

Email Verification Process

EEE can be setup to only send communications to customers who have verified their email address. This is enabled under

Utilities → Configuration → Configuration Settings → Customer

- Communications Settings
 - Verify customer email address

Once enabled an email template is required to be set and the verification link can be included in the following templates

- Email template for new customer verification – when a customer enters a new email address they will be sent this email.
- Email template to send after new customer email verification has been actioned by customer
- Email template for customer email address change
- Forgotten password email template

EEE will behave in the following manner until email has been verified:

- **WILL NOT** send marketing and loyalty communications to customers who have NOT verified their email address
- **WILL** send sign up emails and customer service centre emails to customers even if they haven't verified their email address

Verification behaviour

1. The email template for new customer verification, used when a customer joins a loyalty category, and the email template for customer email address change must contain a link to a page on company website.
E.g.: Click Here to Verify your email
2. EEE is designed to replace the data between the link tags { } and sends the email to the customer
3. When the customer opens the email and clicks their verification link the website needs to process the parameters of the URL and call the EEE web service method CustomerVerification
4. EEE updates the customer record and updates the email address as verified.
5. If an "Email template to send after new customer email verification has been actioned by customer" is configured, this email is then sent to the customer from EEE.