

CMS

Web content: complaints tree, resources, banners and documents.

- [CMS: what it covers](#)
- [Resources and sources](#)
- [Content validation](#)
- [The complaints tree](#)
- [CMS - Complaints CSV Upload](#)
- [CMS - Resources](#)
- [CMS - Resources: Banners](#)
- [CMS - Resources: Documents](#)

CMS: what it covers

“ **Audience:** content editors maintaining what customers see on the ordering channels. **You need:** *CMS — view* to browse, *CMS — edit* to change, *CMS — delete* to remove. Three separate levels.

The CMS covers the content layer of the ordering experience: the images and text customers see, and the complaints structure behind customer service.

Two areas

Area	What it holds
Resources	Banners, logos, documents, and the presentation of promotions, products, toppings and payment methods
Complaints	The tree of complaint types used when logging a customer complaint

They share the same permissions but are otherwise independent.

Three permission levels, not two

Most console areas have view and edit. The CMS has a third:

Level	Lets you
View	Browse resources and the complaints tree
Edit	Create and change resources, and add or edit complaint nodes
Delete	Remove a node from the complaints tree

Delete is deliberately separate. Removing a node from the complaints tree affects how complaints are categorised from that point on, which is harder to reverse than editing a label.

`cms_editor` is the role built for this area and holds all three.

Content is per source

This is the concept that makes the rest of the CMS make sense.

Resources are stored **per source** — web, app, kiosk, each aggregator. The same brand can show a different banner on the web than in the app, because they are different records.

So when you edit a resource you are always editing it *for a source*. Changing the web banner does not change the app banner.

“ This also means "the banner didn't change" is usually the wrong source selected rather than a failed save. Check the selector before re-uploading.

Your own scope can further limit which sources you see — see [How scope works in practice](#).

The pages in this chapter

Topic	Page
Resource types and the source selector	Resources and sources
Finding incomplete content	Content validation
The complaints tree	The complaints tree
Editing banners, step by step	CMS - Resources: Banners
Documents per language	CMS - Resources: Documents
The resources screen	CMS - Resources
Loading complaints from a file	CMS - Complaints CSV Upload

Resources and sources

“ You need: CMS — view to browse, CMS — edit to change.

Resources are the content records behind what customers see. This page covers the model; [CMS - Resources](#) walks through the screen itself with screenshots.

The resource types

Type	What it controls
Banners	Promotional images and where they link to
Logos	Brand imagery
Promotions	How promotions are presented
Products	How articles are presented
Toppings	How ingredients and extras are presented
Payment methods	Which payment options appear, and how

Editing here changes **presentation**, not behaviour. A promotion's rules live in [Promotional codes](#); what the customer sees when it is offered lives here. The same split applies to products and payment methods.

Always pick the source first

Every resource belongs to a source — web, app, kiosk, an aggregator. Selecting the source is the first thing you do, not an afterthought.

If a type has no content for the chosen source, the screen says so. That is a real answer: it means nothing is configured for that combination, not that the screen failed.

What you see	What it means
Content listed	That type is configured for that source

What you see	What it means
"No data available"	Nothing configured for that type <i>and</i> source
A source missing from the list	Outside your scope, or not enabled for the brand

Languages

Several resource types are per language as well as per source — banners and documents in particular. A banner exists once per language, and each language needs its own image and destination.

That means a resource is not complete until every language is filled in. A missing translation shows as a gap for customers in that language only, which is exactly the kind of thing nobody notices internally.

[CMS - Resources: Banners](#) covers the per-language banner flow, and [CMS - Resources: Documents](#) the document one.

Before you finish

1. **Confirm the source** you edited was the one you meant.
2. **Check every language** for that resource, not just the one you were asked about.
3. **Run the validation list** to catch anything left incomplete — see [Content validation](#).

Content validation

“ You need: CMS — view.

The validation list shows resources that are incomplete — the gaps that would otherwise only surface as something missing on a customer's screen.

Why it exists

Resources are stored per source and, for several types, per language. That produces a lot of combinations, and a gap in any of them is invisible unless you go looking: the affected customers are the ones on that one source, in that one language.

Validation is the going-looking, done for you.

When to run it

Moment	Why
After a bulk content change	The fastest way to find what didn't land
Before a campaign goes live	A missing banner on one source is a campaign that partly didn't run
When adding a new source or language	Everything is a gap until it isn't
Routinely	Content decays as products and promotions change around it

Running it before a launch is worth more than running it after. A gap found the day before is a fix; found the day after, it is an incident.

Reading it

Each entry points at a specific combination — a type, a source and where relevant a language. That is enough to go straight to the right screen and fill it.

Work by source rather than down the list. Fixing everything wrong with the web in one pass is faster than jumping between sources, because you keep the same selector.

Not everything listed is a problem

A gap is only a problem if that combination should have content. If your brand doesn't use the kiosk, kiosk resources being empty is correct.

Get to know which combinations matter for your brand; after that the list is short and every entry means something.

Related pages

- [Resources and sources](#) — the model behind the combinations
- [CMS - Resources](#) — the screen, with screenshots

The complaints tree

“ **You need:** *CMS — view* to browse, *CMS — edit* to add or change, *CMS — delete* to remove.

The complaints tree is the structure of complaint types used when a customer complaint is logged. It is what makes complaints countable: a tree everyone uses the same way turns individual annoyances into a pattern you can act on.

Browsing

The tree is a hierarchy of nodes — broad categories at the top, specific types beneath. Browse it to see the current structure before changing anything.

Adding and editing a node

Add a node under the right parent, or edit an existing one.

“ **Changing a label changes it everywhere, including on complaints already filed under it.** That is usually what you want when correcting wording. It is not what you want when the meaning shifts — if the node should now mean something different, add a new one and stop using the old.

Deleting a node

Delete has its own permission, and for good reason. Removing a node changes how complaints can be categorised from that moment on, and existing complaints filed under it lose the structure that explained them.

Before deleting, ask:

Question	If yes
Have complaints been filed under it?	Prefer stopping its use over deleting it
Is it a duplicate of another node?	Consolidate deliberately, and note which absorbed which
Was it created by mistake and never used?	Safe to delete

Keep the tree small

A tree that grows a node per incident stops being useful: with sixty options, nobody picks consistently, and the counts mean nothing.

Two tests before adding a node:

1. **Would a different person pick this node for the same complaint?** If it overlaps an existing one, it will be used inconsistently.
2. **Would you act differently on this than on its neighbour?** If not, it doesn't need to be separate.

Loading many at once

The tree can be loaded from a file rather than built node by node — see [CMS - Complaints CSV Upload](#), which covers the format and the flow in detail.

As with every import, start small and confirm the structure before loading everything.

Related pages

- [CMS - Complaints CSV Upload](#) — bulk loading, in detail
- [CMS: what it covers](#) — permissions and the two CMS areas
- [Logging an incident](#) — the Hub's per-order record, which is a different thing

CMS - Complaints CSV Upload

Overview

The Complaints Management CSV Upload system allows you to upload and manage complaint flow data using two CSV files - one in English and one in Arabic. This system provides validation, preview functionality, and error handling to ensure data integrity.

Code Reference Legend

Actions

Code	Definition
X	Go to next node
Q	Question to a customer
QP	Ask for proof to a customer, upload picture
S	Show customer order to pick an item
CB	Call back to customer
R	Refund
R30	30% refund of the item in default
T	Rating
TT	Ticket Transfer to agent for manual evaluation
QD	Dialog box
QPD	Both Dialog Box and Picture upload
PHONE	Provide phone number of the delivery partner in the variable field <code>{%phone%}</code>
R100P150	100% refund of the order value, up to 150 SAR

Status

Code	Definition
CA	Closed Abandoned
C	Closed
O	Open

Conditions

Code	Definition
NOPHONE	Driver phone number is not available
YESPHONE	Driver phone number is available
RP	Platinum Guarantee Refund Processed
RNP	Refund Guarantee Refund Not Processed
GSE	Gold Subscription Expired
GSNE	Gold Subscription Not Expired
GTP	Customer moved from Gold to Platinum
PSE	Platinum Subscription Expired
PSNE	Platinum Subscription Not Expired
SLABD30	Delivery SLA Breached - Platinum Guarantee of 30 mins from theoretical start production time to at customer location
NOSLAB30	Platinum delivery guarantee SLA of 30 mins not breached
SLABPU15	Pickup SLA breached - Platinum guarantee of 15 mins from theoretical start production time to actual end production time
NOSLAB15	Platinum pickup guarantee SLA of 15 mins not breached
SLABD	Delivery SLA breach (SLA = 40 mins)
SLABPU	Pickup SLA breach (SLA = 15 mins)
N	No Condition
ITEMCHECKS	Item selected from the order should be a side dish only
NOSLAB	No SLA Breach in Pickup or Delivery
CHECKCUSTY	Customizations are added in the Pizza
CHECKCUSTN	Customizations are not added in the Pizza

Code	Definition
ORSPT	Order is Pickup or Takeaway
ORSD	Order is Delivery
SLABD20	Time breach after the SLA time is between 1 min to 20 mins
SLABD2035	Time breach after the SLA time is above 20 mins and below 35 mins
SLABD3550	Time breach after the SLA time is above 35 mins and below 50 mins
SLABD50+	Time breach after the SLA time is above 50 mins
WMP	Wallet balance is present in the account
WMPF	Wallet balance is 0
EXEMPT	If refund is given with Exempt in Action, that refund should not be counted in future customer profiling

Variables

Code	English	Arabic
{%wallet%}	(%AMOUNT%) in your wallet	كـتـطـفـحـم يـف (%AMOUNT%).
{%wallet%}	(%Loyalty Points%) rewards points	ةـأـفـاـكـم ةـطـقـن (%Loyalty Points%).
{%wallet%}	(%AMOUNT%) in your wallet & (%Loyalty Points%) rewards points	و كـتـطـفـحـم يـف (%AMOUNT%) ةـأـفـاـكـم ةـطـقـن (%Loyalty Points%).
{%currency%}	SAR	يـدـوعـس لـاـيـر.
{%currency%}	AED	يـتـاـرـاـم إـمـهـرـد.

Loyalty Tiers

Code	Definition
S	Silver
G	Gold
P	Platinum

Customer Types

Code	Definition
H	Healthy
A	Alert
B	Abusive

Upload Process Workflow

1. File Selection

- **English CSV:** Upload the main complaint flow structure with all node data
- **Arabic CSV:** Upload the Arabic translations for node descriptions
- **File Format:** Only `.csv` files are accepted
- **Requirement:** Both files must be selected before proceeding

2. File Validation

The system performs comprehensive validation in the following order:

1. **Format Validation:** Checks file structure and required columns
2. **Data Validation:** Validates data types and required fields
3. **Flow Validation:** Verifies the logical flow of complaint processes

3. Upload Execution

- Files are uploaded to test database tables
- Existing data for the selected brand complaints is replaced with new data
- Transaction-based upload ensures data consistency

File Format Requirements

English CSV Structure

Required columns (case-sensitive):

- `NODE_ID` - Numeric identifier (required, unique)

- `CUST_ID` - Customer ID (numeric, required)
- `PARENT_NODE_ID` - Parent node reference (numeric or NULL)
- `DESCRIPTION` - Node description in English (required, non-empty)
- `SHORT_NAME` - Short display name (required)
- `CUSTOMER_TYPE` - Customer type classification
- `LOYALTY_TIER` - Loyalty level indicator
- `ACTION` - Action type for this node
- `CONDITION` - Conditional logic (if applicable)
- `LAST_NODE` - End node indicator
- `STATUS` - Node status

Column Separator: Semicolon (;)

Arabic CSV Structure

Required columns (case-sensitive):

- `NODE_ID` - Must match English CSV `NODE_ID` (numeric, required)
- `CUST_ID` - Must match English CSV `CUST_ID` (numeric, required)
- `PARENT_NODE_ID` - Parent node reference (numeric or NULL)
- `Description (Arabic)` - Arabic translation (required, non-empty)
- `SHORT_NAME` - Short name in Arabic

Column Separator: Semicolon (;)

Validation Process

Step 1: File Format Validation

The system checks:

- ☐ File contains headers and at least one data row
- ☐ All required columns are present
- ☐ Column count matches across all rows
- ☐ File encoding is UTF-8 compatible

Common Format Errors:

- Missing required columns
- Incorrect column separator (must be ;)
- Empty files or header-only files

- Mismatched column count between rows

Step 2: Data Type Validation

The system validates:

- ☐ `NODE_ID` is numeric
- ☐ `CUST_ID` is numeric
- ☐ `PARENT_NODE_ID` is numeric or NULL
- ☐ Required text fields are not empty
- ☐ Arabic descriptions contain valid text

Common Data Errors:

- Non-numeric values in ID fields
- Empty description fields
- Invalid character encoding
- Missing required field values

Step 3: Flow Validation

Advanced validation checks:

- ☐ Node hierarchy integrity
- ☐ Parent-child relationships
- ☐ Circular reference detection
- ☐ End node validation
- ☐ Action type consistency
- ☐ Variable pattern validation

Upload Status Indicators

File Status Icons

- ☒ **Validating**: File validation in progress
- ☐ **Validated**: File passed all validation checks
- ☐ **Waiting**: File queued for validation
- ☒ **Warning**: File selected but not validated
- ☐ **Error**: Validation failed

Upload Status Messages

-  **"Uploading"**: Files are being processed on server
-  **"Files uploaded successfully"**: Upload completed without errors
-  **"Upload failed"**: Server error during upload process

Error Messages and Solutions

File Selection Errors

Error	Solution
"Select both English and Arabic CSV files"	User must select both English and Arabic CSV files
"Both files must be validated"	Click "Validate Files" after selecting both files

Format Validation Errors

Error	Cause	Solution
"File must contain header and at least one data row"	Empty file or missing data	Ensure file has header row and data rows
"Missing required column: [COLUMN_NAME]"	Required column not found	Add missing column to CSV header
"Row X: Column count mismatch"	Inconsistent number of columns	Ensure all rows have same number of columns
"Error reading CSV file"	File corruption or encoding issue	Re-save file as UTF-8 CSV with semicolon separator

Data Validation Errors

Error	Cause	Solution
"Row X: NODE_ID must be numeric"	Non-numeric NODE_ID	Ensure NODE_ID contains only numbers
"Row X: CUST_ID must be numeric"	Non-numeric CUST_ID	Ensure CUST_ID contains only numbers
"Row X: PARENT_NODE_ID must be numeric or NULL"	Invalid parent reference	Use numbers or exactly "NULL"

Error	Cause	Solution
"Row X: Arabic description is required"	Missing Arabic text	Add Arabic description for all nodes

Server Processing Errors

Error	Cause	Solution
"No valid English CSV data found"	Empty or invalid English file	Check English file format and data
"No valid Arabic CSV data found"	Empty or invalid Arabic file	Check Arabic file format and data
"English CSV row X: Invalid NODE_ID"	Server-side validation failure	Review NODE_ID format and uniqueness
"Arabic CSV row X: Missing Description (Arabic)"	Server-side validation failure	Ensure all Arabic descriptions are present
"Maximum 2 files allowed"	Too many files uploaded	Upload exactly 2 files (English + Arabic)

Flow Validation Errors

Error	Cause	Solution
"The flow of both files must be validated"	Flow validation not performed	Click "Validate Flow" button
"The files have flow validation errors that must be corrected"	Flow validation found issues	Review flow validation dialog for specific errors

Troubleshooting Guide

Problem: Files won't upload

Check:

- Both files selected
- Both files validated successfully
- Flow validation completed without errors
- Correct brand selected

Problem: Validation fails repeatedly

Solutions:

1. Download current data to see expected format
2. Check file encoding (must be UTF-8)
3. Verify column separator is semicolon (;)
4. Ensure no hidden characters or formatting

Problem: Flow validation shows errors

Actions:

1. Open flow validation dialog
2. Review specific error messages
3. Check parent-child relationships in data
4. Verify node hierarchy integrity
5. Correct data and re-validate

Problem: Upload fails after validation

Investigation:

1. Check server connection
2. Verify file size limits
3. Review browser console for errors
4. Contact system administrator if issues persist

Technical Notes

System Behavior

- **Environment:** CSV uploads always to test environment
- **Data replacement:** Existing complaints data is completely replaced when uploading a CSV in the test environment
- **Transaction safety:** Failed uploads don't corrupt existing data
- **File processing:** Files processed sequentially during validation
- **Memory limits:** Large files may cause browser performance issues

Best Practices

File Preparation

1. **Use consistent encoding:** Save CSV files as UTF-8
2. **Check separators:** Use semicolon (;) as column separator
3. **Validate NODE_IDs:** Ensure matching NODE_IDs between English and Arabic files
4. **Review descriptions:** Verify all descriptions are meaningful and complete

Error Prevention

1. **Template usage:** Use existing data export as template for new uploads
2. **Data validation:** Check data in spreadsheet application before export
3. **Backup strategy:** Keep original files as backup before processing
4. **Test with small dataset:** Validate process with subset of data first

Upload Strategy

1. **Sequential validation:** Complete file validation before flow validation
2. **Review before upload:** Check all validation messages before final upload
3. **Brand selection:** Verify correct brand is selected before upload
4. **Timing:** Perform uploads during low-traffic periods

CMS - Resources

To access the resource management section, go to the **WEB CMS** menu in the central panel.



WEB CMS

Gestión de recursos

**Aquí encontrará todo el menu para
gestionar sus recursos.**

Then go to the **RESOURCES** menu.



RECURSOS

Aqui encontrará todo el menu para gestionar sus recursos.

Once in RESOURCES, the sidebar shows all the sections available for viewing and editing resources: Banners, Payment methods, Ingredients, Logos, Products, Promotions, and Miscellaneous.



Recursos



Banners



Formas de pago



Ingredientes



Logos



Productos



Promociones

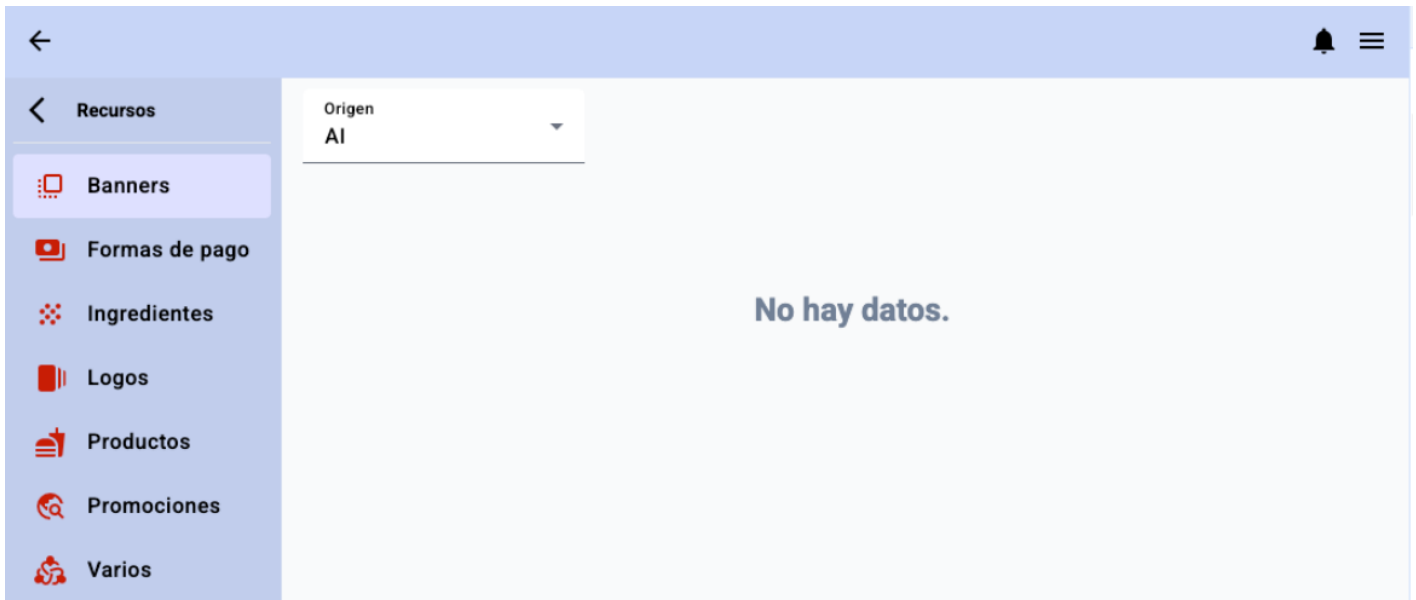


Varios

Selecting a source

Once a resource type is selected, if that resource has no data, the screen will show **"No data available"**.

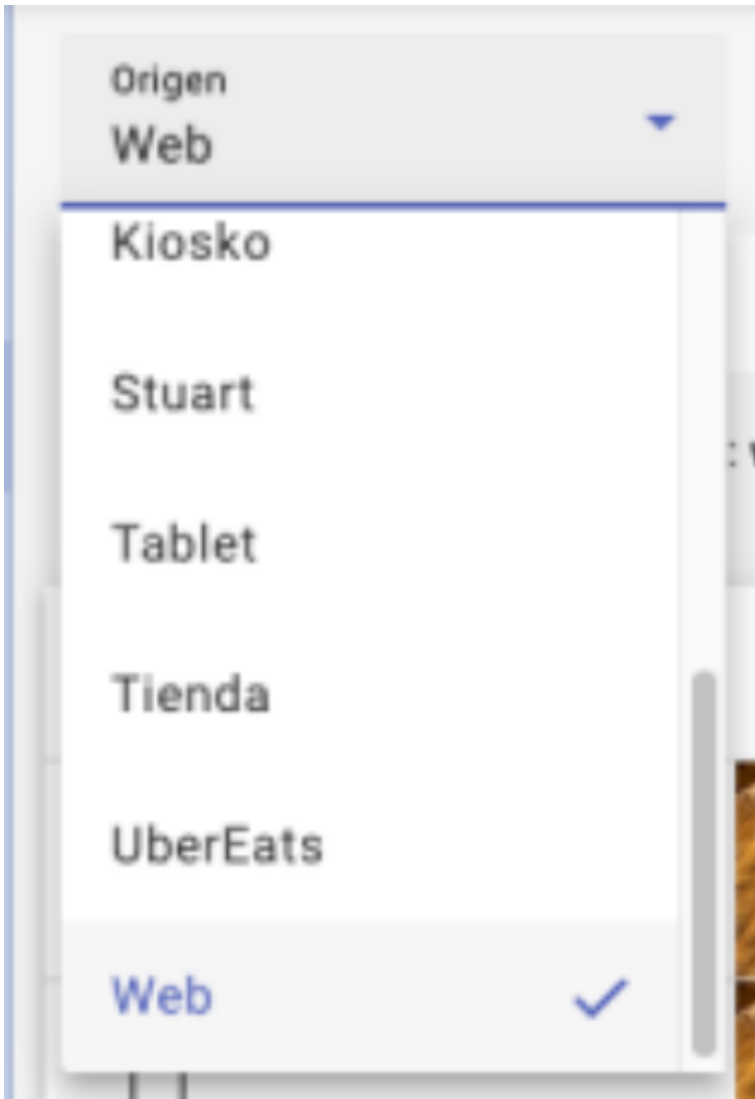
Example: Resource: Banners - Source: AI



If resources are available instead, the following options appear on screen:

- **Source dropdown:** to select which source to display (Web, App, Kiosk, Store, JustEat, UberEats, Stuart, Tablet, etc.).

Example: Resource: Banners - Source: Web



Search filter and parameters

- **Search filter:** to search within the displayed table.

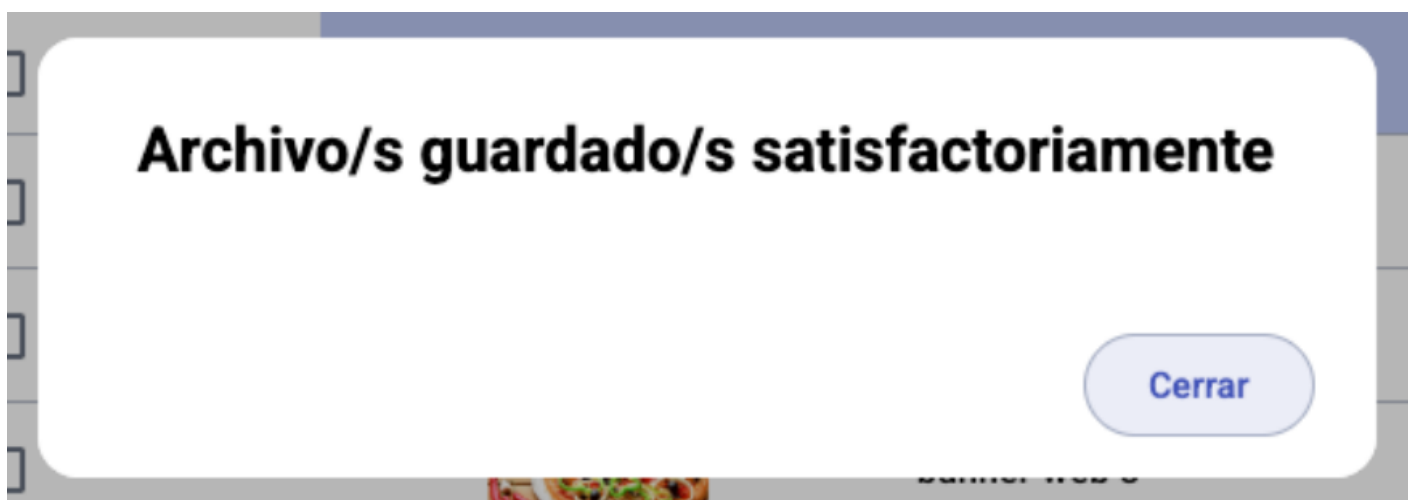
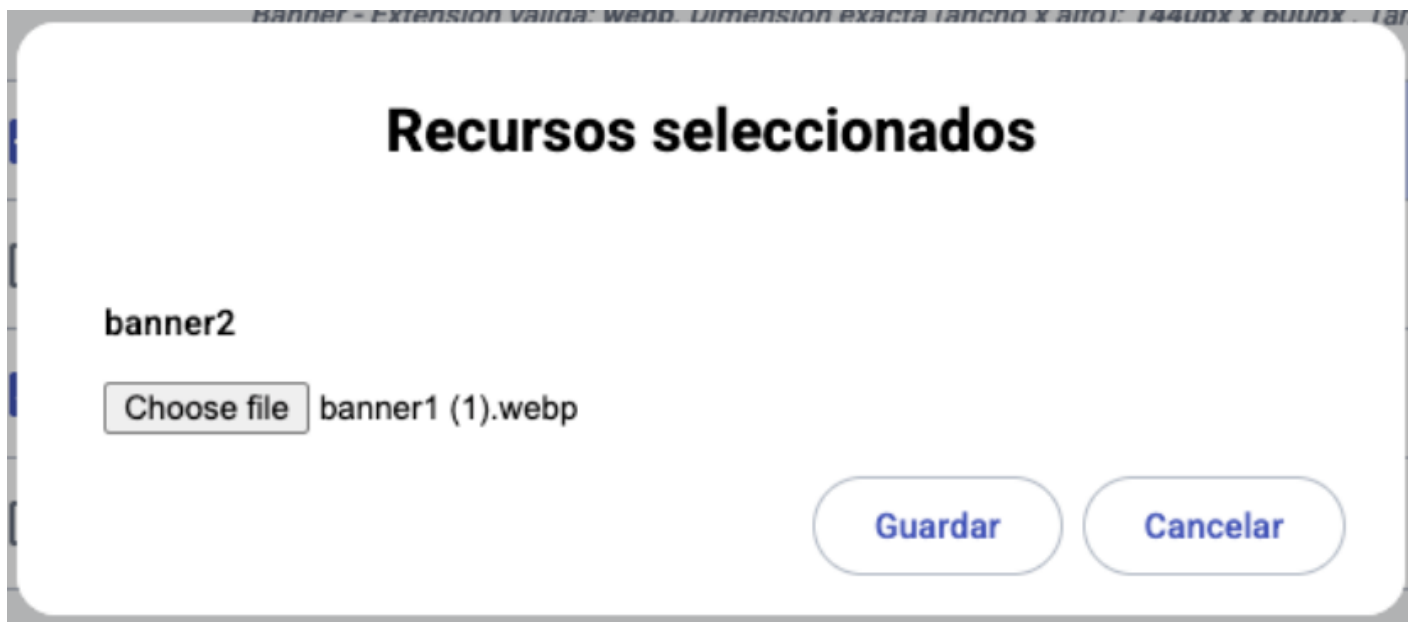
Example: Resource: Banners - Source: Web

- **Edit button:** to edit the resources selected in the table.

Example: Resource: Banners - Source: Web



If the file is valid, the **Save** button becomes enabled. If it saves without any errors during upload, a confirmation message appears.



If the file is not valid, a "**Invalid format**" message appears showing the incorrect parameters of the file.



Preview and formats

- **Preview button:** to view a preview of the images selected in the table.

Example: Resource: Banners - Source: Web



Imágenes seleccionadas



Cerrar

- **Size buttons (000px x 000px)** (only visible when multiple sizes are defined): selecting one shows the table for that format.

Example: Resource: Promotions - Source: Web

←

Recursos

Banners

Formas de pago

Ingredientes

Logos

Productos

Promociones

Varios

Origen

Web

Filtrar

Extensión válida: webp. Dimensión máxima (ancho x alto): 648px x 648px . Tamaño máximo: 100 kb

648px x648px

756px x308px

☐	Imagen	ID	Descripción	Web Image ID
☐		2FAMICUPDP	2 Familiares	2-familiares-2famicupdp
☐		2FAMRVP	2 Familiares	2-familiares-2famrvp

CMS - Resources: Banners

To edit a banner, select the redirect type and choose a valid file.

Languages

Each banner has a corresponding banner in **Catalan** and **English**.



Each banner, in its respective language, must have an image and a redirect assigned to it.

Origen
App

Idioma de la imagen
Español

Filtrar

Editar

Vista previa

Extensión válida: **webp**. Dimensión máxima (ancho x alto): **393px x 602px** . Tamaño máximo: **250 kb**

☐	Imagen	Descripción	Nombre	Tipo	Url de destino
☐		banner web 1	banner1	URL	https://www.pizzeriascarlos.es/ofertas/3-medianas-3MEDICUPD/



Destination URL

There are 3 available options for adding a banner's redirect (**only one can be chosen**):

The screenshot shows a form titled "Recursos seleccionados" for a resource named "banner1". At the top, there are three buttons: "Producto", "Promoción", and "URL". Below these buttons, a red error message states: "Debe definir un producto, promoción o url asociado a este recurso." Underneath the message, there is a label "image/webp" followed by a "Choose file" button and the text "No file chosen". At the bottom of the form, there are two buttons: "Guardar" (disabled) and "Cancelar".

- **PRODUCT** → select from the list the product the banner should redirect to.

This screenshot shows the "Producto" button selected from the previous form. Below it, the text "Seleccione el producto:" is followed by a dropdown menu. The dropdown menu is open, displaying a list of products: "Apple Yum", "Aros de Cebolla", "Aros de Cebolla Menú", "Balon Cuero", "Bifrutas", and "Cafe Cortado". A red error message at the top of the dropdown reads: "Debe seleccionar un producto*".

- **PROMOTION** → select from the list the promotion the banner should redirect to.

Producto

Promoción

URL

Seleccione la promoción:

image/webp

Choose file

Debe seleccionar una promoción*

2 Familiares

2 Familiares

2 Medianas

2Medianas+Entrante+2Bebidas

2 Medianas

2 Monster (500ml)

- **URL** → enter the complete, correct URL of the page you want to redirect the customer to, as long as it isn't a specific offer or product.

Example:

- Redirect to the "promocion-sala" landing page
- URL: `https://www.pizzeriascarlos.es/promocion-sala/`

Producto

Promoción

URL

Introduzca la URL: `https://www.pizzeriascarlos.es/promocion-sala/`

image/webp

Choose file

No file chosen

Guardar

Cancelar

CMS - Resources: Documents

To update documents, go to the **WEB CMS** menu and then **RESOURCES**.



WEB CMS

Gestión de recursos

Aquí encontrará todo el menu para gestionar sus recursos.



RECURSOS

Aqui encontrará todo el menu para gestionar sus recursos.

Languages

Each language has its own corresponding documents.

Idioma del documento
Español

Catalán

Español ✓

Inglés

Catalán

Español

Inglés

<

Recursos

Banners

Formas de pago

Ingredientes

Logos

Productos

Promociones

Documentos

MarcasPizzeria Carlos

OrigenWeb

Idioma del documentoEspañol

Filtrar

EditarVista previa

Extensión válida: pdf. Tamaño máximo: 2000 kb

☐	Nombre
☐	condiciones-promocionales
☐	informacion-nutricional
☐	alergenos
☐	codigo-etico
☐	cupon

<

Recursos

Banners

 Formas de pago

Ingredientes

Logos

 Productos Promociones

Documentos

Marcas
Pizzeria Carlos

Origen
Web

Idioma del documento
Español

Filtrar

Editor

Vista previa

Extensión válida: pdf. Tamaño máximo: 2000 kb

☐

Nombre

☐

condiciones-promocionales

☐

informacion-nutricional

40

alergen

U

codigo-etico

☐

cupon

Desarrollado por  **pav** v1.8.6
Asesoramiento de valores

“ Only one document can be uploaded at a time.

Updating a document

To update a document, select a file with a valid extension and a size under the maximum allowed. In this case, a **PDF** file smaller than **2 MB**.

If the selected file is valid, the **Save** button becomes enabled.

Extension valida: pdf. Tamaño máximo: 2000 KB

Recursos seleccionados

condiciones-promocionales

applicattion/pdf condiciones-promocionales.pdf

Once it has saved successfully, a confirmation message appears:

Archivo/s guardado/s satisfactoriamente