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| <b>[DF-4039] <a href="#">[DevPortal] Sales Process Enhancements</a></b> Created: 25/Dec/25 Updated: 18/Feb/26 |   |
| <b>Status:</b>  | Ready for Sprint                          |
| <b>Project:</b>   | <a href="#">Digital Factory</a>           |
| <b>Component/s:</b>   | <a href="#">🔗 INTEGRATIONS-Initiative</a> |
| <b>Affects Version/s:</b>   | None                                      |
| <b>Fix Version/s:</b>   | None                                      |

|                            |                               |                  |                             |
|----------------------------|-------------------------------|------------------|-----------------------------|
| <b>Type:</b>               | Epic                          | <b>Priority:</b> | P2 - High                   |
| <b>Reporter:</b>           | <a href="#">Abrar Bawazir</a> | <b>Assignee:</b> | <a href="#">John Refaat</a> |
| <b>Resolution:</b>         | Unresolved                    | <b>Votes:</b>    | 0                           |
| <b>Labels:</b>             | None                          |                  |                             |
| <b>Remaining Estimate:</b> | Not Specified                 |                  |                             |
| <b>Time Spent:</b>         | Not Specified                 |                  |                             |
| <b>Original Estimate:</b>  | Not Specified                 |                  |                             |

|                        |   |  |  |
|------------------------|---|--|--|
| <b>Issue Links:</b>    | <b>Polaris issue link</b>   |  |  |
|                        | implements <a href="#">DF-4012</a> Achieve Developer NPS > +50 for Dev P... To Do                     |  |  |
| <b>Epic Name:</b>      | DevPortal - Sales Process Enhancements  |  |  |
| <b>Product:</b>        | Digital Experience  |  |  |
| <b>Product Owner:</b>  |  Khalid Alduhayshi |  |  |
| <b>Start date:</b>     | 01/Jan/26   |  |  |
| <b>End Date:</b>       | 31/Mar/26   |  |  |
| <b>Quarter:</b>        | Q1 2026   |  |  |
| <b>Product Pillar:</b> | Premium Data & Connectivity - Developer Portal  |  |  |

## Description

### 1 Current Situation – Assessment (As-Is)

#### Current Lead Entry Points

neotek currently receives leads via:

1. **Website – Contact Us**

- Generic contact form
- Sends emails from **qaema@qaema.com**
- Mixed recipients (Sales / Support / Partnerships)
- Hard to identify:
  1. Lead source
  2. Whether submission was actually completed
  3. Who owns follow-up

## 2. Website – Requesting a Partnership

- Form clearly intended for partnerships
- Still routed via **qaema@qaema.com**
- Fields are inconsistent and partially mandatory
- Ownership confusion (Sales vs Partnerships)

## 3. Developer Portal – Sign-up

Signup happens, but:

- No structured alert to Partnerships
- No unified lead record
- No clear ownership after signup

## Key Problems Identified

| Area            | Issue  |
|-----------------|--|
| Ownership       | Products require <b>Partnership onboarding</b> , not Sales   |
| Sender Identity | Emails coming from <code>qaema@qaema.com</code> create brand & ownership confusion                 |
| Visibility      | Partnership team doesn't get a <b>clean, reliable signal</b> when a new lead arrives               |
| Data Quality    | Too many mandatory fields → form friction  |
| Traceability    | No clear distinction between <i>contact</i> , <i>partnership request</i> , <i>developer signup</i> |

## 2 Target State – To-Be Vision

### Guiding Principle

- **Partnership team is the single owner of all inbound leads**
- Sales becomes *supporting*, not primary

### **Proposed To-Be Sales / Partnership Intake Model**

#### **Single Ownership Model**

| Channel                         | Owner        | Outcome                         |
|---------------------------------|--------------|---------------------------------|
| Website – Contact / Partnership | Partnerships | Qualification & routing         |
| Developer Portal Signup         | Partnerships | Technical onboarding initiation |
| Product Interest                | Partnerships | Partner discovery & alignment   |

### **Proposed Enhancements & Changes (Actionable)**

#### **A. Email & Sender Standardization (High Priority)**

##### **Change**

- All automated emails **must originate from a neotek domain**

##### **New Rule**

From: no-reply@neotek.sa OR partnerships@neotek.sa

To: Partnership@neotek.sa

##### **Why**

- Brand clarity
- Avoids confusion with Qaema
- Clear accountability

#### **B. Developer Portal – New Signup Notification**

##### **User Story (Final Version – Cleaned)**

##### **User Story**

As a **Partnership Officer**,

I want to receive an email notification when a **new signup occurs on the neotek Developer Portal**,

so that I can initiate partnership onboarding early.

##### **Acceptance Criteria**

- Email sender: @neotek.sa
- Email recipient: Partnership@neotek.sa
- Email subject: New Developer Portal Signup – neotek

- Email body must include:
  1. Full Name
  2. Email
  3. Phone Number
  4. Signup source: Developer Portal
  5. Timestamp

📌 *No qualification logic at this stage — pure notification*

## C. Partnership Email Routing Fix (Qaema → Neotek)

### ✅ User Story (Refined)

#### User Story

As a **Partnership Officer**,

I want all partnership-related emails to be sent to `partnership@neotek.sa` instead of `qaema@qaema.com`, so that ownership and follow-up are clear.

#### Acceptance Criteria

- Primary recipient: `Partnership@neotek.sa`
- CC: `support@neotek.sa`

## D. Form Design – Mandatory vs Optional Fields

### Mandatory Fields (Only)

- Name
- Email
- Phone Number
- Company Name
- Company Website URL ✅ *(explicitly requested)*
- Product Interest
- Message / Notes

## 5 Email Content – Proposed Standard Template

#### Subject

New Partnership Lead – neotek

## Body

A new lead has been submitted on Neotek.Name:

Email:

Phone:

Company Website:

Source:

Submitted At:Please follow up accordingly.

## 6 Ownership & Process (Very Important)

| Step                           | Owner                  |
|--------------------------------|------------------------|
| Lead received                  | Partnerships           |
| Initial qualification          | Partnerships           |
| Product alignment              | Partnerships + Product |
| Technical onboarding           | Partnerships + Tech    |
| Commercial discussion (if any) | Partnerships           |

## ✓ Acceptance Criteria:

1. All automated emails generated from the Neotek Website, Partnership Forms, and Developer Portal **must use a sender email with the domain @neotek.sa.**
2. No lead-related or partnership-related email **must be sent from qaema@qaema.com.**
3. All partnership and lead notification emails **must be sent to Partnership@neotek.sa.**
4. Partnership request emails **must CC:** [support@neotek.sa](mailto:support@neotek.sa) or [product-team@neotek.sa](mailto:product-team@neotek.sa)
5. When a new user successfully completes signup on the Neotek Developer Portal, **an email notification must be triggered automatically to Partnership@neotek.sa.**
6. Developer Portal signup notification email subject **must be:** New Developer Signup - Neotek
7. Developer Portal signup notification email body **must include:**
  - Full Name
  - Email Address
  - Phone Number
  - Signup Source = “Developer Portal”
  - Submission Timestamp
8. Developer Portal signup notification email **must only be sent after successful signup completion.**
9. The following fields **must be mandatory** across all lead intake forms:

- Name
- Email
- Phone Number
- Company Name
- Company Website URL
- Product Interest
- Message / Notes (Optional)

10. A “Company Website URL” field **must be added** to the Partnership Request Form and Website Contact Form.

11. Every lead notification email **must include a system-generated lead source**, one of:

- Website – Contact
- Website – Partnership
- Developer Portal – Signup