WEBSPIN360

Reputation . Automation . Domination

User Story #3 & #4 Testing – Round 2

August 29, 2016

User Story #3

3rd Party Review request MMS after Service – negative review

- **Step 1** – WebSpin receives a data feed (FTP access) from our customers RO/Service data. We will use Dealer Vault for this service. https://www.dealervault.com/index.aspx.
  - Option 1 (preferred) – pull data multiple times per day depending on what we learn from Dealer Vault so that we can process the text/emails immediately instead of next day.
  - Option 2 – pull data nightly and process the next day. These need to be staggered and not sent in one huge batch. This tends to get flagged by email spam.
  - There will need to be additional requirements on how to access data and import into our database.

Not tested

- **Step 2** – The system should only send a text message if the following conditions have been met:
  1. A 3rd Party Review request text message hasn't been sent to this phone number in the last 30-days.
  2. The customer has a "Yes" for the "Allow SMS" field. We need to create a master table for phone numbers and email addresses for Allow SMS and Allow Email. All of our automated text/email process should hit this table. I'm not a database architect, but since we have customer information in multiple tables, it will be very difficult to keep these in-sync without a master table.

Not tested

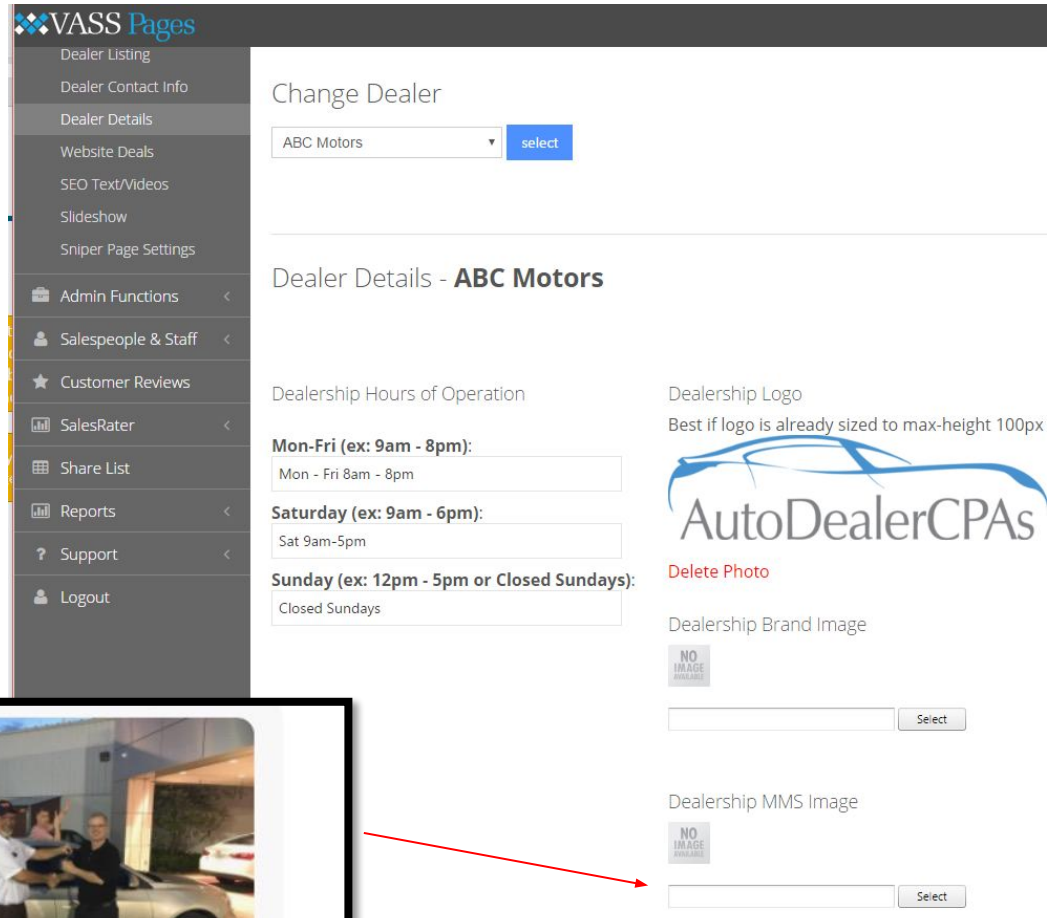
User Story #3

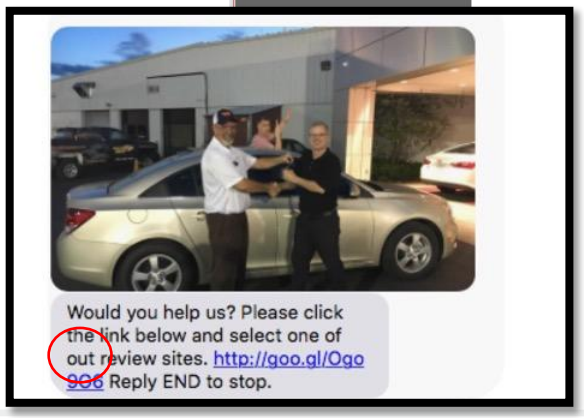
3rd Party Review request MMS after Service – negative review

- **Step 3** –Send text message to customer asking them to provide a 3rd Party Review (see screen to right).
  - Include a photo that reads from the vassdp.net admin portal field “Dealership MMS Image”. Same functionality as SalesRater 3rd Party Review request MMS.
  - Under the image, include the text message “Would you help us? Please click the link below and select one of **our** review sites.” Same functionality as SalesRater 3rd Party Review request MMS.

Partially tested. Not tested backend photo

Partially Passed – change 1 word





Can I add an image?

User Story #3

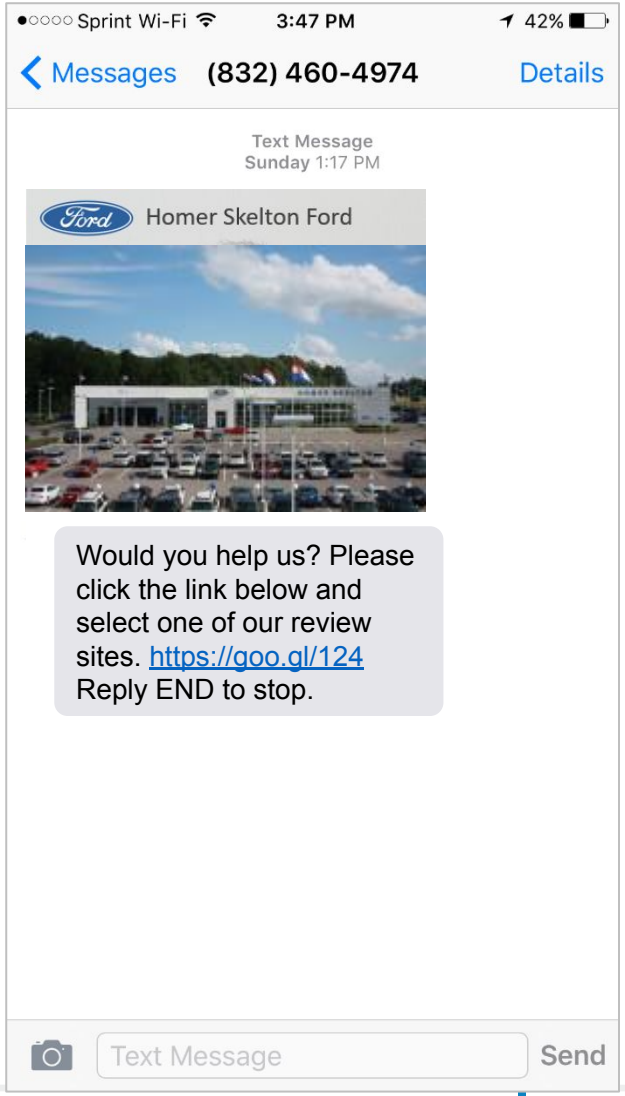
3rd Party Review request MMS after Service – negative review

- **Step 3** –Send text message to customer asking them to provide a 3rd Party Review (see screen to right).
  - After this text, include a goo.ly shortened url to our 3rd Party Review screen in salesrater.net. This is different functionality as SalesRater 3rd Party Review request MMS. This link should direct the user to the Litmus Test screen (stars).
  - After the link, add the text "Reply END to stop". Same functionality as SalesRater 3rd Party Review request MMS.
  - We need to capture the data on the text messages sent and clicked. Same functionality as SalesRater 3rd Party Review request MMS.

Passed

Passed

Not tested



User Story #3

3rd Party Review request MMS after Service – negative review

Partially tested. Not tested click capture

Not tested

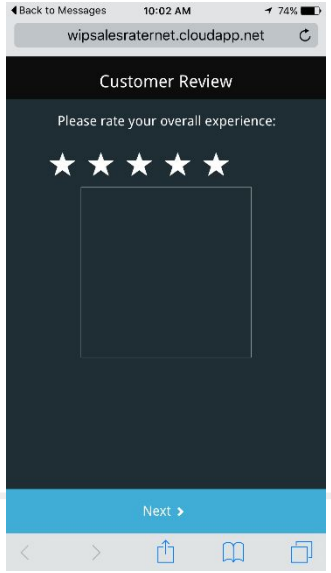
Failed

- **Step 4** – Customer clicks the link within the text message. We need to capture the clicks to this screen.
- **Step 5** – The customer is directed to the Litmus Test screen in salesrater.net (right)
  - We need the ability to link the service_id from the RO database feed to this review so that we can match back to the customer, service, service writer, etc.
  - Display the same photo from the text message under the stars.

My iPhone

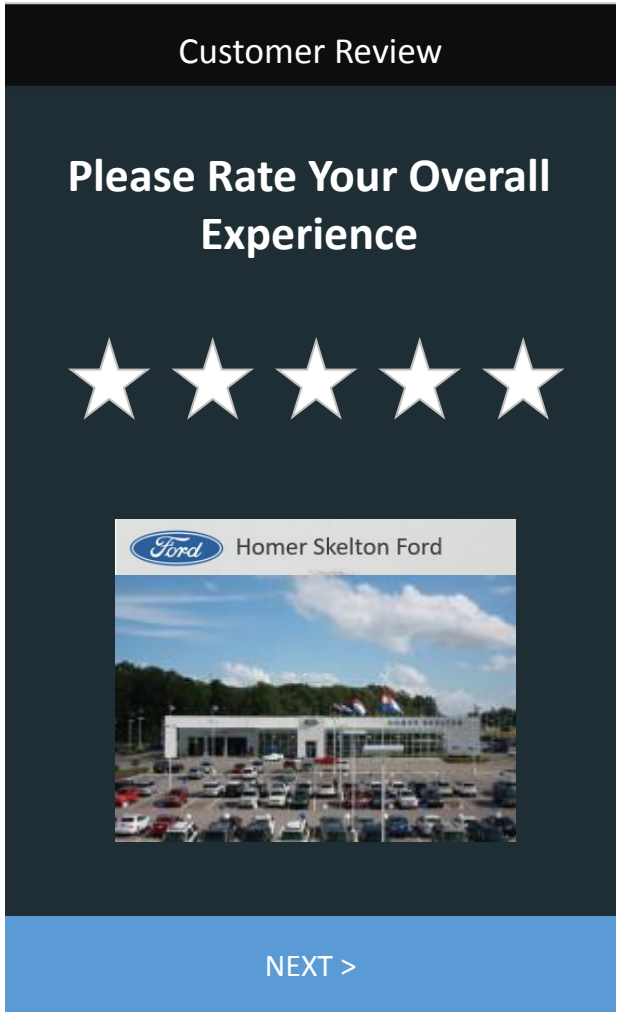
Failed

The stars are off center and there is no photo. This could be due to no photo in vassdp.



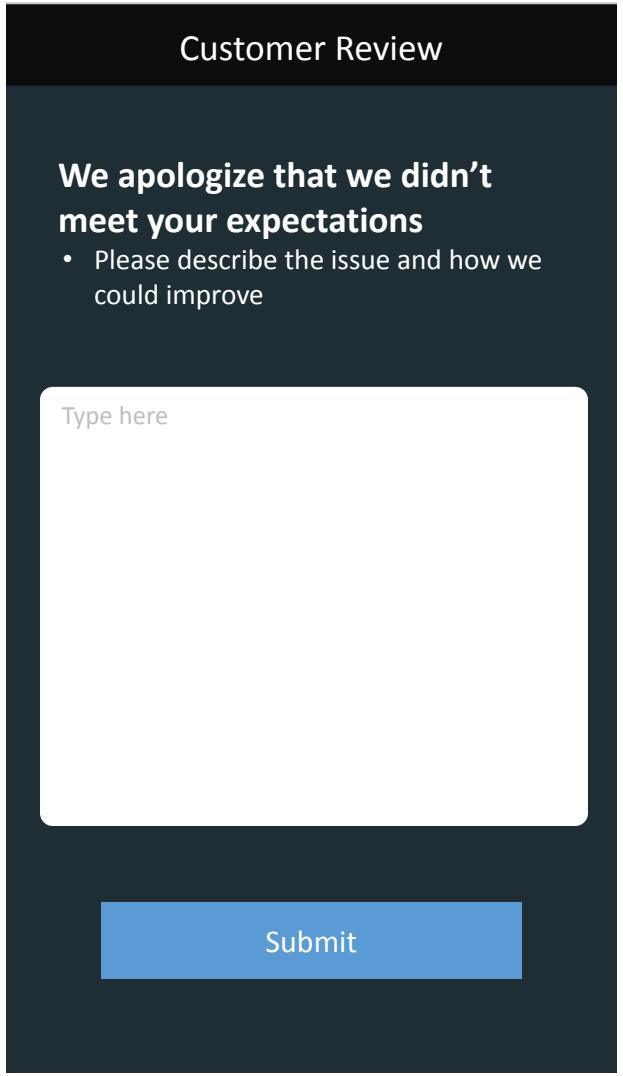
My Android

Not tested



User Story #3

3rd Party Review request MMS after Service – negative review



- **Step 7** - User selects 3 stars or less:
  - Display a review screen allowing the customer to leave a review.
  - Use text in the screen shot
  - Allow user to type into a text box (500 characters max, 5 character min)
  - After meeting the character requirement, allow the user to click Submit.
  - We need to capture this data (stars and review) in our database

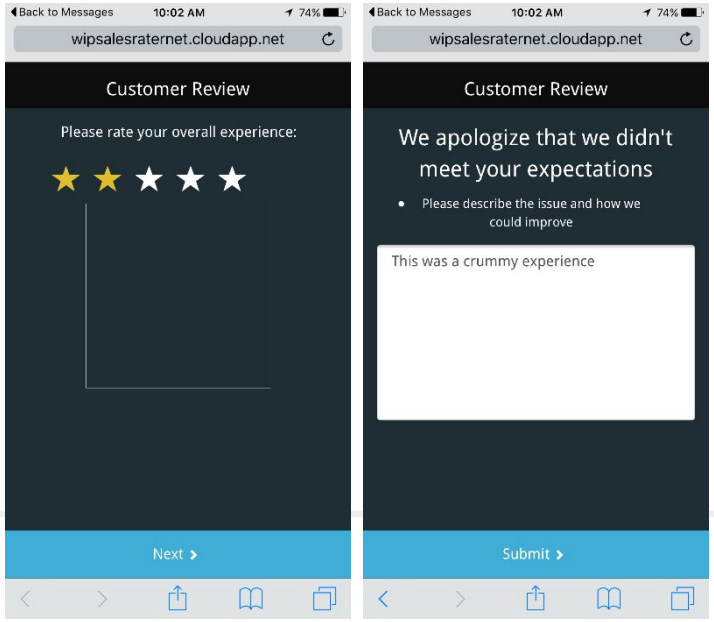
Passed

Passed

Passed

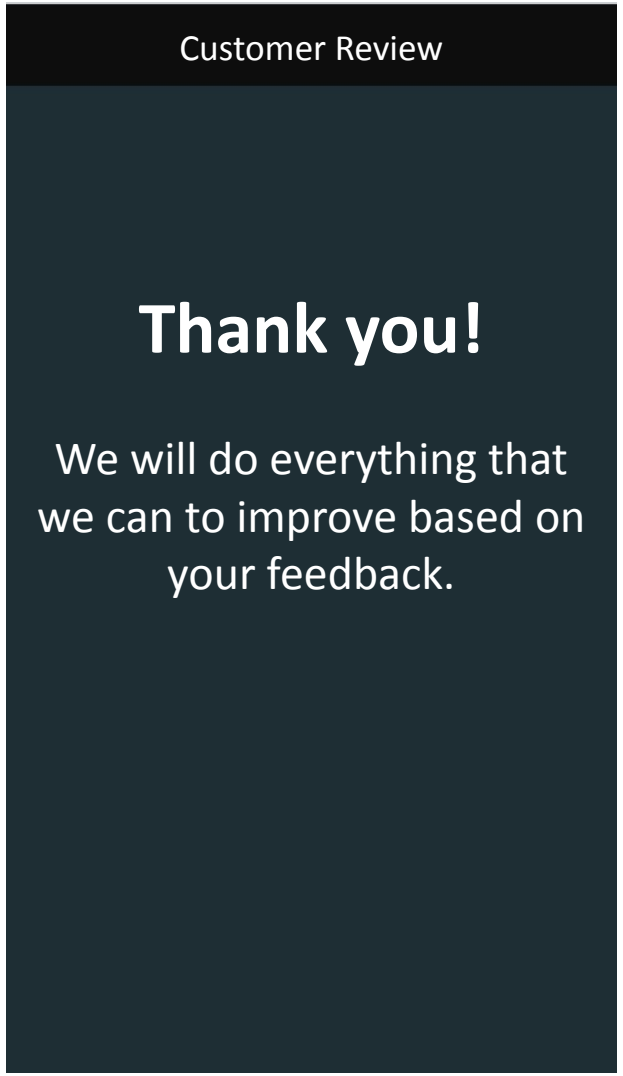
Not tested

Passed



User Story #3

3rd Party Review request MMS after Service – negative review

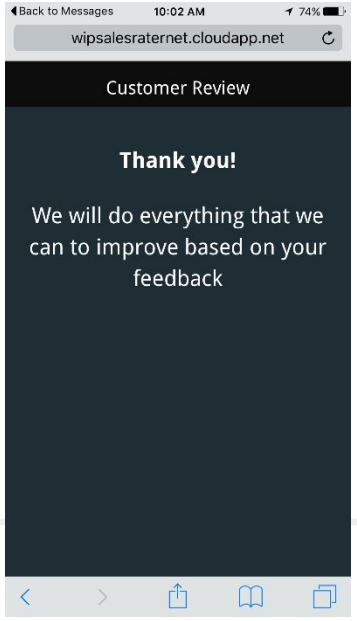


- **Step 8** – User types and submits a review
  - After entering a review and clicking Submit, display a screen “Thank you! We will do everything that we can to improve based on your feedback.”
  - This should send an email to the dealership’s service manager and SalesRater Admin. See next slide.

Passed

Passed

Passed

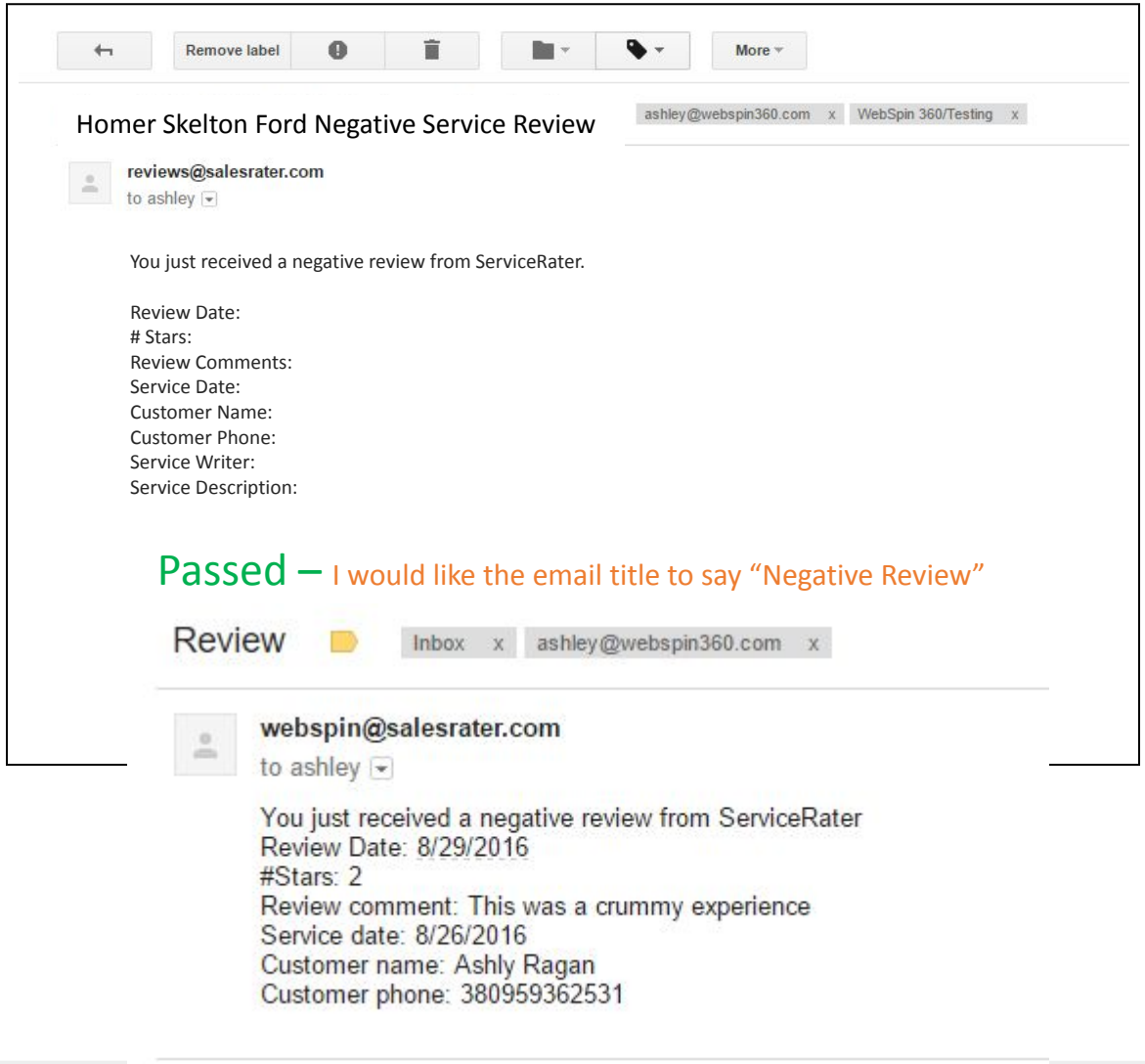


User Story #3

3rd Party Review request email after Service – negative review

- Send an email to emails listed in vassdp.net
  - Need to determine where/what tab to have this input
  - Need the ability to add multiple email addresses
- The email should contain:
  - Email Title: [Dealer] Negative Service Review
  - Review date
  - # Stars
  - Review comments
  - Service date
  - Customer Name
  - Customer Phone
  - Service Writer Name
  - Service Description
  - Possibly additional fields

Passed – one small change



User Story 4

3rd Party Review request MMS after Service – positive review

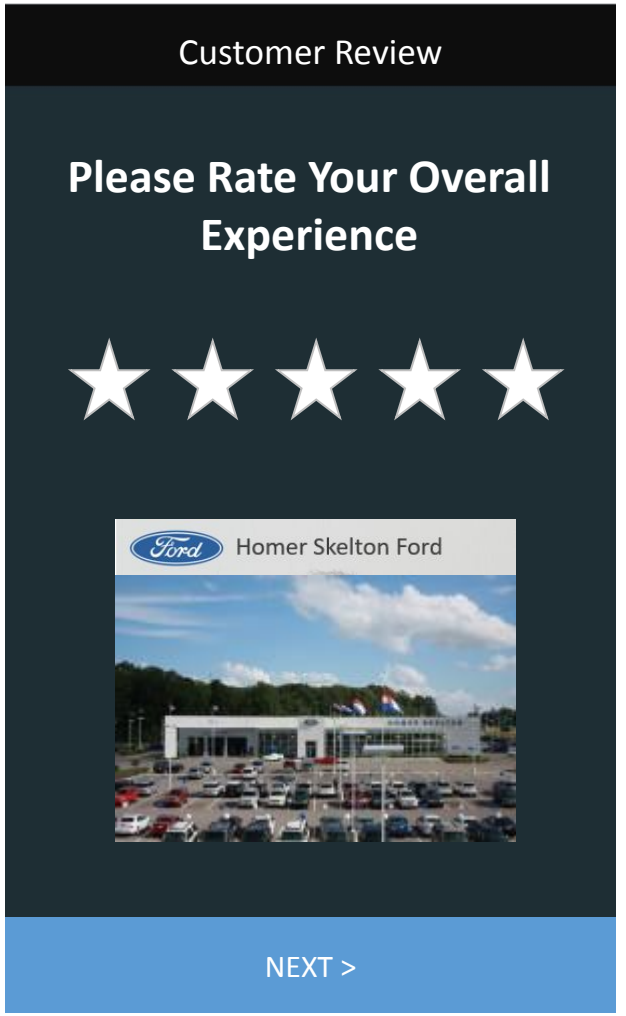
User Story #4

3rd Party Review request MMS after Service – positive review

Passed

Not tested

- **No change in steps 1-6**
- **Step 6** - Customer selects 4-5 stars and clicks Next
- We need the ability to link the service_id from the RO database feed to this review so that we can match back to the customer, service, service writer, etc.



User Story #4

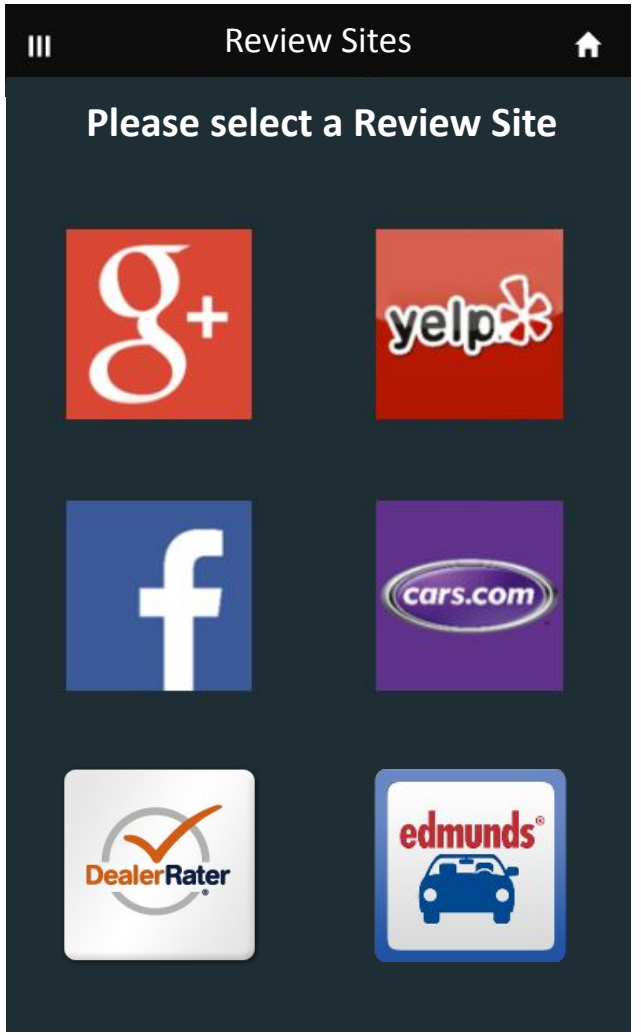
3rd Party Review request MMS after Service – positive review

Passed

Passed

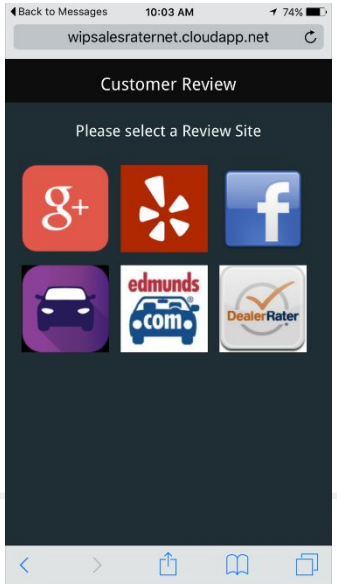
Passed

- **Step 7** – After clicking 4 or 5 stars, the customer is directed to the 3rd Party Review screen in salesrater.net (right)
  - The order of these icons will follow the logic listed in the next slide. Same functionality as SalesRater 3rd Party Review request MMS.
  - Icons displayed (one to six) will read from the vassdp.net Third Party Review input screen and the "Service Screen" checkbox column. If more than 6 review sites are checked, display the top 6 in priority order. Same functionality as SalesRater 3rd Party Review request MMS.



Passed

We need better png/images that doesn't have backgrounds



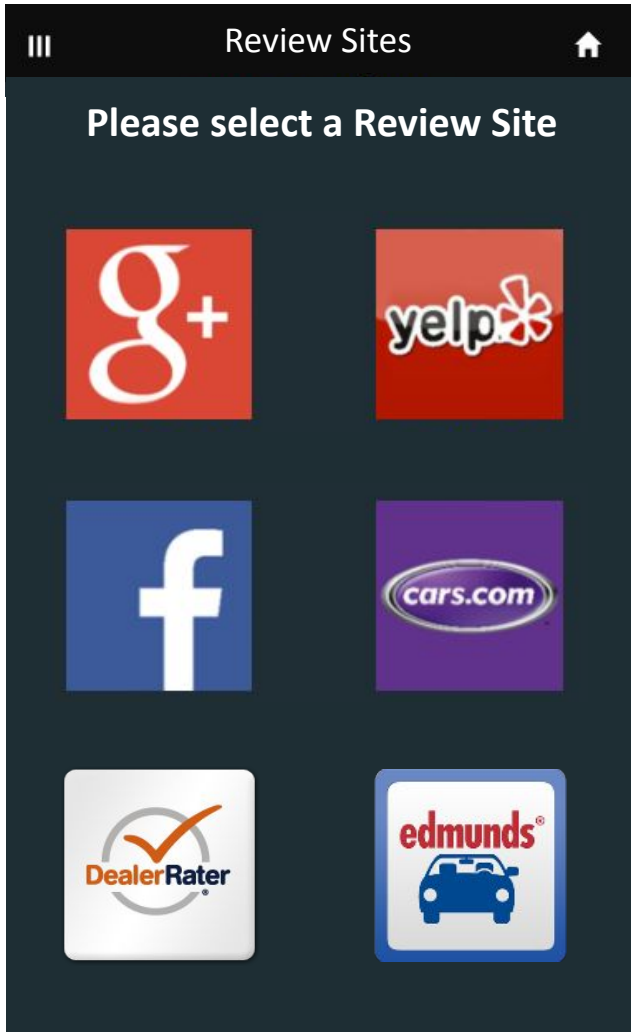
User Story #4

3rd Party Review request MMS after Service – positive review

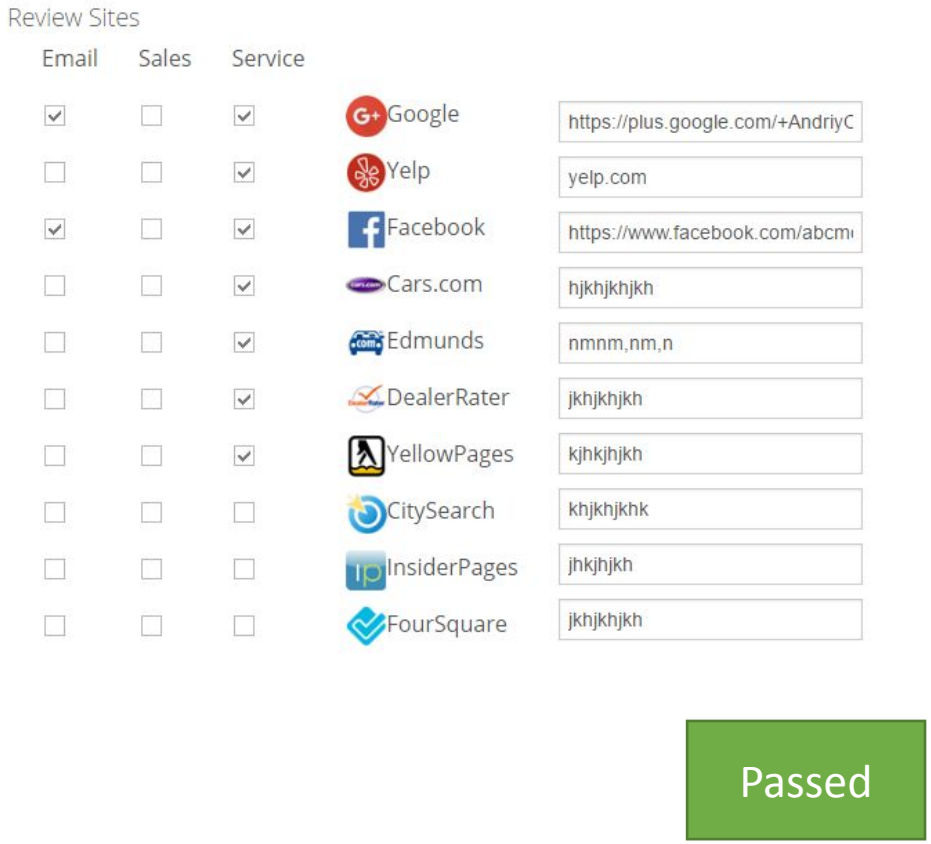
Passed

Not tested

- **Step 8** - The customer clicks an icon and should be directed to the link listed for that icon in vassdp.net.
- This should open an new window in the browser along them to come back to this screen to click different buttons/links. See next slide.
- We should capture data in our database on which icon was clicked. Same functionality as SalesRater 3rd Party Review request MMS.



Third-Party Reviews screen in VASSDP.NET



Behavior of Checkboxes

- Checkbox is disabled if no url is present
- All 3 columns are independent of each other
- We need to set a priority on the order that these display (top to bottom, left to right)
- Until we build this ordering mechanism in vassdp.net, here is the fixed order:
  1. Google
  2. Yelp
  3. Facebook
  4. Cars.com
  5. Edmunds
  6. DealerRater
  7. YellowPages
  8. CitySearch
  9. InsiderPages
  10. FourSquare
  11. Yahoo (actually this needs to be deleted)

User Story #4

3rd Party Review request MMS after Service – positive review

Not tested with correct URL

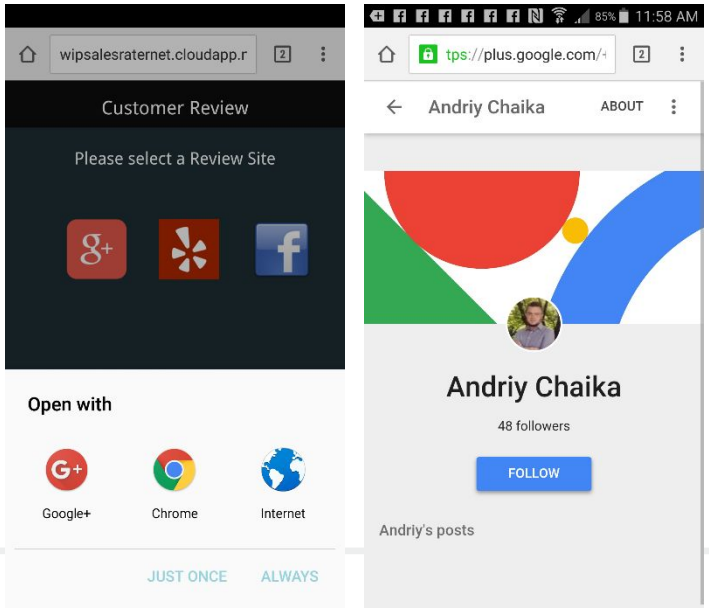
Not tested

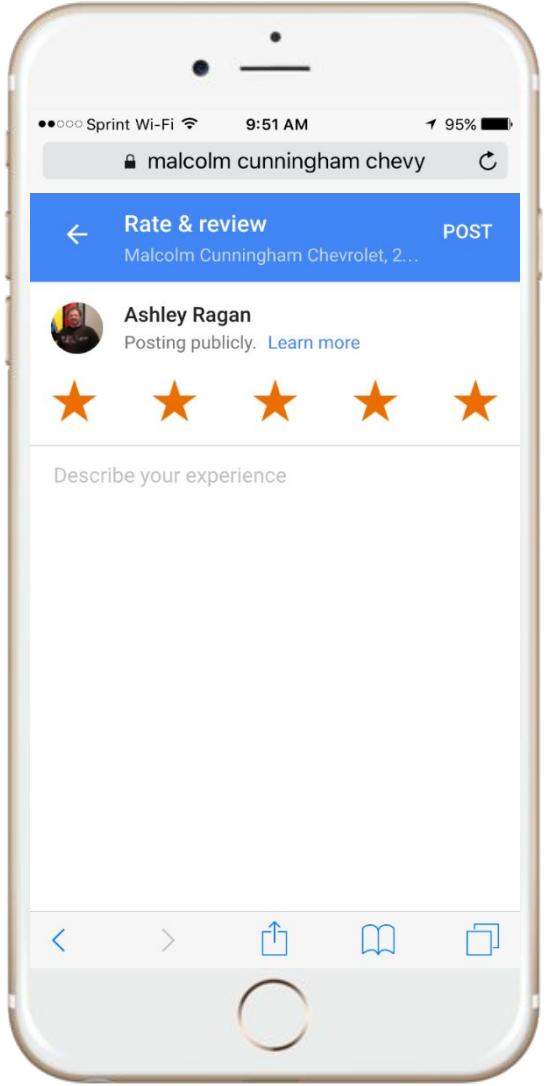
Passed

Step 8 - The customer is directed to the Third Party Review site/app. Same functionality as SalesRater 3rd Party Review request MMS

- The system should use deep linking to determine if the customer is on a mobile phone or desktop. If on a mobile phone, the system should open the app instead of the website if applicable (see below for details).
- **Google** – auto log the customer into Google if possible. Typically a customer is logged into Gmail, YouTube, Chrome, or another Google app, so we believe there is technology to do this.

Google – need to test with a real URL





User Story #4

3rd Party Review request MMS after Service – positive review

Step 8 continued - Same functionality as SalesRater 3rd Party Review request MMS

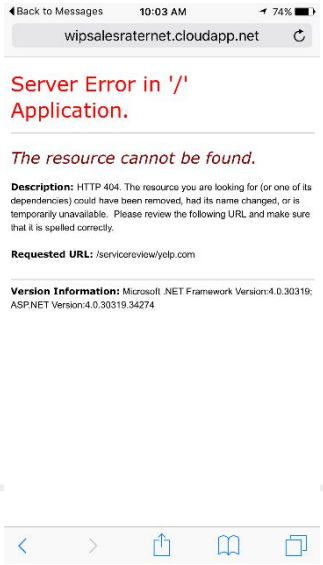
Failed

Failed

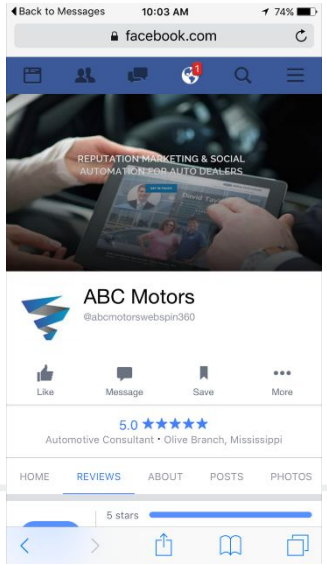
Not Tested

- **Facebook** – open the app if on mobile and the app is installed, if not installed open the mobile website.
- **Yelp** – use the same logic as Facebook for Yelp.
- For all others buttons/links – open the website to the Dealer's page and review section

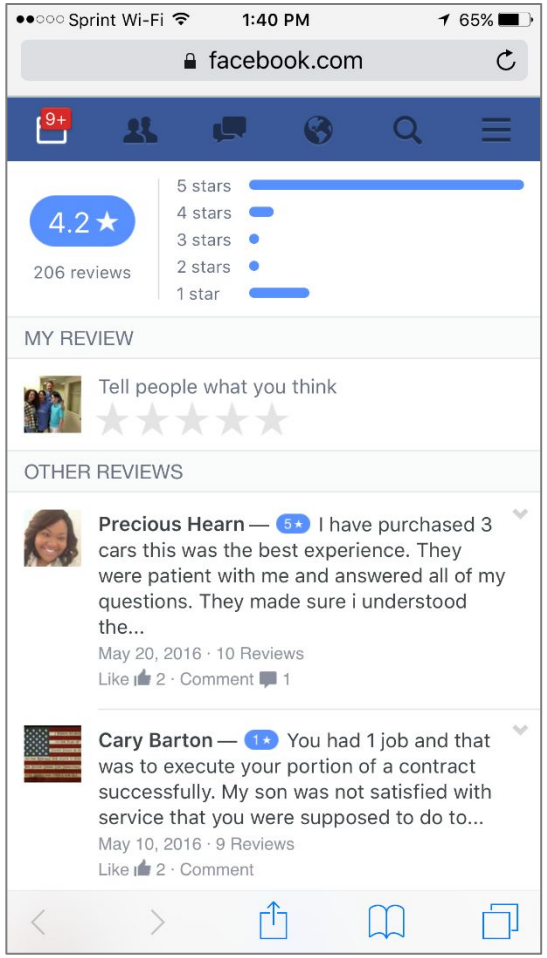
Yelp – didn't open



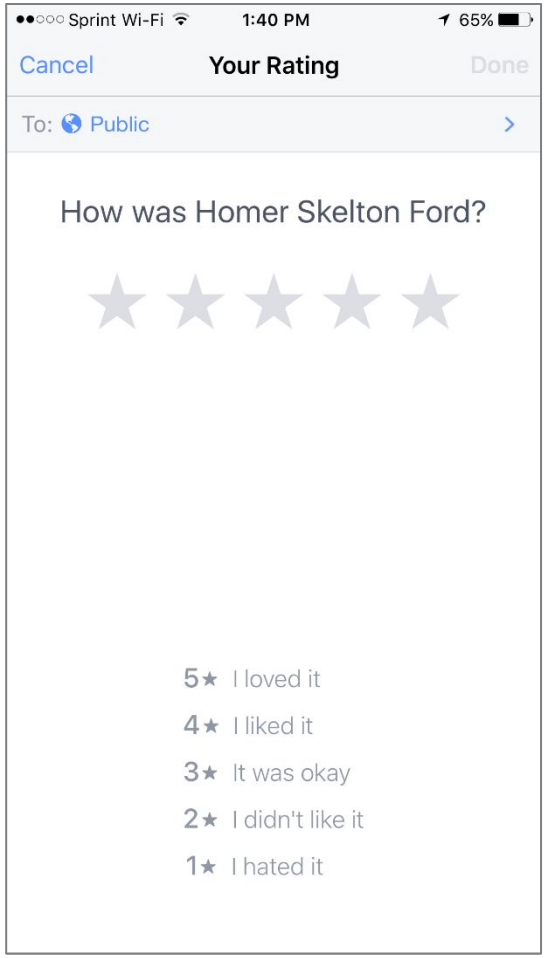
Facebook – should open the app



Mobile Website



Mobile App



WEBSPIN360