

How to set Opening Hours in WombatDialer

Despite campaigns having “**start hour**” and “**end hour**” settings, it is often needed to have a finer level of control on the opening hours of our campaigns. Typically public holidays must be taken into consideration, and perhaps you would like to open and close your campaigns various times during a work day.

The right tools to use, in order to achieve this level of control, are **Opening Hours**.

They are a special set of rules you can define, in which you can specify in a very detailed manner, when should your campaigns should be open or closed. WombatDialer also provides a specialized **Opening Hours Inspector**, that allows you to preview the behavior of your campaigns after setting the **Opening Hours** rules of choice.

In the following example we'll take a look at how to set up a campaign, in such a way that it can be compliant to the following **Opening Hours** rules.

WWW (Wombat Wild Web)

Communications is a renowned Internet service provider, offering various promotions for all it's clients. It's hard to manage all the campaigns at the same time so we resolve to use **Opening Hours** in order to keep them organized. Let's have a look to a single campaign called **WombatCampaign**.



We want our campaign to be active:

- From **9 AM** to **1 PM** and from **3 PM** to **6 PM** from **Monday** to **Thursday**
- From **9 AM** to **12 AM** on **Friday**

We also want to create a rule that states that our campaign should be closed on public holidays.

The way this works is quite straightforward: you define a set of rules (each containing an arbitrary number of sub-rules), then add them to your campaign. WombatDialer scans through the list of rules in a top-down fashion, looking for a rule that matches. When WombatDialer finds a matching rule, automatically applies it halting the search routine. If no rule is found, the **Default Mode** of the last inspected rule is applied.

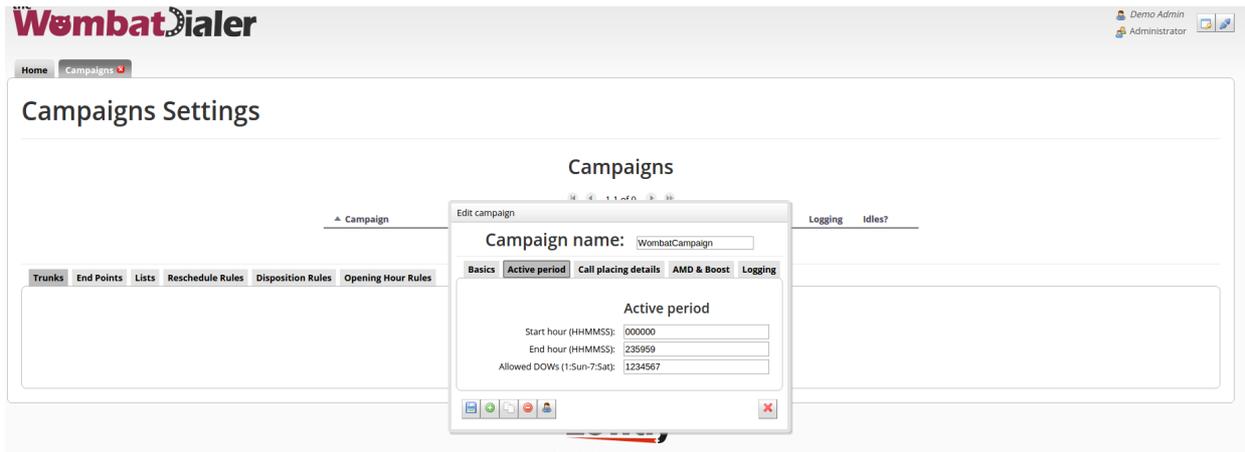
Creation of the Campaign

Go to **Edit Campaigns** → **New (the plus button)**

In the **Basics** tab set **Campaign status** to **Runnable** (this basically means that the campaign is ready to be started).

Go to the **Active period** tab and set **Start hour** to **000000** and **End hour** to **235959**. Set the **Allowed DOW** field to **1234567**. We strongly advise you use this setting if you want to specify **Opening Hours** rules to your campaign. By doing this you make sure that the **Active Period**

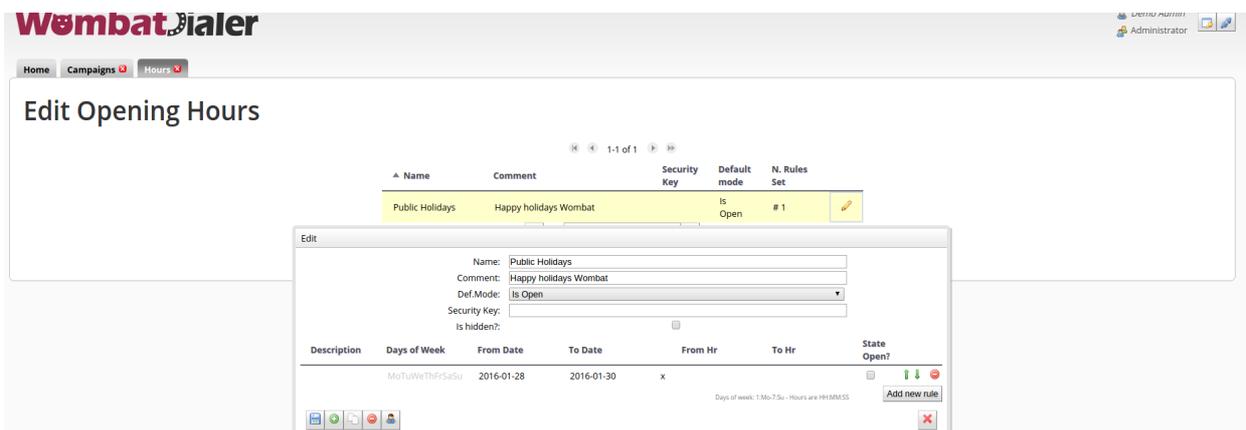
setting does not interfere with the **Opening Hours** system.



Now if we navigate to the **Opening Hours Rules** tab we can see we still have no Rules added to our Campaign. If you press **Test Opening Hours** you'll see that the campaign is always active.



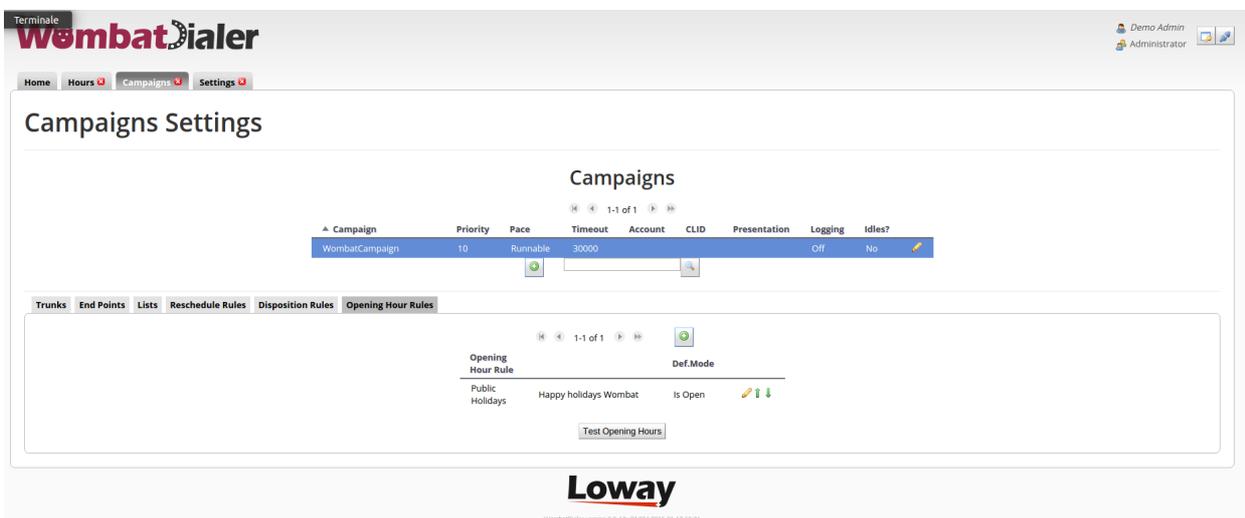
Now go back to the **Home** page. From here go to **Edit Opening Hours** → **New** and let's create our "Public Holidays" rule.



As you can see, we chose “**Public holidays**” as our rule name, added some comments and selected the right dates for the rule. We specified that all campaigns should be closed on these dates by not checking the “**State Open?**” Checkbox and we set **Def. Mode** as “**Is Open**”. This basically means that if WombatDialer finds a match for this rule, it should close the campaign (since “**State Open?**” is not set). If the rule is not matched it just moves on.

Please Note: The **Def. Mode** field specifies what the default state of a campaign should be if no rules are matched. The order in which Opening Hours are added to campaigns matters (the same goes for sub-rules), as only the first matching rule is applied, and only the last rule gets to decide what should be the default state of the campaign if no rules are matched, overriding all **Def. Mode** settings indicated in the previous rules.

Now let's close and reopen our **Campaigns** tab, in order to refresh it. We can now see that in the **New** menu of our **Opening Hours** tab we can add our **Public Holidays** rule.



Let's take a look with the inspector to see if the rule was correctly implemented, by setting the date to the specified holiday.



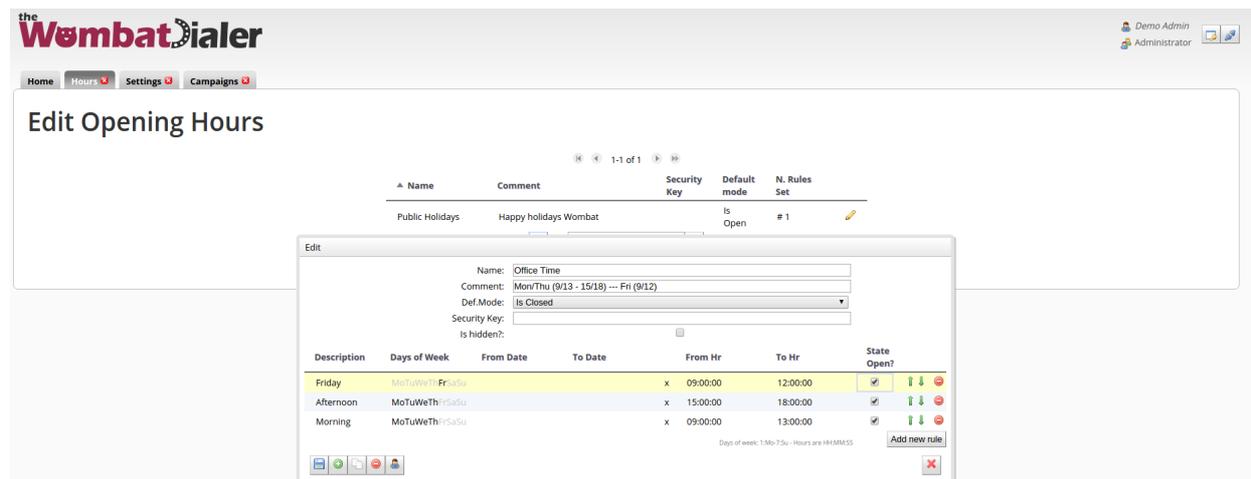
As we can see the campaign is now closed on our public holidays.

Let's go back to the Opening Hours creation menu and create a new rule called “**Office Time**”, with **Def. Mode** set to “**Is Closed**” and the following three sub-rules:

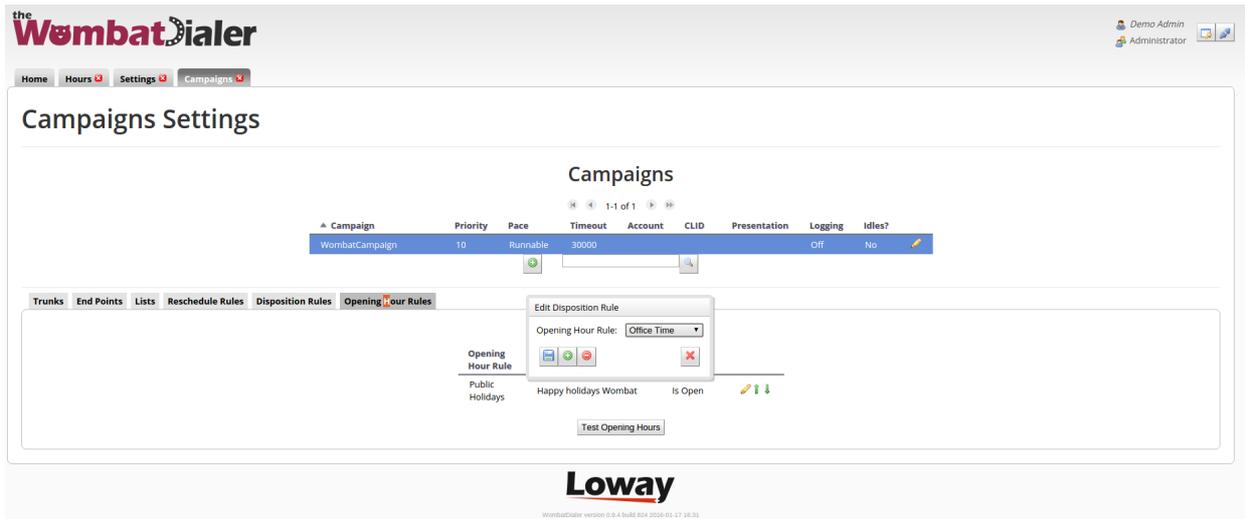
Morning: Select (**Mo, Tu, Wed, Th**) as the selected days of the week. Set the **From Hr** field to **09:00:00** and the **To Hr** field to **13:00:00**. Finally, check the **Is Open** flag.

Afternoon: Select (**Mo, Tu, Wed, Th**) as the selected days of the week. Set the **From Hr** field to **15:00:00** and the **To Hr** field to **18:00:00**. Finally, check the **Is Open** flag.

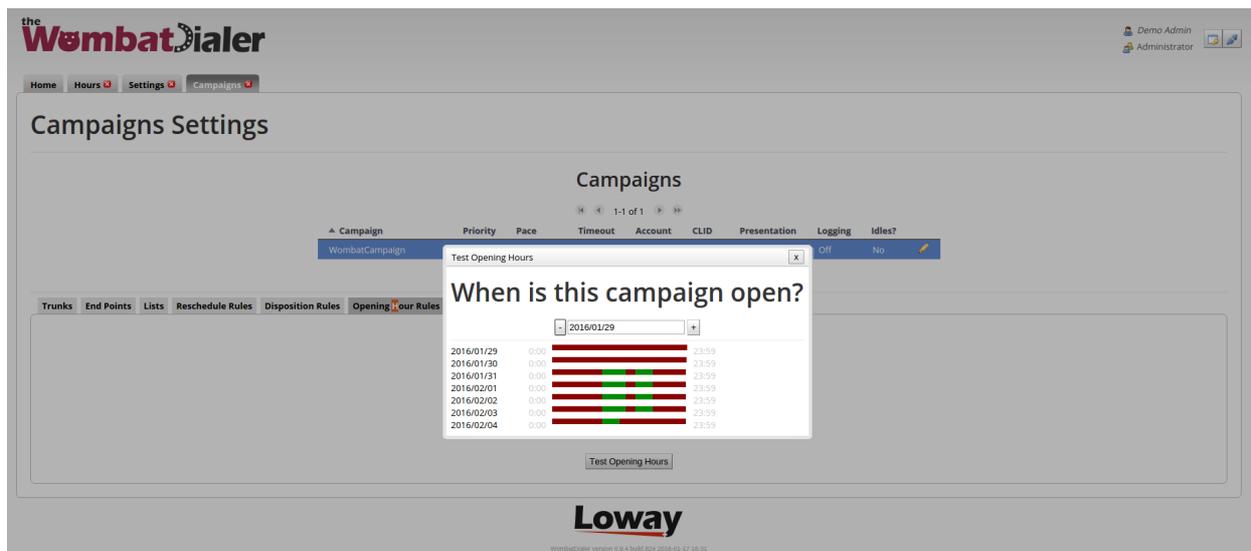
Friday: Select (**Fr**) as the selected day of the week. Set the **From Hr** field to **09:00:00** and the **To Hr** field to **12:00:00**. Finally, check the **Is Open** flag.



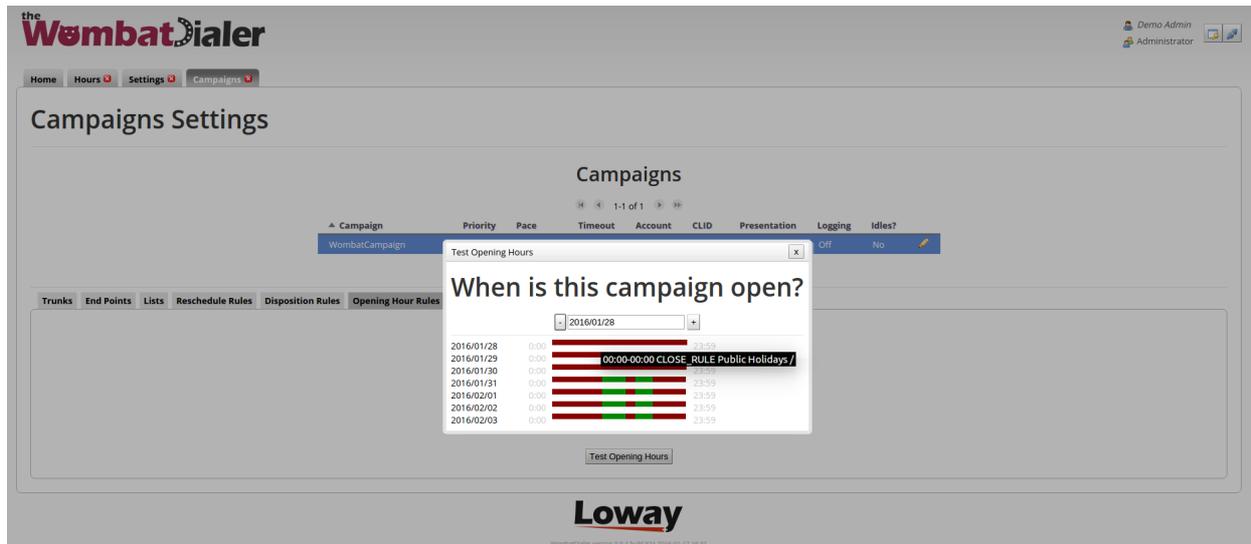
Now reopen the **Campaigns** tab and add the **Office Time** rule to your campaign.



Now let's go back to the inspector and let's take a look. You should now see that our campaign has been configured to apply our desired **Opening Hours**.



A very important feature of the **Opening Hours Inspector** is that it doesn't just let you peek at your campaign state, but it also allows you to know which rule is triggering the displayed state. If you fly your mouse over the green or red segments of the bars, a small pop-up label will appear, reporting the state of the campaign and the rule that is applied, followed by the name of the specific sub-rule.



The following list is an explanation of the various states that can be applied to a campaign.

- | | |
|---------------|---|
| OPEN | The campaign is open due to the campaign active period (no Opening hours rule applied). |
| CLOSE_DAY | The campaign is closed due to the campaign active period (no Opening hours rule applied). |
| CLOSE_HOUR | The campaign is closed due to the campaign active period (no Opening hours rule applied). |
| CLOSE_RULE | The campaign is closed due to an explicit Opening Hours rule. |
| OPEN_RULE | The campaign is open due to an explicit Opening Hours rule. |
| DEFAULT_OPEN | The campaign is open due to the Def. Mode of the last Opening Hours rule |
| DEFAULT_CLOSE | The campaign is closed due to the Def. Mode of the last Opening Hour rule. |