Jim's Customer Booking (CB) Forms

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What is Jim CB (Customer Booking) form?

Jim's CB form is a web application, which allows users to request quotes on Jim's division services. For example, a user wants to book a Landscaping service for his garden.
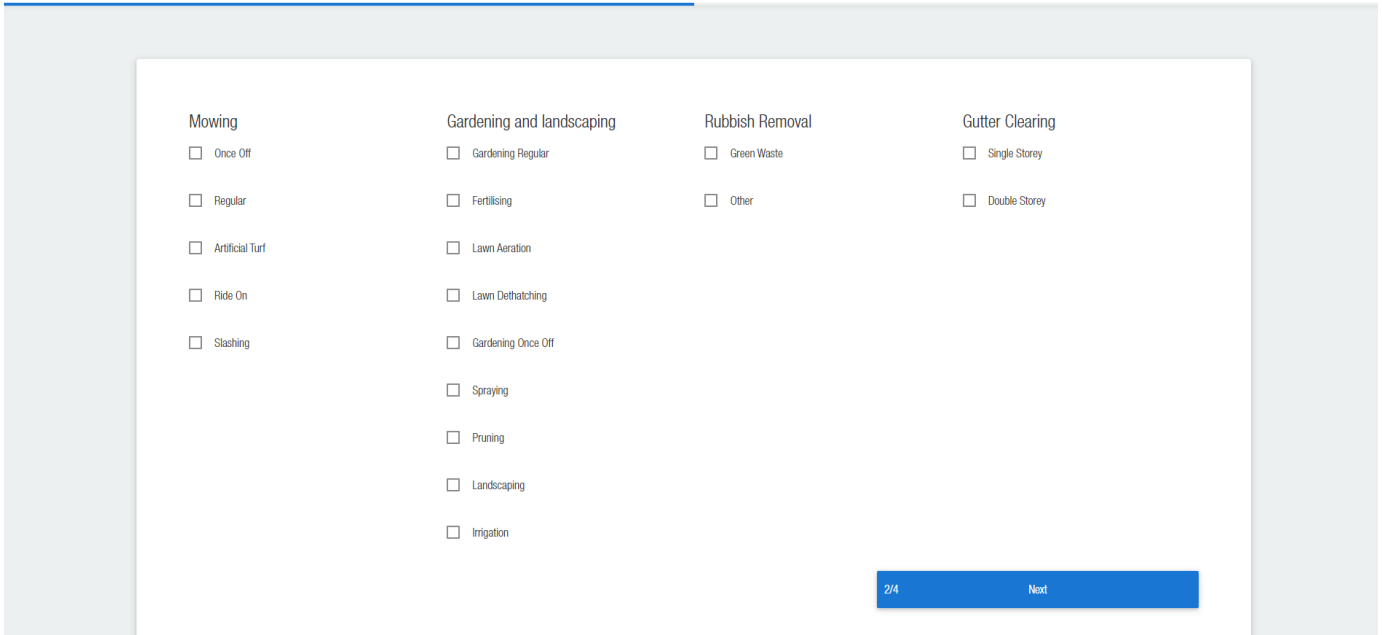
Form Use Case without pre-selected division:

- User access the form
- The user selects the division, for example, "Mowing"
- After the division selection, the user is prompted to select services. Users can select one or more services for their quote.
- User select services
- The user is prompted to put his address, in order to check if there is a franchise in the area, and can view the franchisee who serves the user's area.
- After form submission, the user gets an email, and the request gets registered in Jim's platform.

Form Use Case with pre-selected division

Mowing
- ☐ Once Off
- ☐ Regular
- ☐ Artificial Turf
- ☐ Ride On
- ☐ Slashing

Gardening and landscaping
- ☐ Gardening Regular
- ☐ Fertilising
- ☐ Lawn Aeration
- ☐ Lawn Dethatching
- ☐ Gardening Once Off
- ☐ Spraying
- ☐ Pruning
- ☐ Landscaping
- ☐ Irrigation

Rubbish Removal
- ☐ Green Waste
- ☐ Other

Gutter Clearing
- ☐ Single Storey
- ☐ Double Storey

2/4   Next

- The user is prompted to select services without the need to select the division first. Users can select one or more services for their quote.
- User select services
- The user is prompted to put his address, in order to check if there is a franchise in the area, and can view the franchisee who serves the user's area.
- After form submission, the user gets an email, and the request gets registered on Jim's platform.

CB form versions?

There are 3 versions.

- **BookAJim** (old depreciated version, still used in some cases, not recommended*)
- **CB v1** (https://cb.jims.net): this is the current production version. It has several issues regarding analytics and tracking.
- **CB v2** (https://cb20.jims.net): this version is still under development. It has improvements in analytics and tracking and it's the recommended version to work with, since is the first CB version supported with a WordPress plugin (**WPCB**), making the integration faster and more reliable.

Can I use each one of them?

Short Answer: -It depends! We suggest using the latest version of CB2 since is the first version supported with a WordPress plugin (**WPCB**) and we regularly update it with new features.

BookAJim

As mentioned, the **BookAJims** version is depreciated. But still in use, because is the only version, which supports Restful API and therefore allows users to build their own custom form for quotes on their website. However, to use BookAJims, you should first send an email to infotech@jims.net asking if it's possible to use it in your division/website.

View more information about BookAJim here: https://newbookajim.jims.net/Guide/html/

*Keep in mind that Infotech DOES NOT support BAJ anymore! So its up to you if you want to use it

CB VERSION 1
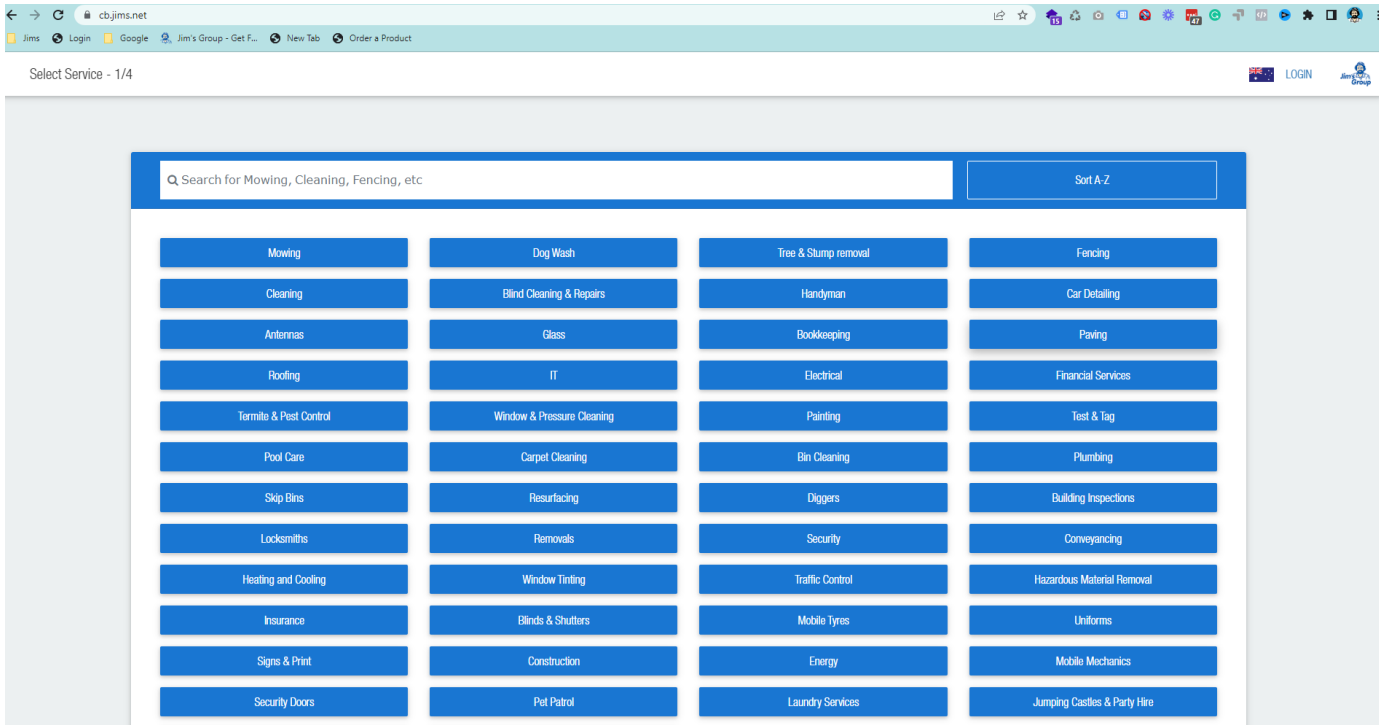
https://cb.jims.net

CB v1 can be used only as a link. For example: By adding a button on the website, and when the user clicks the button it will redirect to the cb. jims.net website. You can also add parameters in your link to customize it in regard to GTM & Analytics. (ie: https://cb.jims.net/? DivisionId=130&jimsProvider=jims&jimsProperty=jimsenergy.com.au&utmContent=get_quote_home_button&GATID=UA-140787810-1)

URL Parameters

Pseudo Examples: strings starting with $ are pseudo-variables, replace them with the correct value.

- with Pre-selected division : https://cb.jims.net/subServicesChoose/$DivsionID? DivisionId=$DivID&jimsProvider=jims&jimsProperty=$URL&utmContent=get_quote_home_button&GATID=$GAID
- with list of all divisions : https://cb.jims.net/? DivisionId=$DivsionID&jimsProvider=jims&jimsProperty=$URL&utmContent=get_quote_home_button&gatid=$GAID

Working Examples

- https://cb.jims.net/subServicesChoose/7?DivisionId=7&jimsProvider=jims&jimsProperty=jimshandyman.com. au&utmContent=get_quote_home_button&GATID=UA-115696665-1

You can also use Jim's CB link generator tool (https://internal.jims.net/cb-link-calculator.html) to generate the CB links with the appropriate parameters

It's not recommended to integrate CB v1 as an embedded iframe on your page because it will be hard to cross-domain track analytics data and leads information from CB to your Website and the opposite.
However, you can find instructions for this case below:

CB v1 for any platform

For starters, to specify one important thing, because many users are asking: **CB v1 isn't configured to function correctly as an embedded iframe.**

If you are a new division your domain will also need **to be added to the cb.jims.net** GTM configuration as an allowed domain, so **please notify i nfotech@jims.net if you intend to deploy** this booking form to a website.

*As of 1-July 2019, all divisions are added but please contact us so we can confirm and/or confirm your divisions ID.

How to configure CB for use as a Link (redirect)

Scenario:

1. User access the website
2. Clicks a button called "Request A Quote"
3. The user gets redirected to cb.jims.net page with a pre-selected division.

The base link for CB v1 as previously mentioned is https://cb.jims.net

This link accepts some parameters, this parameters categorized as follows:

- Functionality params, for preselecting division
- Internal Analytics
- Google Analytics
- Facebook Analytics

List of available parameters for cb v1 (the casing is important):

Parameter	Description	How can I find out	Example
DivisionId	Integer, your division id	Use this find my division id tool	
jimsProvider	string without spaces, represents the channel of the request		jimsGroup
jimsProperty	string, the domain name of the site		if your homepage link is https://jimsmowing.com.au the domain name is the jimsmowing.com.au
CountryCode	Country Code (alpha-2 code) Default: AU	https://www.iban.com/country-codes	
UtmSource	Campaign Source		Google, Facebook, etc
UtmCampaign	Campaign Name		spring-sale
utmContent	encoded string	https://www.urlencoder.org/	A common string for this is "request a quote", which if you encode it, its request+a+quote or request%20a%20quote, both values are valid
GATID	Google Analytics ID	check here, there are also a new version of google analytics ID GA4, so the format maybe different	UA-121212333-5
FBID	Facebook Pixel ID	16digit number check this article	2111116321333388

Link Example

```
https://cb.jims.net/1?
DivisionId=1&jimsProvider=jimsgroup&countryCode=AU&jimsProperty=jimsmowi
ng.com.au&GATID=UA-51556505-2
```

Iframe / Embedded Code Example

```
<iframe src="https://cb.jims.net/1?
DivisionId=1&jimsProvider=jimsgroup&countryCode=AU&jimsProperty=jimsmowi
ng.com.au&GATID=UA-51556505-2" style="width: 100%; min-height: 800px;"><
/iframe>
```

Example for sending custom CB v1 events to Google Analytics.

```
(function(w,d){
    d.addEventListener('click', (evt) => {
        evt.preventDefault();
        evt.stopPropagation();

        if(evt.target.nodeName !== "A") return;

        let lnk = evt.target;
        if( /https\:\/\/cb\.jims\.net/.test( evt.target.href) ){
            w.dataLayer.push({'event': 'RequestAQuote'});
        }

        if(lnk.host == window.location.host ){
            w.location = lnk.href;
        } else {
            w.open(lnk.href);
        }


        return false;
    });
}(window,document));
```

Cross Domain Tracking Implementation

cb.jims.net can be configured to send data about conversions to your GA account.

Ex. for the http://jims.net website the Google Analytics id is UA-51541574-1. The URL

https://cb.jims.net/?jimsProvider=jims&jimsProperty=jims.net&utmCampaign=testing&utmTerm=request-a-quote&utmContent=get%20quote%20button&parent=<your-home-page-url>&GATID=UA-51541574-1&FBID=<PIXEL_ID> is used for the Request a Quote button.

Page views, events, and other GA data will be sent to the http://jims.net analytics account when a customer is accessing cb.jims.net pages by clicking on the link above.

Getting accurate Google Analytics data when users go to a new domain for booking requires setting Cross Domain Tracking and ensuring the same session is kept for the user on both domains.

Redirect to a "Thank you" Page

Cb.jims.net currently doesn't support any redirect for thank you pages! So you must set your goal to listen for the **/quoteSubmit** page. There is also an event called ked emitted to your google analytics account, so you can cross-reference it, with the corresponding goal.

How to Import Google Tag Manager Configuration

Tag Manager Configuration File: https://drive.google.com/file/d/1destCyizsG8ldKb3O3l_E51vk4-06xN0/view?usp=sharing

vokoscreen-2022-08-26_03-46-47.mkv

CB VERSION 2

https://cb20.jims.net

CB v2 (currently under development) can be used as an embedded iframe and as a link (same way as CB1) but is also supported by a WordPress plugin (**WPCB**), for making the integration with a WP website faster and more reliable.

CB v2 for any platform

You can generate a link here: https://internal.jims.net/cb-link-calculator/

Link Example

```
https://cb20.jims.net/?
DivisionId=7&jimsProvider=jimsgroup&jimsProperty=jimshandyman.com.
au&primaryColor=0557a5&textColor=000000&CountryCode=AU&utmContent=reques
t+a+quote&GTM=&logoUrl=https://jimshandyman.com.au/wp-content/uploads
/2018/02/jimshandyman_logo.png&parent=https://jimshandyman.com.au
```

List of available parameters for cb v2 (the casing is important):

Parameter	Description	How can I find out	Example
DivisionId	Integer, your division id	Use this find my division id tool	
serviceId	Integer, service id		
jimsProvider	string without spaces, represents the channel of the request		jimsGroup
jimsProperty	string, the domain name of the site		if your homepage link is https://jimsmowing.com.au the domain name is the jimsmowing.com.au
CountryCode	Country Code (alpha-2 code) Default: AU	List of country codes by alpha-2, alpha-3 code (ISO 3166)	
UtmSource	Campaign Source		Google, Facebook, etc
UtmCampaign	Campaign Name		spring-sale
utmContent	encoded string	URL Encode and Decode - Online	A common string for this is "request a quote", which if you encode it, its request+a+quote or request%20a%20quote, both values are valid
primaryColor	color code (hexadecimal)	https://htmlcolorcodes.com/color-picker/	#fdfdfd
textColor	color code (hexadecimal)	https://htmlcolorcodes.com/color-picker/	#fdfdfd
logoUrl	string		https://jims.net/media/2020/01/YourLocalExpert.png
GATID	Google Analytics ID	check here, there are also a new version of google analytics ID GA4, so the format maybe different	UA-121212333-5
gtm	Tag Manager ID		GTM-333333333
FBID	Facebook Pixel ID	16digit number check this article	2111116321333388

Embedded (iframe)

The iframe version is available as a shortcode [jimscb]. There is a shortcode generator option page under the main plugin's settings page. So you can generate your own if you need to change some options.

Example:

```
<iframe src="https://cb20.jims.net/?
DivisionId=7&jimsProvider=jimsgroup&jimsProperty=jimshandyman.com.
au&primaryColor=0557a5&textColor=000000&CountryCode=AU&utmContent=reques
t+a+quote&GTM=&logoUrl=https://jimshandyman.com.au/wp-content/uploads
/2018/02/jimshandyman_logo.png&parent=https://jimshandyman.com.au"
style="width: 100%; min-height: 800px; "></iframe>
```

Script to add to your page, in order to add the iframe's analytics data to your host page analytics. *This script must be added to the footer.*

```
//listen for messages from iframe
w.addEventListener('message', function (event) {
    try {
        var data = JSON.parse(event.data);
        var dataLayer = window.dataLayer || (window.dataLayer = []);

        if (data.event) {
            dataLayer.push({
                event: data.event,
                data: data
            });
        }
    } catch (e) {
        window.console && window.console.log(event);
    }
});
```

Find Service ID

- Go to CB Link Calculator
- Select your division
- Automatically the services dropdown is populated
- You can inspect the services options

CB Link Generator

Division

MOWING (ID: 1)

Select you division by name

Service

Select the service

| Select the service |
| Mowing - Once Off (ID: 24) |
Mowing - Regular (ID: 15)
Mowing - Artificial Turf (ID: 1316)
Mowing - Ride On (ID: 1252)
Mowing - Slashing (ID: 28)
Gardening and landscaping - Gardening Regular (ID: 1641)
Gardening and landscaping - Fertilising (ID: 1612)
Gardening and landscaping - Lawn Aeration (ID: 1611)
Gardening and landscaping - Lawn Dethatching (ID: 1610)
Gardening and landscaping - Gardening Once Off (ID: 1253)
Gardening and landscaping - Spraying (ID: 471)
Gardening and landscaping - Pruning (ID: 1258)
Gardening and landscaping - Landscaping (ID: 1260)
Gardening and landscaping - Irrigation (ID: 1480)
Rubbish Removal - Green Waste (ID: 714)
Rubbish Removal - Other (ID: 1255)
Gutter Clearing - Single Storey (ID: 1256)
Gutter Clearing - Double Storey (ID: 1257)

You Division's logo URI

Type the path for you division's logo image.

Country

Australia

Link Content

Type a simple message as a commment to tag your link

This is the utm content parameter, is a simple comment which marks your link to be used only on certain situations.

Google Analytics ID

Type your Google Analytics ID

You can get a Google Analytics ID from Here

Google Tag Manager ID

Type your Google Tag Manager ID

Facebook Pixel ID

Type your Facebooki Pixel ID

Create Link

WPCB WordPress Plugin

If your website is built on WordPress you can use our WPCB plugin to integrate CB forms into your website really easily.
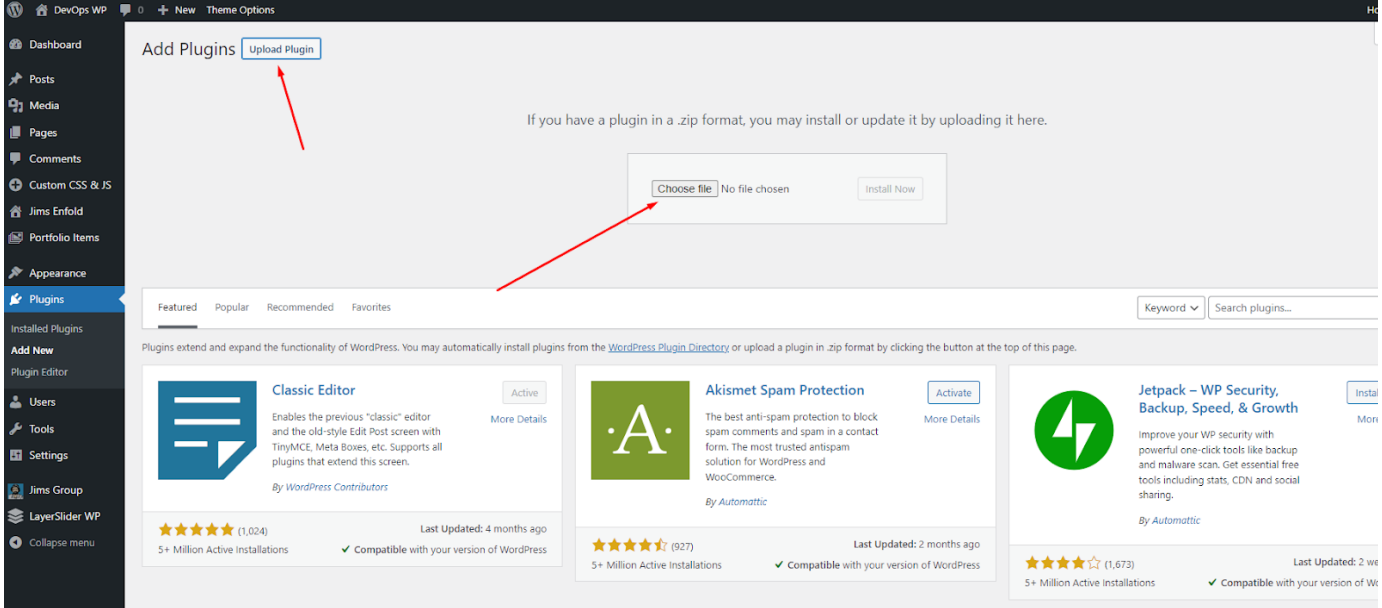
Download Link

https://drive.google.com/file/d/10vrQ8EqDrmn1ofoF7nWfNAmEG-0Su1Ms/view?usp=sharing

How to install

In the WordPress backend, select Plugins from the side menu and **Add New** in the top right corner.
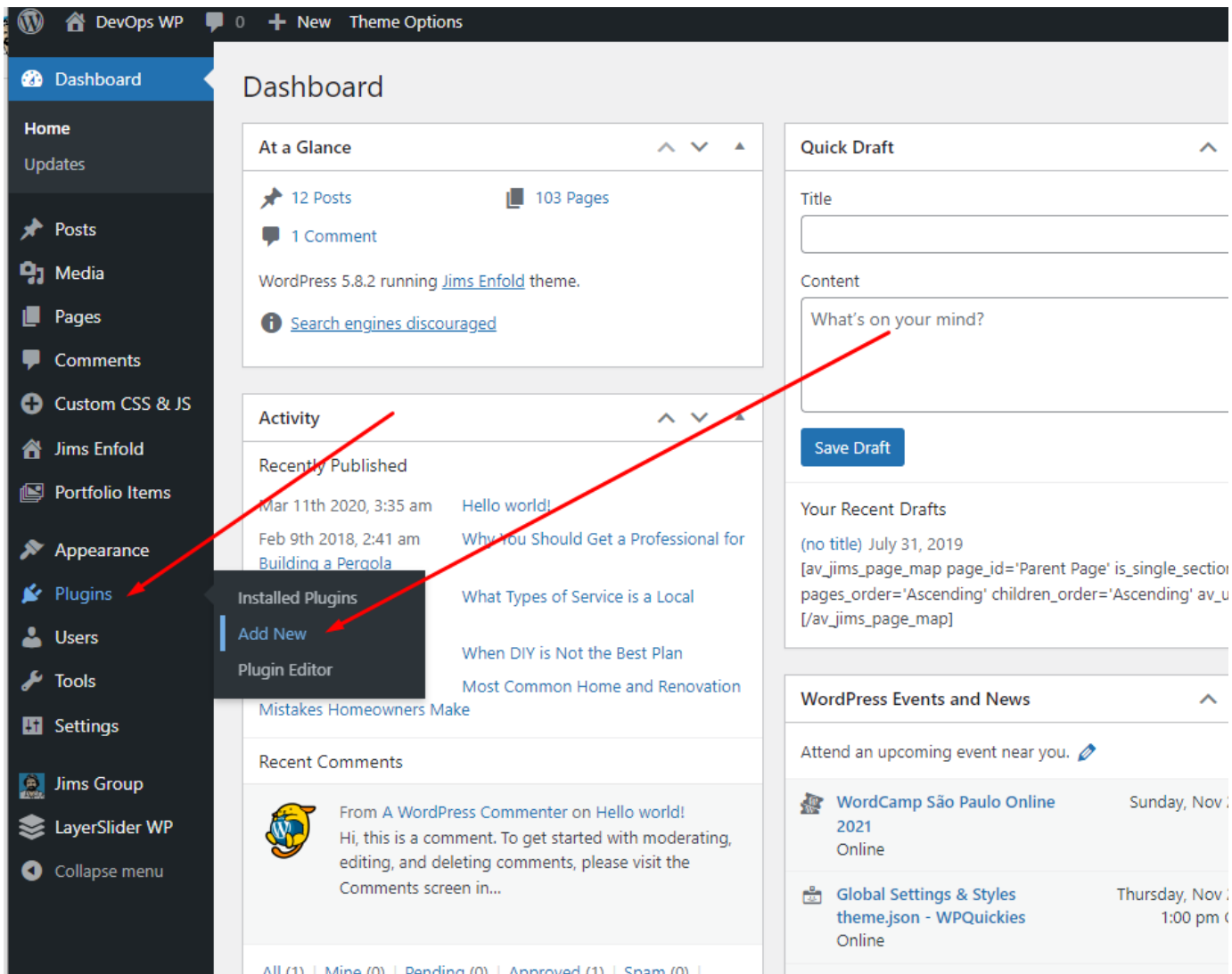
Then select **Upload Plugin**. It shows an upload prompt, click **Choose File**, find the plugin's zip file and click Install.

Navigate again to the plugins page, find the plugin by name and click **Activate**. The page will reload, then you can click the Settings link to start setting up the plugin. By default, the plugin get's all the settings automatically. But if you need to change any value you will be able to change it.
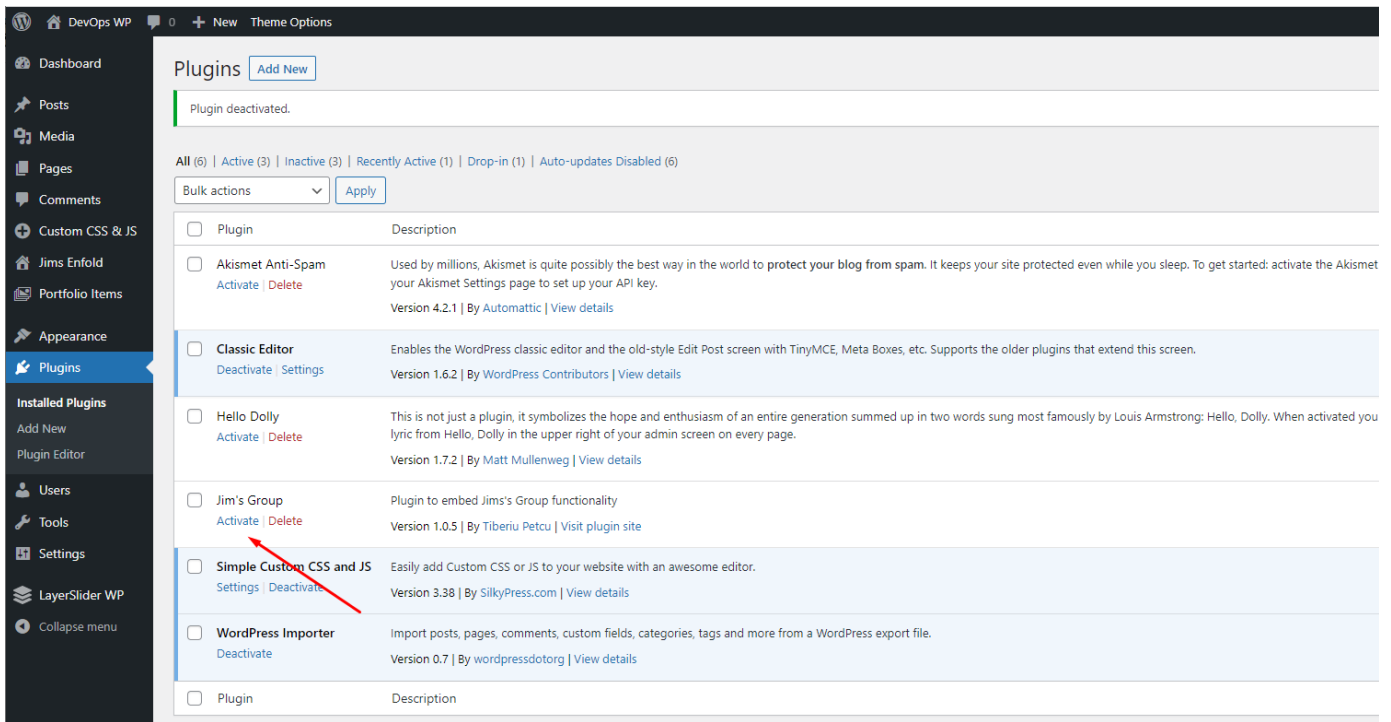
What Options are available

The plugin uses some options to customize your Jim's booking form. Some of these are getting setup with default values. So if the option has a default value, and you want to change it, make sure it's working with the website and it's valid within the Jims Group system.

The available options are:

- Division ID, you can get it from the Jims support team, if you don't know it. You can also use our online tool here: https://internal.jims.net/find-division-id/
- Jim's Property, this value is the internal analytics value for FMS, it's basically the website's domain name (not URL).
- Primary Color, it's your site's primary color, in order for the modal window to match the website's design. Each Jim's site has a primary color, you can find it by looking at the most common color (usually not found on text) in your Jim's website.
- Text Color, same as the **Primary Color** it's the color you need to be the color of the popup's text, usually the same as your website's text color.
- Logo URL, it's the URI of an image. You Jim's logo.
- GTM, it's your Google Tag Manager ID. You can get it by going to your Property's Admin panel of your Google Tag Manager Account. More info here https://www.analyticsmania.com/post/google-tag-manager-id/
- CSS Selector, basically it's the popup's window ID, but you can find more on the "How to use" section.

Options Usage and Data Types

- Division ID, **integer number**. It's important, it can't be anything else.
- Jim's Property, **string**, no longer than 255 characters eg. http://jimsmowing.com.au
- Primary Color, **hexadecimal number**, its length is either 6 or 8 characters. The **#** character in front of the number is important since, it's an indication that we describing a color eg. #00bbee or #00bbeeff
- Text Color, **hexadecimal number**, its length is either 6 or 8 characters. The **#** character in front of the number is important since, it's an indication that we describing a color eg. #00bbee or #00bbeeff
- Logo URL, **string**, a URI, eg. https://jims.net/media/2020/01/YourLocalExpert.png
- GTM, **string**, eg. GTM-PP68M3
- CSS Selector, **string**, you can use a word or expression, you can't use spaces, use dashes instead of spaces and you can't use any of the following special characters: !@#$%^&*();+~`'"/|<>,.?{}[] eg. jims-group

Form Events Options Page

This page in the future will allow settings for multiple events, but currently the administrator can only add a link to redirect the user to a "Thank you " page.

How to use

The plugin allows for now two types of integrations, the popup (modal window) feature and the embedded iframe. You can use both in the same page, however the analytics integration doesn't provide the information if the user made the submission from the popup or the embedded iframe.

Popup window

The popup window is always available, on any page. You can trigger it, either by javascript or setting up the option **CSS Selector**, and use this string with a **#** character (hash) in front of the string at the end of the page's url. For example:

https://jimshandyman.com.au/victoria/melbourne#my-css-selector

For example, we can set the CSS Selector as **jims-booking** (the default value for the CSS Selector is **jims**), in that case if any user navigates the URL:

https://jimshandyman.com.au/victoria/melbourne#jims-booking

will trigger a popup window with the jims cb.

SEO paths

The wpcb adds the iframe internal paths to the host window. As seen in screenshot, so the analytics plugin and any developer or SEO specialist can set hooks for actions like redirect to a thank you page.
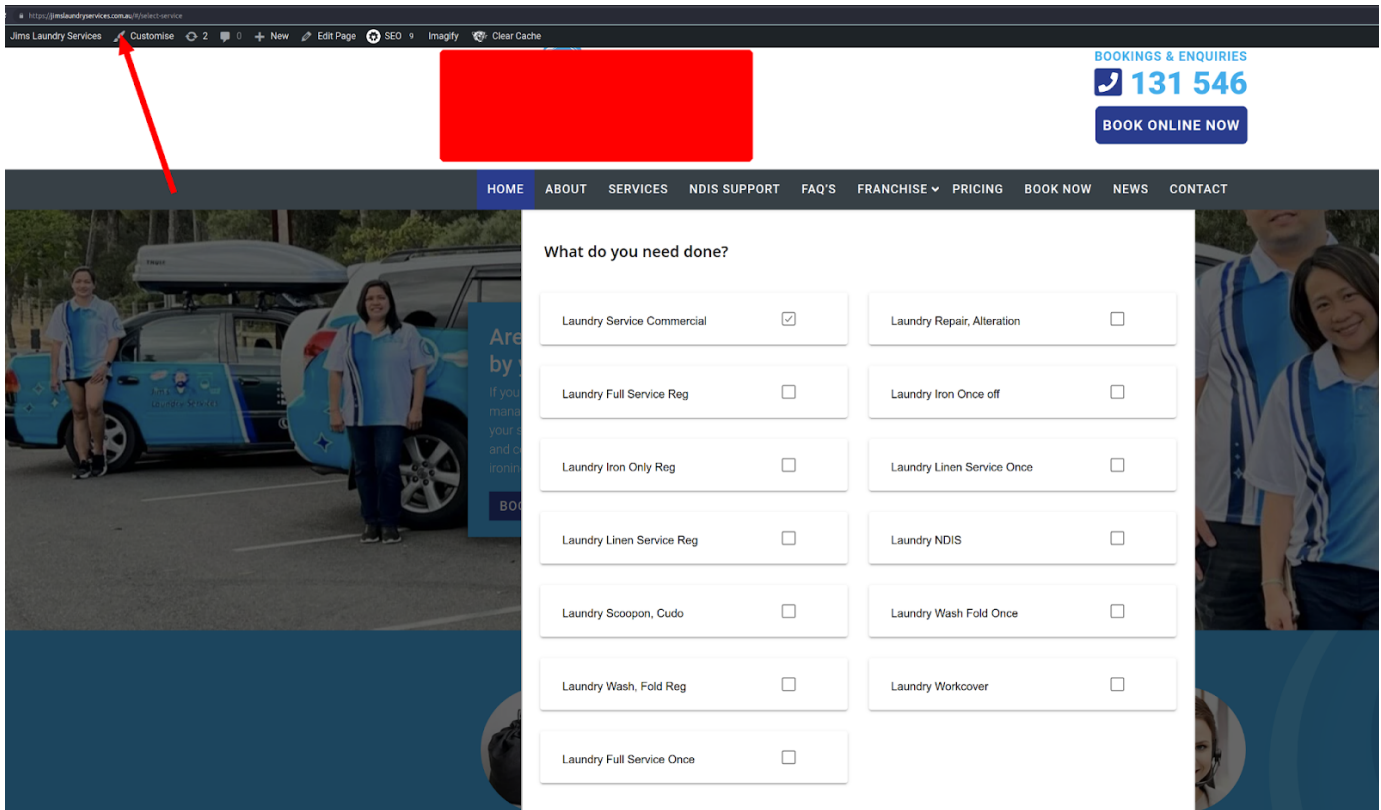
Known Problems

- Jims CB slows if loaded via iframe, slows down the site
- Using the WPCB, If the site has any lazy load for iframes the popup button redirects to cb the first time. This is part of the normal process! The use case is as follows, if any of the necessary resources like the google analytics tag, isn't loaded by the time the popup is called, automatically uses the fallback mode (redirect) to avoid losing tracking data.
- WPCB iframe shortcode currently doesn't support thank you page and SEO paths. Only the popup window.

Frequent Questions

Can I add analytics code to cb.jims.net or http://cb20.jims.net accounts?

No, the CB tag manager handles traffic of all divisions. If something goes wrong all divisions will lose traffic data. So, for security reasons, we don't allow it!

Can I redirect the user to a thank you page?

No, CB accepts by default redirection parameters. However, WPCB wordpress plugin provides the option to set a thank you page if you are using the CBv2.