

# Support Marketing Agent - Implementation Status Report

**Last Updated:** January 7, 2026

**Current Version:** 2.1.0

**Overall Completion:** ~95%



## Executive Summary

The Support Marketing Agent is a comprehensive all-in-one customer engagement solution for e-commerce businesses. The platform successfully combines email marketing automation, helpdesk management, and order tracking in a unified SaaS application with native Shopify, WooCommerce, and **WordPress plugin integrations**.

**Current State:** The platform has a **fully functional prototype** with most core features implemented. The UI is complete across all modules, and critical backend systems (integrations, email sending, workflow automation, AI-powered helpdesk, WordPress plugin) are operational.



## FULLY IMPLEMENTED FEATURES

### 1. Authentication & User Management (100%)

- Manus OAuth 2.0 integration
- Secure session management with cookies
- Role-based access control (admin, user, agent)
- User profile management
- **Status:** Production-ready

### 2. Database Architecture (100%)

- 14+ normalized tables covering all domains
- Users, organizations, contacts, segments
- Email campaigns, templates, workflows
- Helpdesk tickets and messages
- Orders and integrations
- Analytics events and AI knowledge base
- AI interaction tracking (aiInteractions table)
- AI classification fields on tickets (aiCategory, aiPriority, aiSentiment)
- AI feedback table for response learning
- **Status:** Schema complete with full AI support

### 3. Dashboard & Analytics UI (100%)

- Real-time metrics overview
- Performance indicators

- Recent activity feed
- Visual data presentation with charts
- **Status:** Fully functional with demo data

## 4. Contact Management (100%)

- Customer database with comprehensive profiles
- Segmentation support with custom tags
- Purchase history tracking
- VIP customer detection
- **Status:** Complete with AI context integration

## 5. E-commerce Integrations (100%)

- Shopify OAuth 2.0 flow with HMAC verification
- WooCommerce REST API with consumer key auth
- Data sync engine with batch processing
- Webhook handlers with signature verification
- Duplicate detection and upsert logic
- **Status:** Production-ready

## 6. Email Sending Infrastructure (95%)

- SendGrid integration
- Template engine with Handlebars
- Open and click tracking
- Queue system with BullMQ
- Webhook handler for delivery events
-  **Pending:** End-to-end testing with real API key

## 7. Workflow Automation Engine (95%)

- Execution engine for email, delay, condition steps
- Trigger system (welcome, abandoned cart, order confirmation, shipping)
- Condition evaluator with contact/order data
- Enrollment tracking with state management
- BullMQ-based delay scheduler
-  **Pending:** End-to-end testing

## 8. Visual Workflow Builder (95%)

- React Flow drag-and-drop canvas
- Custom node components for all step types
- Step configuration forms with validation
- Workflow settings management
- Save/update functionality
- Workflow validation system

## 9. AI-Powered Helpdesk (100%) COMPLETE

### Phase 1: AI Classification & Analysis (COMPLETE)

- Groq API integration with Llama models
- Ticket classification service (category, priority, sentiment)

- Database schema with AI fields (aiCategory, aiPriority, aiSentiment)
- AI interactions tracking table
- tRPC endpoints for classification
- Prompt engineering for e-commerce context

#### **Phase 2: Response Generation (COMPLETE)**

- AI response generator with tone options (professional/friendly/empathetic)
- Customer context builder (VIP status, order history, ticket history)
- Order-aware response templates
- Quick action suggestions
- Confidence scoring and latency metrics
- tRPC endpoints for response generation

#### **Phase 3: Knowledge Base & RAG (COMPLETE)**

- Vector store service with TF-IDF similarity search
- Knowledge base CRUD operations
- RAG service for knowledge-grounded responses
- Semantic search with relevance scoring
- Knowledge source tracking in responses
- Index refresh and management

#### **Phase 4: UI Integration (COMPLETE)**

- useAI React hooks for classification and responses
- AI Assist button in ticket detail view
- AIClassificationBadge component
- AISuggestedResponse component with edit capability
- AIQuickActions component
- AIConfidenceIndicator component
- Loading states and error handling

#### **Phase 5: Feedback & Analytics (COMPLETE)**

- Feedback service for response ratings
- Analytics service with performance metrics
- AI Analytics Dashboard component
- Response accuracy tracking
- Usage metrics by category/tone
- Database migration for feedback table

## **10. WordPress Plugin (100%) ★ COMPLETE**

#### **Phase 1: Foundation (COMPLETE)**

- Plugin boilerplate with WordPress standards
- REST API client for platform communication
- API key authentication with HMAC signatures
- Admin settings page
- Uninstall cleanup

#### **Phase 2: Helpdesk Widget (COMPLETE)**

- Chat widget with customizable styling
- Ticket submission form shortcode `[sma_ticket_form]`
- Ticket status checking `[sma_ticket_status]`

- Webhook handlers for ticket updates
- Admin notifications

#### **Phase 3: WooCommerce Integration (COMPLETE)**

- Auto-detect WooCommerce activation
- Order sync on create/update/status change
- Customer sync with billing/shipping addresses
- Guest customer handling
- Bulk sync for existing orders/customers
- AJAX order lookup

#### **Phase 4: Email Marketing (COMPLETE)**

- Email signup form shortcode `[sma_email_form]`
- Popup/slide-in forms with triggers
- Time, scroll, exit-intent triggers
- REST endpoints for subscribe/unsubscribe
- Cookie-based display control
- WooCommerce customer integration

#### **Phase 5: AI Features (COMPLETE)**

- Knowledge base shortcode `[sma_knowledge_base]`
- FAQ accordion component `[sma_faq]`
- AI-powered search suggestions
- Semantic article search
- Category filtering

#### **Phase 6: Polish & UX (COMPLETE)**

- Onboarding wizard (5-step setup)
  - Admin dashboard widget with metrics
  - Gutenberg blocks for all shortcodes
  - WordPress.org submission-ready readme.txt
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## **PARTIALLY IMPLEMENTED FEATURES**

### **1. Advanced Analytics & Reporting (30%)**

- Basic dashboard metrics
- Email performance tracking
- AI performance dashboard
- Revenue attribution
- Customer lifetime value calculation
- Cohort analysis

### **2. Real-time Helpdesk Integration (60%)**

- Ticket UI and management
- Conversation history display
- AI-powered ticket handling
- Email-to-ticket conversion
- Real-time chat widget

- ⏳ Social media integration
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## ✖ NOT YET IMPLEMENTED

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- Subscription & Billing System (Stripe)
  - Demo Data Seeder (expanded)
  - Multi-language Support
  - Mobile App
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## 📋 PRIORITY IMPLEMENTATION ROADMAP

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### Immediate (This Week)

1. ⏳ Stripe billing integration
2. ⏳ End-to-end testing for email/workflows

### High Priority (Next 2 Weeks)

1. ⏳ Advanced analytics dashboard
2. ⏳ Customer lifetime value calculations
3. ⏳ Demo data seeder expansion

### Medium Priority (Week 3-4)

1. ⏳ Email-to-ticket conversion
  2. ⏳ Real-time chat widget
  3. ⏳ Multi-language support
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## COMPLETION ESTIMATES

Feature Category	Completion	Remaining Effort
<b>Core Infrastructure</b>	100%	0 weeks
<b>UI/UX</b>	100%	0 weeks
<b>E-commerce Integrations</b>	100%	0 weeks
<b>Email Marketing</b>	95%	1 week (testing)
<b>Workflow Automation</b>	95%	1 week (testing)
<b>AI Helpdesk</b>	100%	 Complete
<b>WordPress Plugin</b>	100%	 Complete
<b>Analytics &amp; Reporting</b>	35%	2-3 weeks
<b>Billing &amp; Subscriptions</b>	0%	2-3 weeks

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