

LET'S CONNECT

News, Views & Spice

October 2015 Edition, Vol VI



New Released Features in Our Products

Marketing Automation

Coupon Campaign : It allows app stakeholder to run a coupon campaign with their app users and take actions based on available analytics.

Setting Goals : Allows to set goals to track the progress of daily, weekly and monthly users.

Manage Events & Properties : Helps to manage app events and properties, also allowed to create groups of these events.

Campaign Effectiveness : Allows to compare campaigns to see their effectiveness and find which campaign performed well.

APP42

Getting started Flow : Improved user experience for people who have registered with us. Flow itself guide them to take next steps for SDK integration.

Blogs

1. 5 Ways LinkedIn Can Boost Your App Downloads – by Naman Kapur.

Link – <https://www.linkedin.com/pulse/5-ways-linkedin-can-boost-your-app-downloads-naman-kapur?trk=prof-post>

2. Creating a Turn Based Game Using AppWarp – by Rahul Sharma

Link - <http://blogs.shephertz.com/2015/10/30/creating-turn-based-game-using-appwarp/#more-1098>

Welcome to ShepHertz Family



Rahul Kumar
Sharma



Rachit Singhal

Sushil Singh
Completed 5 years (on 10th Nov '15)



Proud to be a Shephertzian

GUESS WHO?



Answer to previous guess who is:
Daljeet Mehta

Funny Did You Know Facts

- 11% of people are left handed.
- August has the highest percentage of births.
- The average person falls asleep in 7 minutes.
- The sentence "the quick brown fox jumps over the lazy dog" uses every letter in the English alphabet.
- Your foot has 26 bones in it.
- Australia was originally called New Holland.

An exclusive tip of the Month

Employees spend a good part of their workday listening to other people. But bear in mind, there's a big difference between "passive" and "active" listening.

Effective listening includes a four-step process to ensure understanding:

1. Listen to the total message.
2. Prove your understanding by using nonverbal signals.
3. Use open-ended probes.
4. Paraphrase what you hear.

Refer Talent

- 1 Graphic Designer
- 2 Receptionist



Token of Appreciation

Meha Agarwal

We really appreciate your positive attitude and dedication towards the work you are given. You have performed very well in delivering AppWarp and Marketing Automation Dashboard.
Keep going with the same spirit as you are.

-- Naveen Goswami

*Sometimes your marriage is slow like Waltz, Sometimes it is peppy like Salsa, Sometimes it is hot like Tango and Sometimes it is soulful like Jazz – Cheers to the couples who can dance to any rhythm of life.
Happy Marriage Anniversary to all of you Guys...!!*



6th Nov – Mrs. & Mr. Chandurkar



29th Nov – Mrs. & Mr. Bhadouria



29th Nov – Mrs. & Mr. Singh



15th Nov – Mrs. & Mr. Saluja



28th Nov – Mrs. & Mr. Saxena

Fun apart from work....



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"Yummy Spider Cake for celebrating Sushil, Rameshwar & Samita's Birthday."

Always remember to be happy becoz you never know who's falling in love with your SMILE."

HAPPY BIRTHDAY

UPCOMING BIRTHDAY'S

8th Nov 2015 : Shashank Shukla
8th Nov 2015 : Aidityo Ganguly
21st Nov 2015 : Amit Sharma

UPCOMING FRIDAY ACTIVITIES : NOV.

6th Nov – Training by Ashutosh
10th Nov- Diwali Celebration
20th Nov– Training by Sushil
27th Nov - Fun Friday (Team A)



"Hansi ke phoowhare"



Smile Please....!!

A: What is the name of your car?
B: I forgot the name, but it starts with 'T'.
A: Oh, what a strange car, starts with Tea. All cars that I know start with petrol..

X: U cheated me.
Shopkeeper: No, I sold a good radio to u.
X: Radio label shows Made in Japan but radio says this is 'All India Radio!'

ABC went to temple & saw people putting coin in a box & praying.
ABC: Wow! How amazing. People are talking to God through coin phone without Receiver.

In conclusion....

"Life is not a problem to be solved, but a reality to be experienced."

We would love to hear from you!
Please mail in your views & suggestions on our Newsletter to: hr@shephertz.com
- The Shephertz Editorial Team