ScheduleTxt

Contents

Client Overview

Client Name: Lucid Contacts

Website: http://lucidcontact.com

Description: Lucid Contacts provides sms campaign based marketing services to his clients. Client can create SMS campaigns, do SMS blasts to the leads list. The application manages the responses from leads and processes them to define further course of action.

This is subscription based service. Clients buy a plan that is suitable for their needs and are allowed to set up campaigns, import their lists, do SMS blasts and so on.

Project Business Goals

The project business goals were to develop Voice capability in the application. The functionalities that were to be implemented are as follows:

1. When a lead calls the number he got SMS from, he should be directed to an IVR system.
2. The lead can select from the plan or product he is interested in.
3. He will directed to the concerned sales team.
4. This capability helps minimize loss of an interested lead because the lead chose to call instead of text back his response.

Technical Overview / Work Scope

Project Technologies:

- ColdFusion 10
- IIS URL Rewrite
- Twilio API
- Jquery, JavaScript
- MySQL 5.5
- Version Control – SVN repository
- Project Management Tool – ASANA

Work Scope:

1. Analysis of existing system
2. Developing prototypes to confirm technical feasibility
3. Requirement Analysis
4. UI/UX Design
5. Impact Analysis
6. Development
7. Testing/QA
8. Deployment

Key Challenges

- **Documentation/Transition** - This was a large project, with practically no adequate documentation. The team that had developed this project was not available for transitioning. We took up the challenge to set up this application on our own, not knowing about any of its configuration files! We explored the application in and out and figured what it takes to successfully deploy this application. And then analyzed the entire code – so as to complete the impact analysis.
- **Twilio API**: The application uses the Twilio API for SMS services, Call Forwarding. We had earlier worked on Nexmo and plivo – but Twilio was a stranger for us. We explored the Twilio and were able to work with it with same smoothness as the other two.
- **Timeline**: We had a very stringent timeline considering the application had no documentation, no transitioning and Twilio was new to us. We delivered on time by putting our best resources on this project.

Summary

The project was completed successfully and client is happy.

Useful Links

- http://www.rapidglory.com/intranet
  Username: info@cfdevshop.com
  Password: Pizza123
- http://www.rapidglory.com
  Username: info@bitochon.com
  Password: Pizza123