



“  
I am Chameleon”



Email



Postcards



Text



Letters



Vaccine  
Certificates



Shop



MSD  
Animal Health

**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

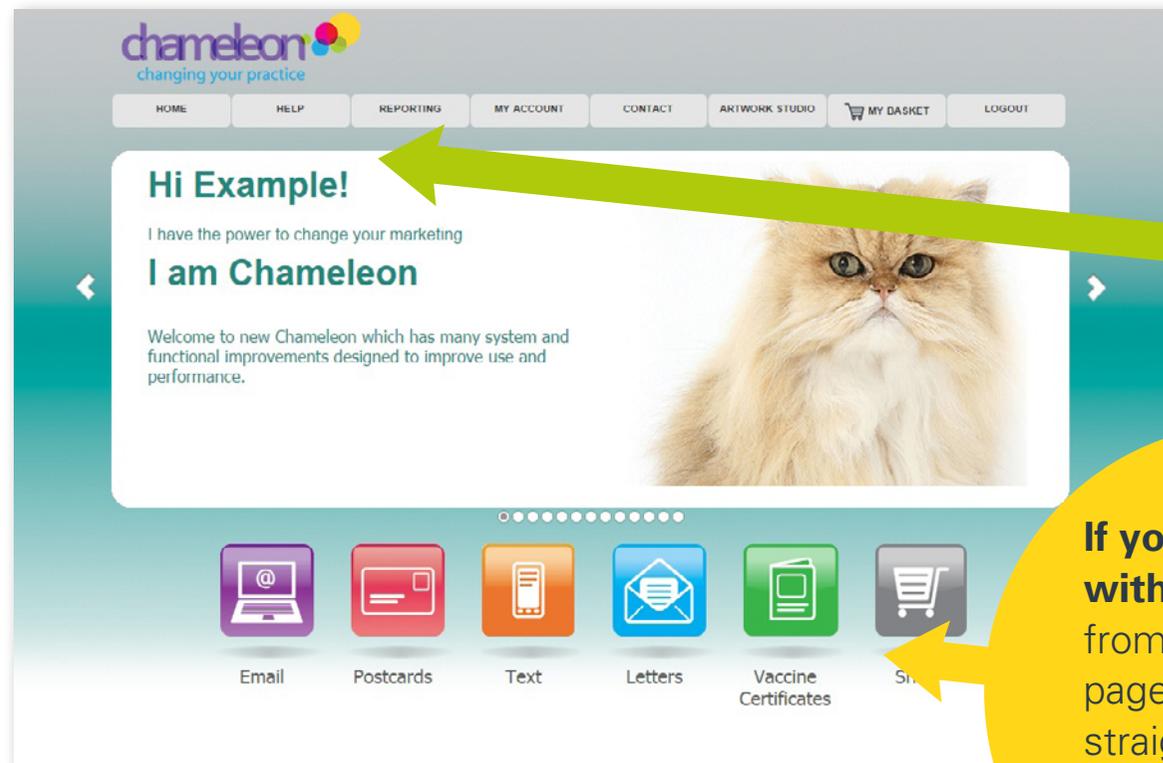
**Tracking your order**

**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

The screenshot shows the Chameleon interface with a navigation bar at the top containing icons for Species, Therapy Area, Practice events (circled in red), 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. Two preview cards are visible: 'Contact Preferences A5 card - Equine' and 'Contact Preferences card'. A large pink arrow points from the search bar area down to a detailed view of the 'Contact Preferences 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.

fold and post into the box at reception.

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'**.

# 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...



...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)

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.

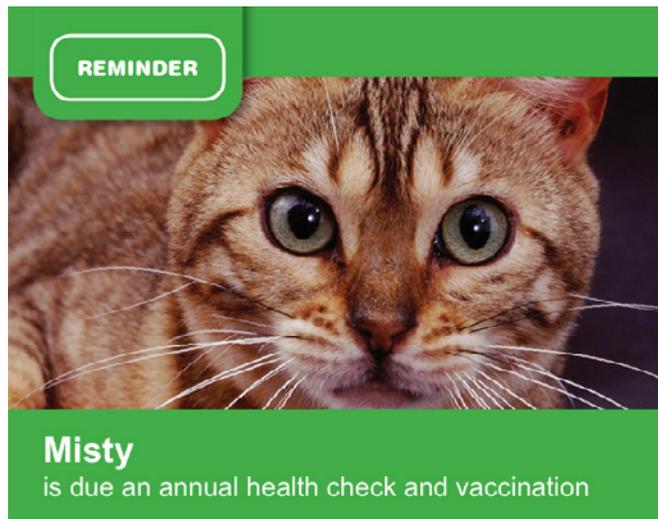
**Any issues with your account?**  
Contact us via the menu bar.

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.



Typically this is what a 'dotStamp' looks like.



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

# Creating your dotStamp

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

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

The screenshot shows the Chameleon Practice Artwork Studio interface. At the top, there is a navigation menu with links for HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY BASKET. Below the menu, a welcome message reads "Welcome to your Chameleon Practice Artwork Studio". Underneath, there are three main options: "To order new practice artwork" (with sub-options "By Post" and "By Email"), "To order amendments to existing artwork" (with a "Click here" button), and "To query an outstanding order" (with a "Click here" button). Below these options is a row of icons for "E", "Postcards", "Text", "Letters", and "Vax Certificates".

Overlaid on the right side of the screenshot is a form titled "Requesting new artwork via email". The form contains the following sections:

- Section 1 - Your practice details:**
  - a. Your practice name:
  - b. Your account number / branch code:
  - c. Your name:
  - d. Your branch address:
  - e. Your branch postcode:
  - f. Your contact number:
  - g. Your email address:
- 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. Please avoid sending low resolution artwork.**

No file selected.

A green "Send" button is located at the bottom right of the form.

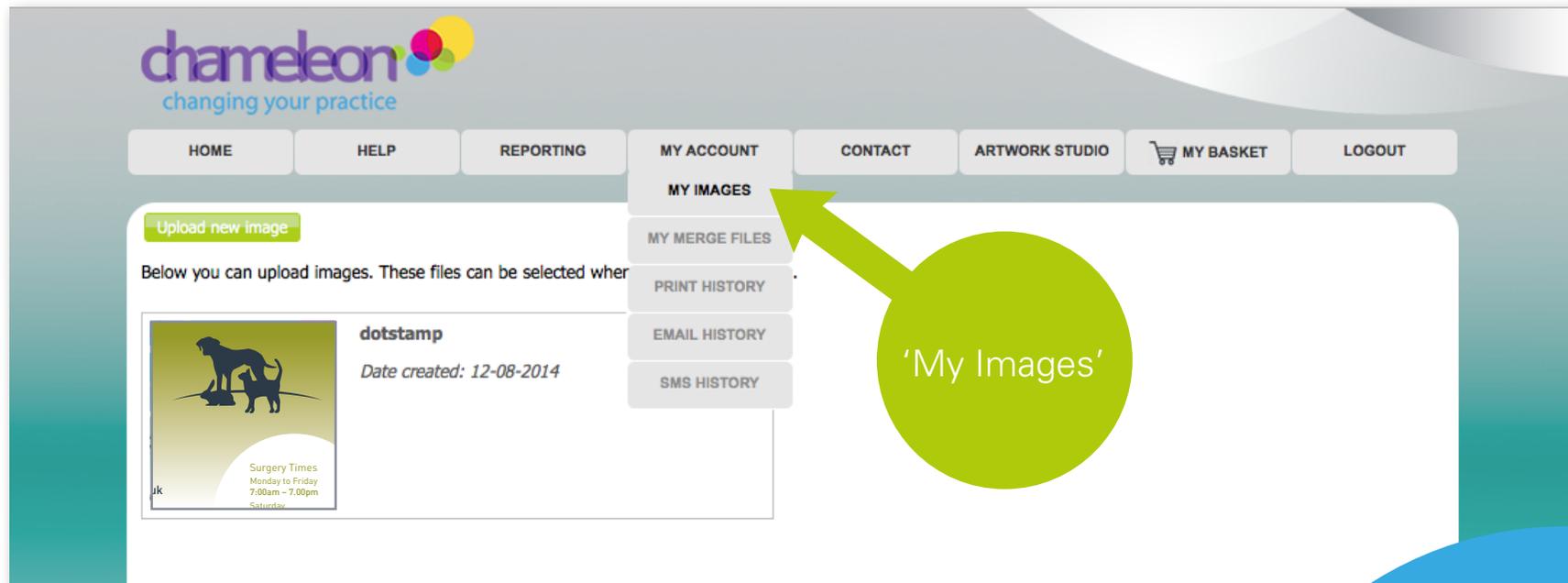
2. Use the 'Artwork Studio' to order new artwork, edit existing artwork or query an outstanding order.

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.

# 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	Business	Sender	Monty	07700 900652	<a href="mailto:bryan.haar@gmail.com">bryan.haar@gmail.com</a>	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA	yes	yes	yes	yes
Mr	S	Turner	Buster		07700 900326	<a href="mailto:scott.turn@gmail.com">scott.turn@gmail.com</a>	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA	yes			
Mr	R	Spur	Cannoli		07700 900459	<a href="mailto:Rspurr@hotmail.com">Rspurr@hotmail.com</a>	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA		yes		
Mr	A	ew	Martin	Seal	07700 900652	<a href="mailto:MartAn@yooohoo.com">MartAn@yooohoo.com</a>	Example Customer	Example Vets	Example Street	Example City	Example County	AA1 1AA			yes	
Ms	J		Richard		07700 900326	<a href="mailto:RichardJ@ccm.edo">RichardJ@ccm.edo</a>	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

3. Your spreadsheet must contain at least:

- Customer first name**
- Customer surname**
- Customer full postal address including postcode (if using 'Post' or 'Letter')**
- Customer email address (if using 'Emails')**
- 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



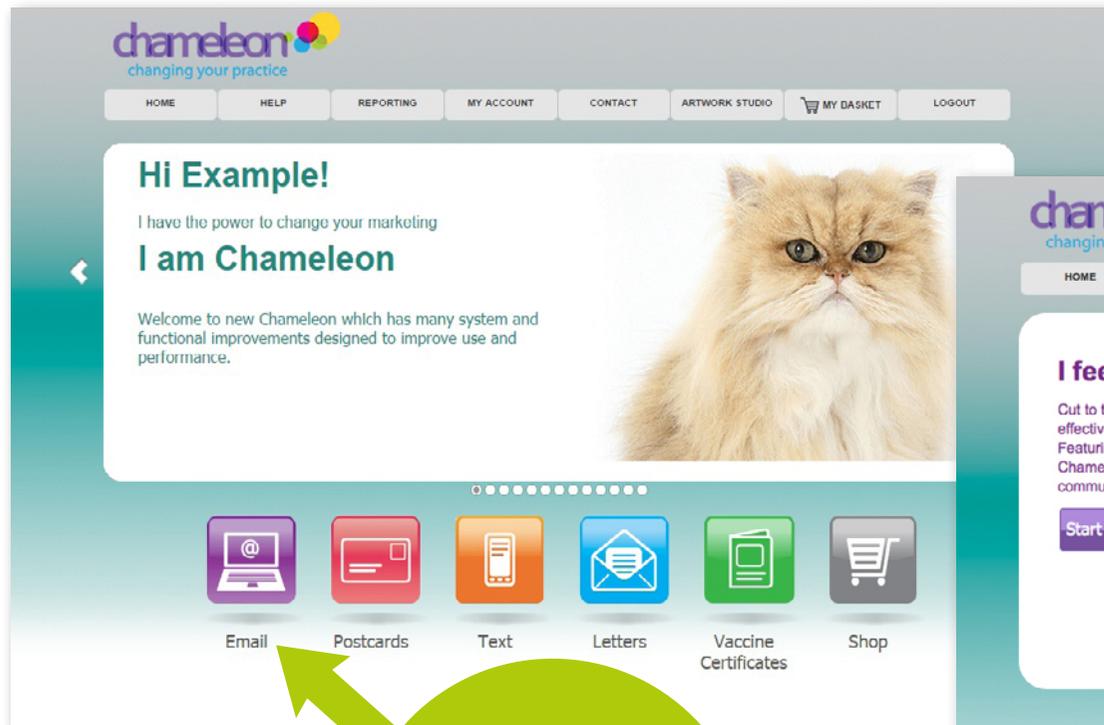
Shop



MSD  
Animal Health

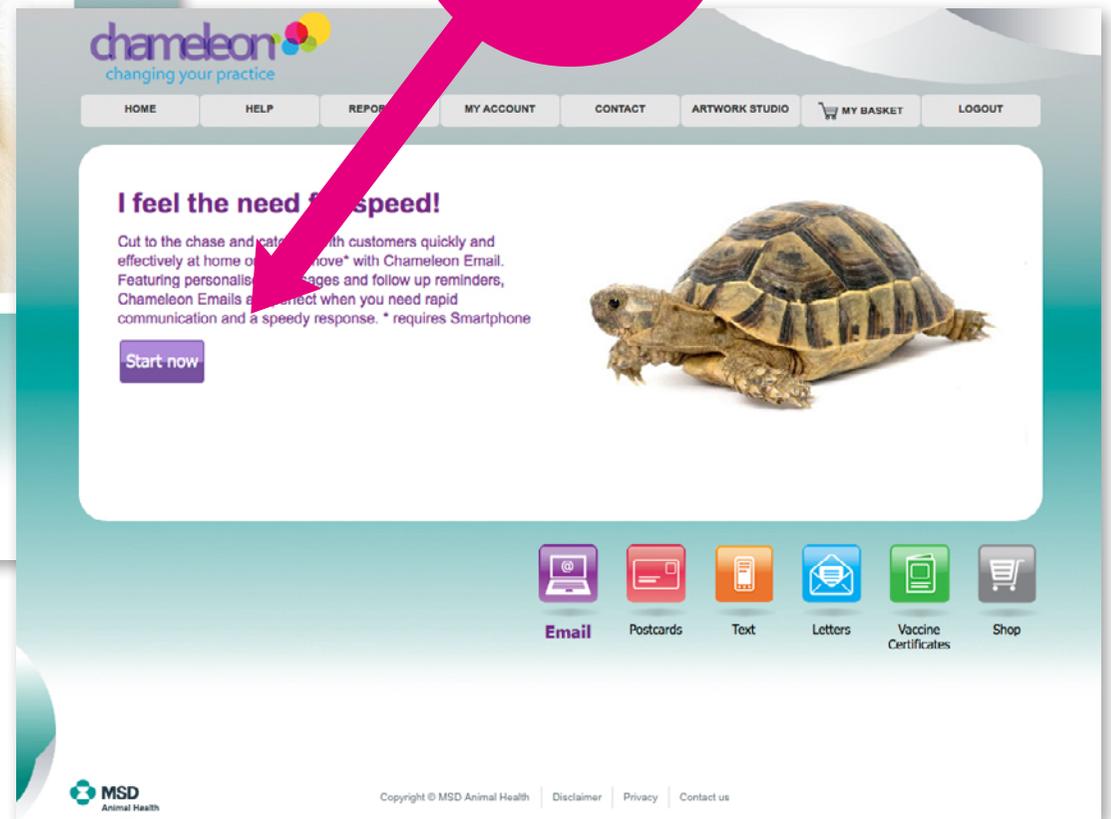
# Getting started

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



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

2. Then click 'Start now'.



# Selecting your template

You are here: All templates

Display: Recently Published

Search:  Go

**Pet Diabetes Month Carer of the Year Nominations**  
Invite your clients to nominate for the Pet Diabetes Month Carer of the Year awards.

**Pet Diabetes Month Diabetes Testing**  
Invite dog and cat owners to carry out for diabetes

**Keeping Britain's Horses Healthy Amnesty**  
Announce your equine vaccination amnesty using the KBHH imagery.

**BRAVECTO reminder email**  
Use this email to remind your clients their next BRAVECTO treatment is due.

**Amnesty Dog**  
Vaccination Amnesty for Dog Only

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 purple button.

# 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.

Campaign name: \*  ?

Description:  ?

**Configure your email**

'From' name: \*  ?

'Reply to' email address: \*  ?

fields marked with a \* are required.

Next step >>

**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

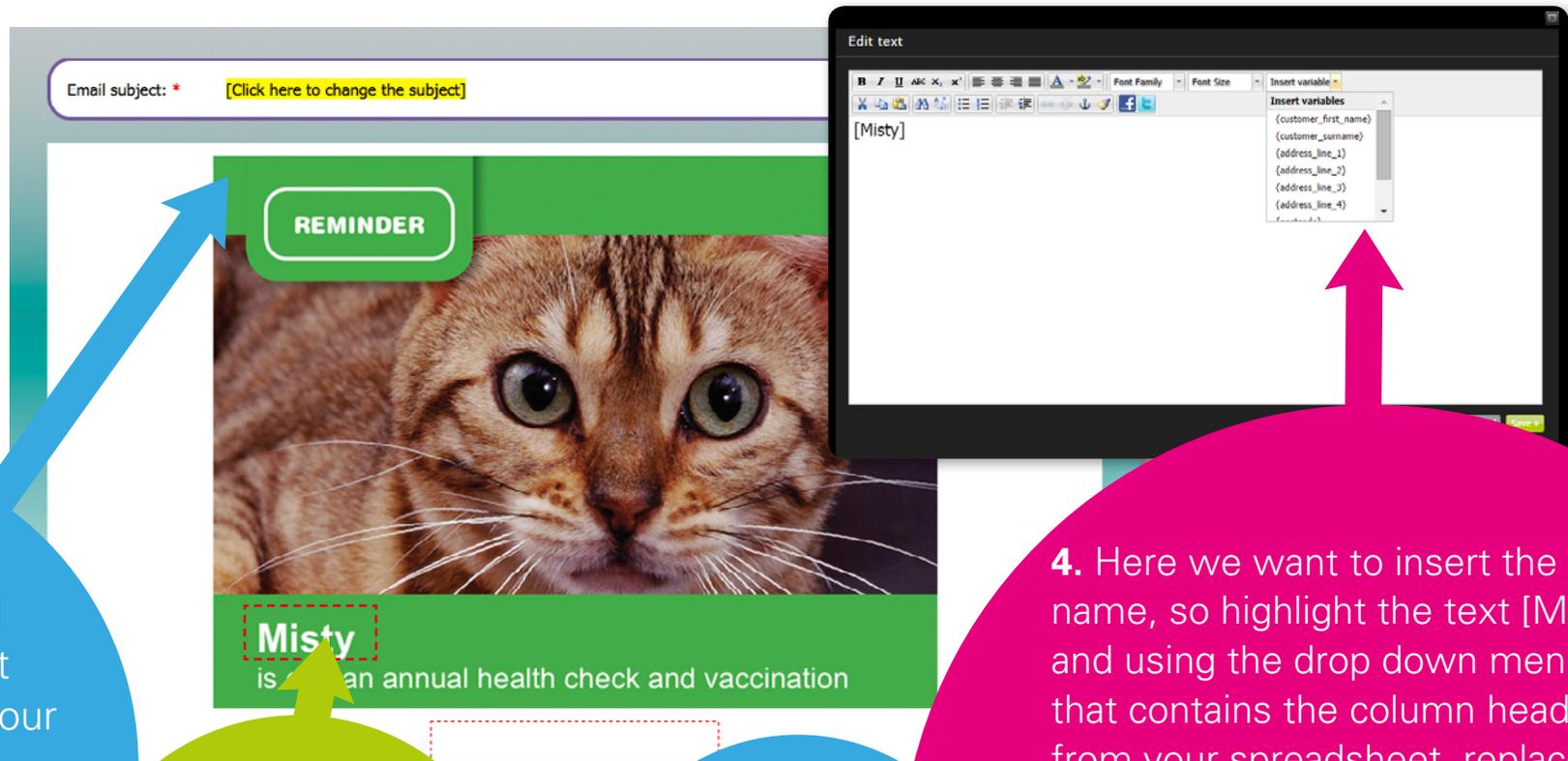
1. Now it's time to personalise your email to your clients by merging in the variable data from your spreadsheet.

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.

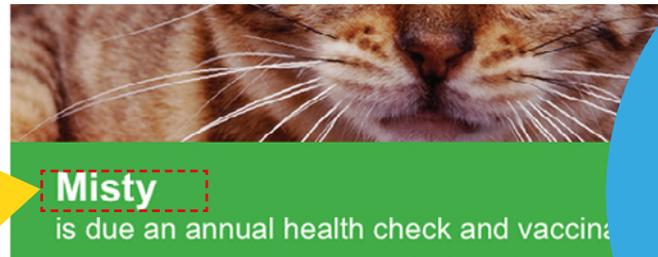
To make changes to this, click the red dashed boxes to re-open the pop up editor.

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.

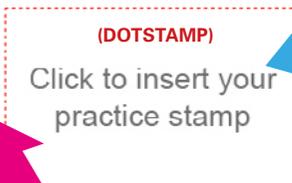


# Editing the body of an email template

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.



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

Mrs Jones  
For cats, feline panleuc  
and well-being.  
Make sure your cat  
vaccination and fr  
If you are no longer

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

Mail merge file: 1 unique recipients

Email subject: Reminder

Send preview to:

*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.

**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

The screenshot shows the 'Email history' page in the Chameleon interface. The navigation bar includes HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, MY BASKET, and LOGOUT. The 'MY ACCOUNT' menu is open, showing options like MY IMAGES, MY MERGE FILES, PRINT HISTORY, EMAIL HISTORY, and SMS HISTORY. The 'EMAIL HISTORY' section displays a campaign for 'Cat vaccination is now due' with a reference number 1500621094. It lists 40 recipients, a creation date of 16-09-2014 11:20, and a send date of 16-09-2014 11:20. A pie chart shows 50% Readers (green) and 50% Unread (grey). A legend indicates 50% Bounces (red) and 50% Unread (grey). A 'Detailed statistics' button is visible below the chart.

Category	Value
Recipients	40
Date created	16-09-2014 11:20
Send date	16-09-2014 11:20
Reader count	0
Reader count (percentage)	50%
Bounces	1
Bounces (percentage)	50%
Unsubscribers	0

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

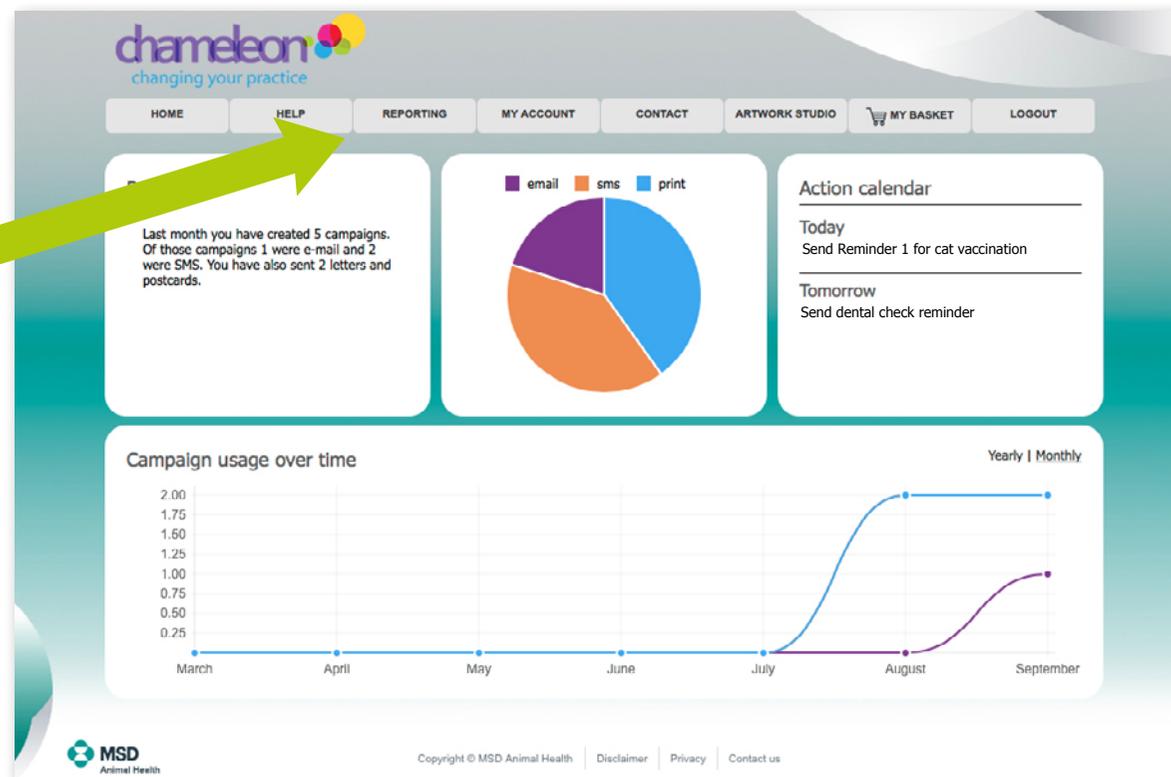
2. Assess the statistics specific to each mailing.

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

# 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

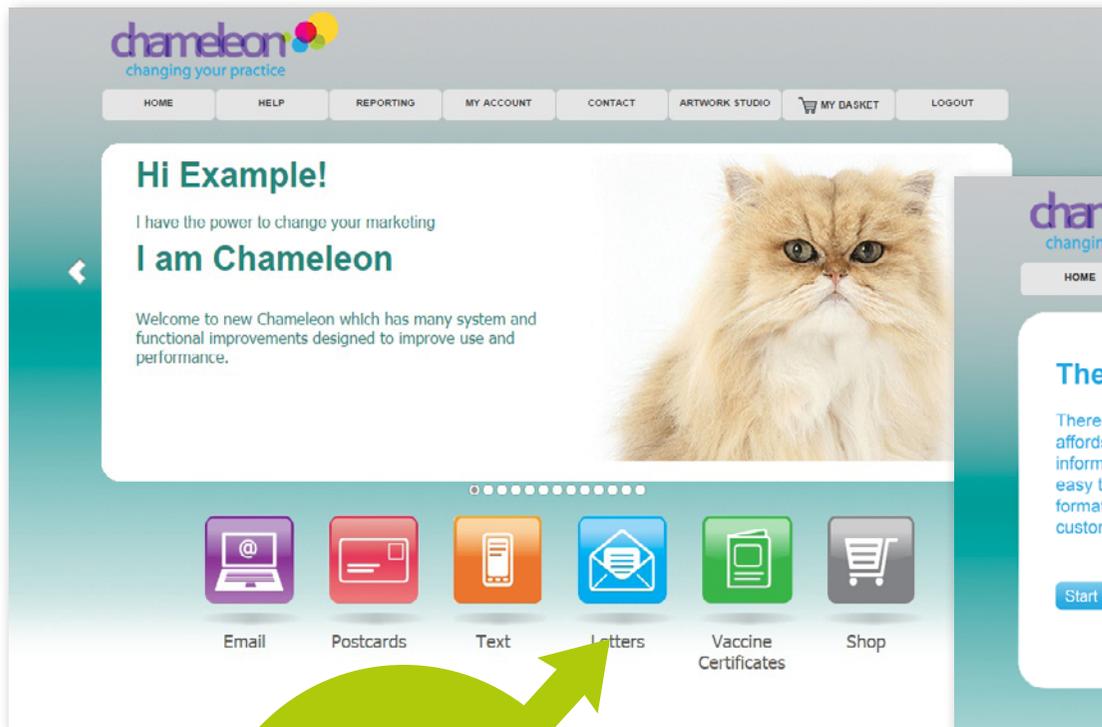


**MSD**

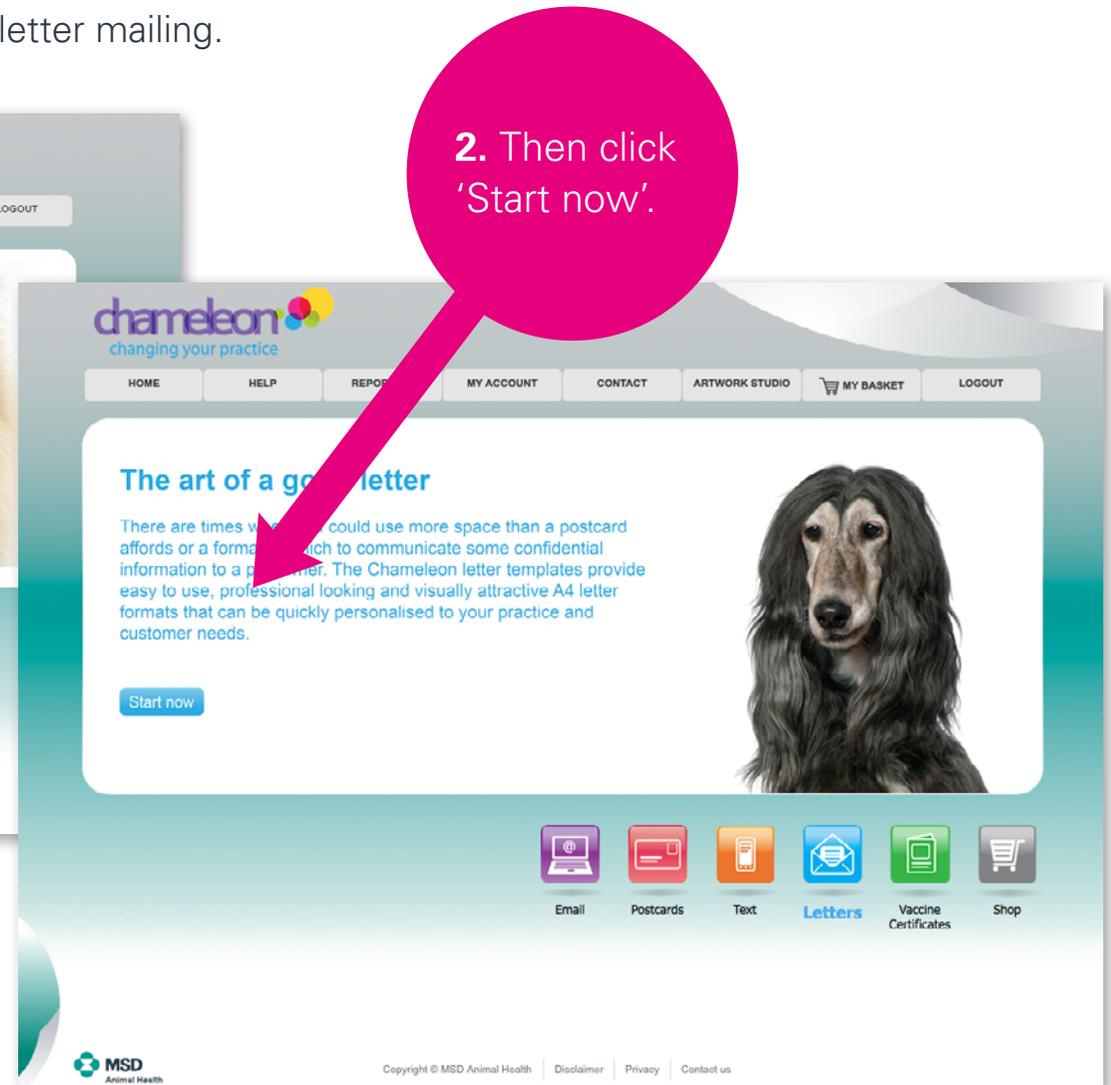
Animal Health

# Getting started

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

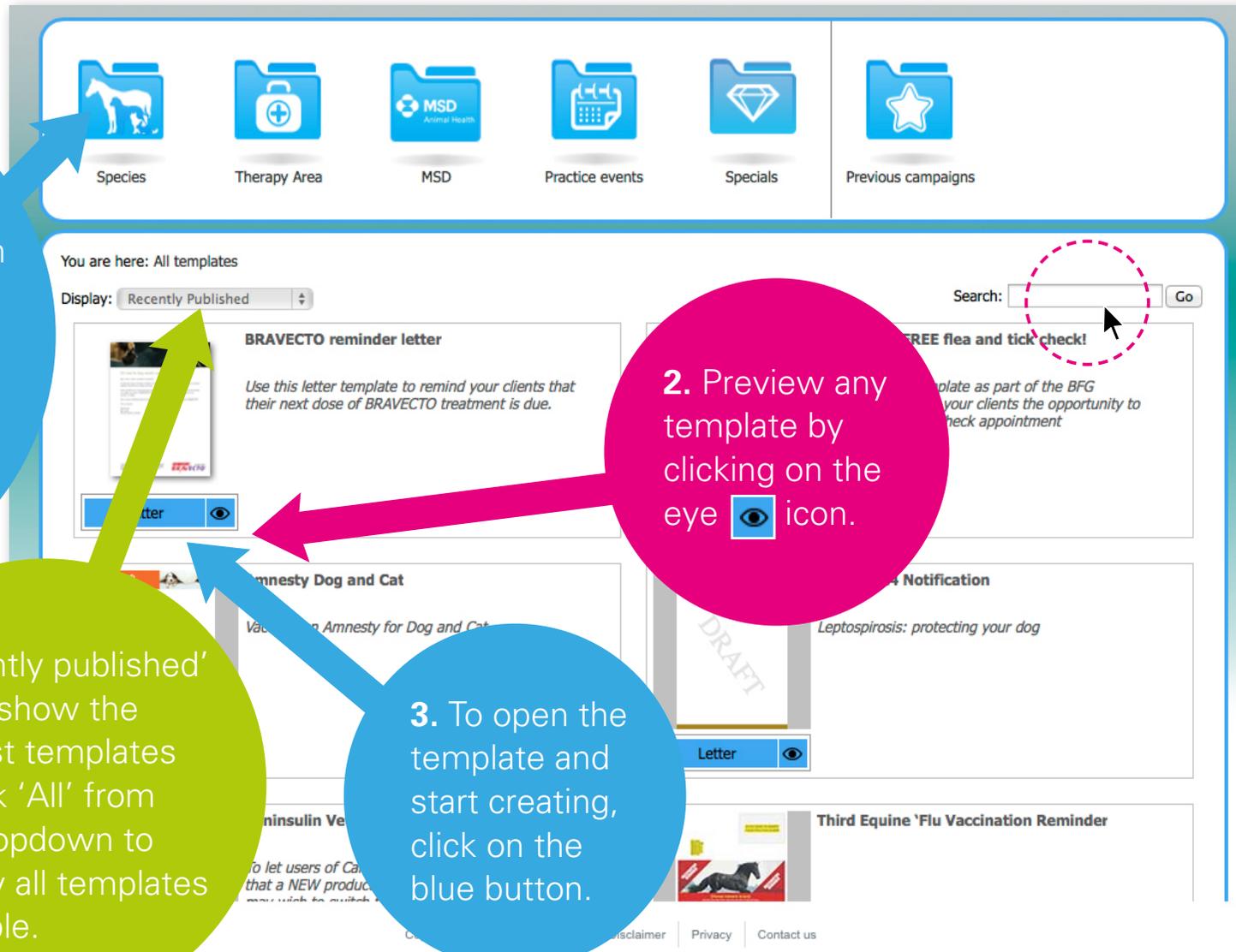


1. Choose 'Letters' from the menu on your start screen.



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.

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 blue button.

# Name your creation

**Name your campaign**

Name: \*  ?

Description:

**Configure your letter**

Print Type: \*  ?

Excel-file:  Chameleon Postcard Test.xlsx ?

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.

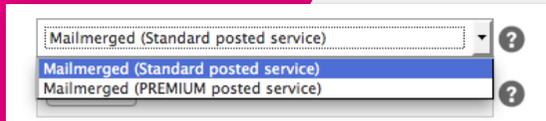
1. Enter your campaign name and brief description. This will help identify this campaign when searching 'previous campaigns' in future.

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).



A screenshot of a web form titled 'Name your campaign'. The form contains the following fields and options:

- Name:** \* Cat vaccination is now due
- Description:** (empty text area)
- Print Type:** \* Mailmerged (Standard posted service) directly to your clients
- Excel-file:** Browse... Chameleon Postcard Test.xlsx
- Return address:** \* Example Vets, Example Street
- Order amount:** (empty text field)

Below the form, there is a pricing table:

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

At the bottom of the form, there is a 'Next step >' button.

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.

# 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.

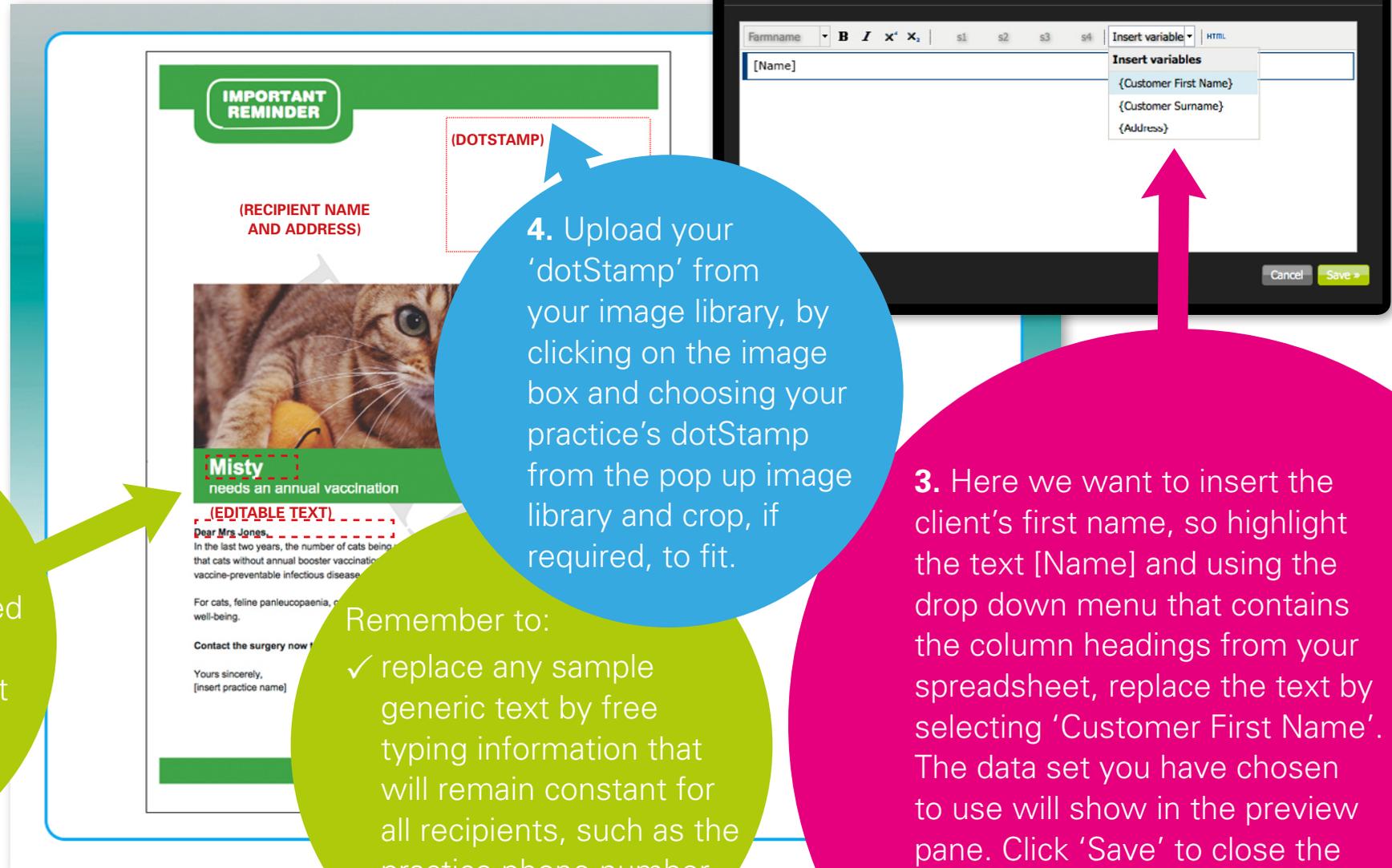
2. Text that can be personalised or edited is marked by red dashed boxes. Click on these to open the pop up text editor.

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.

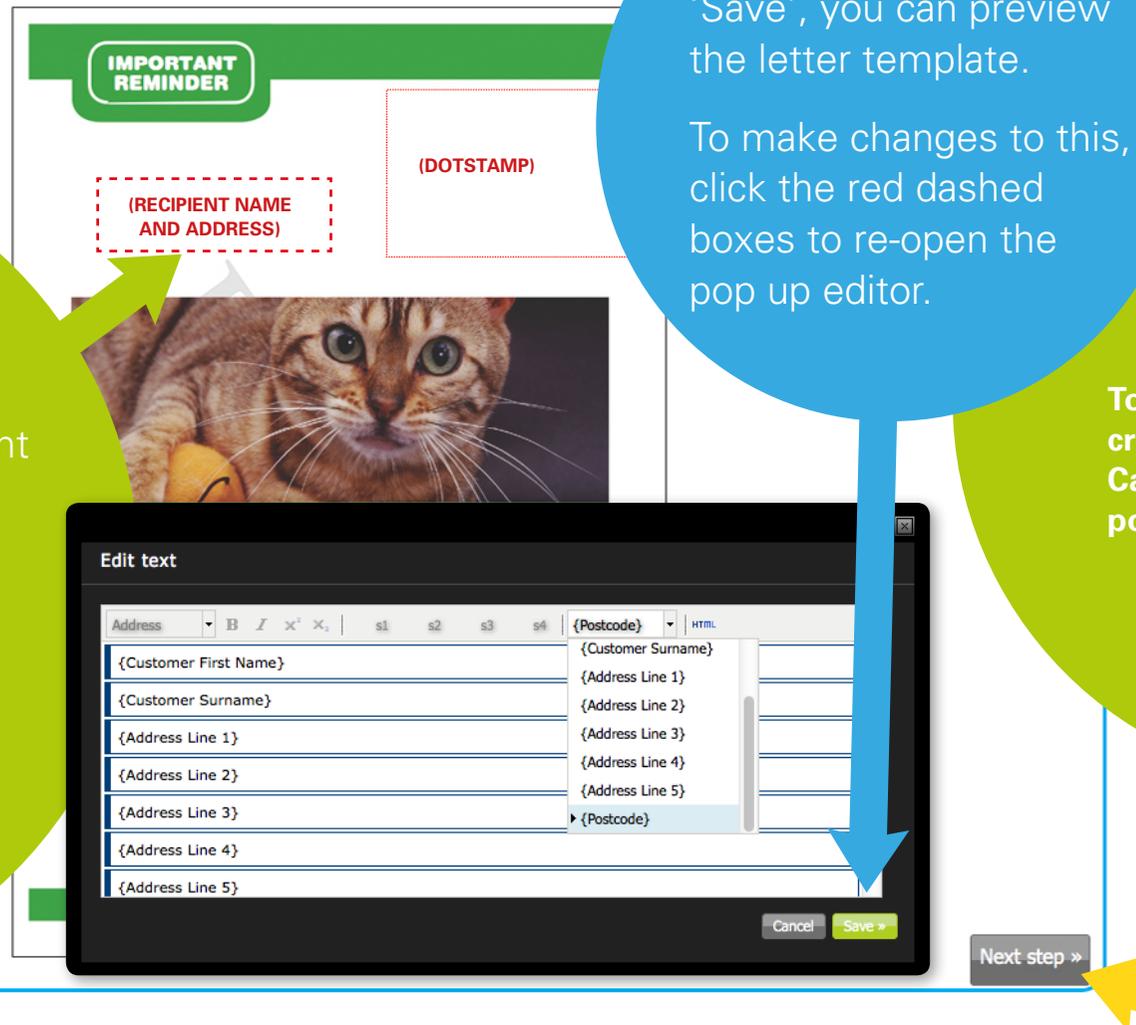
Save & Exit

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: Mailmerged (delivered directly to printer)

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. Alternatively, 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><b>Name:</b> Cat vaccination now due  <b>Description:</b>  <b>Page count:</b> 1  <b>Date created:</b> 7 August 2014  <b>Last modified:</b> 7 August 2014  <b>Text overflows:</b></p> <p><small>Click thumbnail to preview</small></p>		<a href="#">Delete</a>	3	£ 1.02
<b>Subtotal</b>				<b>£ 1.02</b>
<b>VAT (20%)</b>				<b>£ 0.20</b>
<b>Credit card total</b>				<b>£ 1.22</b>

[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

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

Continue ▶

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

A screenshot of a web form titled "Shipping information". The form contains a heading "Shipping Information – Not Applicable to Mail Merge orders" followed by example text: "Example Vets", "Example Street", "Example City", and "AA1 1AA". Below this is a dropdown menu showing "Example Vets, Example Stre" with a downward arrow. There is a "Create new address" button and a "◀ Back" button. On the right side of the form, there is a "Continue ▶" button. A large green callout bubble with the text "1. Click 'Continue' when you're done." has an arrow pointing to the "Continue" button.

# Shipping/billing information

Shipping information

**Delivery address**  
Example Vets  
Example Street  
Example City  
AA1 1AA

<b>Cat vaccination now due</b> Date created: 19-09-2014 11:42:03	3	£ 1.02
<b>Subtotal</b>		£ 1.02
<b>VAT (20%)</b>		£ 0.20
<b>Credit card total</b>		£ 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

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

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
<b>Credit card total (GBP)</b>	<b>GBP 1.22</b>

**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 menu at the top including HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY HA. The 'MY ACCOUNT' menu is open, showing options: MY IMAGES, MY MERGE FILES, PRINT HISTORY, EMAIL HISTORY, and SMS HISTORY. A pink arrow points from the 'PRINT HISTORY' option to the 'Print History' link in the order list. The order list contains several entries, each with a reference number, title, status, and a progress bar. The progress bars are composed of green and red segments. A yellow arrow points from the 'Track your order' link in the 'Rejected' order row to the 'Track a parcel' inset.

Order Reference	Title	Status	Progress
46253	test (4)	Awaiting approval	0% Green, 0% Red
46244	test (10)	Approved (18-08-2014)	100% Green
46218	tarstars (1000)	Received by supplier (26-08-2014)	100% Green
46196	testing price with VAT (10)	Dispatched (14-08-2014)	100% Green
44842	Garton_APPT_CARD-HR.pdf (5)	Rejected (17-08-2014)	0% Green, 100% Red

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.

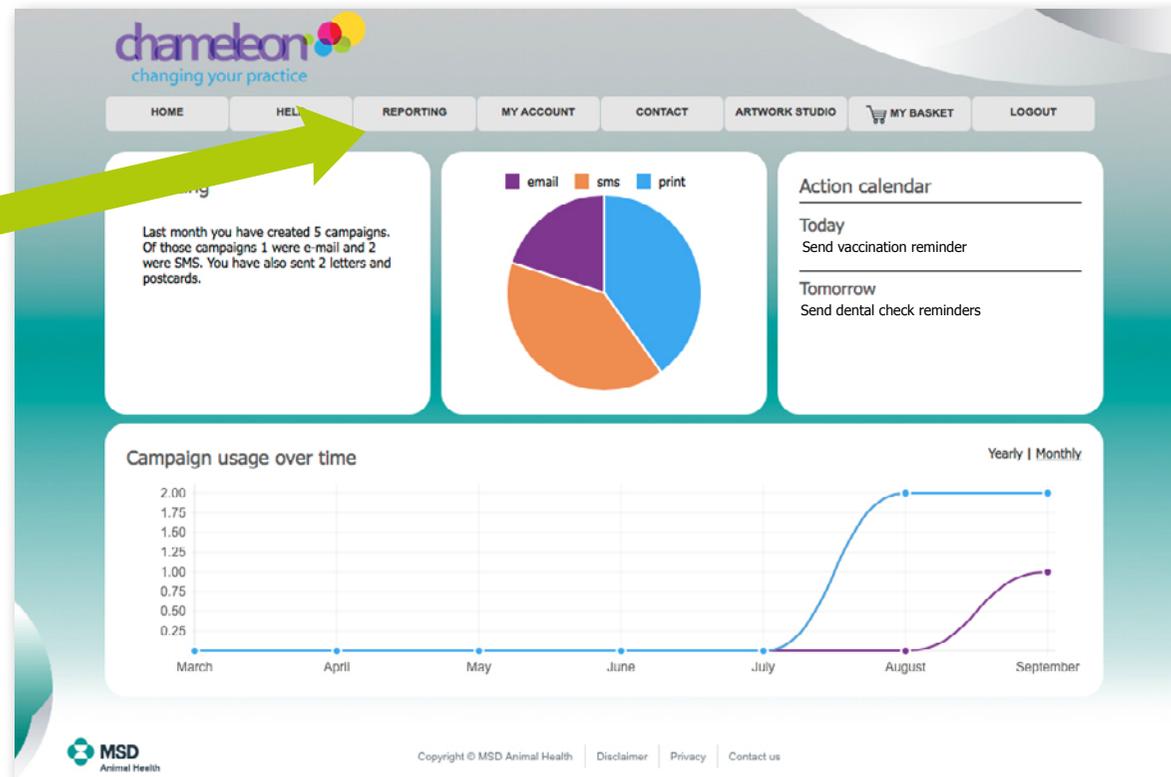
The 'Track a parcel' page shows details for consignment LHP05426. It includes the current status, booking information, delivery date (Monday 18th August), estimated time of delivery (Between 10:10 and 12:10), and standard hours of delivery (Between 07:30 and 12:00). A tracking history table shows the progress of the parcel.

Date	Time	Message
18/08/14	07:38	These goods have been booked with a van for delivery today.
18/08/14	08:55	These goods have successfully arrived at the depot ready for delivery.
18/08/14	09:37	Details of the consignment have been received from the originator. For the collection you have set to take any goods.
18/08/14	13:57	These goods have been cancelled at the collection depot and are now in the delivery depot.

# 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



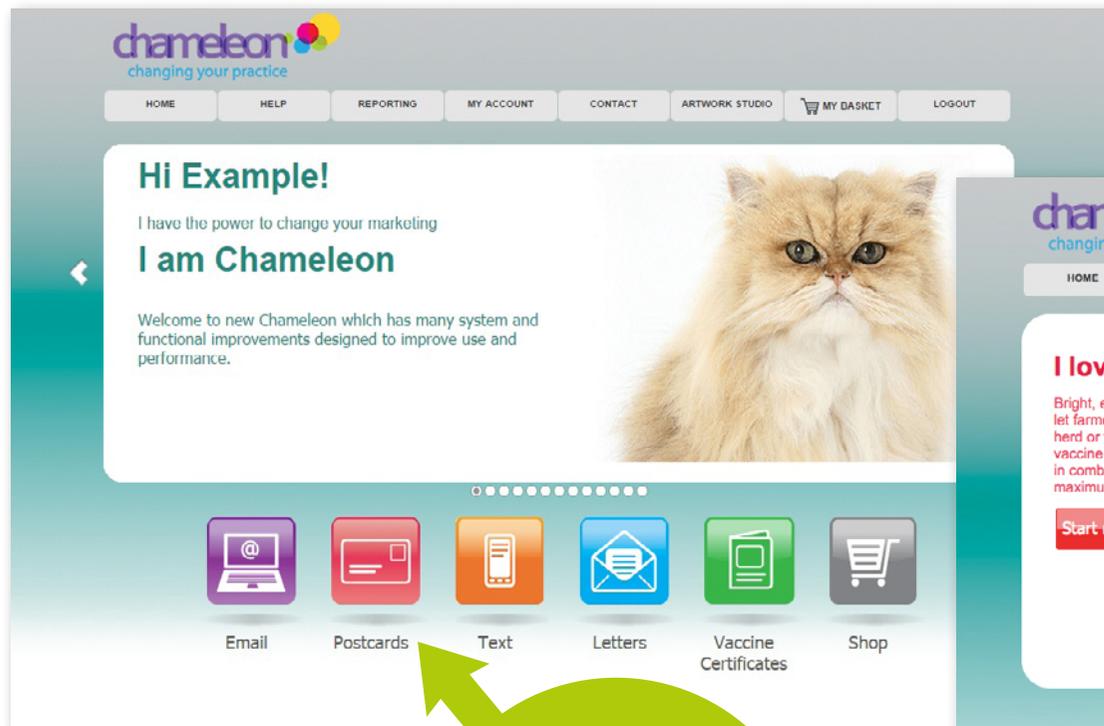
Shop



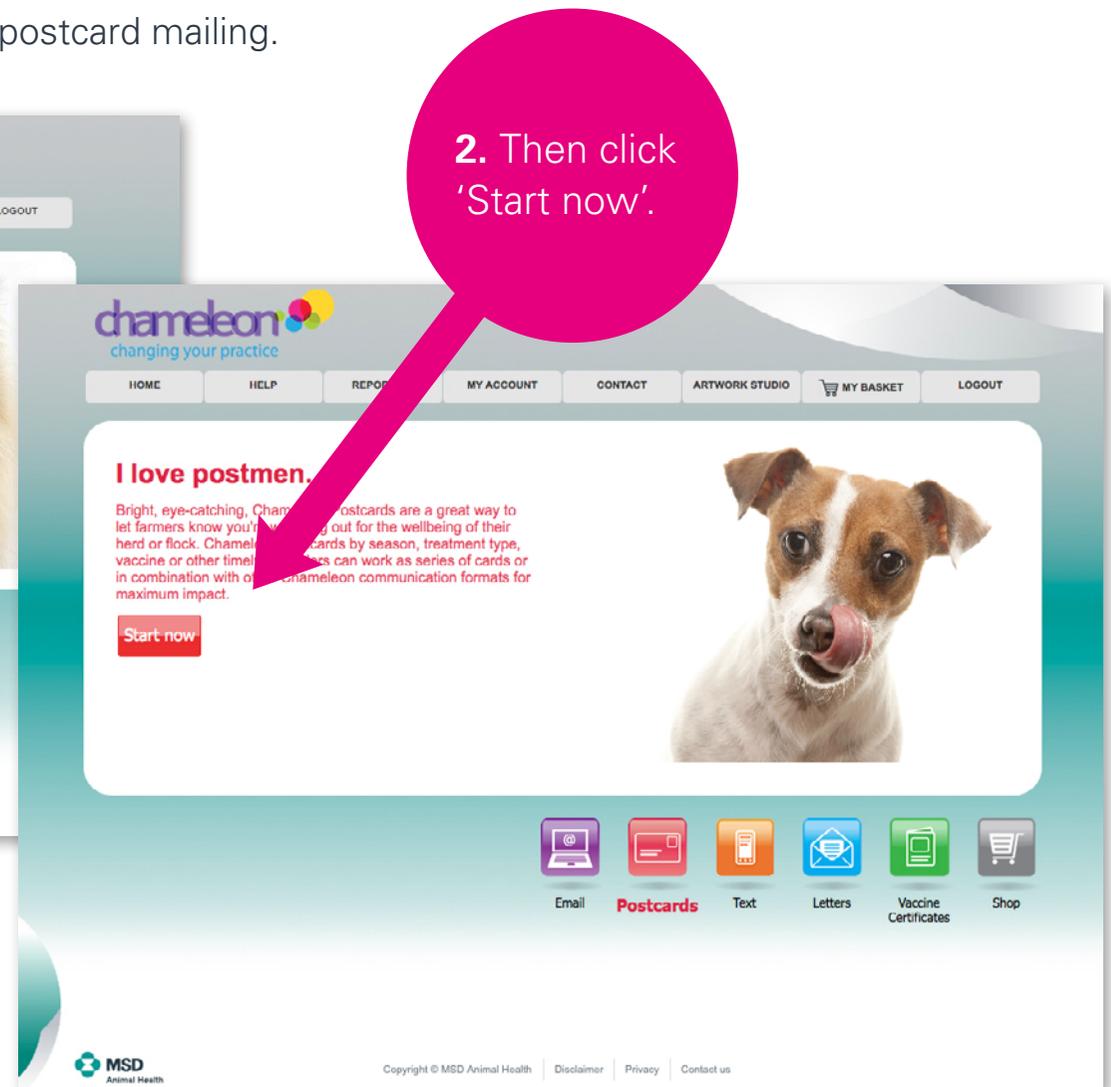
**MSD**  
Animal Health

# Getting started

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

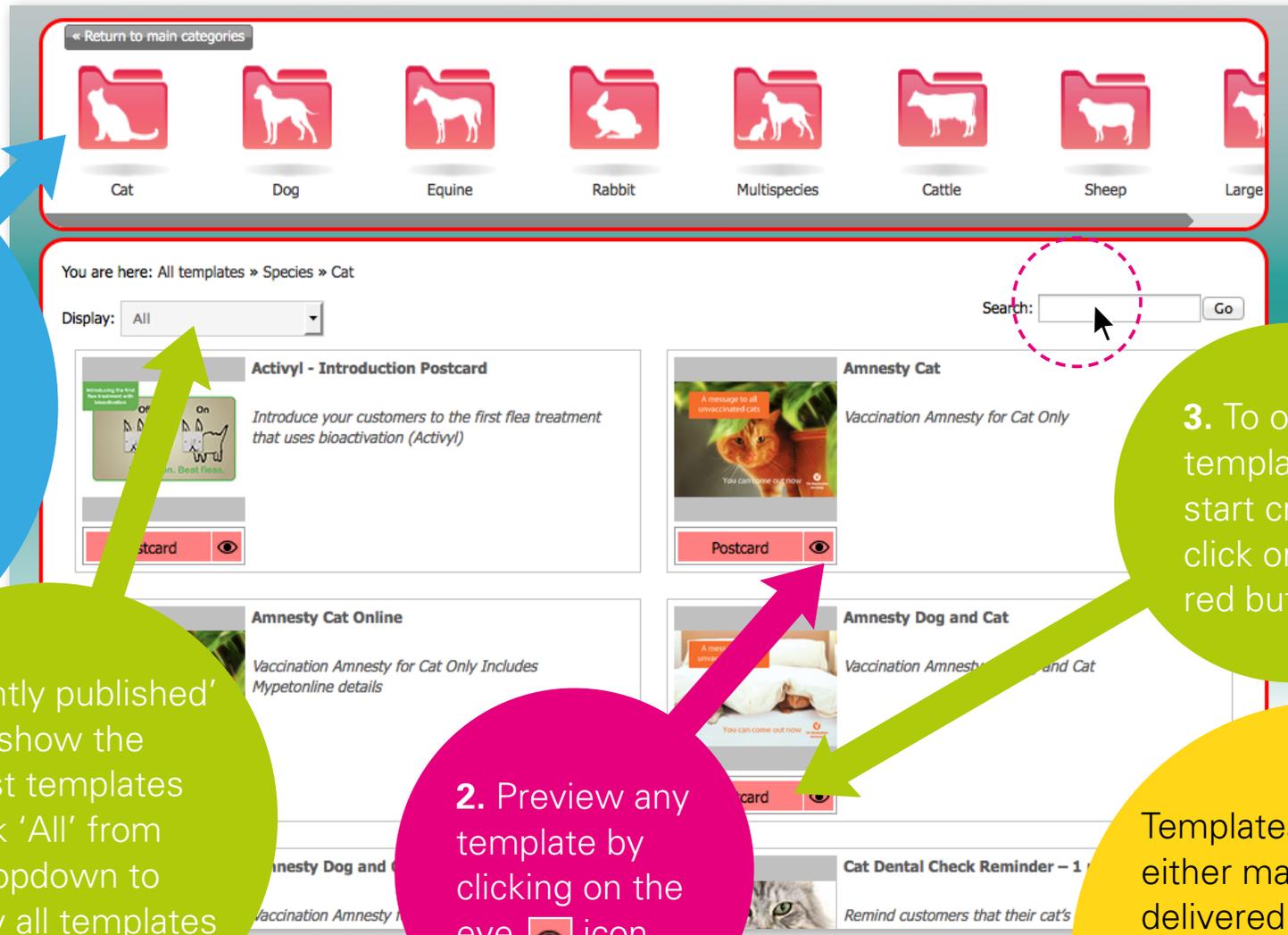


1. Choose 'Postcards' from the menu on your start screen.



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 red button.

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

# Name your creation

Name your campaign.

Name: \*  ?

Description:  ?

Configure your postcard

Print Type: \*  ?

Excel-file:  No file selected. ?

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:	5000
Multiple:	0

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.

Next step >>

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

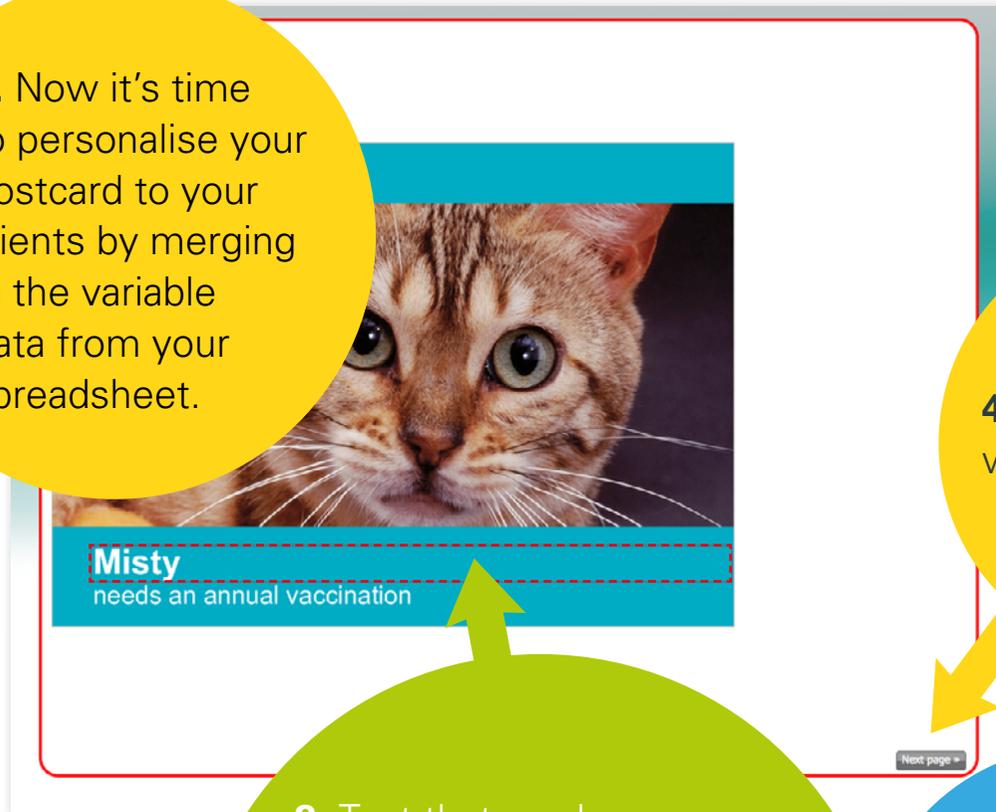
Order amount: ?

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.

# Editing the front of a postcard

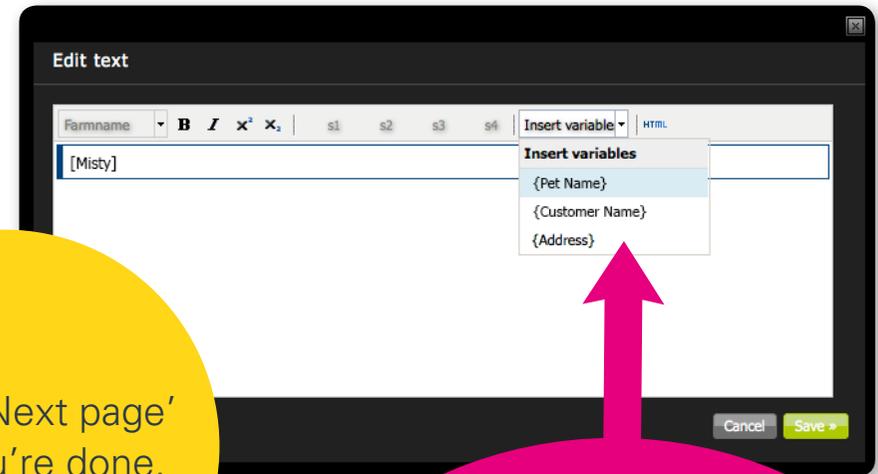
1. Now it's time to personalise your postcard to your clients by merging in the variable data from your spreadsheet.



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).

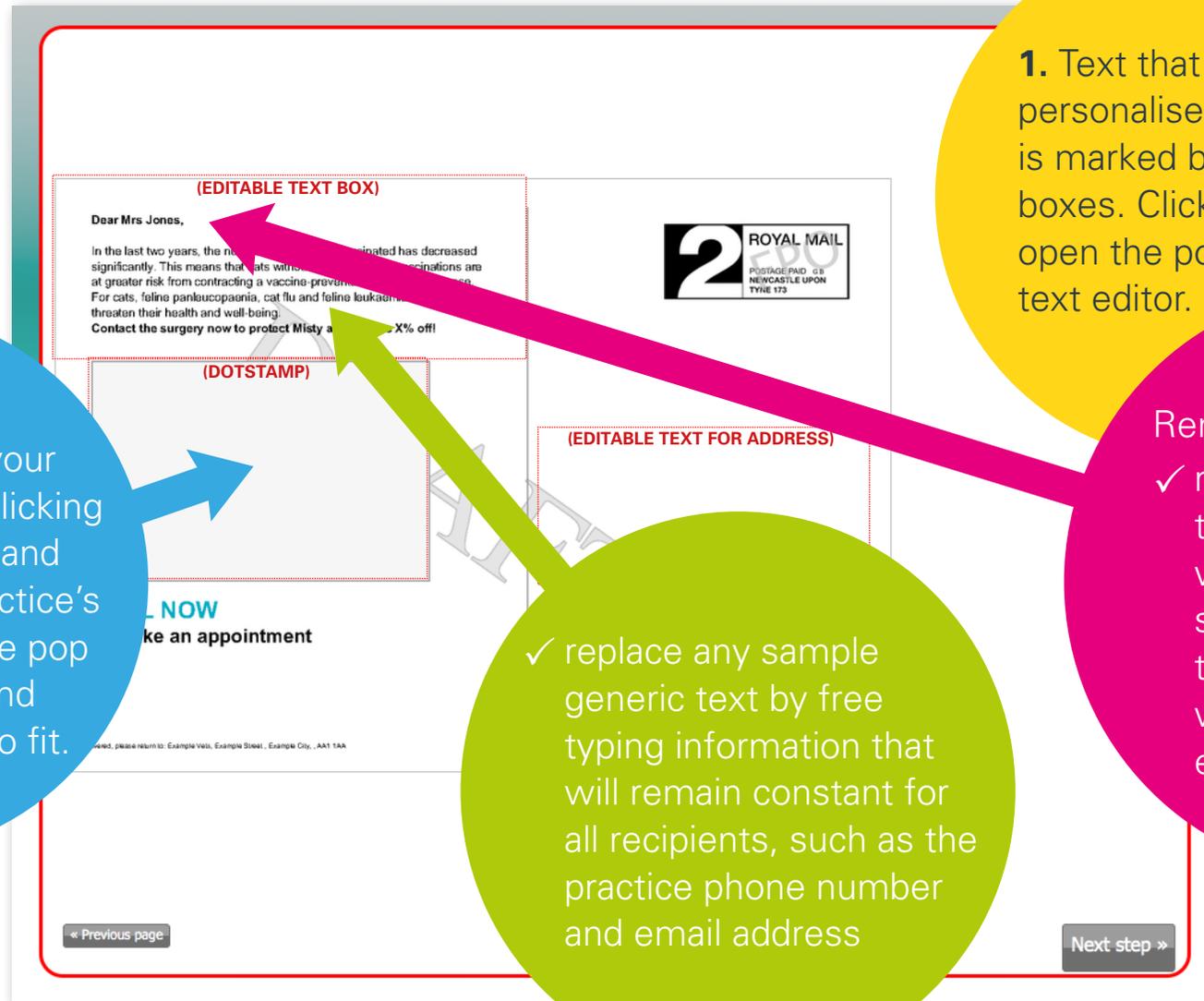
4. Click 'Next page' when you're done.

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



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.

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

- ✓ 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

# 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.

A screenshot of the 'Edit text' pop-up editor. It has a title bar 'Edit text' and a toolbar with 'Address' dropdown, bold, italic, underline, strikethrough, and numbered list icons. Below the toolbar are five rows of text boxes for address lines, labeled {Customer First Name}, {Customer Surname}, {Address Line 1}, {Address Line 2}, {Address Line 3}, {Address Line 4}, and {Address Line 5}. A {Postcode} dropdown is on the right. At the bottom are 'Cancel' and 'Save' buttons.

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  
Last modified: 10 September 2014

Preview \*

\* Document preview is required before adding to basket

Order Summary

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

Preview:

Misty  
with annual vaccination

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. Alternatively 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><b>Cat vaccination now due</b> Date created: 09-09-2014 16:01:19</p> <p>Misty Needs an annual vaccination</p> <p>Click thumbnail to preview</p>	<a href="#">Delete</a>	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, it says "Shipping information - Not applicable to mail merge orders". The form contains the following text: "Example Vets", "Example Street", "Example City", and "AA1 1AA". There is a dropdown menu with "Example Vets, Example Street" selected. Below 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

Shipping information

**Delivery address**  
Example Vets  
Example Street  
Example City  
AA1 1AA

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

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

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

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**

<b>CAT VACCINATION REMINDERS</b> 3 items @ £0.34/item	Credit Card £1.02
<b>VAT (20%)</b>	<b>GBP 0.20</b>
<b>Credit card total (GBP)</b>	<b>GBP 1.20</b>

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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 menu at the top including HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY HA. The 'MY ACCOUNT' menu is open, showing options: MY IMAGES, MY MERGE FILES, PRINT HISTORY, EMAIL HISTORY, and SMS HISTORY. Below the menu is a list of orders:

Order Reference	Title	Status	Progress
46253	test (4)	Awaiting approval	0/3 bars
46244	test (10)	Approved (18-08-2014)	3/3 bars
46218	tarstars (1000)	Received by supplier (26-08-2014)	2/3 bars
46196	testing price with VAT (10)	Dispatched (14-08-2014)	1/3 bars
44842	Garton_APPT_CARD-HR.pdf (5)	Rejected (17-08-2014)	1/3 bars (red)

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.

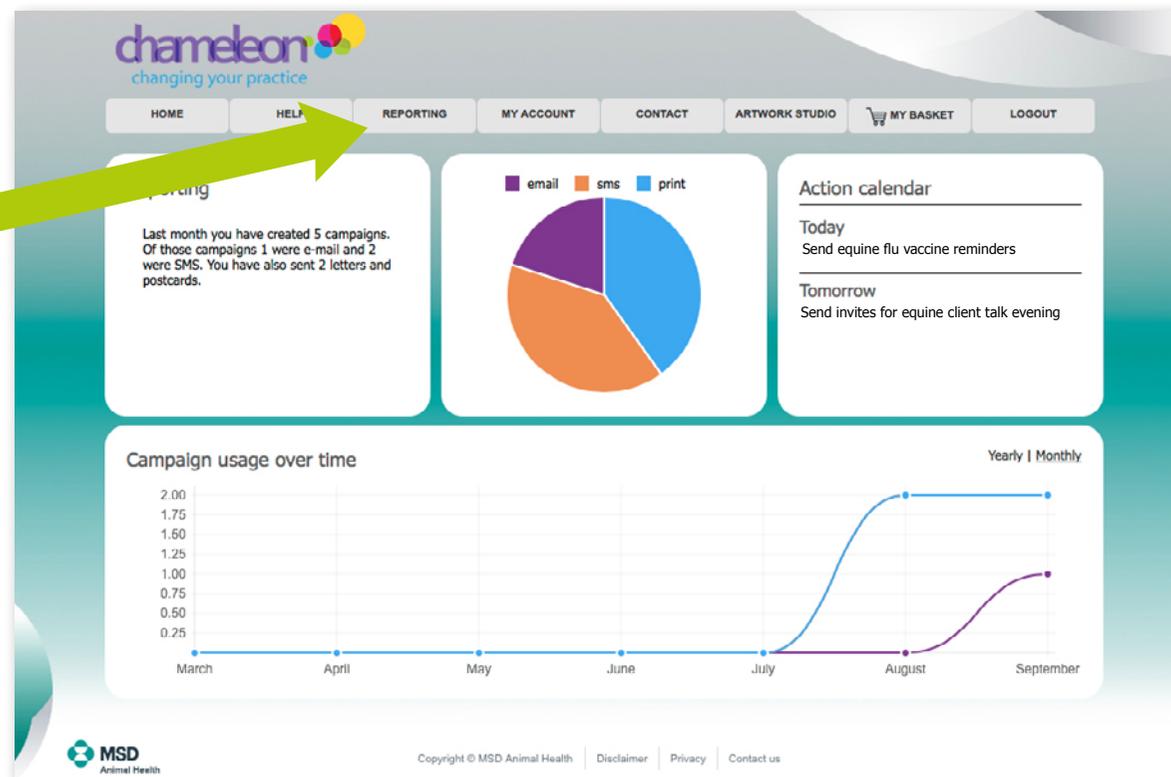
The screenshot shows the 'Track a parcel' page for consignment LHP05426. It includes a 'Tracking History' table with columns for Date, Time, and Message.

Date	Time	Message
18/08/14	07:38	These goods have been booked with a van for delivery today.
16/08/14	06:55	These goods have successfully arrived at the depot ready for delivery.
16/08/14	08:37	Details of the consignment have been received from the originator. For the collection you have to set up any goods.
15/08/14	13:57	These goods have been cancelled at the collection depot and are now in the delivery depot.

# 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.





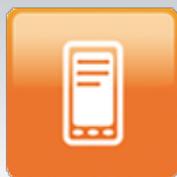
“  
I am Chameleon”



Email



Postcards



**Text**



Letters



Vaccine  
Certificates



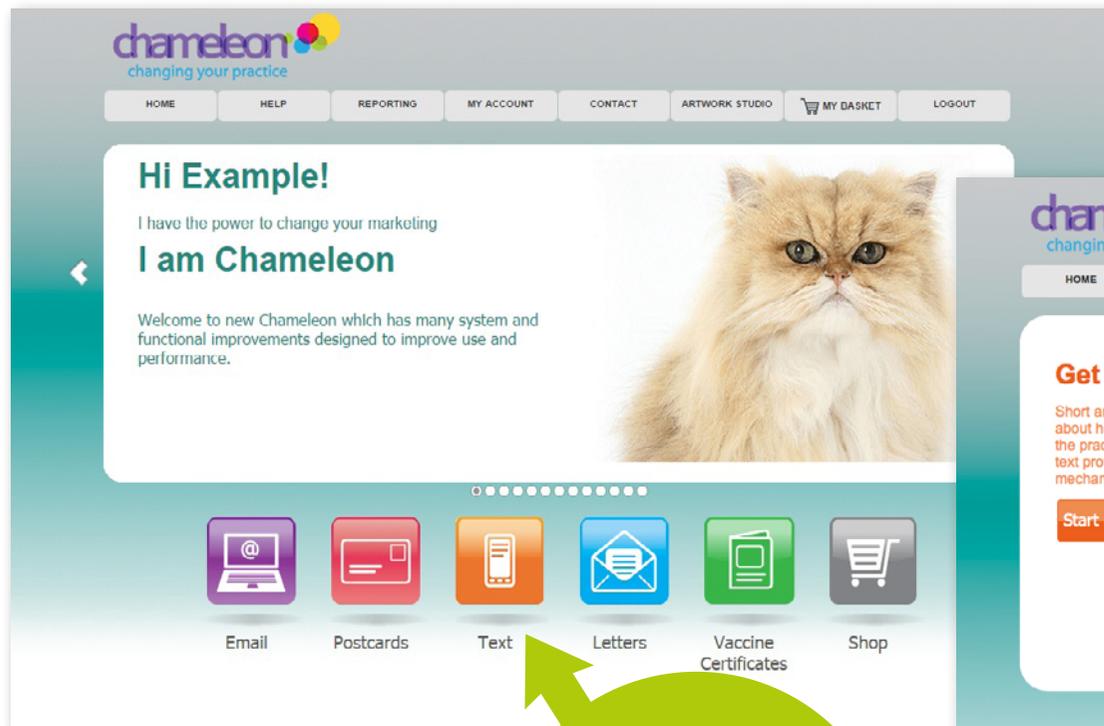
Shop



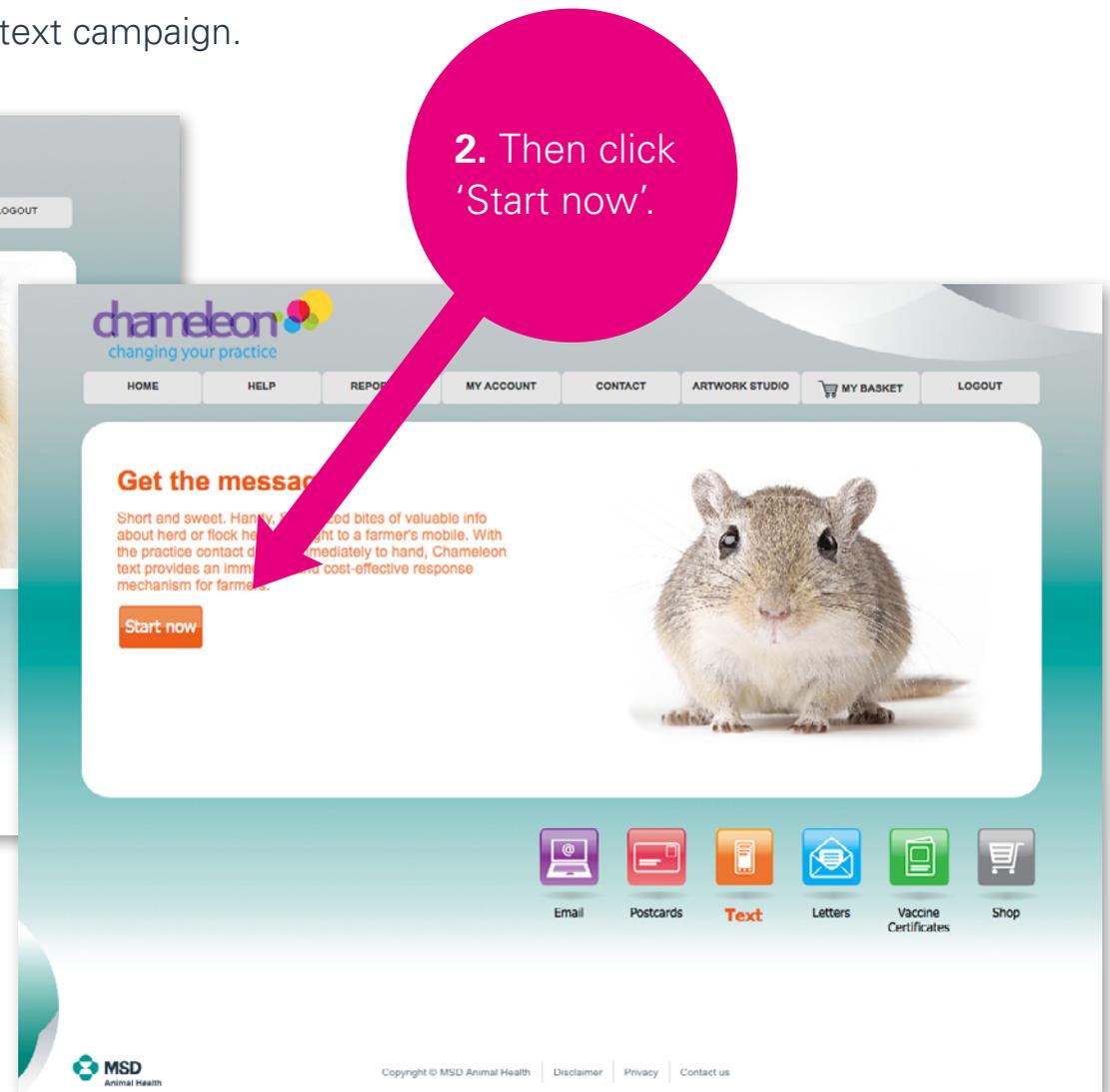
**MSD**  
Animal Health

# Getting started

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

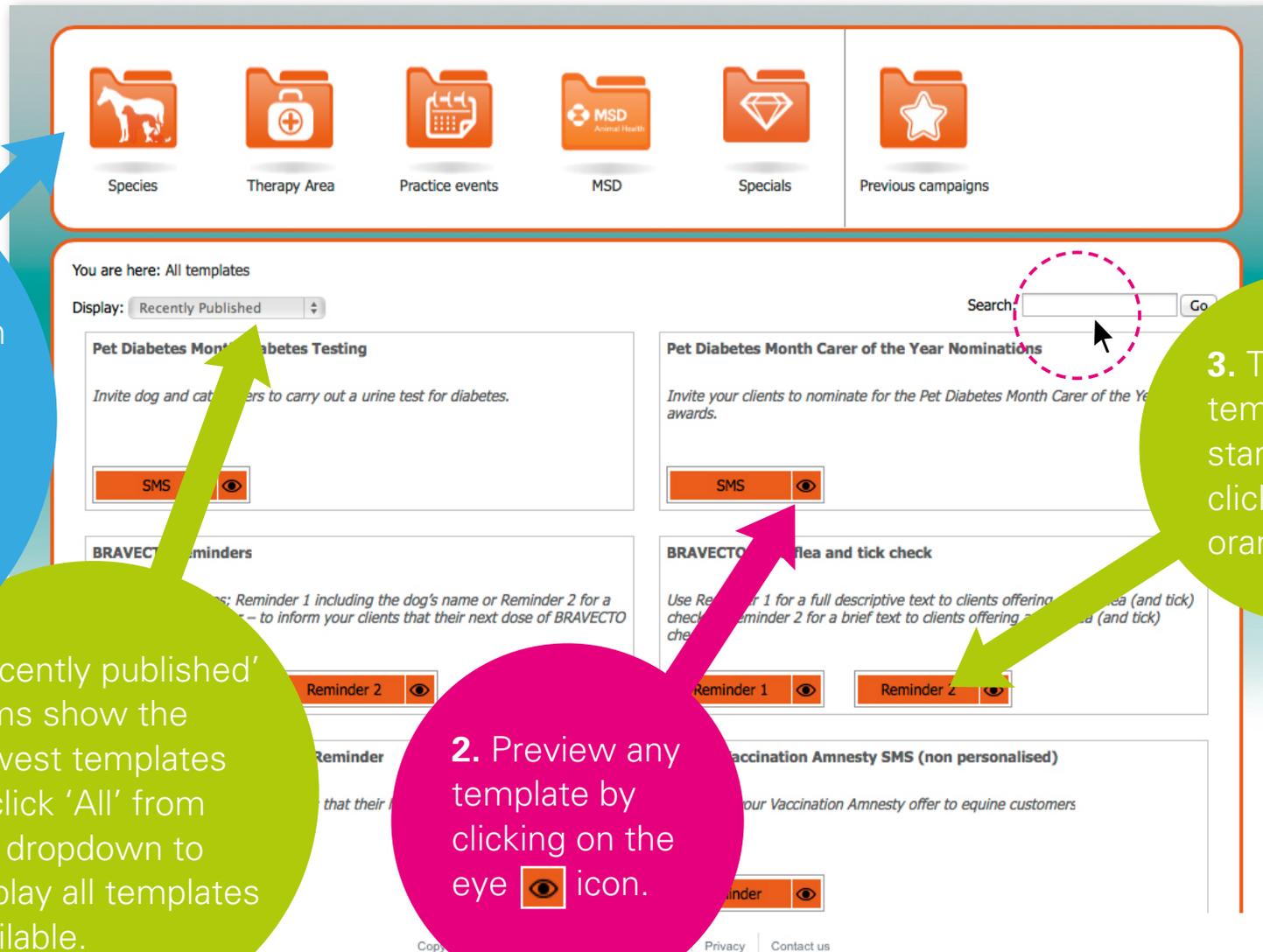


1. Choose 'Text' from the menu on your start screen.



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.

Mail merge file: \* C:\fakepath\Chameleon SMS Test - Cop

Name your campaign

SMS campaign name: \* Cat vaccination now due

Description:

Select phone number column from uploaded spreadsheet: \* Mobile Telephone

Credits (each):	0
Credit card price (pence):	£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

Next step >>

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.

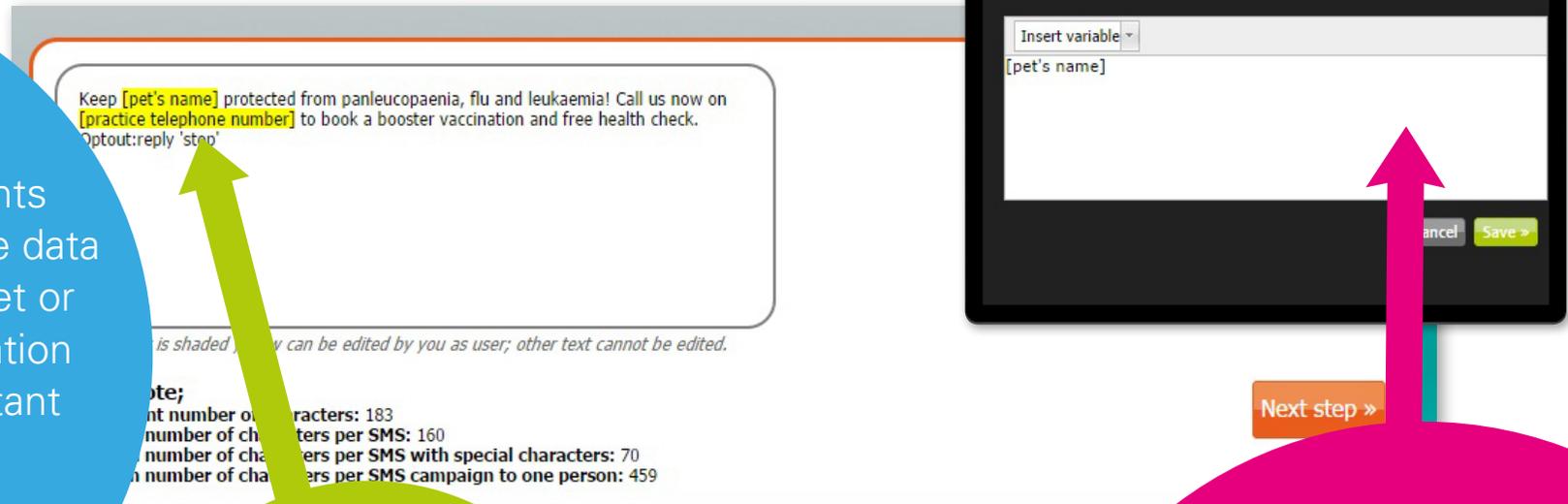
# Editing a text template

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.

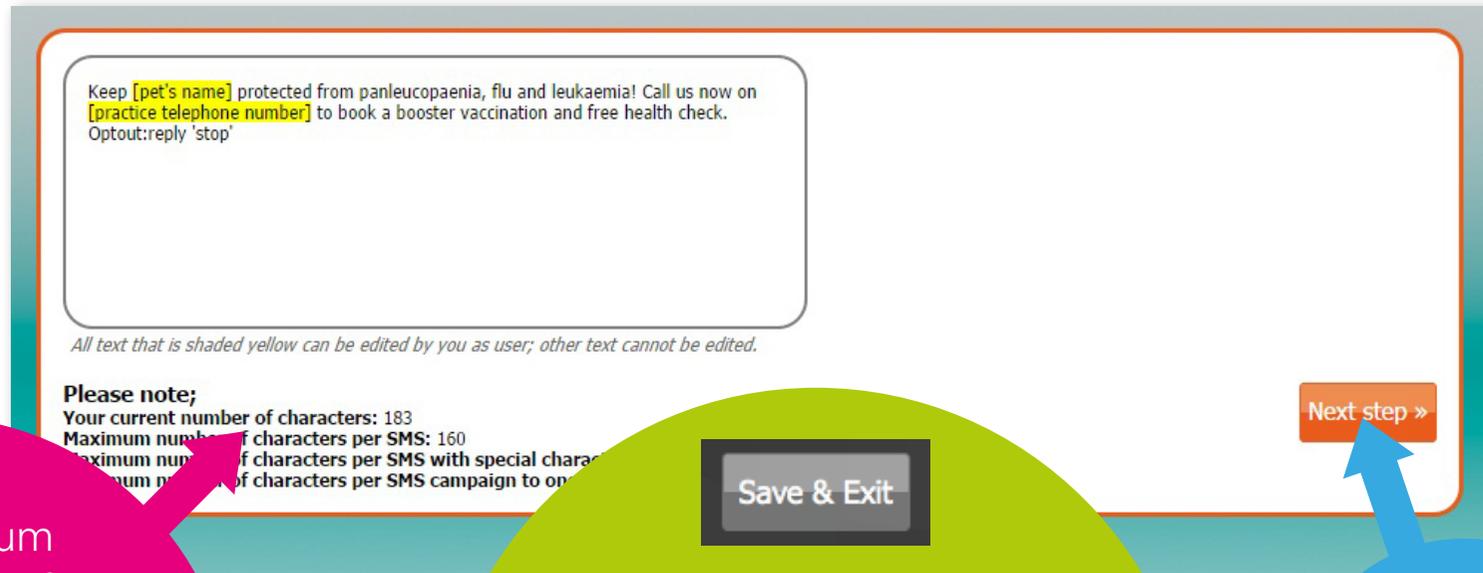
2. Editable fields are highlighted in yellow. Click on these to personalise the details using the pop up text editor.

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



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.

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

Print 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): 2014-09-19

Messages will be sent in sociable hours, between 9am and 5pm GMT.

Add to basket »

2. Click 'Add to basket'.

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

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

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 : 0.29 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

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 : 0.29 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 : 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
<b>VAT</b>			£ 0.05
<b>Credit card total</b>			£ 0.29
<b>Total credits</b>			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.



Print receipt >

Send receipt by e-mail

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

# Tracking your order

The screenshot shows the Chameleon web application interface. At the top, there is a navigation menu with options: HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, MY BASKET, and LOGOUT. Below the menu, the 'SMS history' section is active. It displays a campaign summary for 'Cat vaccination now due' with a status of 'Message has been sent'. The summary includes details: Recipients: 3, Date created: 19-09-2014 11:49, and Send date: 19-09-2014. To the right, there are statistics for the campaign: Delivered count: 3 (100%), Failed count: 0 (0%), and STOP requested: 0. A pie chart shows 100% delivered. A 'Detailed statistics' button is located at the bottom right of the statistics section.

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

2. Assess the statistics specific to each mailing.

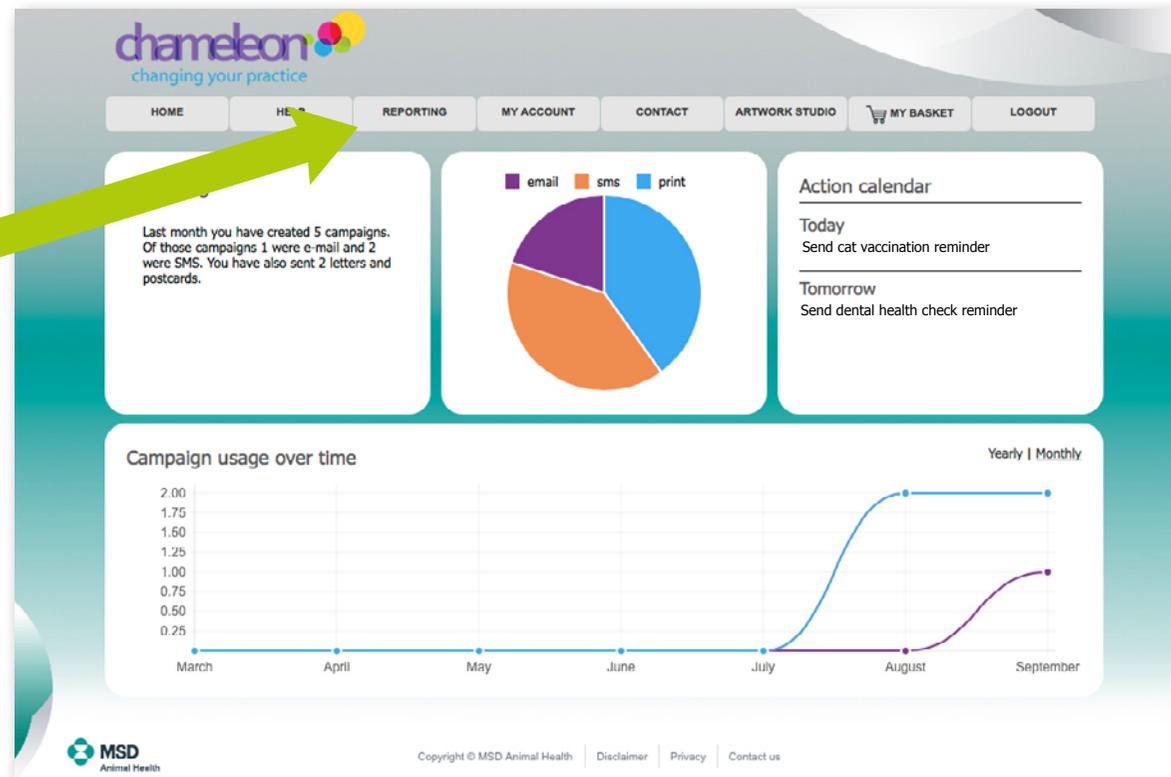
3. Download detailed statistics here and to also choose to download as a .csv file.

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**



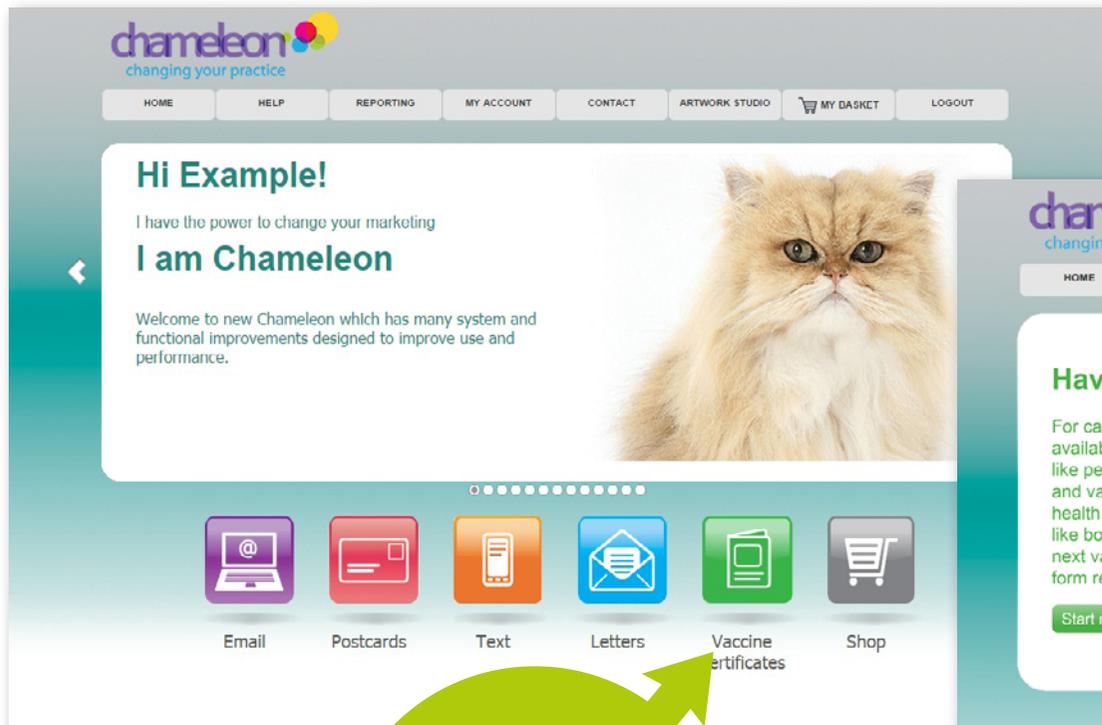
Shop



**MSD**  
Animal Health

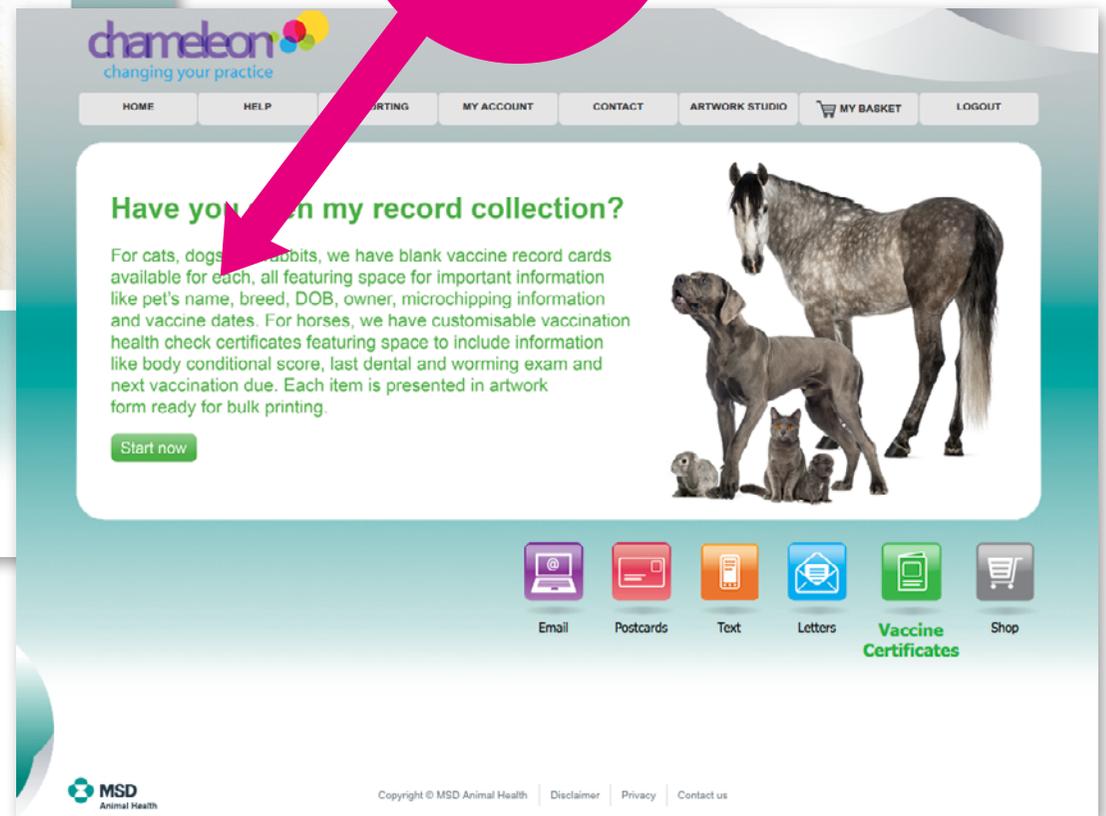
# Getting started

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

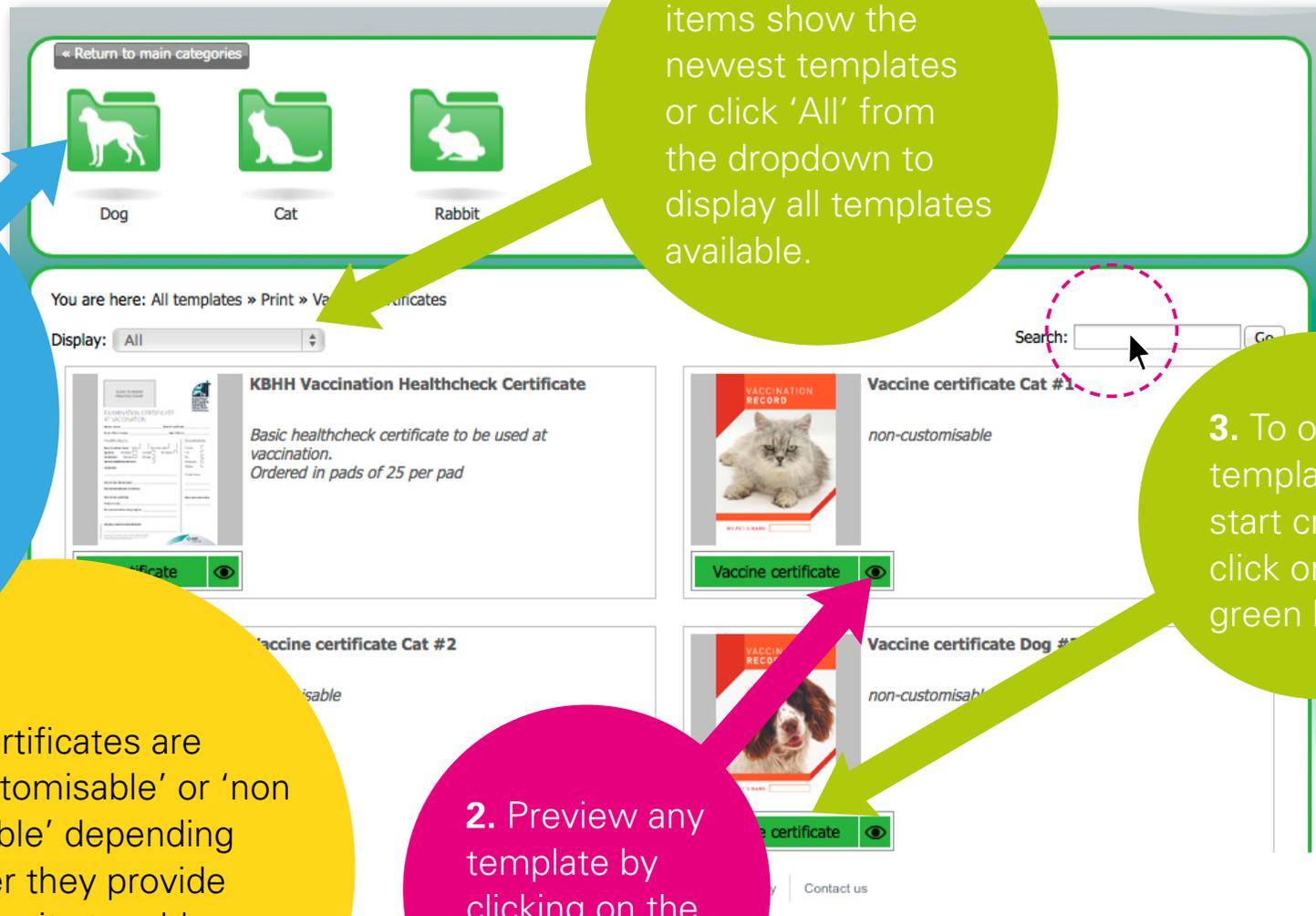


1. Choose 'Vaccine Certificates' from the menu on your start screen.

2. Then click 'Start now'.



# 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.

'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.

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.

# Name your order

Name your campaign

Name: \*  ?

Description:

Configure your print campaign

Print Type: \*  ?

Excel-file:  No file chosen ?

Order amount:

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

fields marked with a \* are required.

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 is divided into two main sections: 'Name your campaign' and 'Configure your print campaign'. The 'Name your campaign' section has a 'Name: \*' field and a 'Description:' field, both with question mark icons. The 'Configure your print campaign' section has a 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. Below the 'Order amount:' field is a table of charges and limits. A 'Next step >' button is at the bottom right. A note at the bottom left says 'fields marked with a \* are required.' Four callout bubbles with arrows point to specific parts of the form: a blue bubble points to the 'Standard (couriered to you)' dropdown, a pink bubble points to the 'Order amount:' field, a green bubble points to the table of charges, and a yellow bubble points to the 'Next step >' button.

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

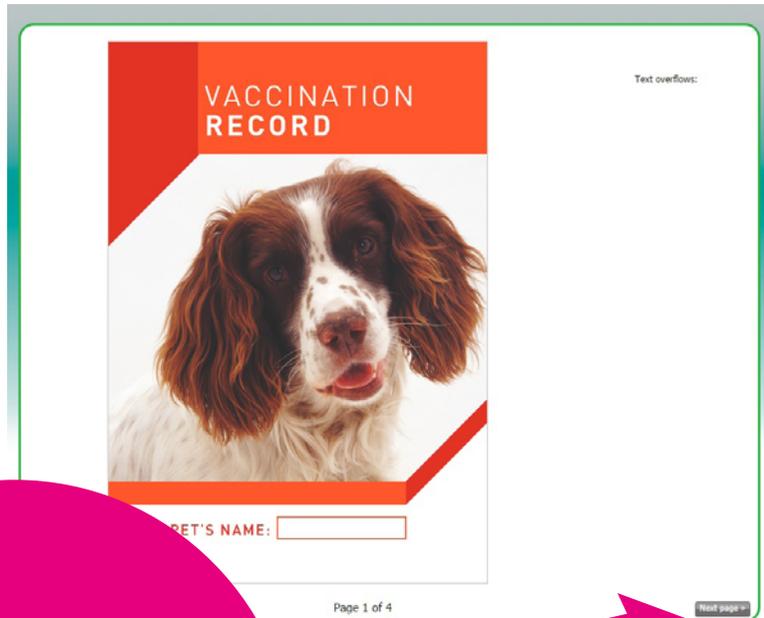
2. Enter the quantity you would like to order.

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

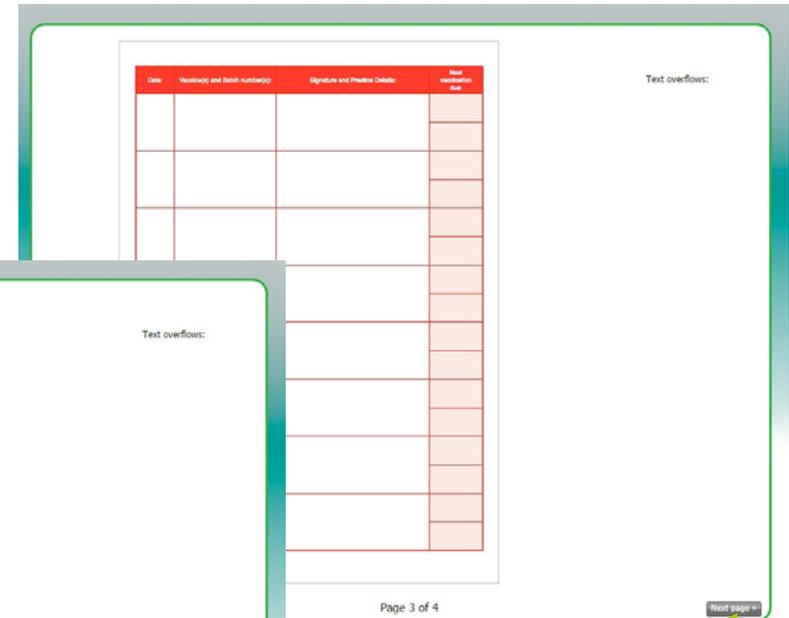
4. Click 'Next Step' when you're done.

# Check your chosen design

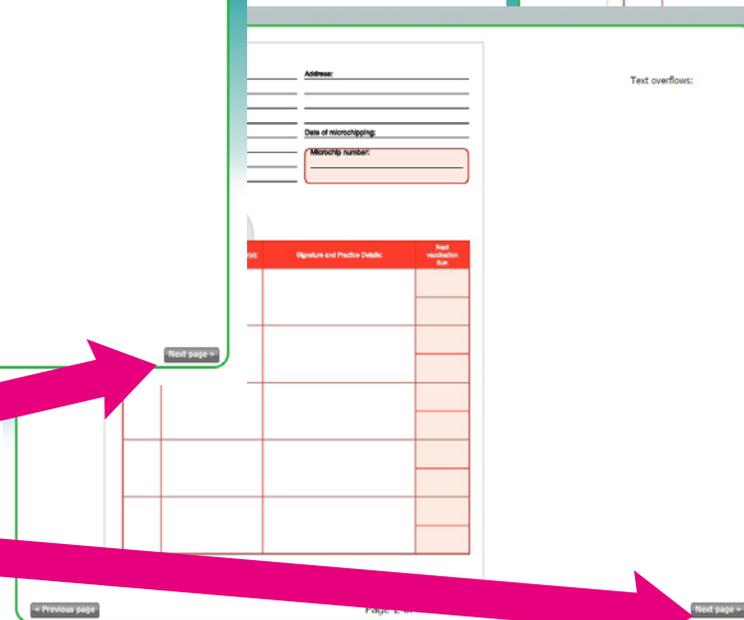
Front cover:



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.

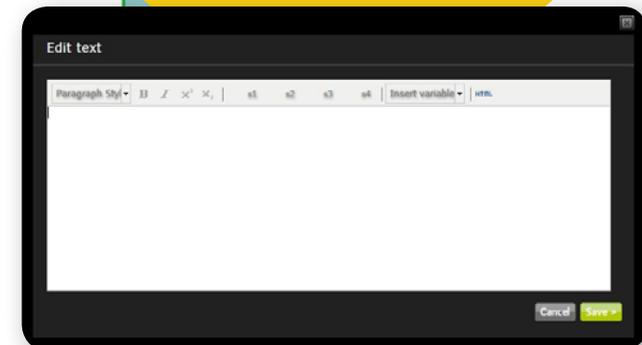
# Personalising your vaccine certificates

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.

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 screenshot shows a 'Document Summary' page for 'Dog Vaccination Certificates'. It includes a thumbnail of a dog, a 'Preview \*' button, and a note: '\* Document preview is required'. Below this, it lists 'Print Type: Standard (couriered to 100)' and 'Order amount:'. At the bottom right, there is an 'Add to basket >>' button.

The dialog box asks 'Continue to your Basket?' and provides the following text: 'Your design has been placed in the Basket. You can now continue to your Basket and actually order your created design. Alternatively, you can go back to the design studio and select another template.' At the bottom, there are two buttons: 'Go back to the Design Studio' and 'Continue to your Basket'.

# Place your order

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

[Continue »](#)

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.

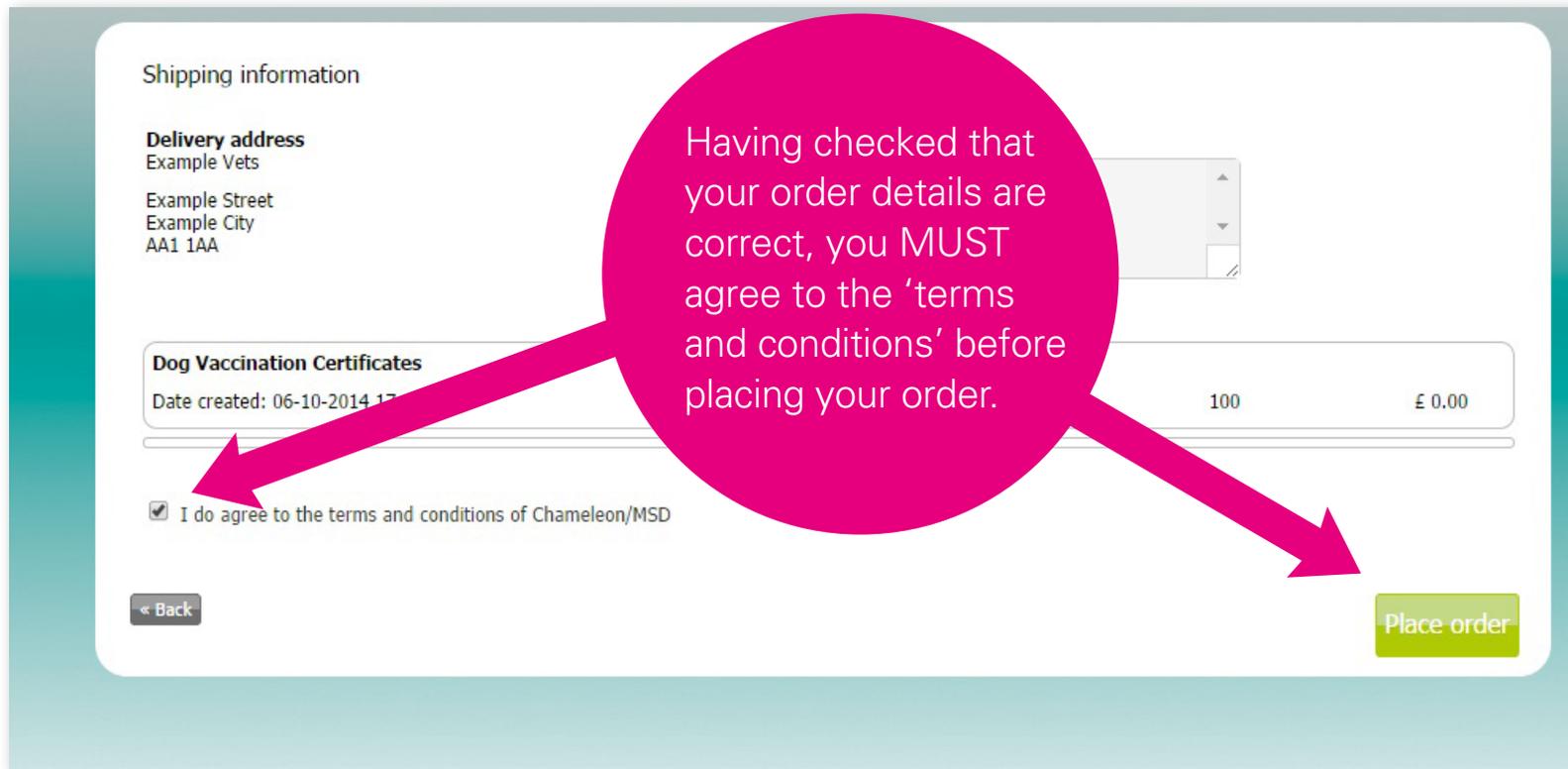
# Shipping/billing information

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 dropdown menu with "Example Vets, Example Stre" selected, a "Create new address" button, and a "Back" button. The special instructions section has a text input field. A "Continue" button is located at the bottom right. Two callout bubbles are overlaid on the form: a blue one pointing to the address dropdown and "Create new address" buttons, and a green one pointing to the "Continue" button.

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

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

# 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

100	£ 0.00
-----	--------

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

[← Back](#) [Place 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 menu at the top including HOME, HELP, REPORTING, MY ACCOUNT, CONTACT, ARTWORK STUDIO, and MY BASKET. The 'MY ACCOUNT' menu is open, showing options like MY IMAGES, MY MERGE FILES, PRINT HISTORY, EMAIL HISTORY, and SMS HISTORY. A pink arrow points from the 'PRINT HISTORY' option to the 'Print History' link in the order list. The order list contains several entries, each with a reference number, title, status, and a bar system of green and red bars. A yellow arrow points from the 'Track your order' link in the 'Rejected' order to the 'Track a parcel' inset.

Order Reference	Title	Status	Bar System
46253	test (4)	Awaiting approval	Grey, Grey, Grey
46244	test (10)	Approved (18-08-2014)	Green, Green, Green, Grey
46218	tarstars (1000)	Received by supplier (26-07-2014)	Green, Green, Green, Grey
46196	testing price with VAT (10)	Dispatched (14-08-2014)	Green, Green, Green, Green
44842	Garton_APPT_CARD-HR.pdf (5)	Rejected (17-06-2014)	Red, Grey, Grey, Grey

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.

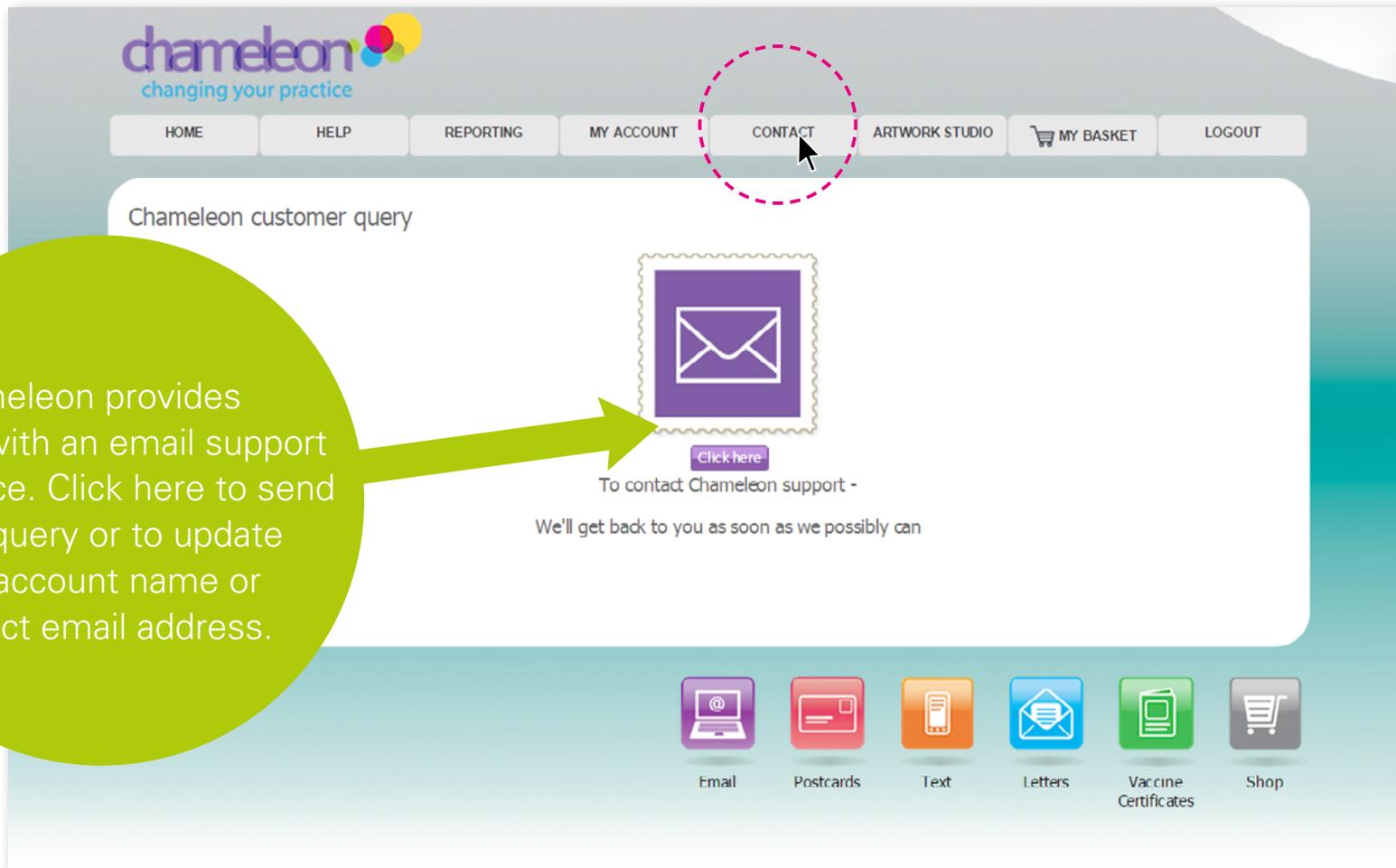
**1 x RED BAR:**

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 'Track a parcel' page for consignment LHP05426 shows the current status as 'Out For Delivery' and the delivery date as 'Monday 18th August'. It includes booking information, standard hours of delivery, and a tracking history table.

Date	Time	Message
18-08-14	07:38	Three goods have been loaded onto a van for delivery today.
14-08-14	08:15	Three goods have successfully arrived at the depot ready for delivery.
15-08-14	08:59	Details of the consignment have been received from the courier, but the collection depot has not to date any goods.
15-08-14	17:53	Three goods have been scanned at the collection depot and are now on route to the delivery depot.

# 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.