

Software Requirements Specification (SRS) Document: RevUp

Looking for a Fullstack developer to help with backend integration in Laravel php, frontend API integration, and third party API integration.

Currently front end was built in react.js

<https://rev-up-frontend.vercel.app/login>

1. Introduction

In today's competitive business environment, establishing a strong online presence and maintaining a positive reputation are essential for success. RevUp is a marketing automation tool designed to empower businesses to communicate with their customer base, enhance their online reputation, manage customer reviews effectively, and execute targeted marketing campaigns. By automating review management, integrating with popular platforms, and providing comprehensive analytics, RevUp aims to ease the way businesses interact with their customers, boost their digital presence and drive repeat and new business.

2. Purpose

The primary purpose of RevUp is to provide businesses with a powerful tool to streamline the process of soliciting, managing, and leveraging customer reviews. By automating review generation, facilitating seamless communication with customers, and offering advanced analytics, RevUp aims to help businesses build trust, improve brand perception, and ultimately drive growth.

3. Scope

RevUp encompasses a wide range of features and functionalities to meet the diverse needs of businesses seeking to enhance their online reputation and boost their marketing efforts. Key features include:

- Automated review management and generation
- Compliant bulk text (SMS/MMS) marketing
- Integration with third-party services such as Google, Twilio, SendGrid, and Zapier
- Customizable review request sequences via SMS/email
- Post-sale/service automatic enrollment for review requests
- Review request customization including branding and compliant segmentation

- Review management dashboard with analytics and reply functionality
- Social proof/social media post generator
- Promotional/mass SMS marketing campaigns with multi-step sequences and custom links
- Text-2-Join compliance for customer sign-ups

4. Functional Requirements

4.1 Review Generation:

RevUp allows users to create custom review request sequences tailored to their specific needs. Users can define the messaging, delivery method (email, text, or both), and timing of review requests. The system automatically follows up with customers who have not responded within a specified timeframe.

4.2 Post Sale/Service Automatic API:

RevUp seamlessly integrates with CRM systems to pull customer information and automatically enroll them in review request sequences. Users also have the option to manually add customers or upload customer data via CSV files.

4.3 Review Management/Reply:

The platform provides a comprehensive dashboard where users can track review analytics across multiple platforms, including Google, Facebook, and Yelp. Users receive push notifications for new replies and can easily respond to reviews directly within the dashboard.

4.4 Social Proof/Social Media Post Generator:

RevUp offers a text-to-image converter feature, allowing users to create visually appealing social media posts using customer reviews. The system optimizes posts for platforms such as Instagram and Facebook, helping businesses showcase positive feedback and build social proof.

4.5 Promotional/Mass SMS Marketing Campaigns:

Users can create and manage promotional campaigns for bulk SMS/MMS messaging. RevUp supports multi-step sequences with customizable delays between messages, as well as the inclusion of custom links for tracking and engagement.

5. Non-Functional Requirements

5.1 Usability:

RevUp boasts an intuitive user interface designed for ease of use and efficiency. Customization options are available to cater to the unique needs of each business, ensuring a seamless user experience.

5.2 Performance:

The platform is built to handle high volumes of SMS/MMS messages and emails efficiently, with real-time updates on review analytics and notifications. Performance is optimized to ensure minimal downtime and maximum reliability.

5.3 Security:

RevUp prioritizes the security and privacy of customer data, implementing robust encryption measures and compliance with relevant data protection regulations. User data is stored securely and access is restricted to authorized personnel only.

5.4 Reliability:

The platform is designed for high uptime and availability, with built-in backup and recovery mechanisms to prevent data loss and ensure continuous operation. Users can rely on RevUp to deliver consistent performance and reliability.

6. Conclusion

RevUp represents a comprehensive solution for businesses seeking to enhance their online reputation, engage with customers effectively, and drive growth through targeted marketing efforts. With its innovative features, seamless integration capabilities, and commitment to security and reliability, RevUp is poised to revolutionize the way businesses manage their online presence and supercharge their reviews.