Weekly Project Report - Marketing Automation Integration

Prepared by: Digital Strategy Office   Date: July 10, 2025   Project Sponsor: CX Transformation Unit

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We're entering the final sprint of the Marketing Automation stack rollout. Coordination between the dev, infra, and CX teams continues to be critical as we consolidate the analytics dashboard, campaign builder, and connector APIs into the unified release branch.

We had a joint session with design and development last week to revisit the planned logic for email triggers and interaction events. The planning call ran long due to differences in expected flow logic, but we reached consensus. Meeting notes were captured and stored in the Sprint 6 folder on SharePoint.

Although we didn't revisit the EPS design this week, prior design artifacts were referenced again by QA to review the structure of dynamic content placeholders. The EPS sheet from Phase 1 still appears
valid and hasn't required major changes, according to the SDE team.

On the customer side, the original kickoff happened in late May and helped align expectations. However, since then, we have not had any joint syncs with the client stakeholders. Our internal discussions suggest that the project scope was well-understood back then.

The CSAT survey is under preparation and will likely go out once campaign batch #2 is validated post-deployment. We've finalized the internal tracking sheet for feedback. The name is tentatively "MA Release Feedback".

Post-deployment validation for Stage 2 was initiated. QA has confirmed that login metrics are working fine and campaign setup via API is responsive. Lifecycle progress has been logged, but a few
minor steps remain (like form library migration). Dev team is tracking this under a separate checklist.

Risk-wise, a recent flag was raised due to overlapping tracking parameters between two vendors, which was resolved quickly by the CXOps team. There were also performance alerts on the load balancer, which have now been documented and shared. Issue logs are being kept up to date by tech
support.

We have not yet updated the CRD post the API change request. Milestone tracking is accurate within
the dev board but may require re-alignment if change orders are approved. Client-side impact hasn't yet been evaluated.

There's been no communication on the SCN or closure mail. The final handover is expected by July 20,
but confirmation is pending. Similarly, the resource ramp-up plan was paused pending the hiring freeze announcement. No new FSEs have been requested for this sprint.

Our roadmap and internal Gantt are still tracking correctly. No new items have been added to the release plan. Dependencies with data warehousing remain unchanged. Budget burn rate is within tolerance.

Next Steps: - Finalize CSAT launch - Track pending EPS migration cleanup - Review SCN and CAF planning timelines - Confirm final QA walkthrough with security - Prepare UAT closure briefing

The team remains focused on timely delivery, but collaboration with external customer teams must increase to improve overall visibility.