Click 'Track your order' to track your parcel.

1 x RED BAR:

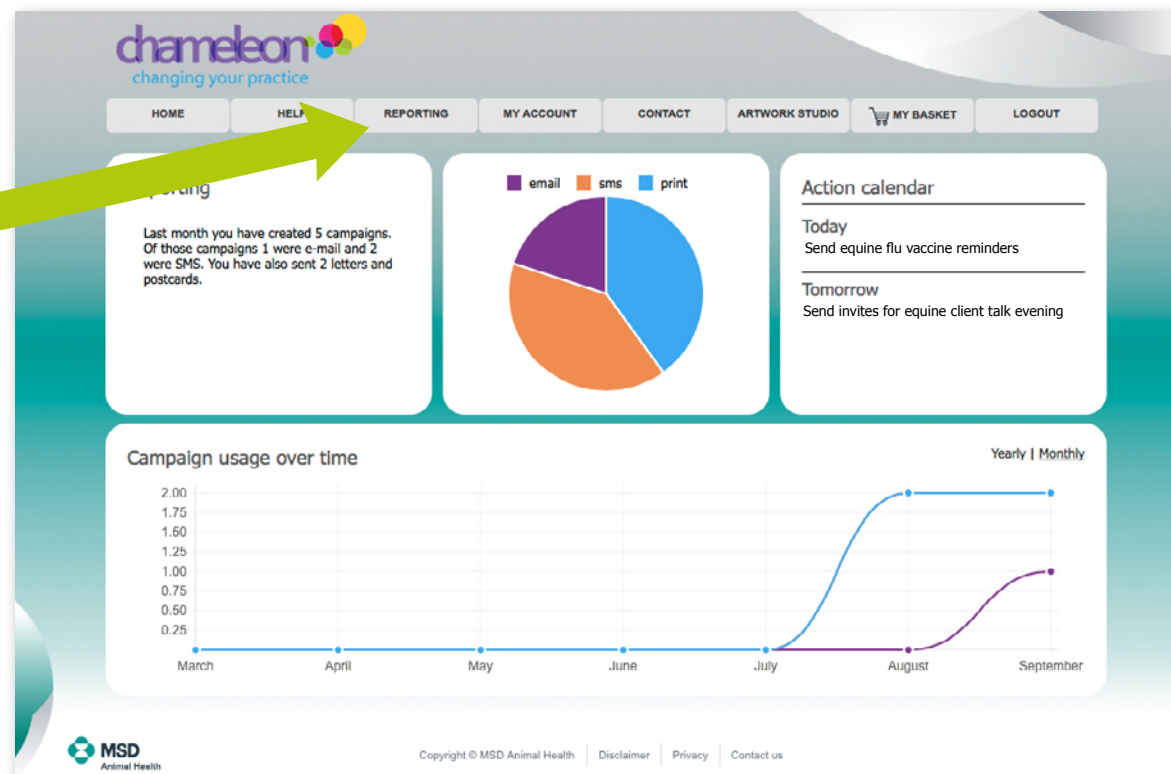
There may be some circumstances where the system has to reject your order. When this happens, your order will receive one red bar. You will also receive an email from Chameleon to alert you.

The screenshot shows the 'Track a parcel' page for a specific order. It includes a 'Tracking History' table with columns for Date, Time, and Message. The table shows the progress of the order from collection to delivery. Below the table, there are links for 'Track another consignment' and 'Commonly Asked Questions'.

Reporting

Chameleon also enables you to keep track of your existing and past campaigns, monitor their performance, and plan future campaigns.

1. Click on 'Reporting' in the navigation bar to monitor and plan your campaigns.





“
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine
Certificates



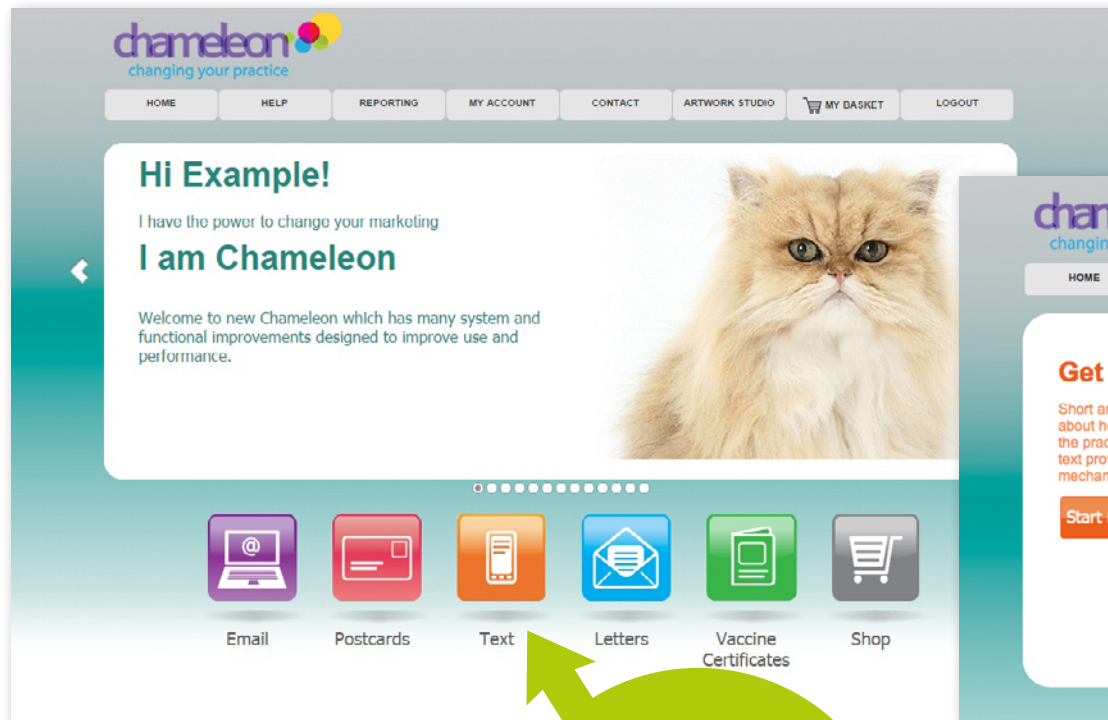
Shop



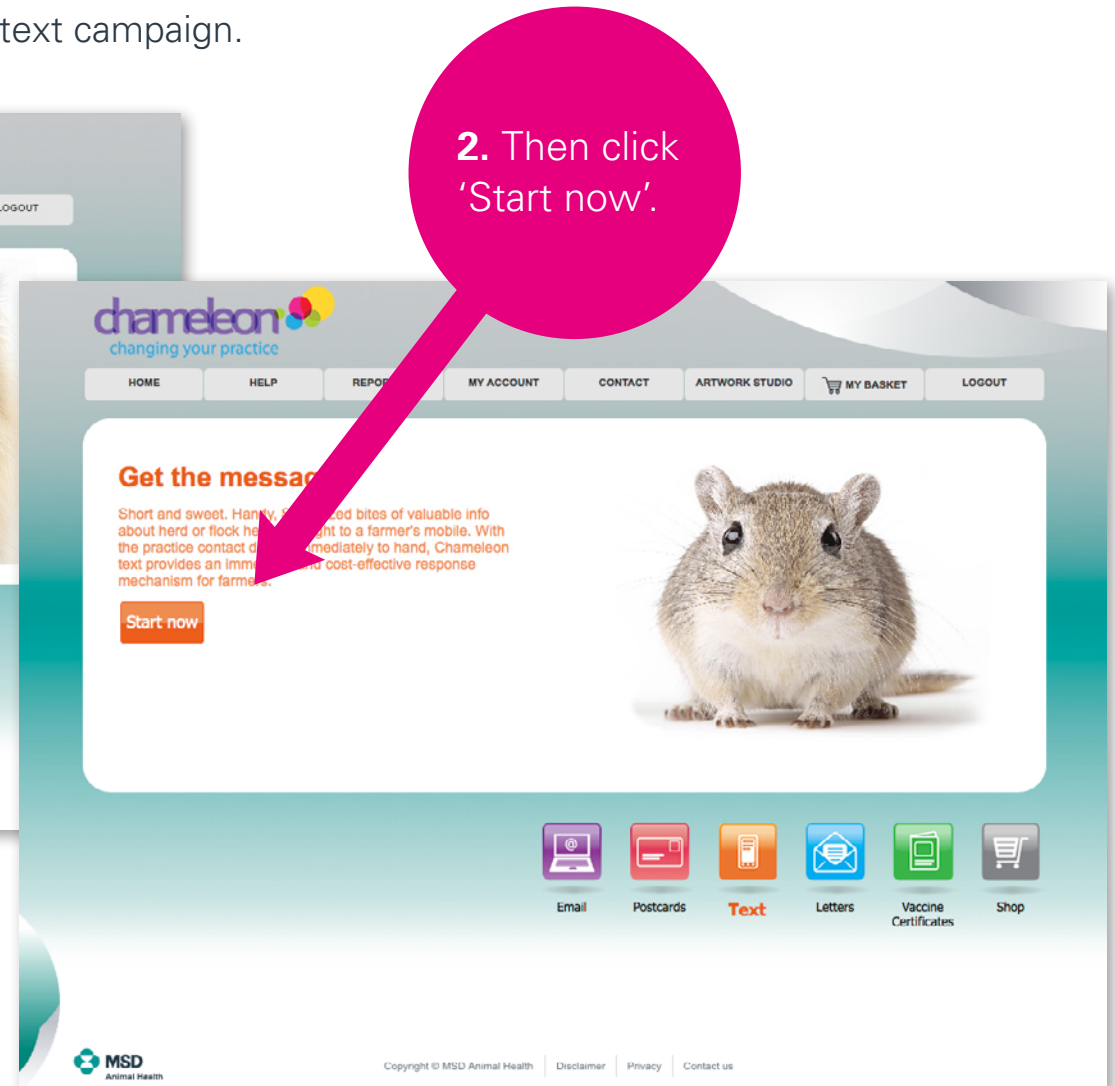
MSD
Animal Health

Getting started

Okay, now you're ready for action. Let's start creating a text campaign.

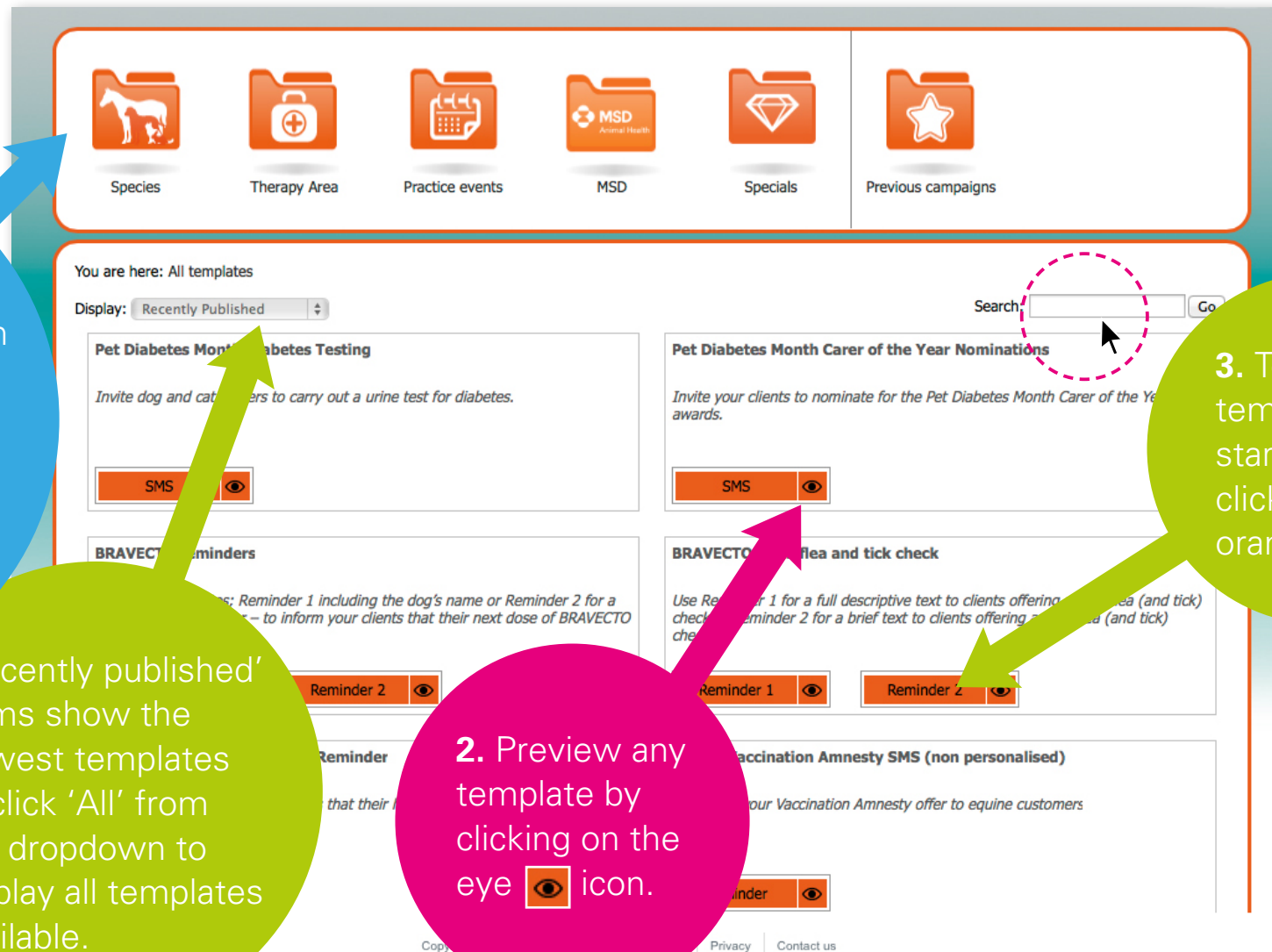


1. Choose
'Text' from the
menu on your
start screen.




2. Then click
'Start now'.

Selecting your template



1. Simply choose your required folder to filter the templates in the panel below, or use the search function. The templates will be filtered based on your selection and shown in the panel below.

'Recently published' items show the newest templates or click 'All' from the dropdown to display all templates available.

2. Preview any template by clicking on the eye  icon.

3. To open the template and start creating, click on the orange button.

Name and configure your creation

1. Navigate to your saved data file on your PC by clicking 'Browse' and locating the file.

2. Enter your campaign name and brief description. This will help identify this campaign when searching 'previous campaigns' in future.

3. Select the mobile phone number column from your spreadsheet using the drop down list.

4. Price and quantities are found here.

5. Click 'Next Step' when you're done.

The screenshot shows the 'Name your campaign' form in the Chameleon SMS Test application. The form includes fields for 'Mail merge file', 'SMS campaign name', and 'Description'. A dropdown menu for 'Select phone number column from uploaded spreadsheet' is set to 'Mobile Telephone'. A pricing table is visible, showing credits, credit card price, and minimum/maximum amounts. A 'Next step' button is at the bottom right. A pop-up window titled 'Valid number count: 3' with 'Back' and 'Continue' buttons is shown in the foreground.

Price (credits)	
Credits (each):	0
Credit card price (each):	£0.04
Minimum amount	1
Maximum amount	0
Multiple:	0

marked with a * are required.

Template preview:
Keep [pet's name] protected from panleucopaenia, flu and leukaemia! Call us now on [practice telephone number] to book a booster vaccination and free health check.
Optout:reply 'stop'

Valid number count: 3

Back Continue

A pop up window will then ask you to confirm the number of intended recipients. You will also be told if any phone numbers in your data are invalid. If so, please go 'back' to correct these in your spreadsheet and re-load in field 'mail merge file'. Click 'Continue' to proceed.

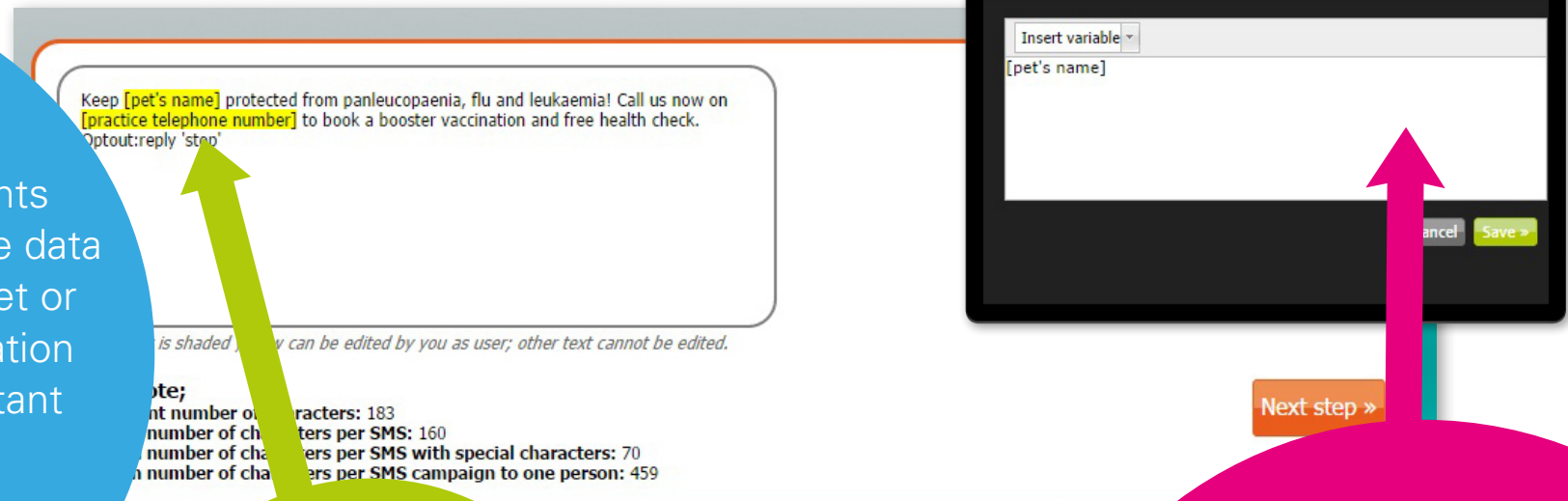
Editing a text template

1. Now it's time to personalise your text message to your clients by merging in variable data from your spreadsheet or enter generic information that will remain constant across all messages in your mailing, such as the practice phone number.

2. Editable fields are highlighted in yellow. Click on these to personalise the details using the pop up text editor.

To make changes to this, click the highlighted text to re-open the pop up editor.

3. Here we want to insert the pet's name, so highlight the text [Recipient name] and using the drop down menu that contains the column headings from your spreadsheet, replace the text by selecting 'Pet Name'. The data set you have chosen to use will show in the preview pane. Click 'Save' to close the pop up editor.



Editing a text template

Keep [pet's name] protected from panleucopaenia, flu and leukaemia! Call us now on [practice telephone number] to book a booster vaccination and free health check.
Optout:reply 'stop'

All text that is shaded yellow can be edited by you as user; other text cannot be edited.

Please note;
Your current number of characters: 183
Maximum number of characters per SMS: 160
Maximum number of characters per SMS with special characters: 160
Maximum number of characters per SMS campaign to one number: 160

Next step >>

Save & Exit

MSD Specials Previous campaigns

1. The maximum character count for one SMS is 160. If your message exceeds 160 characters, 2 messages will be sent and you will be charged accordingly.

You can 'save and exit' at any time if you wish to complete your campaign at a later date.

To view and edit a saved creation, select the 'Previous Campaigns' folder from the postcards navigation panel.

2. Click 'Next step' when you're done.

Preview your creation



1. Check a proof of your mailing, as shown above.

2. To amend your creation, use the arrows (<<) in the task bar at the top of the screen to go back to a previous stage.

3. Once you're happy, click 'Next step'.

Confirm and add to basket

1. Check the details of your campaign. Once you're happy, select the date and time you wish your campaign to be sent.

REMEMBER, if choosing a date and time in the future, choose to send during sociable hours, e.g. 9am-5pm.

The screenshot shows a campaign configuration form with the following details:

- SMS campaign name: **Cat vaccination now due**
- Description:
- Mail merge file: 3 unique recipients (Show recipients)
- Amount of actual messages: 6 (based on the number of characters)
- Price (credits): 0 (Credits (each): 0)
- VAT (20%): £ 0.05
- Unit card price: £ 0.29
- When should your message be sent?
 - ☒ Send immediately
 - ☐ Send at specific date in the future
 - Send date (format: year-month-day):
- Messages will be sent in sociable hours, between 9am and 5pm GMT.
- Add to basket »** (button)

2. Click 'Add to basket'.

Continue to your Basket?

Your design has been placed in the Basket. You can now continue to your Basket and actually order your created design, or you can go back to the design studio and select another template.

[Continue to your Basket](#)

[Go back to the Design Studio](#)

3. Choose between continuing to your basket to order your mailing, or go back to the design studio to create a new item.

Ordering your creation

Article	Actions	Amount	Total Price
Keep [pet's name] protected from panleucopaenia, flu and leukaemia! Call us now on [practice telephone number] to book a booster vaccination and free health check. Optout:reply 'stop'	Delete	6	£ 0.24
Keep [pet's name] protected from panleucopaenia, flu and leukaemia! Call us now on [practice telephone number] to book a booster vaccination and free health check. Opt	Delete	6	£ 0.24
VAT			£ 0.10
Credit card total			£ 0.58

☒ Send receipt by e-mail

[Pay by Credit Card »](#)

1. Your basket shows all orders waiting to be completed. Check the box to receive a receipt by email.

You can:

- ✓ delete a campaign
- ✓ complete your order

2. Click 'Place order' to complete your order.




Payment process


Payment confirmation



Order reference : 205944-53e9d651c60a2-uk
Total charge : 0.29 GBP
Beneficiary : M S D Animal Health


Card: SSL secured transaction

Please select a payment method by clicking on the logo.

 [Can I actually pay with my Maestro card?](#)

POWERED BY 

1. You can pay using either credit or debit card, simply click on the logo appropriate to your card and fill in your details.


IMPORTANT...

During the payment process, DO NOT use the back buttons in your browser to navigate otherwise you may be charged twice.

2. Enter your card details and click 'Yes, I confirm my payment'.

MSD Chameleon Online Payment

Order reference : 205944-53e9d651c60a2-uk
Total charge : 0.29 GBP
Beneficiary : M S D Animal Health

Pay with : 


Cardholder's name* :

Card number* :

Expiry date (mm/yyyy)* : /

Card verification code* : [What is this?](#)

* Mandatory fields

POWERED BY 

Payment confirmation

Payment confirmation

Order reference : 205944-53e9d651c60a2-uk
Total charge : 0.29 GBP
Beneficiary : M S D Animal Health

XXXXXXXXXXXX6054 06/16

You must now identify yourself.
Please follow the instructions in the popup window

Please remain patient while the page refreshes. Your payment is being processed and may take a moment. **Please DO NOT click on anything while this is happening.**

DO NOT use the back button or you may be charged twice.

Payment receipt

Receipt
Order ID: SMS-basket-1995991902
Payment transaction ID: 1176758026
Credit card price: GBP 0.29
Delivery address: Digital
Status: Approved

Name	Price / item	Quantity	Line total
SMS 280670	£ 0.04	6	£ 0.24
VAT			£ 0.05
Credit card total			£ 0.29
Total credits			0

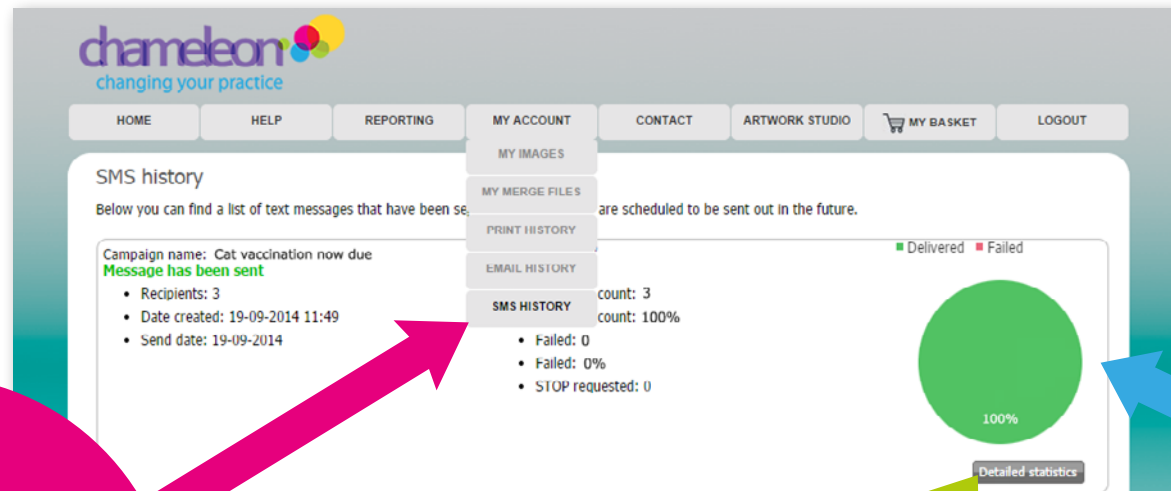
Intervet UK Ltd trading as MSD Animal Health Registered office as above Registered in England and Wales No 946942
VAT Number GB 763890981

Print receipt >

☒ Send receipt by e-mail

Print out the
online receipt
and retain for
your records.

Tracking your order



1. Select 'SMS History' from the 'My Account' drop down menu to view order history.

3. Download detailed statistics here and to also choose to download as a .csv file.

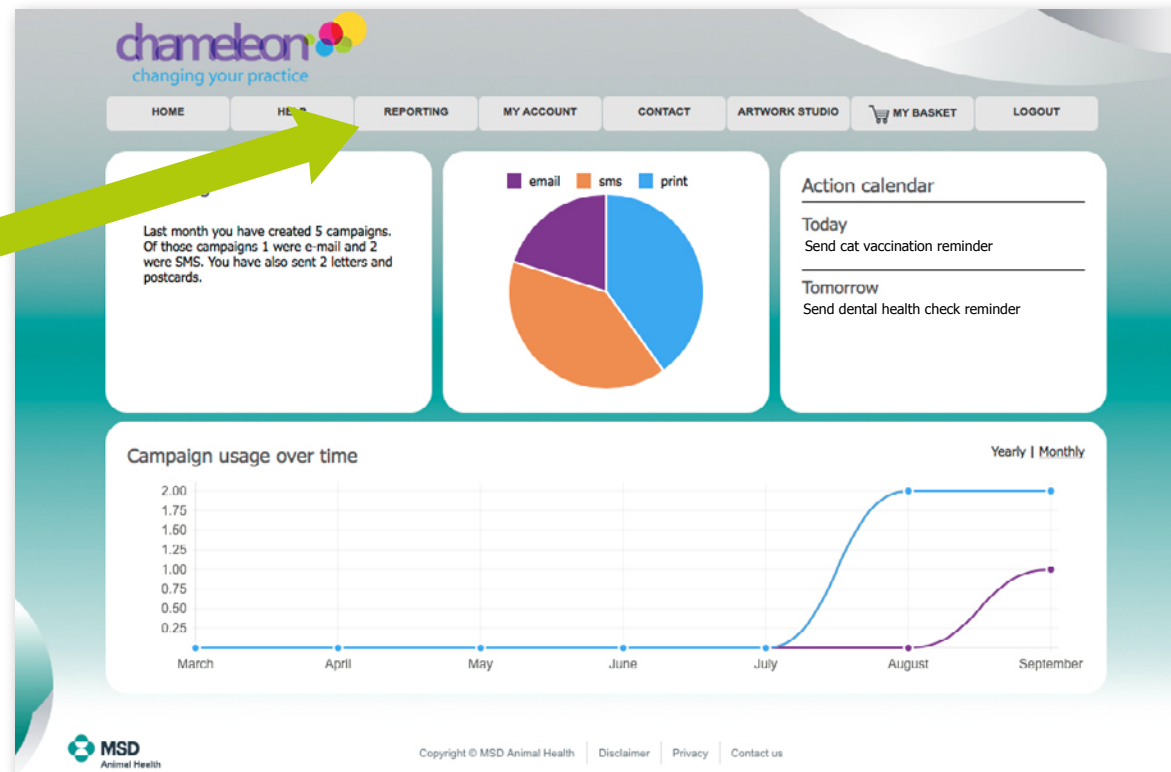
2. Assess the statistics specific to each mailing.

Monitor your campaign...

Reporting

Chameleon also enables you to keep track of your existing and past campaigns, monitor their performance, and plan future campaigns.

1. Click on 'Reporting' in the navigation bar to monitor and plan your campaigns.





“
I am Chameleon”



Email



Postcards



Text



Letters



**Vaccine
Certificates**



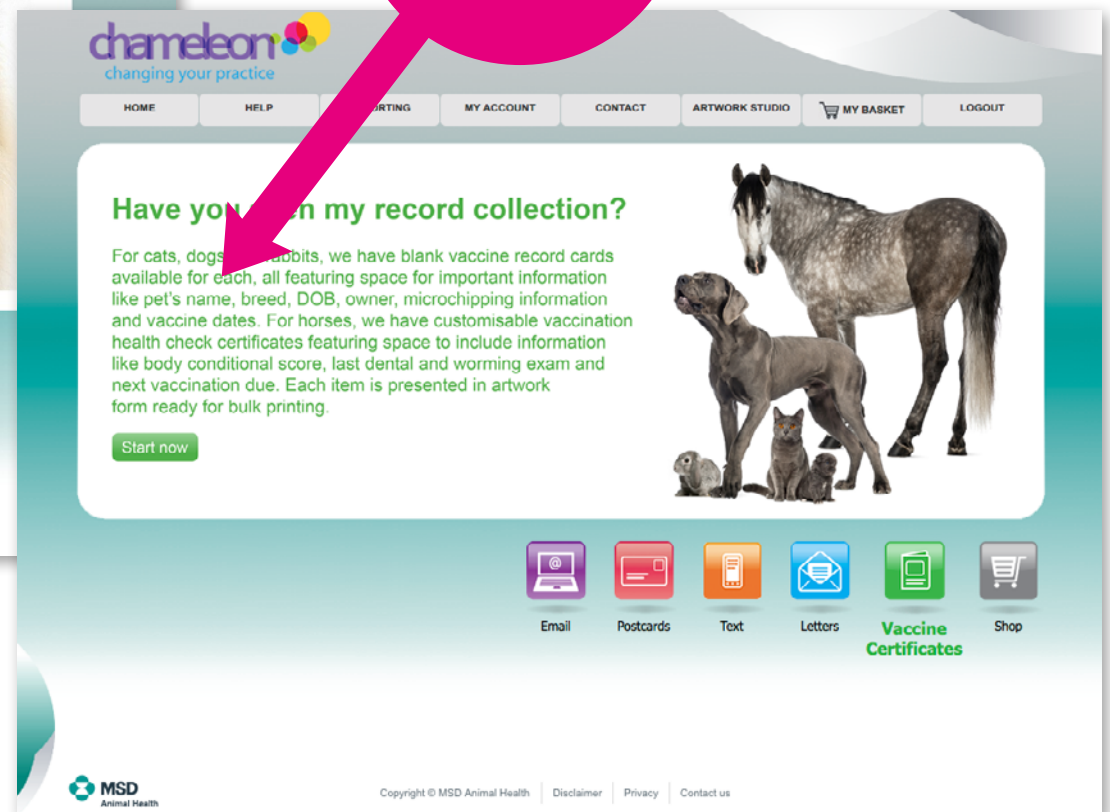
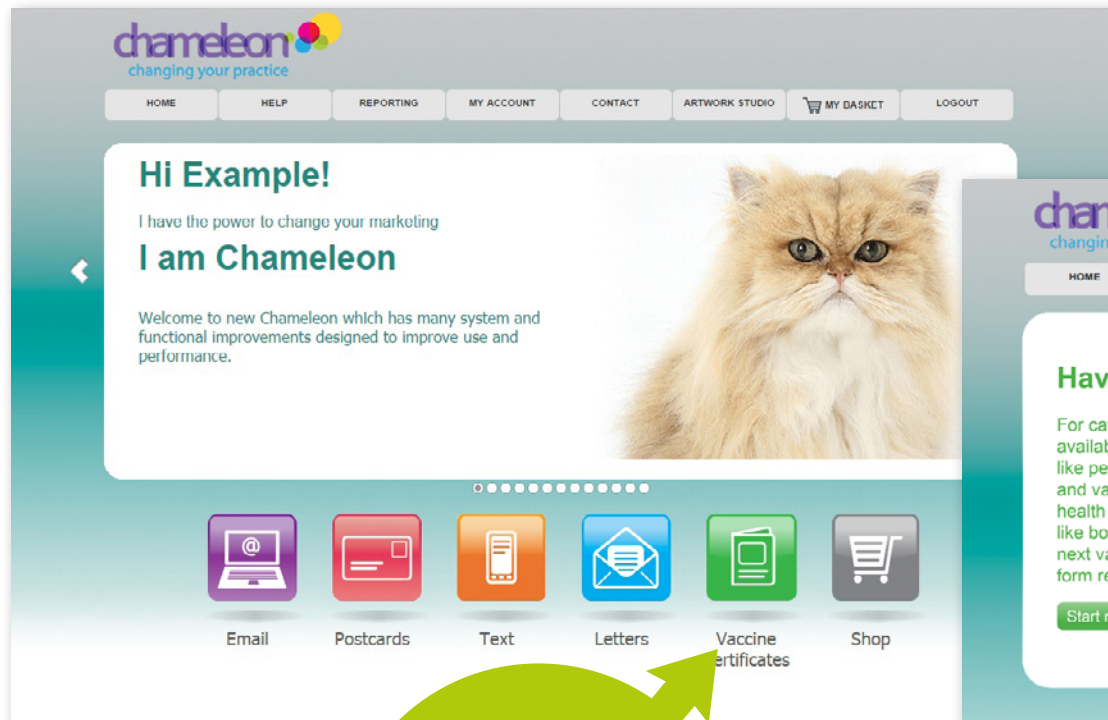
Shop



MSD
Animal Health

Getting started


Okay, now you're ready for action. Let's order your vaccine certificates.



Selecting your design

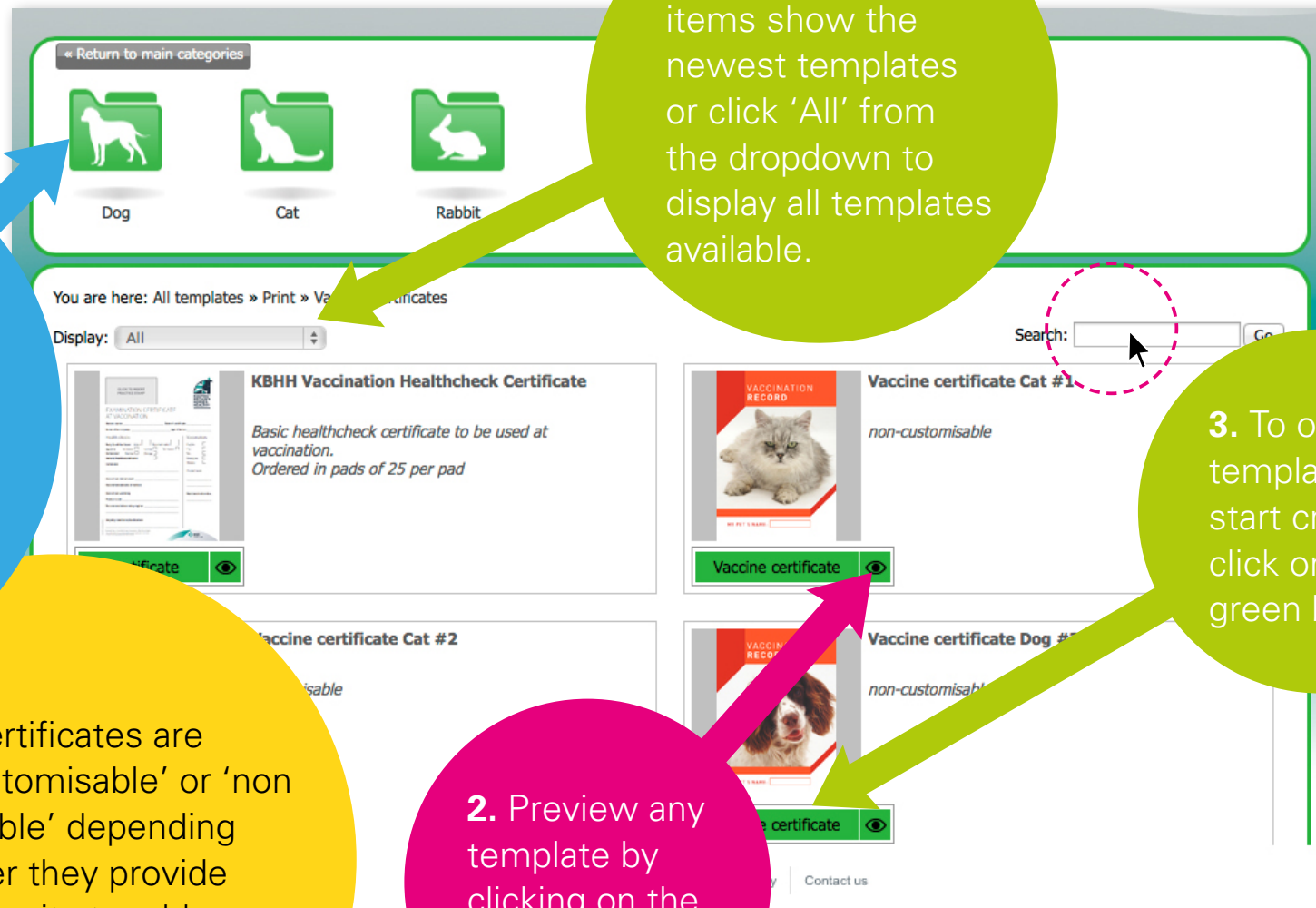
1. Simply choose your required folder to filter the templates in the panel below, or use the search function. The templates will be filtered based on your selection and shown in the panel below.

Vaccine certificates are either 'customisable' or 'non customisable' depending on whether they provide the opportunity to add your dotStamp or your own text.

2. Preview any template by clicking on the eye  icon.

'Recently published' items show the newest templates or click 'All' from the dropdown to display all templates available.

3. To open the template and start creating, click on the green button.



Name your order

The screenshot shows a web form titled 'Name your campaign'. It has two main sections: 'Name your campaign' and 'Configure your print campaign'. The first section has a 'Name: *' field with the text 'Dog Vaccination Certificates' and a 'Description:' field. The second section has a 'Print Type: *' dropdown menu set to 'Standard (couriered to you)', an 'Excel-file:' field with a 'Choose file' button and 'No file chosen' text, and an 'Order amount:' field set to '100'. Below these fields is a table of charges. A blue circle with two arrows points to the 'Name' and 'Description' fields, containing the text '1. Enter a name and brief description for your item. This will help identify this item when searching 'previous campaigns' in future.' A yellow arrow points from a yellow circle at the bottom right to the 'Next step >>' button. The bottom left of the form has a note: 'fields marked with a * are required.'

Credits (each):	0
Credit card price (each):	£0
Delivery Charge (each):	0
Single charge	0
Minimum amount:	1
Maximum amount:	1000
Multiple:	1

1. Enter a name and brief description for your item. This will help identify this item when searching 'previous campaigns' in future.

Now, let's configure your order...

Configure your order

1. By default, vaccine certificates are bulk printed and couriered directly to you using our standard FOC service.

The screenshot shows a web form titled 'Configure your order'. It has several sections: 'Name your campaign' with 'Name:' (required) and 'Description:' fields; 'Configure your print campaign' with a dropdown menu set to 'Standard (couriered to you)'; 'Excel-file:' with a 'Choose file' button and 'No file chosen' text; 'Order amount:' with a text input field; and a summary table. A 'Next step >' button is at the bottom right. Four callout circles with arrows point to specific parts: a blue circle points to the 'Standard (couriered to you)' dropdown; a pink circle points to the 'Order amount:' input field; a green circle points to the summary table; and a yellow circle points to the 'Next step >' button.

Name your campaign	
Name: *	<input type="text"/>
Description:	<input type="text"/>
Configure your print campaign	
	Standard (couriered to you)
Excel-file:	<input type="button" value="Choose file"/> No file chosen
Order amount:	<input type="text"/>
Credits (each):	0
Credit card price (each):	£0
Delivery Charge (each):	0
Single charge	0
Minimum amount:	1
Maximum amount:	1000
Multiple:	1
fields marked with a * are required.	
<input type="button" value="Next step >"/>	

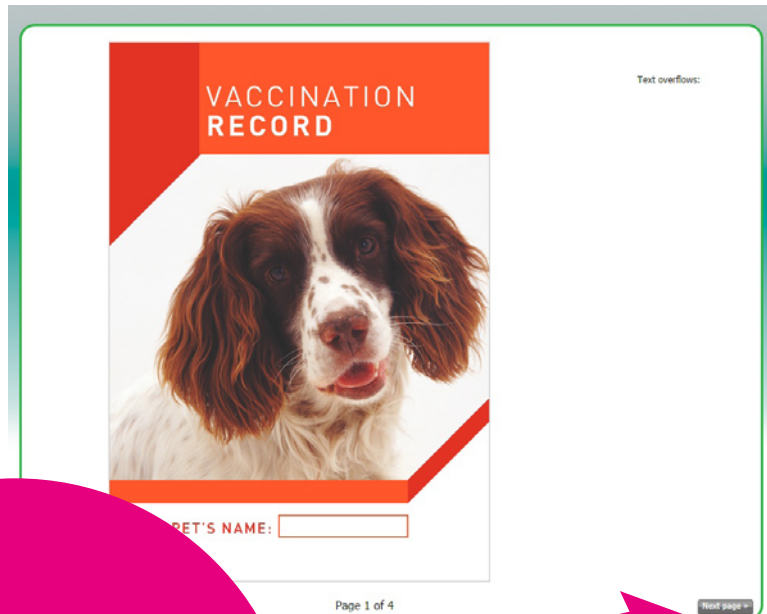
2. Enter the quantity you would like to order.

3. Minimum/maximum order quantities can be found here.

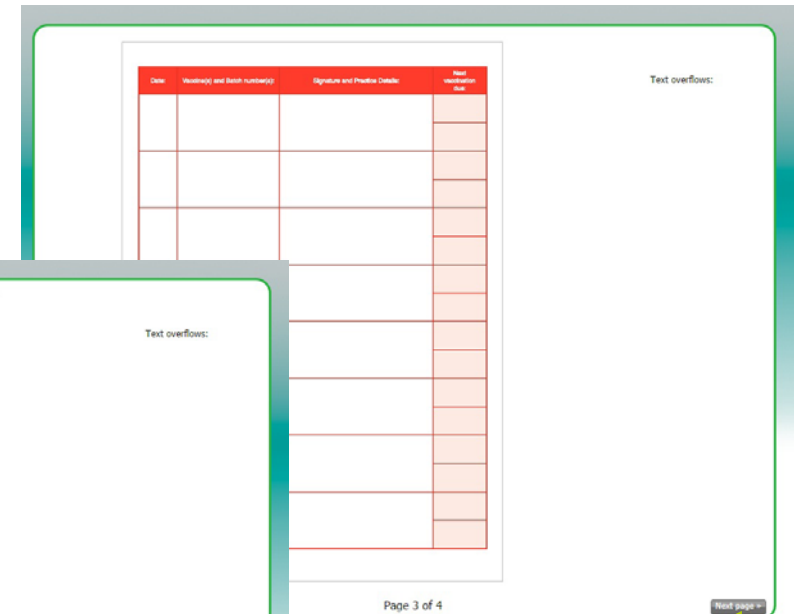
4. Click 'Next Step' when you're done.

Check your chosen design

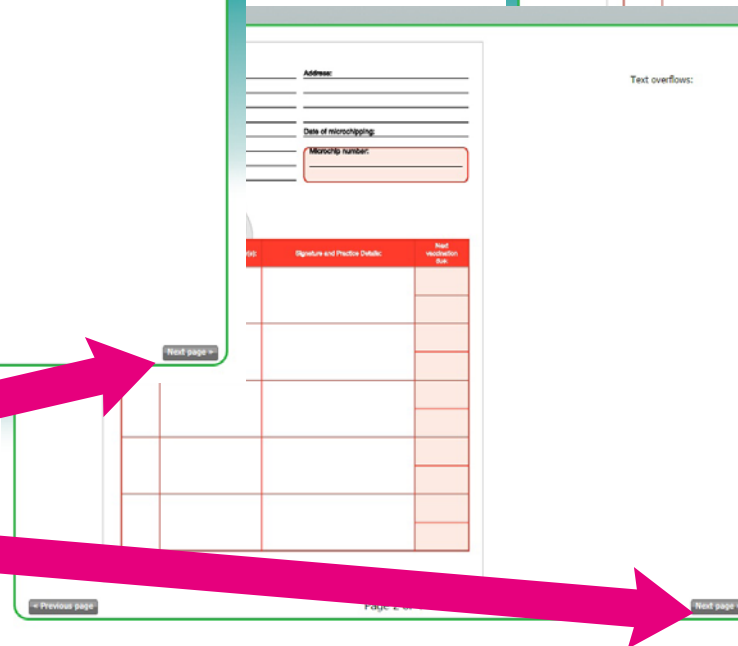
Front cover:



Inside right:



Inside left:



1. Check a preview of your item, then click 'next step' to view the next page of your vaccine certificates.

2. Click 'next step' to personalise the back cover with your dotStamp.

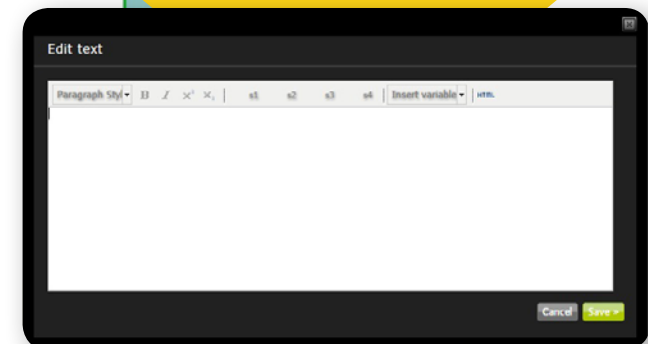
Personalising your vaccine certificates

Back cover:



2. Upload your 'dotStamp' from your image library, by clicking on the image box and choosing your practice's dotStamp from the pop up image library and crop, if required, to fit. (Available for selected templates only).

1. Many certificates can be personalised to your practice. Text boxes marked by red dashed boxes can be used for your own messages. Click on these to open the pop up text editor to add your own text.




Preview your order

1. Check your item details (Name, Description, Order amount etc.) then click 'Preview'.

(You MUST preview to go to the next stage)

To amend your order, use the arrows (<<) in the taskbar at the top of the screen to go back to a previous stage.

The screenshot shows a 'Document Summary' page for 'Dog Vaccination Certificates'. It includes a thumbnail of a dog, a 'Preview' button, and a table of details.

Document Summary	
	Name: Dog Vaccination Certificates
	Description:
	Page count: 4
	Date created: 6 October 2014
	Last modified: 6 October 2014
	Text overflows:
	Print Type: Standard (couriered to 100)
	Order amount:

Buttons: Preview *, Add to basket >>

* Document preview is required

3. Now choose between continuing to your basket to order your items, or go back to the design studio to create a new item.


2. Once you're happy, click 'add to basket'.

The dialog box asks 'Continue to your Basket?' and provides two options: 'Go back to the Design Studio' and 'Continue to your Basket'.

Your design has been placed in the Basket. You can now continue to your Basket and actually order your created design. You can go back to the design studio and select another template.

Buttons: Go back to the Design Studio, Continue to your Basket

Place your order

Article	Actions	Amount	Total Price
 <p>Dog Vaccination Certificates Date created: 06-10-2014 17:11:40</p> <p>Click thumbnail to preview</p>	Delete	100	£ 0.00

Here you can see any charges that apply to your vaccine certificates.

Your basket shows all print orders waiting to be completed. You can:

- delete a campaign
- complete your order

Click 'Continue' to complete your order.

Continue »

Shipping/billing information

The screenshot shows a web form titled "Shipping information". It contains two main sections: "Shipping Information – Not Applicable to Mail Merge orders" and "Special instructions". The shipping section includes a text area with "Example Vets", "Example Street", "Example City", and "AA1 1AA". Below this is a dropdown menu showing "Example Vets, Example Stre" and a "Create new address" button. A "Back" button is at the bottom left. The "Special instructions" section has a large empty text area. A "Continue" button is at the bottom right. Two callout bubbles provide instructions: a blue bubble labeled "1." points to the address dropdown and "Create new address" button, and a green bubble labeled "2." points to the "Continue" button.

Shipping information

Shipping Information – Not Applicable to Mail Merge orders
Example Vets
Example Street
Example City
AA1 1AA

Example Vets, Example Stre ▼

Create new address

« Back

Special instructions

2. Click 'Continue' when you're done.

Continue »

1. Select a delivery address from the dropdown list or create a new address.

Shipping/billing information

Shipping information

Delivery address
Example Vets
Example Street
Example City
AA1 1AA

Dog Vaccination Certificates
Date created: 06-10-2014 17:00

☒ I do agree to the terms and conditions of Chameleon/MSD

[< Back](#)

[Place order](#)

100 £ 0.00

Having checked that your order details are correct, you MUST agree to the 'terms and conditions' before placing your order.

You're finished!
Now track your order...

Tracking your order

1. Select 'Print History' from the 'My Account' drop down menu to view your order status.

3. Click the reference number to retrieve a receipt of your order.

The screenshot shows the 'My Account' page with a navigation bar at the top containing links: HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY BASKET. Under 'MY ACCOUNT', there is a dropdown menu with options: MY IMAGES, MY MERGE FILES, PRINT HISTORY (highlighted with a pink arrow), EMAIL HISTORY, and SMS HISTORY. Below this, a list of orders is displayed. Each order entry includes an order number, date, reference, status, title, and a bar system. For example, 'Order 46218' is 'Approved' with a green bar system. 'Order 46196' is 'Approved' with a green bar system. 'Order 44842' is 'Rejected' with a red bar system. At the bottom, there are icons for Email, Postcards, Text, Letters, Vaccine Certificates, and Shop.

2. A green/red bar system will keep you up to date with your orders:

1 x GREEN BAR:

Order approved by Chameleon Admin and sent to the printer/supplier.

2 x GREEN BARS:

Order received by supplier and being printed/processed.

3 x GREEN BARS:

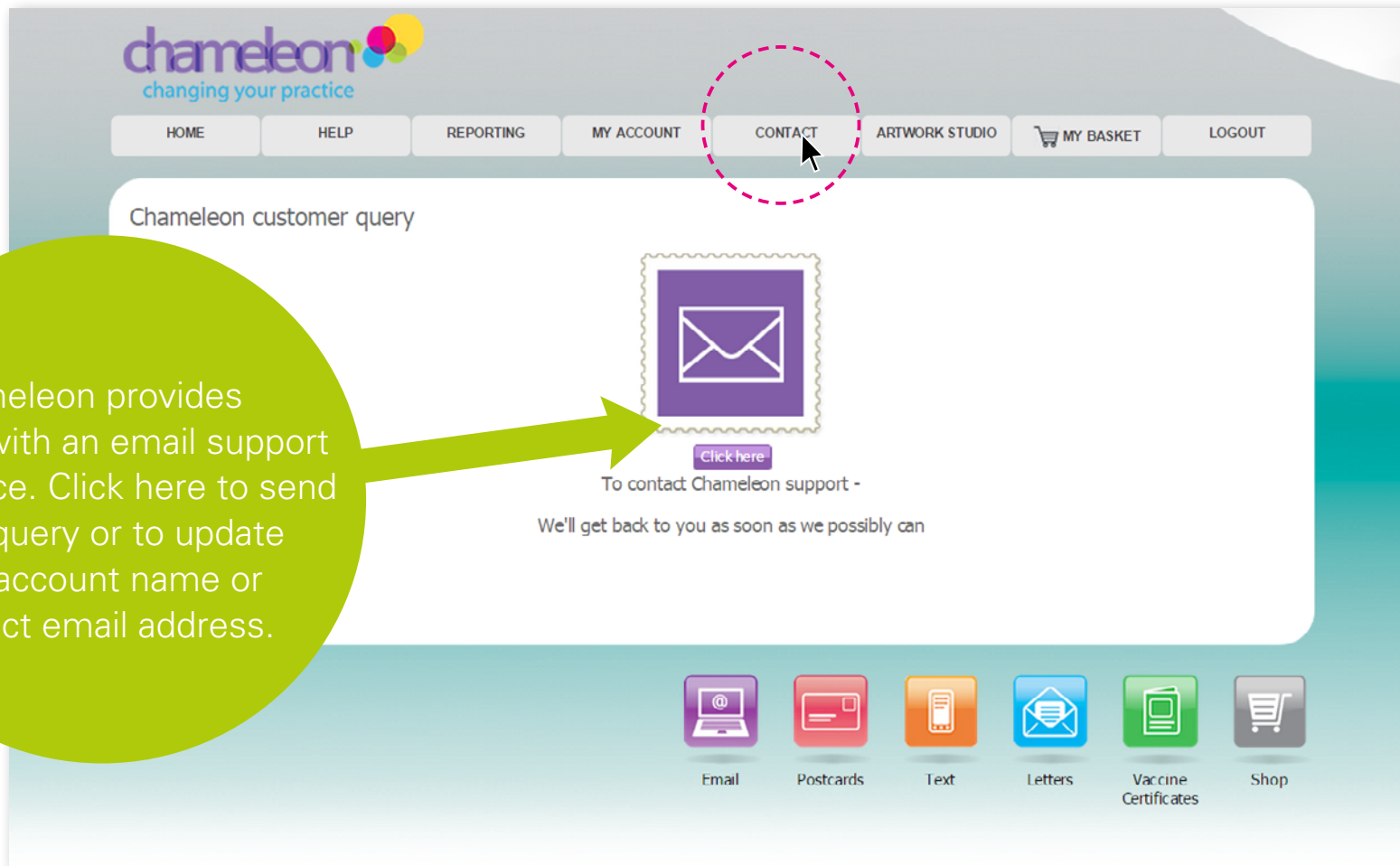
Order passed to courier for delivery. Click 'Track your order' to track your parcel.

1 x RED BAR:

There may be some circumstances where the system has to reject your order. When this happens, your order will receive one red bar. You will also receive an email from Chameleon to alert you.

The screenshot shows the 'Track a parcel' page for Consignment LHP05426. It includes a 'Current Status' section with delivery date (Monday 18th August), estimated time of delivery (Between 10:10 and 12:10), and standard hours of delivery (Between 07:30 and 12:00). There is also a 'Tracking History' table with columns for Date, Time, and Message. The table shows several entries with green status indicators. At the bottom, there are 'Commonly Asked Questions' and a 'More Questions & Answers' section.

Contact us



Chameleon provides you with an email support service. Click here to send us a query or to update your account name or contact email address.