R&D Engineer Task : Developing an Automation to Agency Signup

Problem:

Agency verification issue:

When an agency wants to sign up to our product CookieYes, they need to fill a form. Then the agency relationship manager will manually verify each agency that signs up, resulting in a time-consuming process prone to human error and inefficiencies in onboarding.

Current process:

1. **Access the agency website:** The relationship manager opens the site for the agency that has submitted a request to sign up.
2. **Scan for keywords:** The manager searches the website for specific criteria or key terms indicating the type of services or business operations the agency provides.
3. **Evaluate eligibility:** Based on the discovered keywords and general website content, the manager decides whether the agency aligns with the partnership requirements.
4. **Approve or decline:** If the agency meets the criteria, the manager marks it as approved, else mark rejected.
5. **Document the decision:** The manager records the outcome for future reference.

Solution:

Idea:

The task will be to develop an automation to do the same. This automation should leverage Generative AI to **do at least one more step** involved in the above process.

Bonus:

Based on the decision whether to onboard or reject an agency, send them a rejection or welcome email accordingly.

Expected Outcome:

Presentation:

The candidate should present an overview of what they have developed to solve this problem. This should include a slide presentation of how they have approached the problem and solved it.

Working demo:

The candidate should present a working solution. The decision to onboard or reject an agency should be stored somewhere, preferably in a google sheet or CSV file.

Appendix:

Keywords to look:

1. Services
2. Web design
3. Web Development
4. SEO agency
5. Ads Agency
6. Digital marketing agency
7. Agency
8. Website creation

And similar keywords that show the website belongs to an agency.

Agency website examples:

- https://www.digitalsilk.com/
- https://www.baunfire.com/
- https://fourbynorth.com/