Placeholder

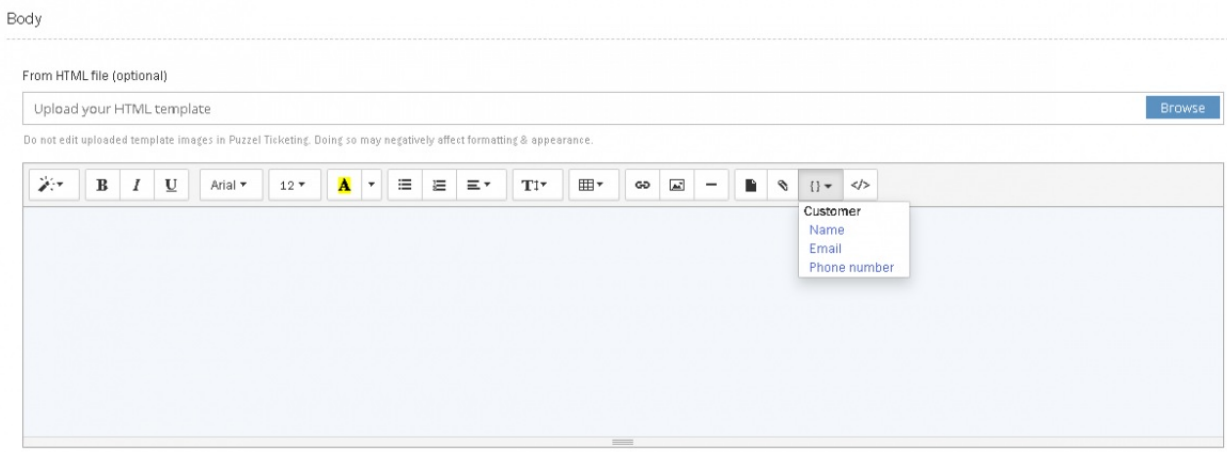
Placeholders are fields you can add to a Templates, Campaigns or Webhooks to autofill personal and other information in the response.

Some examples are:

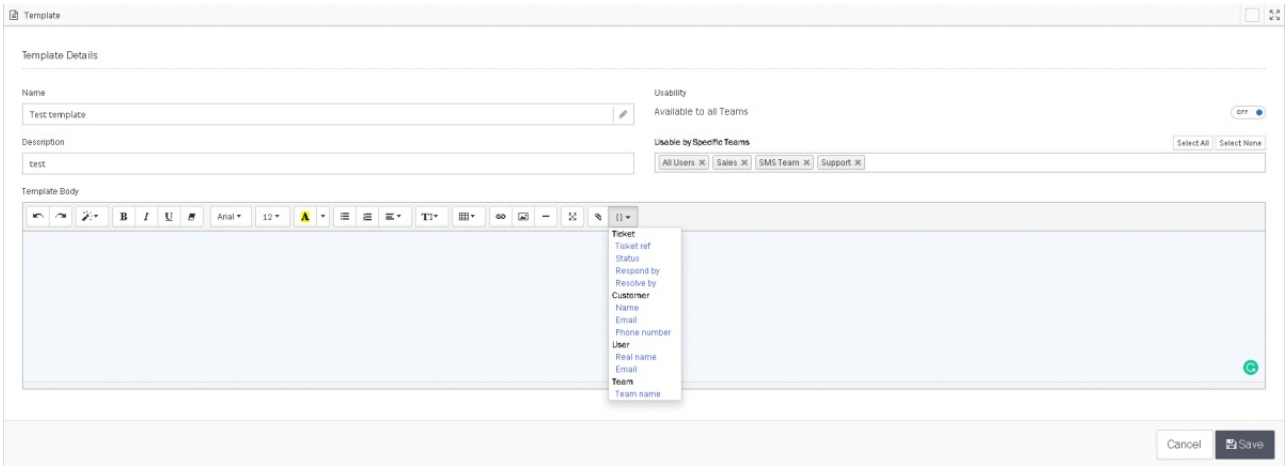
- Customer Name
- Customer Email
- Customer Phone
- Assigned User
- Assigned Team
- Any custom attributes

Placeholders can be added to Templates and Campaigns using the **Insert Placeholder**" button found in the text toolbar. The Placeholder button can only be found in the toolbar for Templates and Campaigns. It is not available when replying to a Ticket directly.

Campaign Placeholder button



Template Placeholder button



Custom Attributes can also be used with Placeholders, even though they're not displayed in the available options under

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the Placeholder Button.

To use Custom Attribute Placeholders in Templates or Campaigns, you can manually type **{{customer:…}}**" without the quotation marks. Enter the name of the Custom attribute in place of the "**…**".

For example, if you have a Custom Attribute '**Policy Number**" which has a unique value for each Customer, you can have this autofill for Template responses by typing:

{{customer:policy_number}}

Placeholders available in Puzzel Case Management are as listed below:

- {{organisation:name}} Returns Organisation name associated to the ticket
- {{organisation:custom_attributes}} Returns Organisation custom attributes
- {{category}} Returns a list of all categories and choices used in a ticket
- {{category:CATEGORY_NAME}} Return the categories specific value (if any - case sensitive)
- {{form:name}} Returns the selected form name's value
- {{form_field}} Returns a comma separated list of all form field answers' key and values in a format of {form_field_name}: #{value}"
- {{form_field:FORM_FIELD_NAME}} Return the forms specific value (if any - case sensitive)
- {{ticket:first_content}} Returns the first activity recorded on a ticket (inbound/outbound or note)
- {{ticket:recent_content}} Returns the most recent activity recorded on a ticket (inbound/outbound or note)
- {{ticket:recent_content_date}} Returns the most recent content date/time in UTC format
- {{ticket:priority}} Returns the Priority level of the ticket
- {{ticket:ticket_ref}} Returns the ticket reference
- {{ticket:status}} Returns the ticket status
- {{ticket:respond_by}} Returns respond by if applicable
- {{ticket:resolve_by}} Returns respond by if applicable
- {{ticket:resolved_at}} Returns resolved date if applicable
- {{customer:name}} Returns the customer name
- {{customer:email}} Returns the customer email
- {{customer:phone_number}} Returns the customer phone number
- {{user:real_name}} Returns the users real name
- {{user:email}} Returns the users email
- {{team:team_name}} Returns the team name
- {{ticket:subject}} Returns the ticket subject
- {{ticket:created_at}} Returns the ticket creation date
- To return list of attachment of the first activity recorded

- {% for attachment in ticket:first_content_attachments -%}
  {{attachment:filename}}
  {{attachment:url}}

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{%- endfor %}

- To return list of attachment of the most recent activity recorded
  {% for attachment in ticket:recent_content_attachments -%}
  {{attachment:filename}}
  {{attachment:url}}
  {%- endfor %}

Only applicable placeholders will render values. E.G. if you use a ticket based placeholder in a campaign that placeholder would be replaced with a blank space (as the campaign is not associated with the ticket

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