

Plug and play business user menu:

1. Emails list : a place from where you can add emails to a list, download the list as .xls file and upload new list and overwrite the old one
2. Cron-Job task : send the list of emails by this algorithm (at least one per day, by this formula : $\text{nr_of_emails_in_list}/365$); Ex: 20 emails, send one by day for 20 days; 370 emails, 2 emails for 5 days, then one email for the next days;
3. Reminders for the invites sent by this option like this : 3, 5, 7, 14 days if not answered;
4. Every invite from this list will be re-send each year;
5. Notifications for the business user after each filled in review (positive or negative one); Option to switch it on/off
6. Email notification will have three options – reply to review, ask for re-test, share on Facebook + a short summary of results; Notification on/off
7. If NPS score is 9 or 10, there will be an automatic email sent to ask for a testimonial from user that filled in the review; this can be done automatically or added a link in the email from the earlier point; Notification on/off
8. Email once a testimonial is filled, with the details of the testimonial and some options : link for ignore testimonial, send email back with proposed text change, publish online, share on Facebook;

Technical aspect + changes needed:

- 1) Create page + menu link, create tables for extra list of emails, create functionality for download list, upload list, add email to list;
- 2) Cron-Job task for reading emails per business user, check permissions, send invites by the algorithm described;
- 3) Create option in reminders (in review or use the review reminder for this also), use the functionality that exists now for review invites sent and not answered or create new one that will send after 3 days, then after 7, then after 14 days if not answered; create templates for this type of email reminder;
- 4) Create Cron-Job for re-sending invite after one year for emails in the list + delete old results and change status of sent invite to not answered;
- 5) Email template for fill review with a summary of review; notification option for this in the Plug and Play page;
- 6) Link options in the review summary email that will only be sent to the businesses that have paid packages : reply to review, ask for re-test, share on Facebook; Option for switching on/off in plug and play page;
- 7) Two options : send an email requesting the user to fill a testimonial or add a link to the summary review email with the link to ask for a testimonial; Option for switching on/off in plug and play page;
- 8) Email template for testimonial fill alert with link options for paid accounts : ignore testimonial, send email with revised text, online publish, share on Facebook; email template for the user that filled in the testimonial and functionality for text change proposed by the business user;

Time estimate:

- 1) $1.5h + 2h + 2h = 5.5h$
- 2) $2h$
- 3) $1h + 2.5h = 3.5h$
- 4) $1.5h$
- 5) $1.5h + 2h = 3.5h$
- 6) $8h$
- 7) $3h$
- 8) $6h$

Total time estimate + test and bug fixes: $33h + (5h \text{ to } 7h) = 38h$