

Display System Maintenance or Outage Message



Utilize Evergage to inform users of scheduled maintenance or service outages.

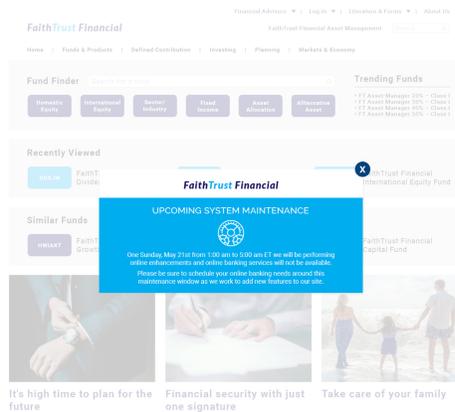
Category	Customer Success	Vertical	Financial Services
Topic	Use a popup message to inform application users of scheduled maintenance or service outages	ID #	272

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Example

Like any financial services companies with an application used by customers, you may periodically schedule downtime to perform system updates and maintenance. To ensure customers are aware of upcoming maintenance schedules, display a popup message with pertinent information once a user logs into your application.

With Evergage, you can choose to share this information only with users within your authenticated space, or you can also choose to share the notifications prior to login – by leveraging known visitors and providing that additional awareness to existing customers while still on 'public' pages.



Segment

All existing online banking users, which could be defined by displaying within the authenticated space on the site, or – by displaying to all known users – including those visitors who have previously logged in to the online banking platform in an earlier visit (thus capturing a broader audience).

Below are images showing two options for creating these segments

Segment Name:

NEW RULE

Actions | Action Count | did | any of specific actions | **Log_in_to_My_Account** | at least 1 | time | for all time

Segment Name:

NEW RULE

Metrics | Text Attribute | User ID (userId) | exists

Measure

The success of this campaign is measured in reduced support tickets and calls during planned outages.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create a campaign with a popup message (given the potential urgency of these messages, this is usually the most effective type as it is likely to be noticed) that shows to visitors on the **public** home page
2. Create segments to identify existing customers
3. Add rules to show the campaign based on the maintenance schedule
4. (Optional) Create a second campaign with an infobar message at the top or bottom of **authenticated** pages that shows a reminder close to the maintenance date to existing customers who received the first popup message

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Create or Edit a Web Campaign](#)
- [Popup Messages](#)
- [Infobar Messages](#)
- [Add Rules for Campaigns, Messages, and Experiences](#)
- [Create a Segment](#)
- [Target Users Based on a Segment](#)
- [Segment Rules](#)