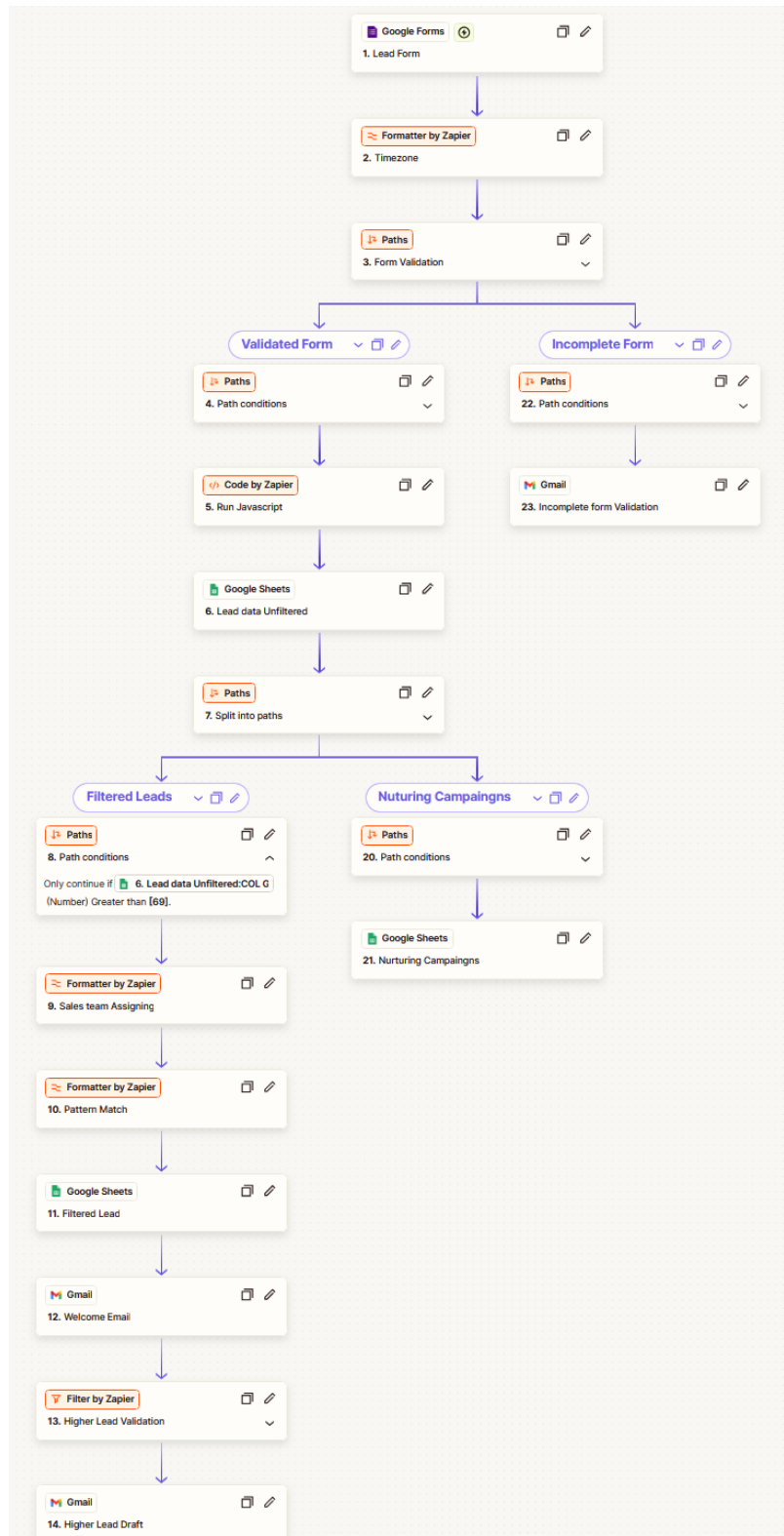# TechNova: Lead Management Workflow Challenge

Task 2: Handling Edge Cases

Workflow-ZAPIER

Explanation:

1. Lead Form (Google Forms)

- Collects user responses through a Google form.

2. Formatter by Zapier: Time zone

- Ensures the form submission timestamps are properly formatted or converted to the correct time zone for consistency.

3. Paths: Form Validation

- Splits the flow into two paths:

  o **Validated Form**: For forms that meet the required validation criteria.

  o **Incomplete Form**: For forms that fail validation.

4. Validated Form: Path Conditions

- Checks the conditions to ensure the form data is valid and meets specified criteria for further processing.

5. Code by Zapier: Run JavaScript

- Running JavaScript code to Calculate Lead Score

6. Google Sheets: Lead Data Unfiltered

- Stores the raw, unfiltered lead data in a Google Sheet for record-keeping or further analysis.

7. Paths: Split Into Paths

- Splits the leads into two categories based on additional filtering criteria:

  o **Filtered Leads**

  o **Nurturing Campaigns**

Filtered Leads Path

1. **Path Conditions: Filtered Leads**

   o Filters leads further, such as checking if a specific column value (e.g., score or amount) exceeds a threshold (Greater than [69]).

2. **Formatter by Zapier: Sales Team Assigning**

   o Processes the filtered lead data to assign them to appropriate sales team members.

3. **Formatter by Zapier: Pattern Match**

   o Performs pattern matching on comments or other fields to extract keywords.

4. **Google Sheets: Filtered Lead**

   o Stores the filtered leads in a separate Google Sheet

5. **Gmail: Welcome Email**

   o Sends a personalized welcome email to the filtered leads, acknowledging their submission.

6. **Filter by Zapier: Higher Lead Validation**

   o This step filters leads based on additional high-priority.

7. **Gmail: Higher Lead Draft**

   o Sends a draft or automated email to notify the team or the lead about their higher-priority status.

Nurturing Campaigns Path

1. **Path Conditions: Nurturing Campaigns**

   o Leads that do not meet the criteria for "Filtered Leads" (e.g., their score is below a threshold like 69) are directed into this path.

2. **Google Sheets: Nurturing Campaigns**

   o This allows you to keep track of leads that need additional follow-up, nurturing, or engagement.