CS Messaging Web App

Thank you for being willing to participate in this exercise! At Branch, our first value is being passionate about our customers. This includes offering world-class customer service through our in-app chat.

In this project, you will address the challenge of handling a high volume of customer inquiries while flagging the most urgent issues. The main objective is to build a robust messaging web application for Branch that can scale with us as we grow our customer base.

We encourage you to leverage **AI tools** to complete this assignment. Your focus should be on delivering a functional, well-designed, and feature-complete solution.

Core Requirements

You are tasked with building a complete messaging application that fulfills **ALL** of the following requirements:

- Build a messaging web application that can be used to respond to incoming questions sent by our customers. The system should allow a team of agents to respond to incoming messages from (potentially many) customers in a streamlined fashion. Design the system so that multiple agents can log in at the same time and respond to incoming messages (no need to handle authentication).

- The customer messages can be sent and received through an API endpoint which you can simulate via a simple web form or a postman collection.

- We will provide a set of real customer service messages to you in a CSV file. Store these messages in a database of your choosing. These messages should then appear on the agents portal and your application should provide a way to view and respond to these individual messages as well.

- Explore ways to surface messages that are more urgent and in need of immediate attention. For example, customers who are asking about the loan approval process or when their loan will be disbursed might have more urgency than those asking how to update information on their Branch account.

- Implement search functionality to allow agents to search over incoming messages and/or customers.

- Explore ways to surface additional information about customers (e.g. external profiles or some internal information we have about them) in the UI, to provide context to agents.

- Implement a canned message feature that allows agents to quickly respond to enquiries using a set of pre-configured stock messages.

- Make the agent UI (and/or the customer-facing UI) more interactive so that new incoming messages can show up in real time.

Submission and Deliverables

- **Hosting:** Host your application somewhere (your machine is fine as well!)
- **Demo Video:** Record a video of your application's functioning and follow it up with a small code walkthrough covering only the crucial aspects. Ensure that the video is no longer than **10 minutes**.
- **Create a project folder** for your code. **Zip** the final project folder. **Upload** the zipped file using the provided Google Form link by a representative from Branch (or designated secure drive location).
- For any questions, reach out to a representative from Branch.

  Please include clear instructions on how to set up and run your solution (on command line or any other tool/software). Please assume that the local machine does not have any initial setup done, hence do mention any dependencies and installations needed.

We encourage you to ask questions while you work on this project. Email us or write your questions below, and we'll respond as quickly as we can.

Good luck, and we look forward to seeing your work on the project!