

Lux Wireless LMS – User Guide

Version: 1.0

System URL: <https://luxwireless.com>

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1. Getting Started

1.1 System Overview

The **Lux Wireless Lead Management System (LMS)** is a web-based platform for capturing, tracking, and managing wireless service leads. When a customer checks whether Spectrum service is available at their address, the system records their contact information, verifies coverage via the Spectrum API and FCC data, and routes the resulting lead to the appropriate store and sales rep for follow-up.

Key capabilities:

- Customer-facing address coverage checker

- Automated lead capture with real-time serviceability lookup
- Lead assignment by store and sales rep
- QR code-based store attribution
- Status tracking through the full sales cycle
- Analytics, reporting, and notification delivery across multiple channels

1.2 Accessing the System

URL: <https://luxwireless.com>

Supported browsers: Any modern browser (Chrome, Firefox, Safari, Edge). JavaScript must be enabled.

Device compatibility: Works on desktop and mobile. The customer-facing coverage checker is optimized for mobile.

There are two separate login portals:

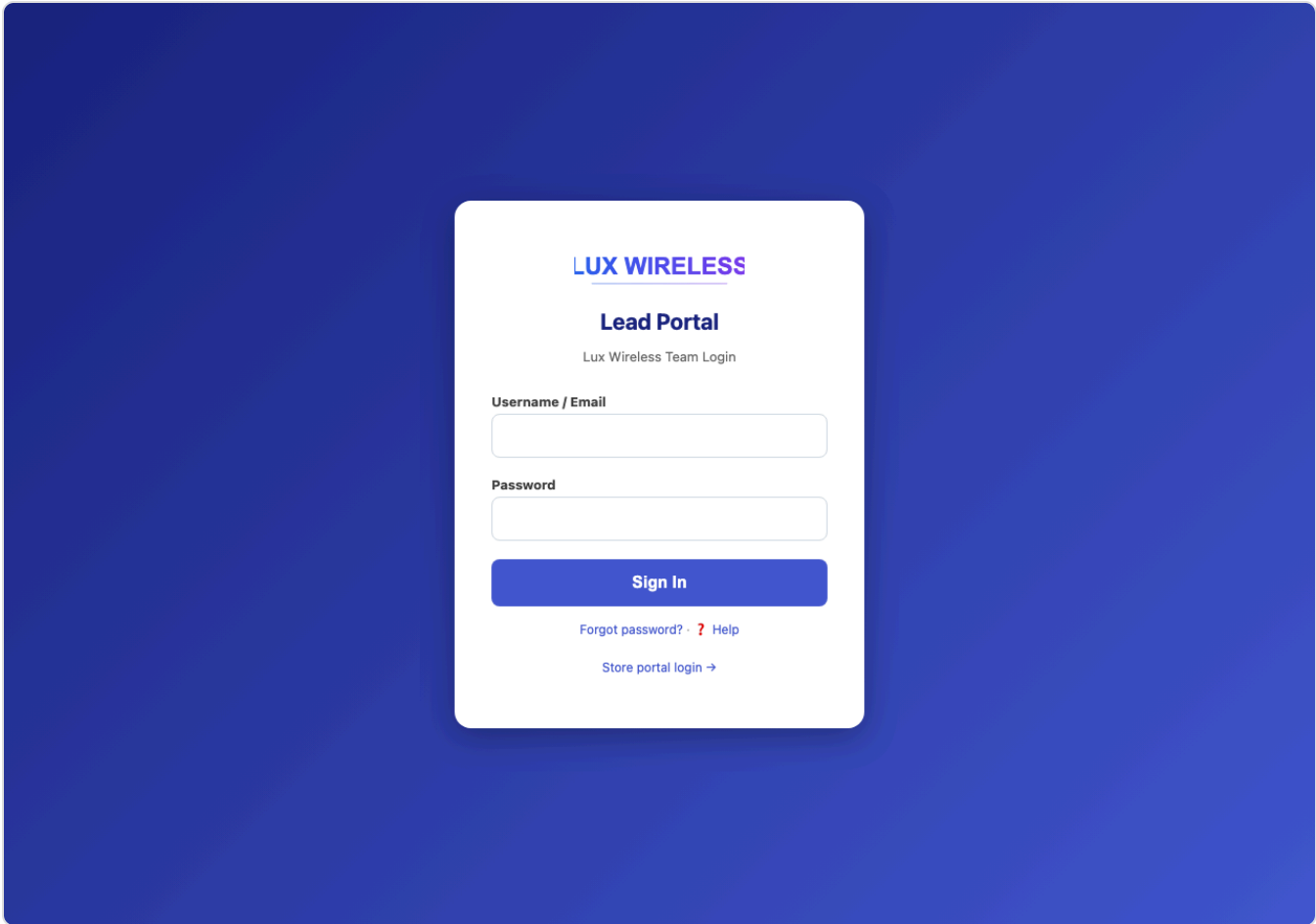
Portal	URL	Who Uses It
Rep / Admin Login	https://luxwireless.com/rep/login	Sales reps, store managers, admins
Store Login	https://luxwireless.com/store/login	Store users (store-level accounts)

Visiting the root URL (<https://luxwireless.com>) redirects automatically to the rep login page.

1.3 Logging In

For Sales Reps, Store Managers, and Admins:

1. Go to <https://luxwireless.com/rep/login>
2. Enter your **username** and **password**
3. Click **Log In**



For Store Users:

1. Go to `https://luxwireless.com/store/login`
2. Enter your store **username** and **password**
3. Click **Log In**

If you've forgotten your password:

- Store users: click **Forgot Password** on the store login page
- Reps and admins: contact your administrator to reset your password

1.4 Roles & Permissions Overview

Role	What They Can Do
Admin / Super Admin	Full access — manage stores, reps, analytics, notifications, impersonate users, run reports, view telemetry, configure serviceability
Sales Rep	View all leads, set location, update lead status/notes, export leads, view alerts
Store Manager	Regional dashboard, view leads for assigned stores
Store User	View own store's leads, manage QR codes, export leads, update store password

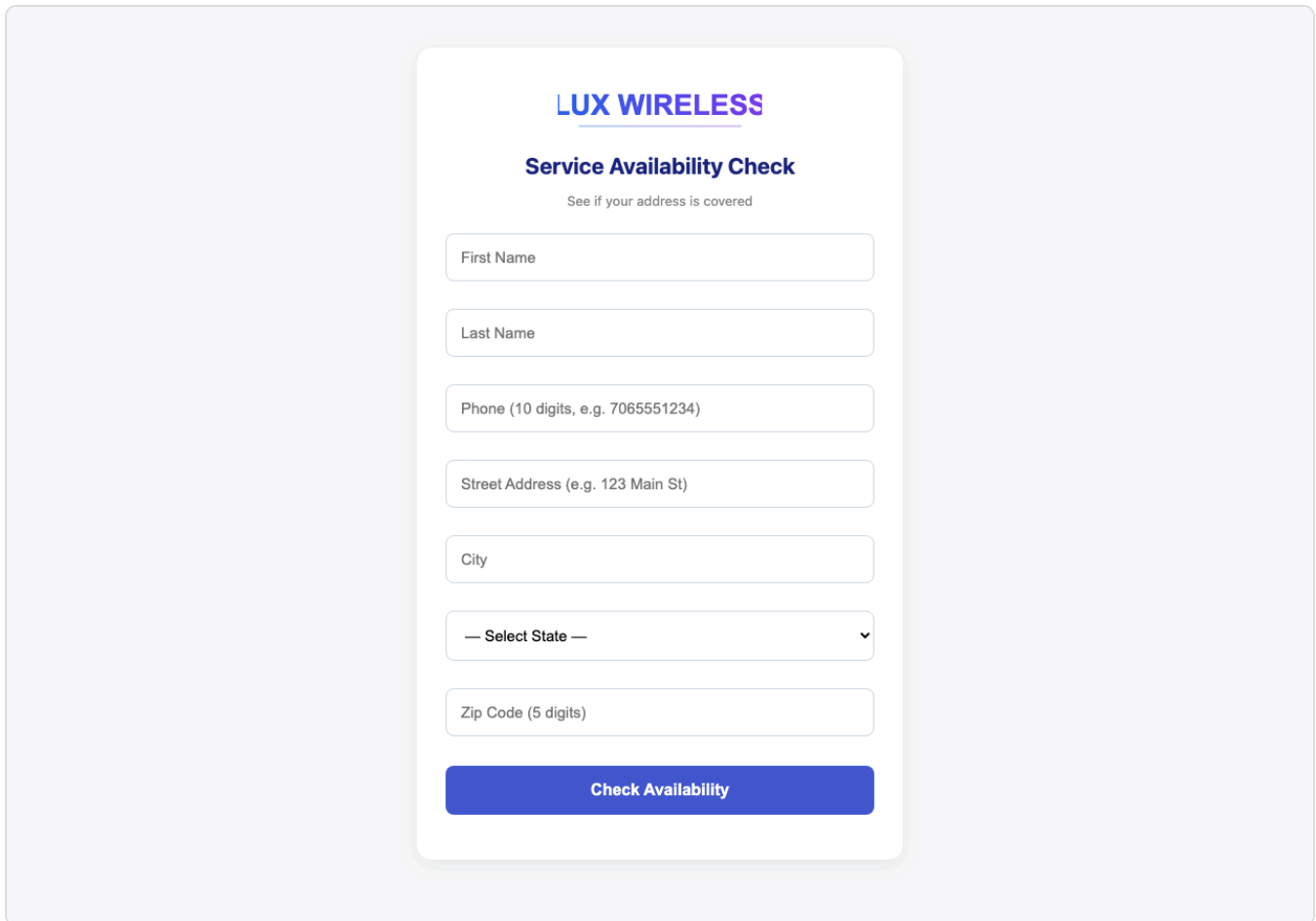
2. Address Coverage Checker (Customer-Facing)

2.1 How It Works

The coverage checker at <https://luxwireless.com/check> is a public-facing form that customers use to find out whether Spectrum service is available at their address.

Steps from the customer's perspective:

1. Customer navigates to the check page (directly or via a QR code scan)
2. Customer enters their name, phone number, and service address
3. The system checks coverage using:
 - o **Spectrum's coverage API** (via Camoufox browser automation)
 - o **FCC broadband data** as a fallback
4. Customer is shown a result immediately



The screenshot shows a web form titled "LUX WIRELESS Service Availability Check". Below the title is the subtitle "See if your address is covered". The form contains several input fields: "First Name", "Last Name", "Phone (10 digits, e.g. 7065551234)", "Street Address (e.g. 123 Main St)", "City", a dropdown menu for "State" with the text "— Select State —", and "Zip Code (5 digits)". At the bottom of the form is a blue button labeled "Check Availability".

2.2 Coverage Outcomes

Covered — Service Available:

- Customer is shown a success confirmation page (</success>)
- Their information is saved as a lead in the system
- The lead is marked as **covered**
- Assigned reps and stores are notified (per notification settings)

LUX WIRELESS

Great news!

Service is available at your address. A specialist will call you shortly to complete your order.

Not Covered — Waitlist:

- Customer is shown the waitlist page (/waitlist)
- Their information is still captured as a lead in the system
- The lead is marked as **not covered**
- Store/rep notifications may or may not fire depending on the "covered only" filter setting

LUX WIRELESS

Thank you!

Lux Wireless service isn't available at your location yet. We've added you to our notification list and will reach out when it becomes available.

2.3 QR Code Scan Flow

When a customer scans a **store QR code** before checking their address:

1. The QR code URL (`/qr/<token>`) loads in the customer's browser
2. The system reads the QR token, identifies the originating store, and saves that store attribution in the browser session
3. The customer is redirected to the coverage check form
4. When the lead is submitted, it is automatically associated with the store that printed that QR code

This ensures the right store gets credit for the lead, even if no rep is physically present.

3. Sales Representative Guide

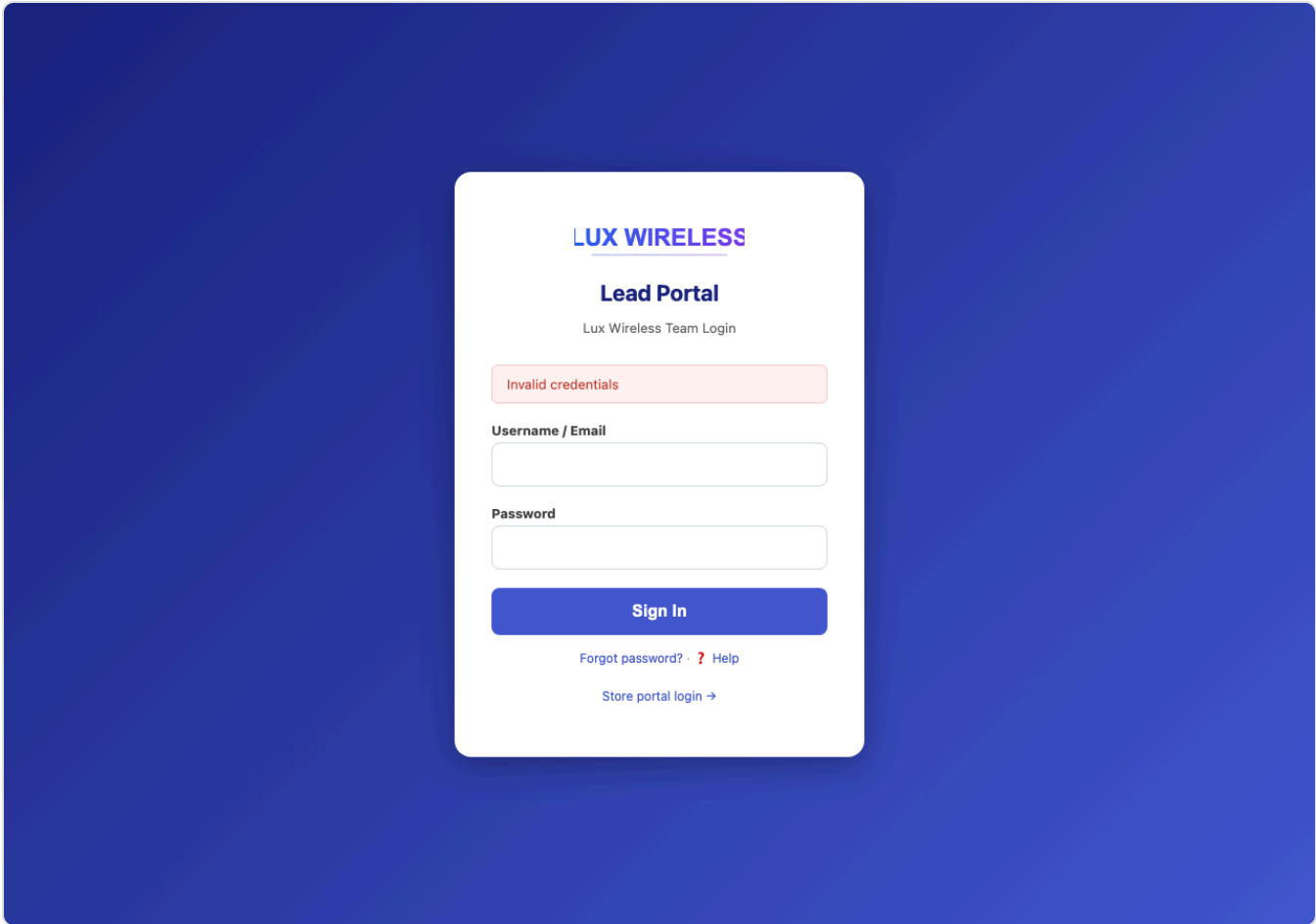
3.1 Logging In

1. Go to `https://luxwireless.com/rep/login`
2. Enter your rep **username** and **password**
3. Click **Log In**
4. You will be taken to the **Sales Dashboard**

To log out, click your name or the logout link and select **Log Out** (`/rep/logout`).

3.2 Sales Dashboard Overview

The Sales Dashboard (</rep/sales/dashboard>) is your home base. It gives you a full picture of leads and your current location.



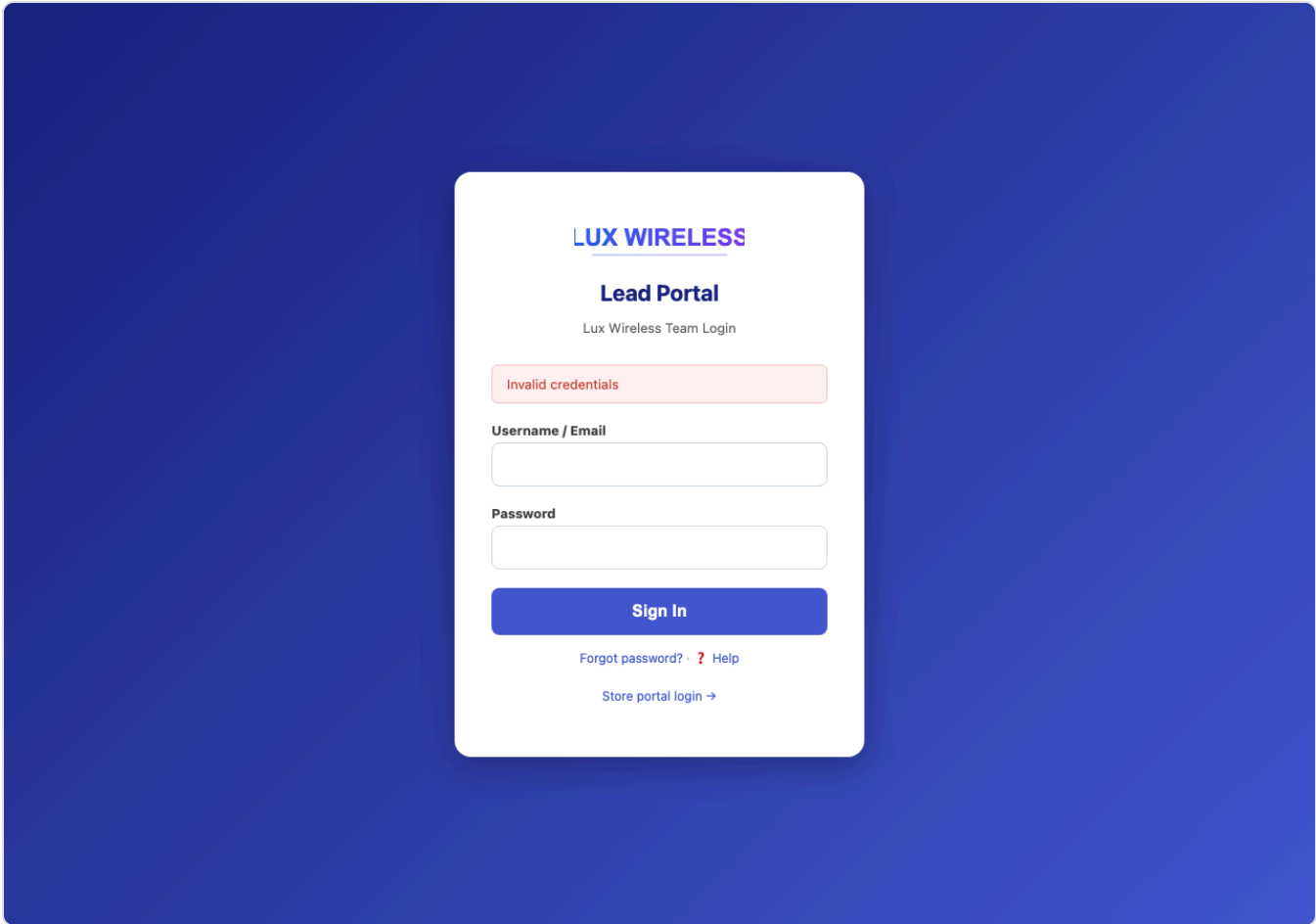
What you'll see:

- **Stats cards** — Total leads, leads today, covered leads, conversion rate
- **Location selector** — Set which store you're currently working from
- **Lead list** — All leads in the system, newest first, with status indicators
- **Quick filters** — Filter by status, covered/uncovered, date range

3.3 Setting Your Store Location

Before you start working leads, set your current store location so that new leads you generate are attributed to the right store.

1. On the Sales Dashboard, find the **Set Location** dropdown or button
2. Select your current store from the list
3. Click **Set Location** (this submits to </rep/sales/set-location>)
4. Confirmation appears — your location is now set



Your location persists for the session. If you move to a different store, update it again.

3.4 QR Code Check-In

You can also check in to a store by scanning its QR code:

- 1. Scan the store QR code with your phone (URL: `/rep/sales/qr/<token>`)
- 2. The system recognizes your rep account and sets your current location to that store automatically
- 3. You're redirected to your dashboard with location confirmed

3.5 Viewing Leads

On the Sales Dashboard, all leads are listed in a table. Each row shows:

Column	Description
Name	Customer's first and last name
Phone	Customer's phone number
Address	Street, city, state, zip
Covered	✔ Yes / ✘ No — whether Spectrum is available
Status	Current lead status (New, In Progress, Sold, Customer Declined)

Store	Store the lead is attributed to
Rep	Rep who generated the lead (if any)
Date	When the lead was submitted

Click any lead row to open the **Lead Detail Page**.

Lux Wireless Admin
Tom Pennington

Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

All Leads (2) [Export All CSV](#)

SEARCH: Name, phone, zip... STORE: All Stores COVERAGE: All [Filter](#)

#	Name	Phone	Address	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	802 Dacula RD, Dacula	30019	x Waitlist	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	802 Dacula RD, Ste103, Dacula	30019	x Waitlist	—	—	2026-05-22 19:14

3.6 Lead Detail Page

The Lead Detail Page (`/rep/lead/<id>`) shows everything about a specific lead.

Lux Wireless Admin
Tom Pennington

Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

All Leads (2) [Export All CSV](#)

SEARCH: Name, phone, zip... STORE: All Stores COVERAGE: All [Filter](#)

#	Name	Phone	Address	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	802 Dacula RD, Dacula	30019	✗ Waitlist	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	802 Dacula RD, Ste103, Dacula	30019	✗ Waitlist	—	—	2026-05-22 19:14

Sections on this page:

Customer Information

- Full name, phone number, full address

Serviceability Data

- Whether the address is covered by Spectrum
- Spectrum coverage code returned by the API
- FCC lookup results (provider availability, technology types, speeds)

Lead Attribution

- Store the lead came from
- Rep assigned (if any)
- QR token (if the lead came from a QR scan)
- Date/time submitted

Status & Follow-Up

- Current status
- Reference number (for tracking in Spectrum's system)
- Notes field
- Action buttons to update status

3.7 Updating Lead Status

Lead status tracks where a customer is in the sales process. There are four statuses:

Status	Meaning
New	Just submitted — not yet contacted
In Progress	You've made contact or are actively working this lead
Sold	Customer signed up — deal closed
Customer Declined	Customer said no or is not interested

To update a lead's status:

1. Open the Lead Detail Page (/rep/lead/<id>)
2. In the **Status** section, select the new status from the dropdown
3. Optionally add a reference number and/or notes (see Section 3.8)
4. Click **Update** (submits to /rep/lead/<id>/update)
5. The page refreshes with the updated status

Lux Wireless Admin
Tom Pennington

Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

All Leads (2) [Export All CSV](#)

SEARCH: Name, phone, zip... STORE: All Stores COVERAGE: All Filter

#	Name	Phone	Address	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	802 Dacula RD, Dacula	30019	✗ Waitlist	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	802 Dacula RD, Ste103, Dacula	30019	✗ Waitlist	—	—	2026-05-22 19:14

Best practice: Move a lead to **In Progress** as soon as you contact the customer. Update to **Sold** or **Customer Declined** once the outcome is known. Keep **New** only for leads you haven't touched yet.

3.8 Adding Reference Numbers and Notes

Reference Number: This is the Spectrum confirmation or account number you receive when a customer signs up. Enter it in the **Reference Number** field on the Lead Detail Page. This is how you tie the LMS record to the actual Spectrum account.

Notes: Use the notes field to record anything useful — call summaries, best times to reach the customer, follow-up reminders, or special circumstances. Notes are visible to all reps and admins who can view the lead.

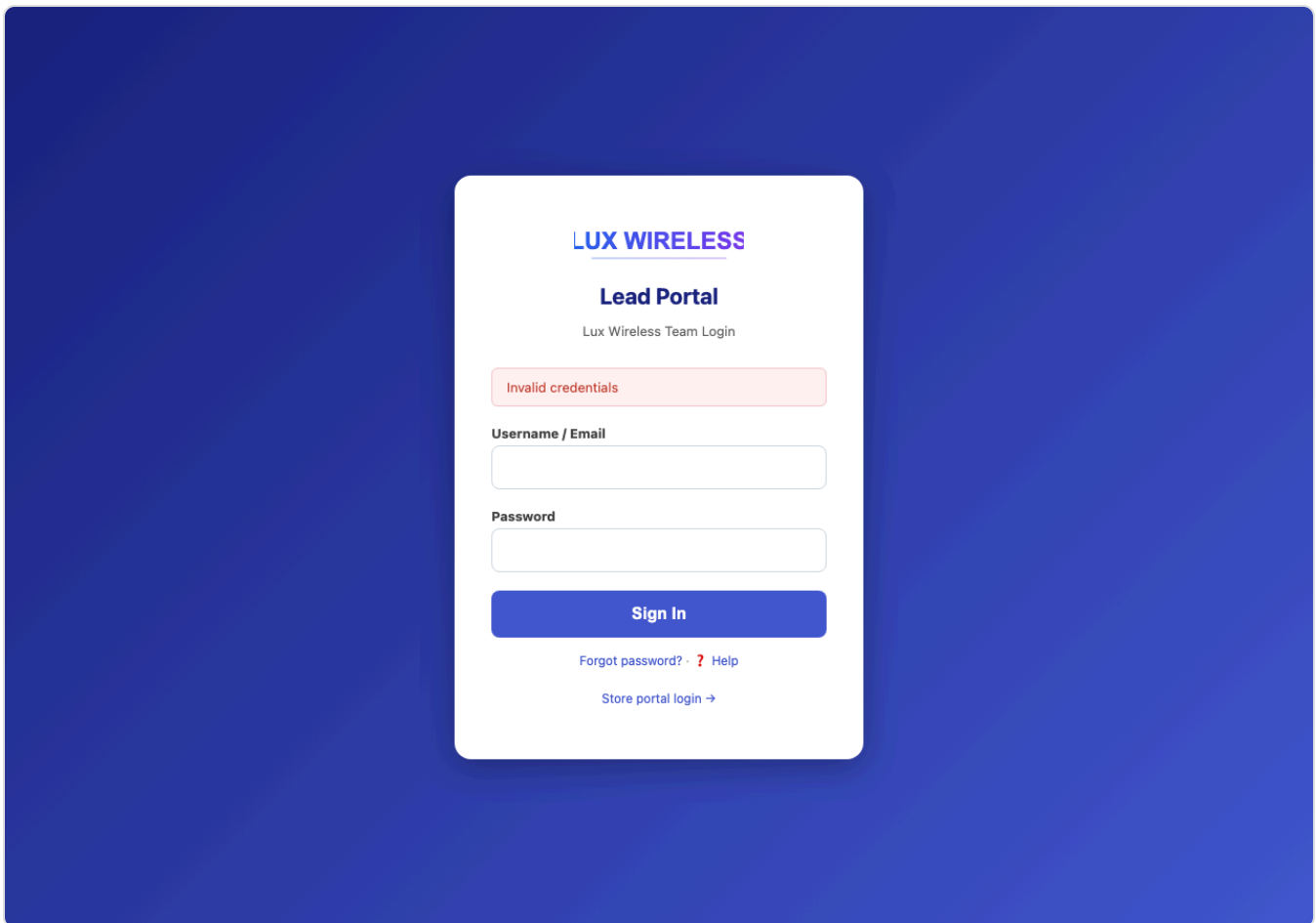
1. Open the Lead Detail Page
2. Click into the **Notes** field and type your notes
3. Enter the reference number if applicable
4. Click **Update**

3.9 Exporting Leads to CSV

To download your leads as a spreadsheet:

1. On the Sales Dashboard, click the **Export** button
2. The system generates a CSV file for your leads (/rep/sales/export)
3. The file downloads automatically to your device

The CSV includes: name, phone, address, coverage status, lead status, reference number, notes, store, date.



3.10 Alert Feed

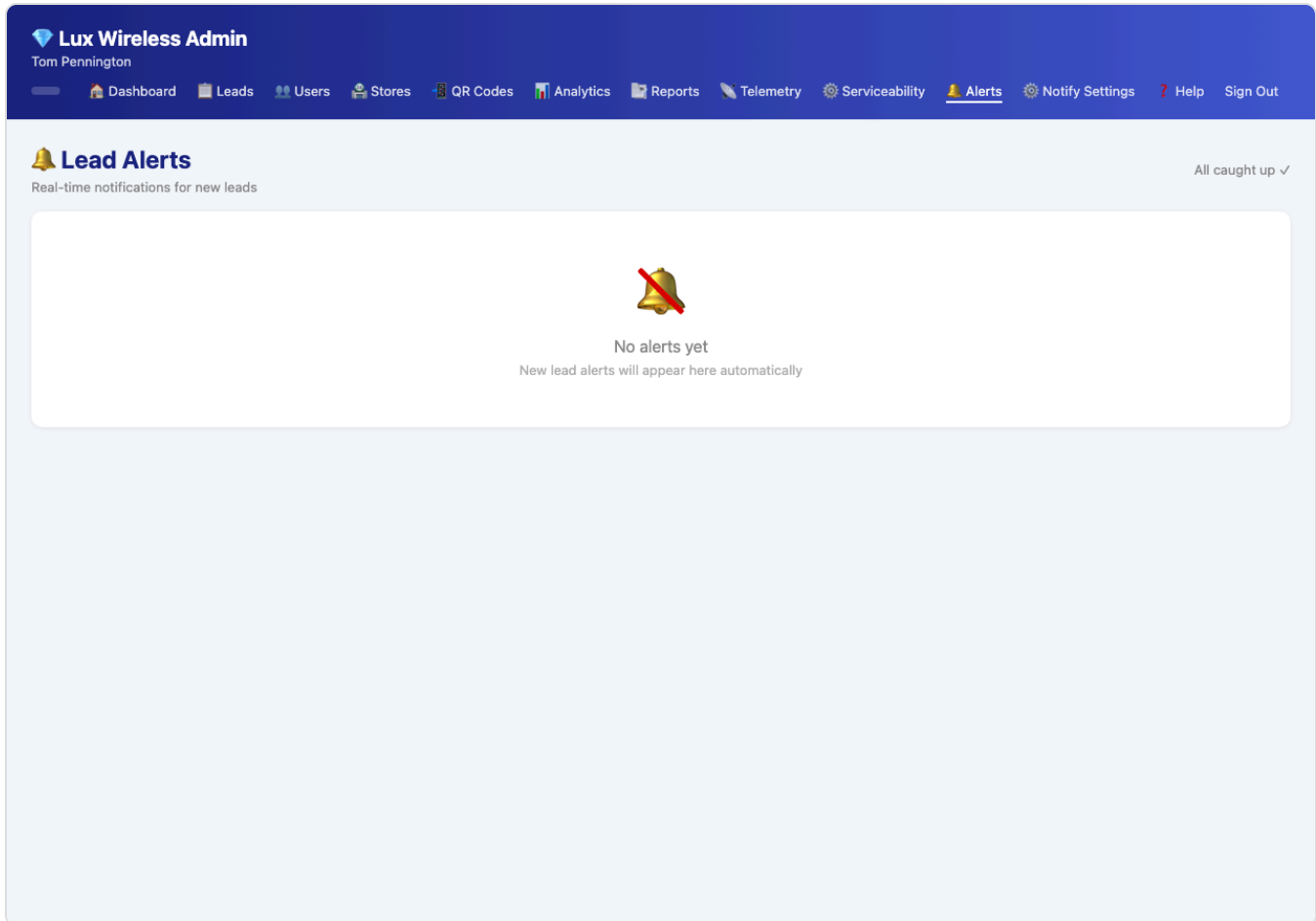
The Alert Feed (/rep/alerts) shows real-time notifications about new leads.

Accessing the alert feed:

- Look for the **bell icon** or **Alerts** link in the navigation bar
- A badge count shows how many unread alerts you have

In the alert feed, you can:

- See new lead notifications with customer name and address
- Click an alert to go directly to the Lead Detail Page
- Mark individual alerts as read (`/rep/alerts/mark-read/<id>`)
- Mark all alerts as read at once (`/rep/alerts/mark-all-read`)



The unread badge in the nav updates in real time via a background API call (`/rep/api/notification-config`).

4. Store Manager Guide

4.1 Logging In

Store managers use the same rep login portal:

1. Go to `https://luxwireless.com/rep/login`
2. Enter your store manager **username** and **password**
3. Click **Log In**
4. You will be taken to the **Store Manager Dashboard**

4.2 Regional Dashboard

The Store Manager Dashboard (`/rep/store-manager/dashboard`) gives you a regional view of all stores assigned to you.

LuxWireless Baldwin
Tom Pennington

STORE-001 QR Codes Export Help Sign Out

0 Total Leads

0 ✓ Covered

0 Waitlist

Export CSV Manage QR Codes

#	Name	Phone	Address	Coverage	Submitted
No leads yet. Share your QR code to start capturing!					

What you'll see:

- **Assigned stores list** — Each store you manage, with its current lead count and status breakdown
- **Aggregate stats** — Total leads across all your stores, covered vs. uncovered
- **Lead feed** — Recent leads across all assigned stores, sorted by date

4.3 Managing Assigned Stores' Leads

As a store manager, you can view leads from all stores assigned to you by your administrator.

To view leads for a specific store:

1. On the Store Manager Dashboard, click the store name
2. The lead list filters to show only that store's leads
3. Click any lead to view the full Lead Detail Page

You can view lead details, statuses, and notes — but lead status updates are performed by sales reps. If you need a status updated, contact the assigned rep or an administrator.

4.4 Exporting Data

Store managers can export leads from within their regional view:

1. Navigate to the store whose leads you want to export
2. Click the **Export** button
3. A CSV file downloads for that store's leads

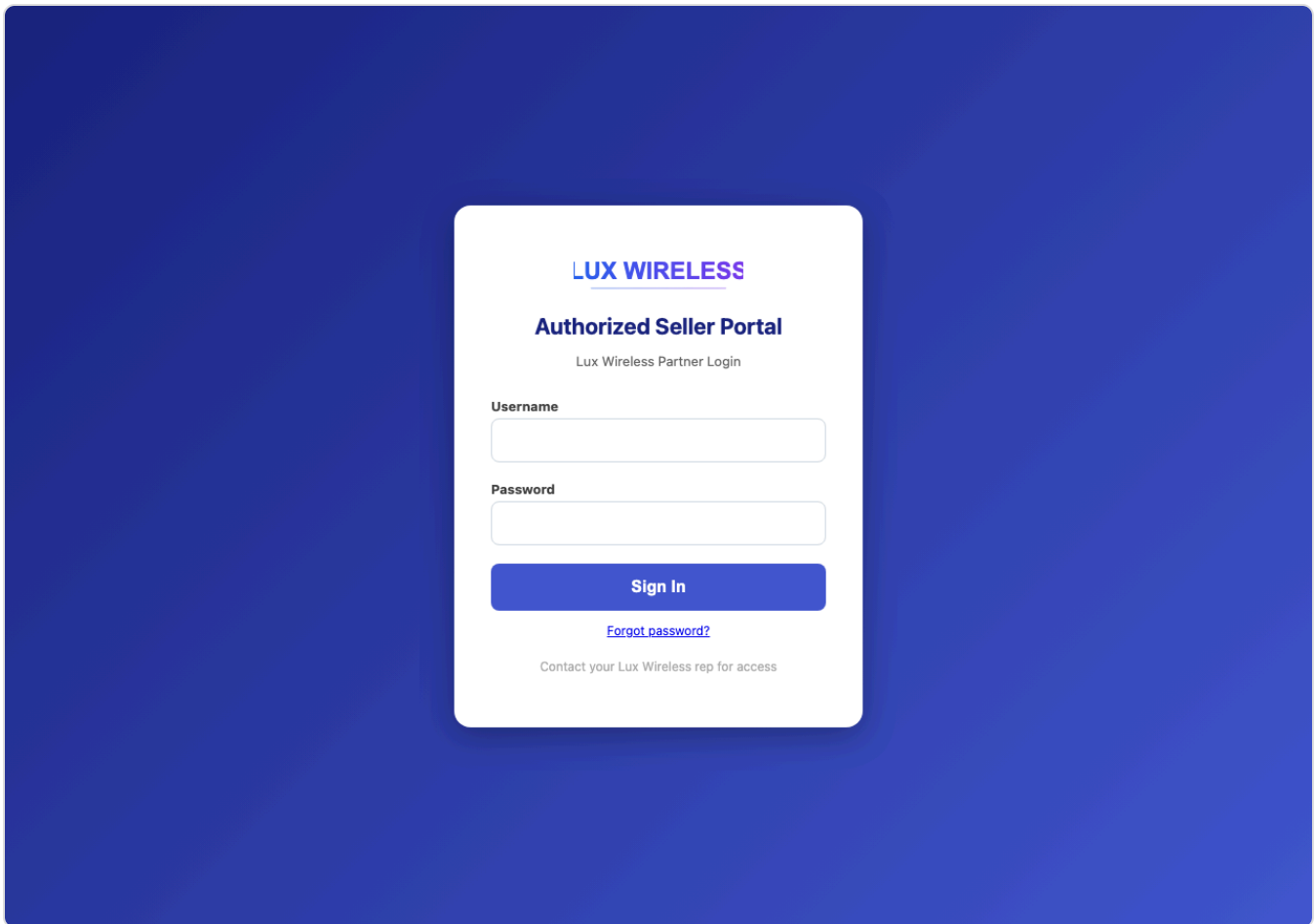
This is useful for building your own reports or sharing data with store owners.

5. Store User Guide

Store users are store-level accounts (not rep accounts). Each physical store location can have its own login that lets store staff view their store's leads, manage QR codes, and export data.

5.1 Store Login

1. Go to <https://luxwireless.com/store/login>
2. Enter your store **username** and **password**
3. Click **Log In**
4. You will be taken to the **Store Dashboard**



The image shows a login form for the Lux Wireless Authorized Seller Portal. The form is centered on a dark blue background. At the top, it displays the 'LUX WIRELESS' logo in blue, followed by the title 'Authorized Seller Portal' and the subtitle 'Lux Wireless Partner Login'. Below this, there are two input fields: 'Username' and 'Password'. A blue 'Sign In' button is positioned below the password field. A link for 'Forgot password?' is located below the button. At the bottom of the form, there is a note: 'Contact your Lux Wireless rep for access'.

5.2 Store Dashboard

The Store Dashboard (</store/dashboard>) shows all leads attributed to your store.

The screenshot shows a dashboard for 'LuxWireless Baldwin' with the user 'Tom Pennington'. The store identifier is 'STORE-001'. At the top right, there are links for 'QR Codes', 'Export', 'Help', and 'Sign Out'. The dashboard features three summary cards: 'Total Leads' (0), 'Covered' (0), and 'Waitlist' (0). Below these are two buttons: 'Export CSV' and 'Manage QR Codes'. A table with columns '#', 'Name', 'Phone', 'Address', 'Coverage', and 'Submitted' is shown, but it is empty, displaying the message 'No leads yet. Share your QR code to start capturing!'.

What you'll see:

- **Summary stats** — Total leads, leads today, covered leads, conversion rate
- **Lead table** — All leads for your store, with name, phone, address, coverage status, and lead status
- **Quick filters** — Filter by date, status, or coverage

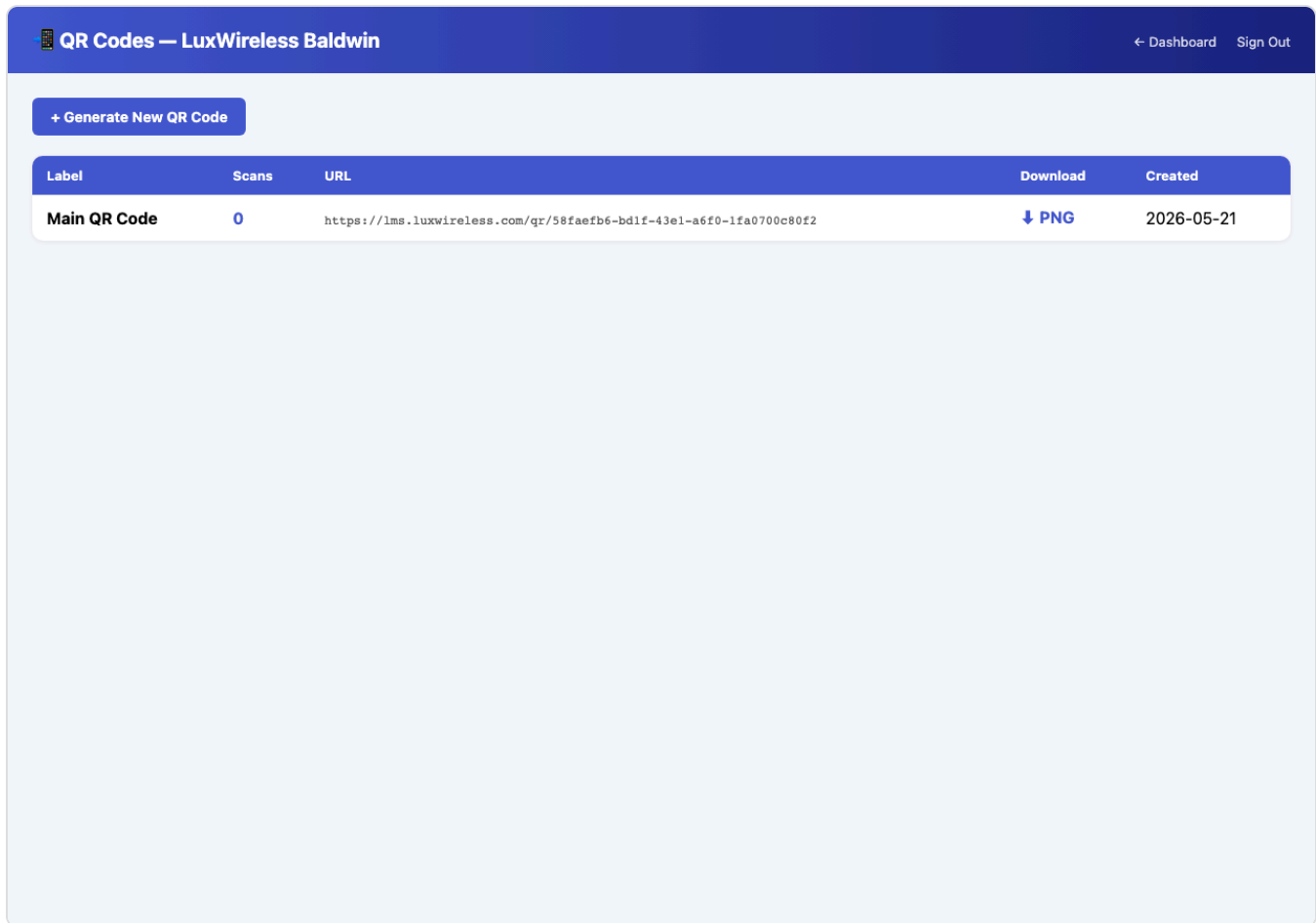
Click any lead row to see full details (read-only view).

5.3 QR Code Management

QR codes let you drive customer traffic to the coverage checker while attributing those leads to your store.

Viewing your QR codes:

1. On the Store Dashboard, click **QR Codes** or navigate to `/store/qr`
2. All active QR codes for your store are listed with their label and scan count



Creating a new QR code:

1. On the QR Codes page, click **New QR Code** (navigates to `/store/qr/new`)
2. Enter a **label** for the QR code (e.g., "Front Window Display", "Counter Sign")
3. Click **Create**
4. The new QR code appears in your list

Using QR codes:

- Print or display the QR code wherever customers will scan it
- Each scan is tracked — the scan count increments on your QR code list
- Each scan correctly attributes the resulting lead to your store

5.4 Viewing and Exporting Leads

Viewing a lead:

1. Click any row in the Store Dashboard lead table
2. You can see customer info, coverage results, and current status
3. Store users cannot update lead status — that is done by reps and admins

Exporting leads to CSV:

1. On the Store Dashboard, click **Export** (navigates to `/store/export`)
2. A CSV file containing all your store's leads downloads automatically

5.5 Password Reset

If you've forgotten your store password:

1. Go to `https://luxwireless.com/store/login`
2. Click **Forgot Password**
3. Follow the instructions to reset your password

If you cannot reset via the self-service flow, contact your administrator.

6. Administrator Guide

Admins have full access to every feature in the system. This section covers all admin-exclusive functionality.

6.1 Admin Dashboard Overview

The Admin Dashboard (`/rep/admin/dashboard`) is the command center for the entire system.

The screenshot shows the Lux Wireless Admin dashboard. At the top, there's a navigation bar with the user name 'Tom Pennington' and various menu items: Dashboard, Leads, Users, Stores, QR Codes, Analytics, Reports, Telemetry, Serviceability, Alerts, Notify Settings, Help, and Sign Out. Below the navigation bar is an 'Impersonate' section with dropdown menus for 'VIEW AS STORE' and 'VIEW AS SALES REP', each with a corresponding 'View As' button. Underneath are three summary cards: '2 Total Leads', '2 Active Stores', and 'Active Sales Reps'. The main content area features a 'Recent Leads (last 20)' section with a 'View All' button and a table of lead data.

#	Name	Phone	Zip	Coverage	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	30019	✗	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	30019	✗	—	—	2026-05-22 19:14

What you'll see:

- **Impersonation bar** — A persistent control at the top of the page to view the system as any store or rep
- **Lead table** — All leads in the system, every store, every rep
- **Navigation** — Links to all admin sections (Representatives, Stores, QR Codes, Analytics, Reports, Notifications, Telemetry, Serviceability Config)
- **System stats** — Total leads, stores, reps, today's activity

6.2 Managing Representatives

Navigate to `/rep/admin/representatives` to manage all sales reps and admins.

The screenshot shows the 'Lux Wireless Admin' interface. The top navigation bar includes 'Dashboard', 'Leads', 'Users', 'Stores', 'QR Codes', 'Analytics', 'Reports', 'Telemetry', 'Serviceability', 'Alerts', 'Notify Settings', 'Help', and 'Sign Out'. The main content area features a summary of user statistics:

- Total Users: 4
- Active: 4
- Inactive: 0
- Admin: 2
- Store Manager: 1
- Sales: 1

Below the summary is a 'Users (4)' section with a '+ New User' button and filter tabs for 'All', 'Admin', 'Sales', and 'Store Manager'. A table lists the users:

REP ID	Name	Email	Role	Store(s)	Status	Leads	Actions
EMP-001	Tom Pennington	tom.pennington@yahoo.com	Admin	—	✓ Active	0	Edit, Reset PW, Impersonate
REP-002	Lee Scarbrough	Lee@LuxWireless.com	Admin	—	✓ Active	0	Edit, Reset PW, Impersonate
REP-003	Yara Paredes	yarap80@gmail.com	Store Manager	△ No store	✓ Active	0	Edit, Reset PW, Impersonate
REP-004	Ronaldo Paredes-Soriano	Naldin1977@gmail.com	Sales	△ No store	✓ Active	1	Edit, Reset PW, Impersonate

Viewing all reps:

- The rep list shows every representative with their role, current store assignment, and active status
- Click a rep's name to view their stats (leads generated, conversion rate)

Adding a new rep:

1. Click **New Representative** (navigates to `/rep/admin/representatives/new`)
2. Fill in:
 - o First name, last name
 - o Email address
 - o Phone number
 - o Role: `sales`, `store_manager`, or `admin`
 - o Username
 - o Password
3. Click **Save**

+ New Sales Rep ← Sales Reps Dashboard

First Name * **Last Name ***

Email * **Phone**

Role * **Username ***

Assigned Store *

Sales reps can only see leads from their assigned store.

Password *

Editing a rep:

1. On the rep list, click **Edit** next to the rep's name (`/rep/admin/representatives/<id>/edit`)
2. Update any fields
3. Click **Save**

Resetting a rep's password:

1. On the rep list, click **Reset Password** next to the rep's name
2. Confirm the reset (submits to `/rep/admin/representatives/<id>/reset-password`)
3. A new temporary password is set — provide it to the rep

Activating or deactivating a rep:

1. On the rep list, click **Activate** or **Deactivate** next to the rep's name
2. This toggles the rep's `active` status (submits to `/rep/admin/representatives/<id>/toggle-active`)
3. Deactivated reps cannot log in

Note: Always deactivate rather than delete reps who leave the company. Their lead history is preserved.

6.3 Managing Stores

Navigate to `/admin/stores` to manage all store locations.

Lux Wireless Admin
Tom Pennington

Dashboard Leads Users **Stores** QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

Stores (2) [+ Add Store](#)

Store ID	Store Name	Owner	Location	Leads	QR Codes	Status	Edit
STORE-001	LuxWireless Baldwin luxwireless	Tom Pennington		0	1	Active	Edit
STORE-002	Yara - Direct Yara-Direct	Yara		0	0	Active	Edit

Adding a new store:

1. Click **New Store** (navigates to `/admin/stores/new`)
2. Fill in:
 - o Store name (e.g., "LuxWireless Baldwin")
 - o Owner name
 - o Email
 - o Phone
 - o Address, city, state, zip
 - o Username (for store login)
 - o Password
3. Click **Save**

Editing a store:

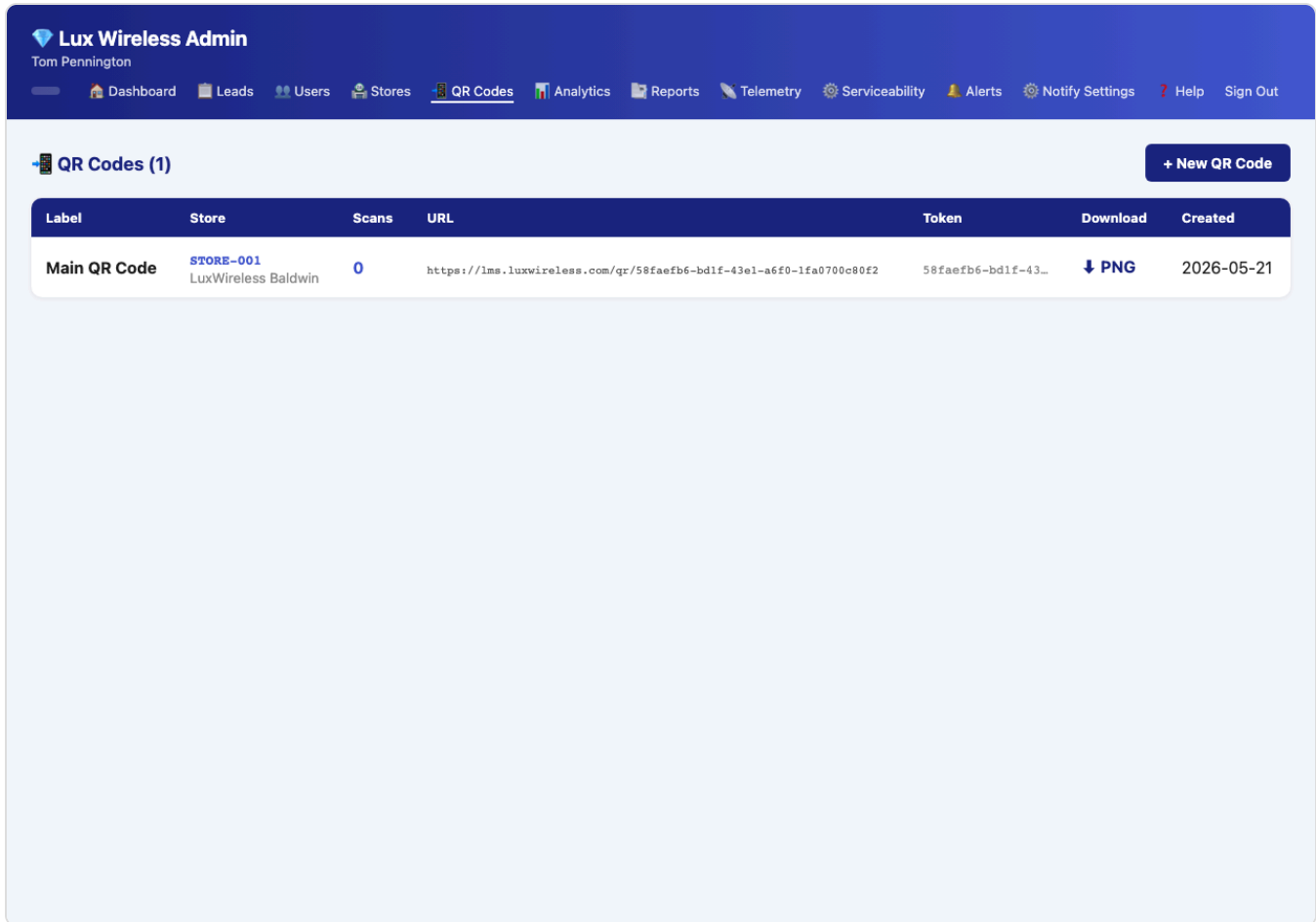
1. Click **Edit** next to the store name (`/admin/stores/<id>/edit`)
2. Update any fields as needed
3. Click **Save**

Stores cannot be deleted via the UI — contact support if a store record needs to be removed.

6.4 QR Code Management

Admin QR code management provides a system-wide view of all QR codes across all stores.

Navigate to `/admin/qr`.



Creating a QR code:

1. Click **New QR Code** (`/admin/qr/new`)
2. Select the store to associate it with
3. Enter a label (e.g., "Window Display — Baldwin")
4. Click **Create**

Downloading a QR code:

1. On the QR code list, click **Download** next to any code (`/admin/qr/<id>/download`)
2. The QR code image downloads as a PNG file
3. Print it and place it at the store location

Monitoring scan activity:

- The scan count column updates every time a customer scans a code
- Use scan counts to measure the effectiveness of each display location

6.5 Lead Management & Filtering

Admins can view and filter all leads in the system at `/admin/leads`.

Available filters:

- **Store** — Show leads from a specific store

- **Status** — Filter by New, In Progress, Sold, or Customer Declined
- **Coverage** — Filter by covered or not covered
- **Date range** — Show leads submitted within a specific date range
- **Rep** — Show leads attributed to a specific rep

Apply any combination of filters to narrow the lead list. The filtered results can be used as the basis for exports and reports.

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Tom Pennington

Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

All Leads (2) [Export All CSV](#)

SEARCH: Name, phone, zip... STORE: All Stores COVERAGE: All [Filter](#)

#	Name	Phone	Address	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	802 Dacula RD, Dacula	30019	✗ Waitlist	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	802 Dacula RD, Ste103, Dacula	30019	✗ Waitlist	—	—	2026-05-22 19:14

6.6 Impersonation

Impersonation lets admins view the system exactly as a store user or sales rep would see it — useful for troubleshooting, training, or verifying that a user is seeing the right data.

To impersonate a user:

1. On the Admin Dashboard, find the **Impersonation** bar (or navigate to `/rep/admin/impersonate`)
2. Select the store or rep you want to impersonate from the dropdown
3. Click **Impersonate**
4. The system now shows you exactly what that user sees
5. An impersonation banner stays visible at the top of every page

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Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

Impersonate

VIEW AS STORE: **View As Store**

VIEW AS SALES REP: **View As Sales Rep**

2 Total Leads 2 Active Stores Active Sales Reps

Recent Leads (last 20) View All →

#	Name	Phone	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	30019	✘	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	30019	✘	—	—	2026-05-22 19:14

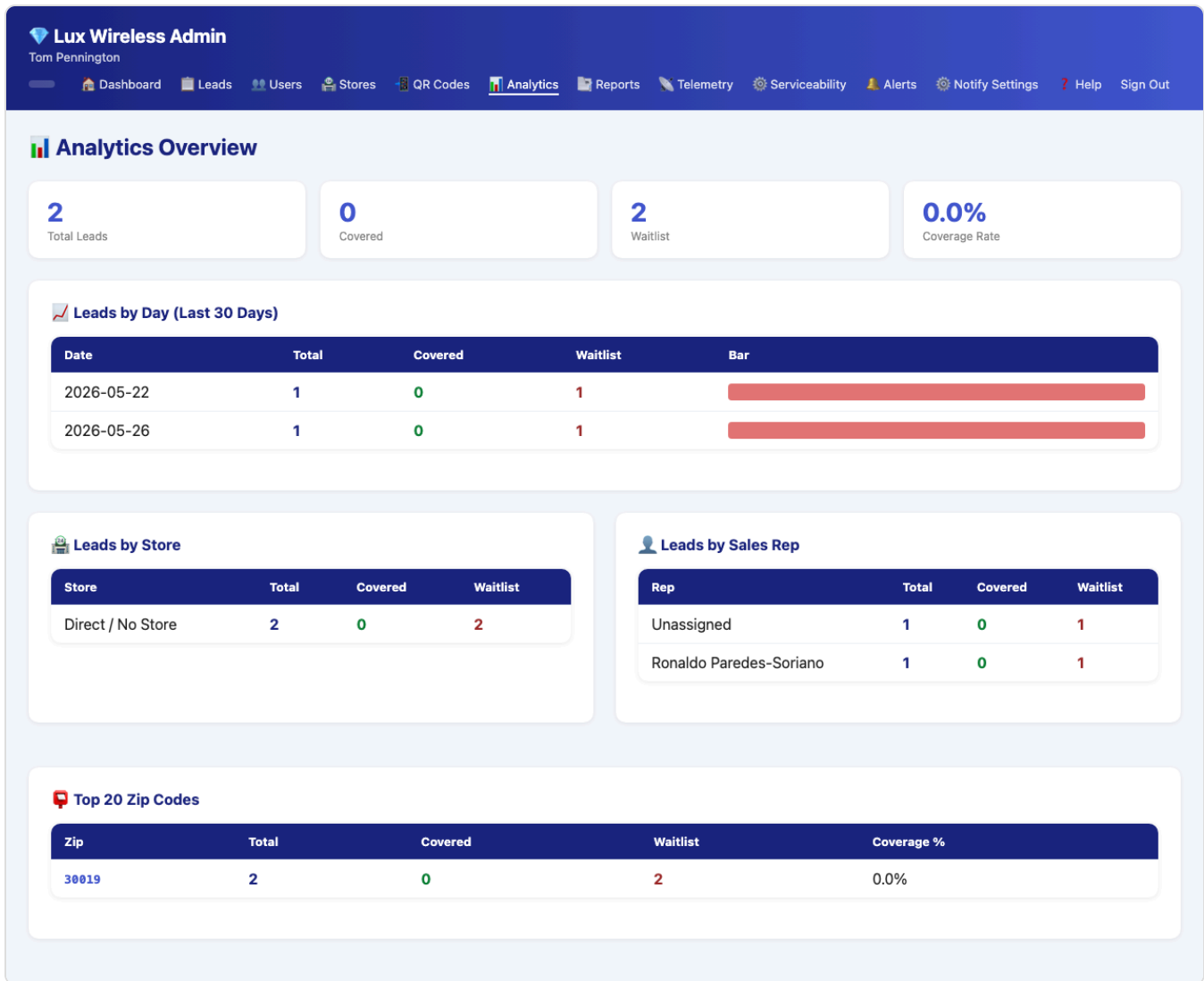
To stop impersonating:

1. Click the **Stop Impersonating** button in the banner (navigates to `/rep/admin/stop-impersonate`)
2. You return to your normal admin view

⚠ Important: While impersonating, any actions you take are performed in the context of the impersonated user. Be careful about making changes while in impersonation mode.

6.7 Analytics Dashboard

Navigate to `/admin/analytics` for a visual overview of system performance.



Available charts:

Leads by Day (30-Day Trend)

- Line chart showing lead volume over the past 30 days
- Helps identify daily/weekly patterns, slow periods, and campaign spikes

Leads by Store

- Bar chart showing how many leads each store has generated
- Compare store performance at a glance

Leads by Rep

- Bar chart showing lead counts per sales rep
- Identify top performers and reps who may need support

Coverage Rate

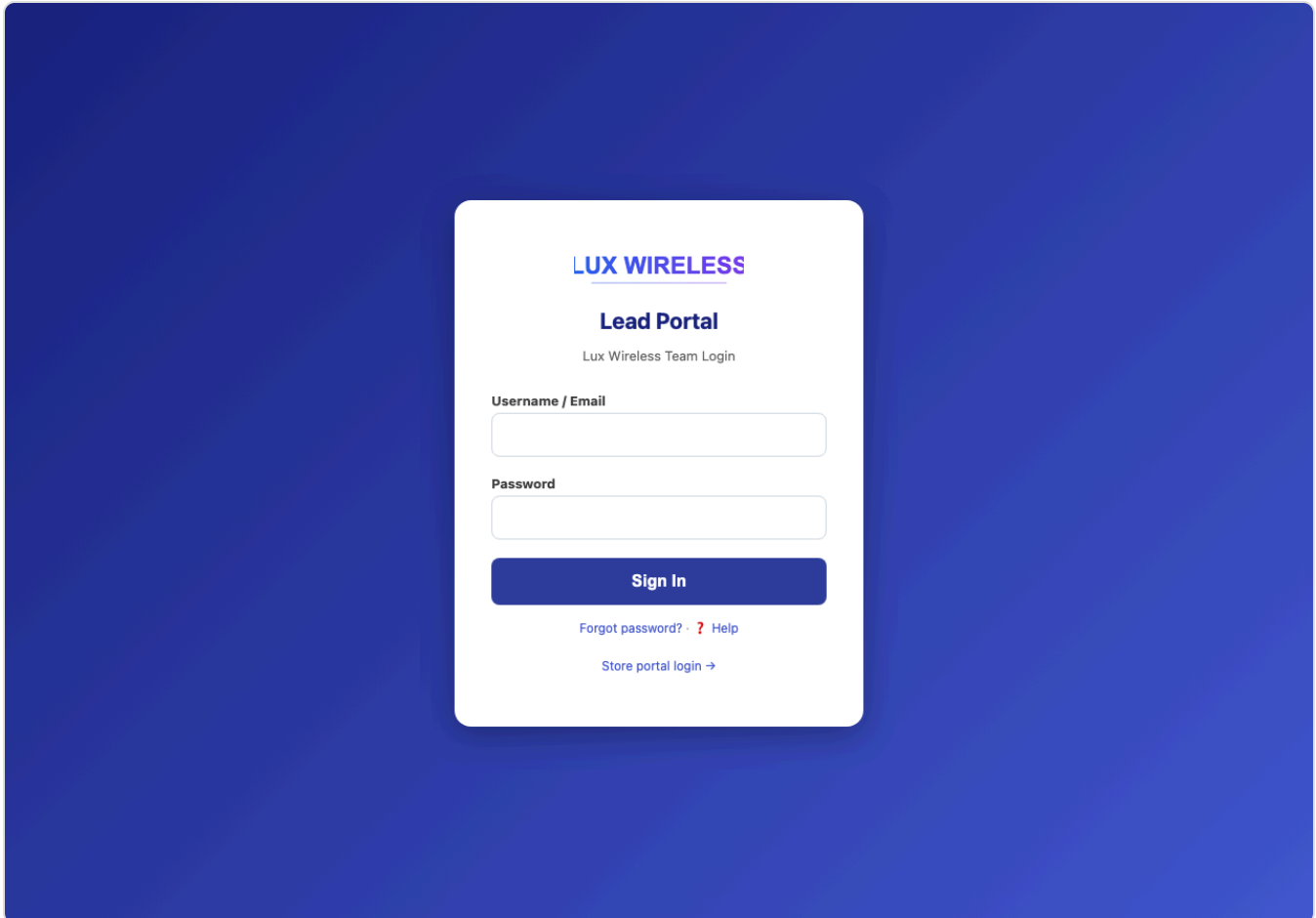
- Donut/pie chart showing the percentage of leads where Spectrum service is available vs. not available
- High uncovered rate may indicate the wrong geographic targeting

Top Zip Codes

- Table listing the zip codes with the most leads
- Helps identify the most active service areas and potential expansion targets

6.8 Reports & BI Builder

The Reports module (</reports/>) provides a custom report builder for deeper data analysis.



Report List:

- All saved reports are listed with name, last run date, and a favorite star
- Click any report name to open it
- Templates are listed separately for starting new reports

6.8.1 Report Templates

Navigate to </reports/templates> to see available starting templates.

Templates provide pre-built report configurations for common needs (e.g., "Weekly Store Summary", "Rep Performance", "Coverage Analysis"). Select a template to create a new report based on it.

6.8.2 Creating and Running a Report

To run an existing report:

1. On the report list, click the report name (</reports/<id>>)
2. Review the report configuration
3. Click **Run** or **Execute** (submits to </reports/<id>/execute>)

4. Results appear on the page

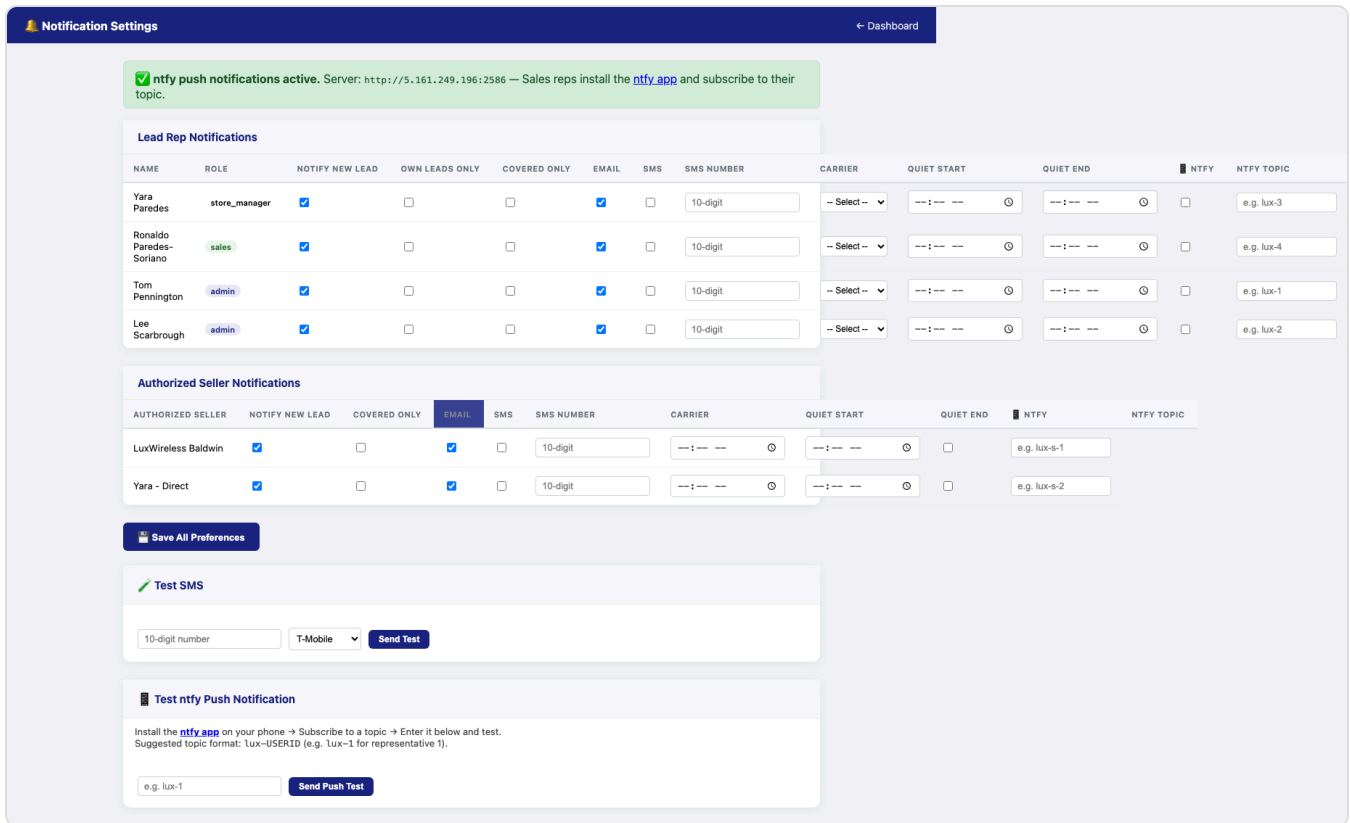
To view execution history:

- Navigate to `/reports/logs` to see a log of all past report runs, including who ran them and when

See also: [Section 10 – Reports & Analytics](#) for full reporting details.

6.9 Notification Configuration

Navigate to `/rep/admin/notifications` to configure how and when each rep and store receives lead notifications.



Per-user settings you can configure:

Setting	Description
New Lead Alerts	Toggle whether this user receives alerts for new leads
Own Leads Only	If on, user only gets alerts for leads assigned to them
Covered Only	If on, user only gets alerts for leads where coverage is confirmed
Email	Send notifications to the user's email address
SMS	Send notifications via SMS (uses email-to-SMS gateway)
ntfy	Send push notifications via ntfy (mobile/browser push)
Quiet Hours	Define a time window during which notifications are suppressed

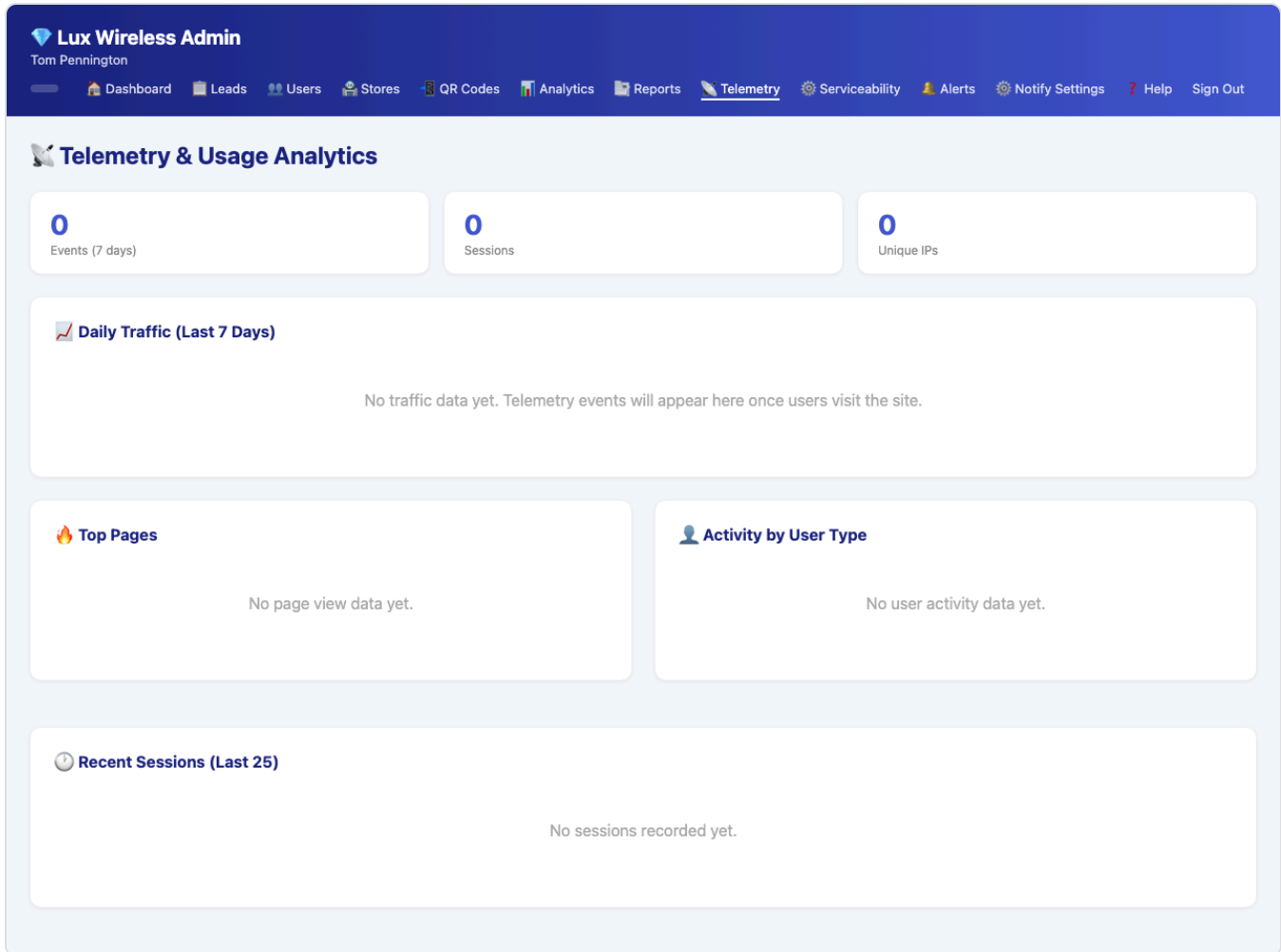
To update a user's notification settings:

1. Select the user from the list
2. Adjust their settings using the toggles and fields
3. Settings save automatically or click **Save**

See also: [Section 9 – Notification System](#) for the full notification reference.

6.10 Telemetry

Navigate to `/rep/admin/telemetry` for system health monitoring.



The Telemetry dashboard shows:

- Server response times and API latency
- Lead submission success/failure rates
- Coverage API call volume and response codes
- Database query performance
- Recent error logs

Use telemetry to diagnose slow performance, API failures, or unexpected behavior in the coverage checker.

6.11 Serviceability Configuration

Navigate to `/rep/admin/serviceability-config` to adjust how the Spectrum/FCC coverage checker works.

 Provider Filter **Enable Spectrum Live Checker**

Uses Camoufox browser to verify coverage on spectrum.com in real-time. Slower but more accurate. When off, only FCC BDC database is used.

Select which providers count as covered. Leads at addresses served by any checked provider will go to the success page.

Providers that count as "covered"

Filter Label (what to call this provider set in logs/UI)

 Landing Page

Page Title

Subtitle

 Success Page

Heading

Message

Background Color

Heading Color

 Waitlist Page

Heading

Message

Background Color

Heading Color

 Live Preview

SUCCESS PAGE

Great news!

Service is available at your address.

WAITLIST PAGE

Thank you!

We've added you to our notification list.

 Save Configuration

Settings available here include:

- Spectrum API endpoint and request parameters
- Request timeout values
- FCC API fallback behavior (enable/disable, data source preferences)
- Coverage determination rules (what constitutes a "covered" address)

⚠ Caution: Changes to serviceability configuration affect every coverage check. Test changes carefully and consult your technical lead before modifying API settings in production.

7. Lead Lifecycle

7.1 How a Lead Enters the System

A lead is created when a customer submits the coverage check form at `https://luxwireless.com/check`. The submission (`POST /submit`) captures:

- First name, last name
- Phone number
- Full address (street, city, state, zip)

Before saving, the system runs a real-time coverage check (see Section 7.2). The result — covered or not covered — is stored with the lead along with a timestamp, the originating store (from QR token or rep location), and the rep (if a rep is checked in at a location).

7.2 Coverage Check Flow

When a lead is submitted, the system performs a two-step coverage check:

Step 1 — Spectrum API Check

- The system uses Camoufox (a browser automation tool) to query Spectrum's coverage API with the customer's address
- If Spectrum returns a definitive coverage result, it is stored as `spectrum_code` on the lead
- Result: **covered** or **not covered**

Step 2 — FCC API Fallback

- If the Spectrum check is inconclusive or fails, the system queries the FCC's broadband data API
- FCC data identifies available providers, technologies (fiber, cable, DSL), and advertised speeds at that location
- This data is stored in the `lookup_cache` table and displayed on the Lead Detail Page

The combined result of both checks is cached and displayed on the Lead Detail Page as the full serviceability profile for that address.

Lux Wireless Admin
Tom Pennington

Dashboard Leads Users Stores QR Codes Analytics Reports Telemetry Serviceability Alerts Notify Settings Help Sign Out

All Leads (2) [Export All CSV](#)

SEARCH: Name, phone, zip... STORE: All Stores COVERAGE: All [Filter](#)

#	Name	Phone	Address	Zip	Coverage ▲	Store	Sales Rep	Submitted
2	Marco Cardenas	6464271419	802 Dacula RD, Dacula	30019	✗ Waitlist	—	Ronaldo Paredes-Soriano	2026-05-26 01:10
1	Marco Cardenas	6464271419	802 Dacula RD, Ste103, Dacula	30019	✗ Waitlist	—	—	2026-05-22 19:14

7.3 Lead Status Workflow

Every lead moves through a defined status lifecycle:

[New] → [In Progress] → [Sold]
 ↘ [Customer Declined]

Status	Who Sets It	When
New	System (automatic)	When the lead is first submitted
In Progress	Sales Rep	When the rep makes first contact or begins working the lead
Sold	Sales Rep	When the customer signs up for service
Customer Declined	Sales Rep	When the customer declines or is unresponsive

There is no automatic status progression — reps must manually update each lead as the sales process advances.

7.4 Notifications Flow

When a new lead is created:

1. The system evaluates each user's notification preferences
2. For users who have **New Lead Alerts** enabled, the system checks:

- Is this user's **Covered Only** filter satisfied? (Is the lead covered, or is the filter off?)
 - Is this lead from one of the user's assigned stores / own leads?
 - Are quiet hours currently active for this user?
3. If all conditions pass, notifications are dispatched via the user's enabled channels (email, SMS, ntfy)
 4. An entry is added to the user's **Alert Feed** regardless of external notification channel
-

8. QR Code System

8.1 How QR Codes Work

Each QR code contains a unique URL: `https://luxwireless.com/qr/<token>`

When a customer scans the code:

1. Their browser opens the QR URL
2. The system reads the token, looks up the associated store, and saves the store ID in the browser session
3. The customer is redirected to the coverage check form at `/check`
4. When they submit the form, the lead is automatically attributed to the QR code's store
5. The QR code's scan count increments by one

8.2 Creating QR Codes

As an admin: See [Section 6.4 — QR Code Management](#)

As a store user: See [Section 5.3 — QR Code Management](#)

Every QR code gets:

- A unique **token** (randomly generated, unchangeable)
- A human-readable **label** (you set this — e.g., "Entrance Sign Q1 2026")
- A **scan count** that starts at 0 and increments with each scan
- An **active/inactive** toggle

8.3 Scanning Flow

Customer scanning a display QR code:

1. Customer scans the QR code at a store or event
2. Browser opens `https://luxwireless.com/qr/<token>`
3. System sets store attribution in session
4. Customer is redirected to the check form
5. Customer fills out form and submits
6. Lead is created with correct store attribution

Rep scanning a QR code (check-in):

1. Rep scans the store QR code on their phone (URL: `/rep/sales/qr/<token>`)
2. System recognizes the rep's logged-in session
3. Rep's current location is set to the scanned store
4. Rep is redirected to their Sales Dashboard with location confirmed

8.4 Store Attribution

Every lead has one store attribution, set by whichever of these methods fires first:

1. **QR scan (customer)** — Customer scanned a store's QR code before submitting
2. **Rep location** — A logged-in rep has their location set to a store

3. **No attribution** — Lead was submitted without a QR token and no rep location is set

Store attribution determines:

- Which store's dashboard the lead appears on
- Which store users and managers see it
- Which notifications fire (per store-specific notification settings)

9. Notification System

9.1 Notification Channels

The LMS supports three external notification channels, plus an in-app alert feed:

Channel	How It Works	Best For
Email	Sends a notification email to the user's address	All users, reliable delivery
SMS	Sends a text via email-to-SMS gateway (carrier email bridge)	Quick glance, no app required
ntfy	Push notifications via the ntfy protocol	Mobile and browser push, real-time
Alert Feed	In-app notification list at <code>/rep/alerts</code>	Always on, no config needed

All four can be active simultaneously for any user.

9.2 Configuration

Admins configure notifications for all users at `/rep/admin/notifications`.

Each user's settings are independent. A user can have email enabled but SMS disabled, or SMS and ntfy but not email.

SMS setup: Enter the user's mobile phone number and select their carrier. The system uses the carrier's email-to-SMS gateway (e.g., `number@txt.att.net`) to send SMS messages without a dedicated SMS service.

ntfy setup: Each user gets an assigned ntfy topic. They subscribe to that topic in the ntfy app or browser extension to receive push notifications. The topic URL is available at `/rep/api/notification-config`.

9.3 Alert Feed

The in-app Alert Feed is always available at `/rep/alerts` and does not require any external service.

Every new lead generates an alert for eligible users regardless of external channel settings. The alert feed is the fallback that ensures nothing gets missed.

Features:

- Chronological list of new lead alerts
- Each alert links directly to the lead detail page
- Unread count badge on the navigation bell icon
- Mark individual or all alerts as read

9.4 Browser Notifications via ntfy

[ntfy](#) is an open-source push notification service. To receive browser or mobile notifications:

1. Ask your administrator for your ntfy topic URL (or find it at `/rep/api/notification-config`)
2. **Mobile:** Download the ntfy app (iOS or Android) and subscribe to your topic URL

3. **Browser:** Visit your ntfy topic URL in a browser and click the **Subscribe** button to enable browser push notifications

When a new qualifying lead arrives, you'll receive an instant push notification on all subscribed devices.

9.5 Quiet Hours

Quiet hours let you suppress notifications during specific time windows — typically overnight or during off-hours.

To set quiet hours:

1. Admin navigates to `/rep/admin/notifications`
2. Select the user
3. Enable **Quiet Hours** and set the start and end times
4. Save

During quiet hours, external notifications (email, SMS, ntfy) are not sent. Alerts still accumulate in the in-app feed and are waiting when quiet hours end.

9.6 Testing Notifications

Admins can send test notifications to verify that channels are configured correctly.

Test SMS:

1. Go to `/rep/admin/notifications`
2. Select a user with SMS enabled
3. Click **Send Test SMS** (submits to `/rep/admin/notifications/test-sms`)
4. A test message should arrive at the user's phone within a few seconds

Test ntfy:

1. Go to `/rep/admin/notifications`
2. Select a user with ntfy enabled
3. Click **Send Test Notification** (submits to `/rep/admin/notifications/test-ntfy`)
4. A test push notification should arrive on the user's subscribed devices

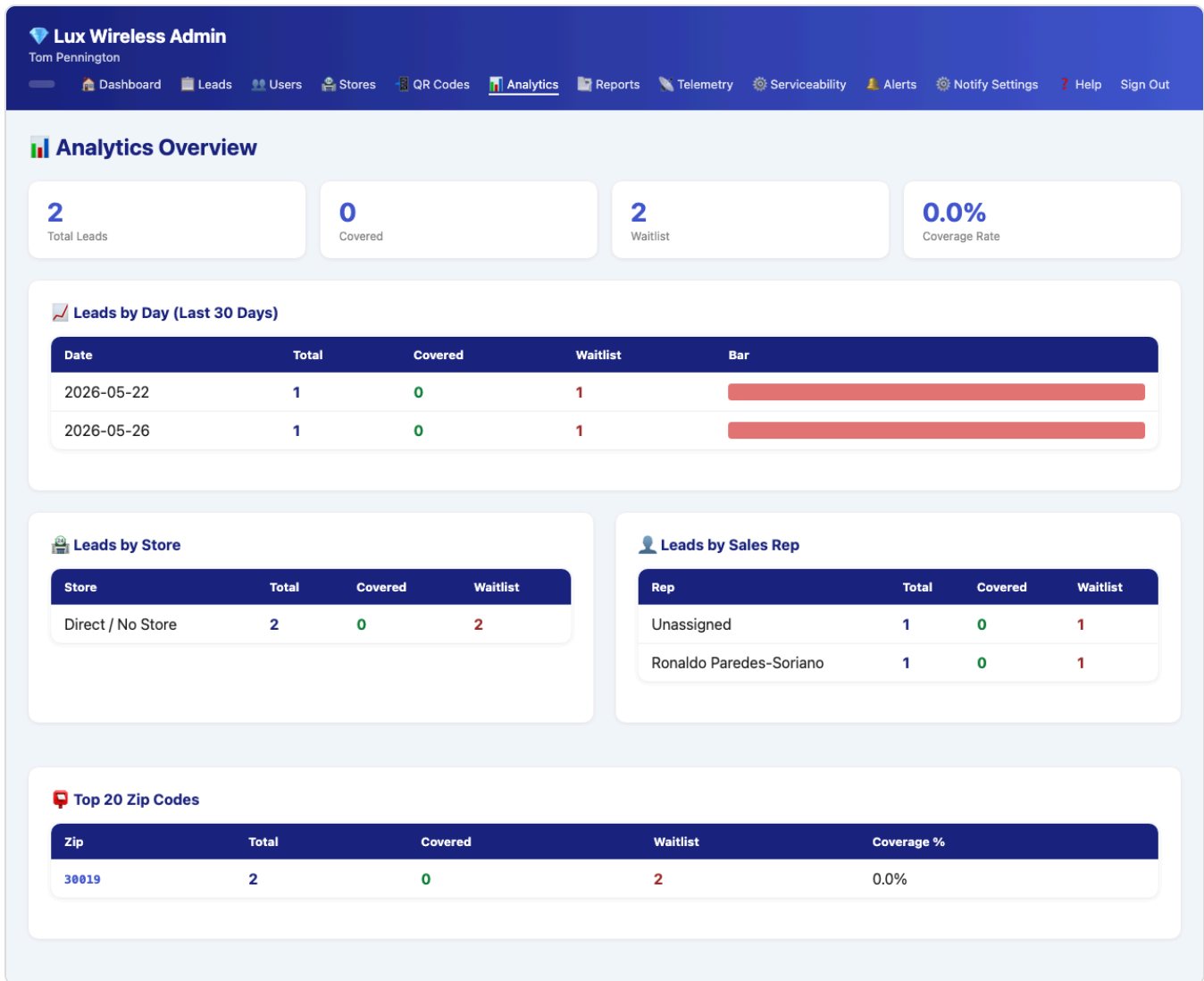
If test notifications fail, verify:

- SMS: Phone number format and carrier selection are correct
- ntfy: The user has subscribed to the correct topic in the ntfy app/browser

10. Reports & Analytics

10.1 Analytics Dashboard Charts

The Analytics Dashboard at `/admin/analytics` provides five built-in visualizations updated with live data.



Leads by Day (30-Day Trend) A line chart plotting daily lead volume for the past 30 days. Use this to:

- Spot trends (growing, shrinking, flat)
- Identify days of the week with consistent high or low volume
- Correlate lead spikes with marketing campaigns or events

Leads by Store A bar chart ranking stores by total lead count. Use this to:

- Identify your highest-performing locations
- Spot stores that may need more traffic (more/better-placed QR codes)

Leads by Rep A bar chart ranking reps by total lead count. Use this for:

- Performance reviews
- Identifying reps who may need coaching
- Recognizing top performers

Coverage Rate A donut chart showing the ratio of covered vs. uncovered leads. Use this to:

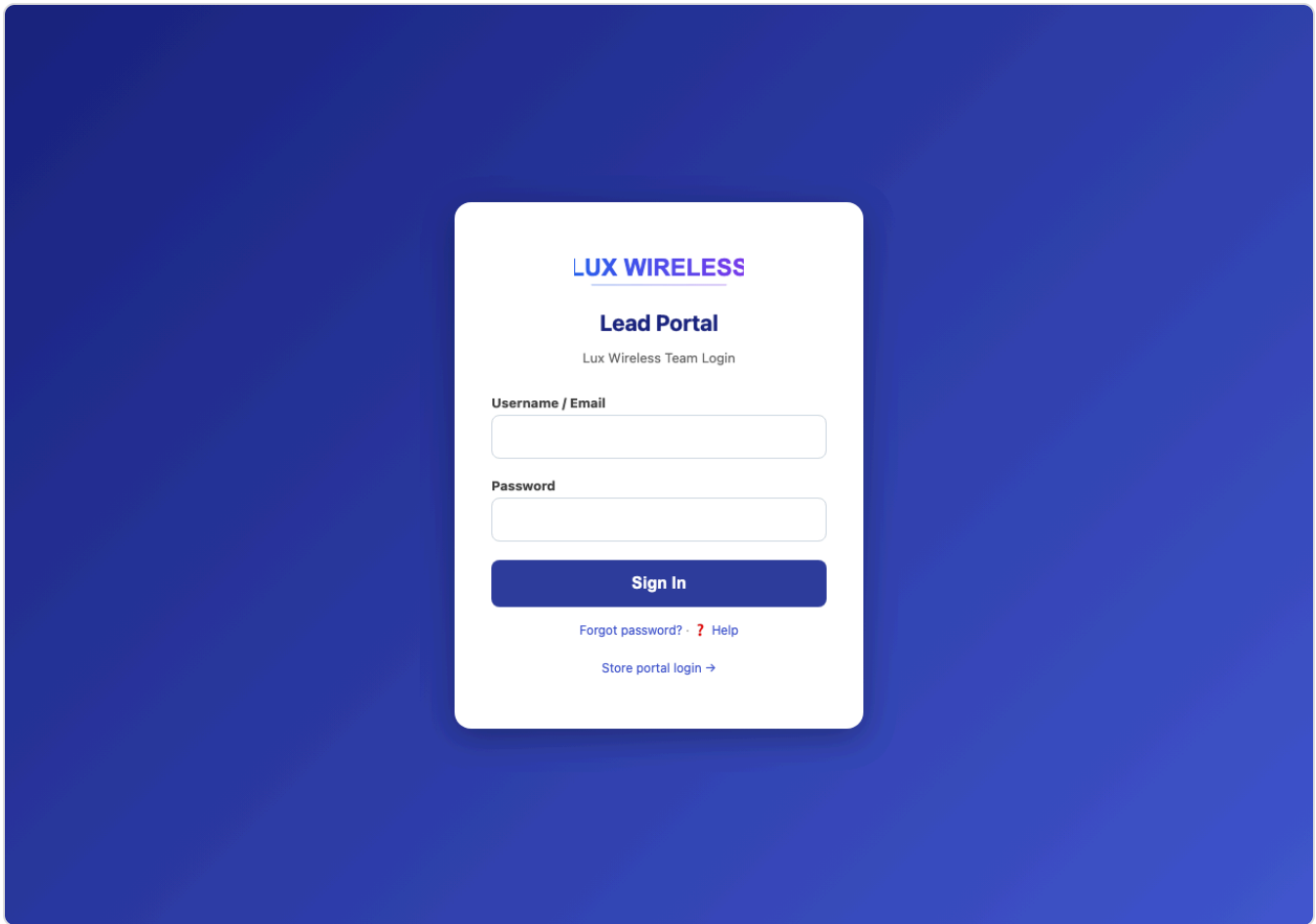
- Assess whether you're targeting the right service areas
- Identify if a large portion of leads are outside Spectrum's footprint

Top Zip Codes A table of zip codes ranked by lead count. Use this to:

- Identify the most active neighborhoods
- Focus marketing and QR placement where demand is highest
- Spot geographic expansion opportunities

10.2 BI Report Builder

The BI Report Builder at `/reports/` gives admins a flexible tool for creating custom data reports beyond the built-in analytics charts.



10.3 Report Templates

Navigate to `/reports/templates` to see pre-built report templates. Templates are the fastest way to create a new report — they come pre-configured with useful filters and columns.

To create a report from a template:

1. Click a template name on the Templates page
2. The template opens in the report builder, pre-configured
3. Adjust any filters or settings as needed
4. Click **Save** to add it to your report list
5. Click **Run** to execute it immediately

10.4 Running Reports

To run a saved report:

1. Navigate to `/reports/`
2. Click the report name
3. On the report page (`/reports/<id>`), click **Execute** (submits to `/reports/<id>/execute`)
4. Results appear on the page — rows of data matching the report's filters and columns

Execution history:

- After each run, an entry is added to the report's execution log
- Navigate to `/reports/logs` to see all past runs across all reports: who ran it, when, and what results it returned

10.5 Exporting Reports

Every report can be exported in two formats:

CSV Export:

1. On the report page, click **Export CSV** (`/reports/<id>/export/csv`)
2. A `.csv` file downloads — open in Excel, Google Sheets, or any spreadsheet app

PDF Export:

1. On the report page, click **Export PDF** (`/reports/<id>/export/pdf`)
2. A formatted PDF report downloads — suitable for printing or sharing with stakeholders

10.6 Favorites and Sharing

Favorites:

- On any report, click the **star icon** to toggle it as a favorite (submits to `/reports/<id>/favorite`)
- Favorited reports appear at the top of your report list for quick access
- Favorites are per-user — your favorites don't affect other users' lists

Sharing:

- Reports can be shared with other users (the system includes a `report_shares` table)
- Sharing functionality allows collaborating on reports without each user having to recreate them

Appendix A — Troubleshooting

Login Issues

"Invalid username or password"

- Double-check that you're using the correct login portal. Store users must use `/store/login` ; reps and admins must use `/rep/login` .
- Passwords are case-sensitive. Make sure Caps Lock is off.
- Contact your administrator to reset your password.

"Account is inactive"

- Your account has been deactivated. Contact your administrator.

Coverage Check Not Working

Address returns an error

- The address may not be formatted correctly. Use the full street address with zip code.
- The Spectrum API may be temporarily unavailable. Wait a few minutes and try again.
- Check the Telemetry dashboard (/rep/admin/telemetry) for API error rates.

Coverage result seems wrong

- The Spectrum API result is cached after the first lookup. Results reflect Spectrum's coverage data at the time of the check.
- Check the FCC data section on the Lead Detail Page for a second opinion.
- Contact Spectrum directly if you believe a coverage result is inaccurate.

Notifications Not Arriving

SMS not arriving

- Verify the phone number and carrier are correct in notification settings.
- Ask your administrator to send a test SMS.
- Some carriers may delay or block email-to-SMS messages. Try a different carrier gateway if possible.

ntfy notifications not arriving

- Confirm you've subscribed to the correct topic in the ntfy app.
- Check that the ntfy app has notification permissions on your device.
- Ask your administrator to send a test ntfy notification.

Email not arriving

- Check your spam/junk folder.
- Verify your email address is correct in your rep profile.

QR Code Not Working

QR scan takes customer to wrong store

- QR codes are tied to specific stores. Verify you're using the QR code for the correct store.
- If a QR code was accidentally created for the wrong store, create a new one for the correct store and retire the old one.

QR scan count not incrementing

- Each completed scan (where the customer's browser successfully loaded the QR redirect URL) increments the count. Partial scans (user scanned but browser didn't load) may not count.

Appendix B — Glossary

Term	Definition
Lead	A potential customer who submitted the coverage check form
Covered	The customer's address is within Spectrum's service area
Uncovered / Not Covered	The customer's address is outside Spectrum's service area
Status	The current stage of a lead in the sales process: New, In Progress, Sold, or Customer Declined

Reference Number	The Spectrum account or confirmation number assigned when a customer signs up
Store Attribution	Which store "owns" a lead — set by QR scan or rep check-in
QR Token	The unique identifier encoded in a store's QR code URL
Scan Count	How many times a QR code has been scanned
ntfy	An open-source push notification protocol used for mobile and browser alerts
Quiet Hours	A time window during which external notifications are suppressed
Impersonation	An admin feature to view the system as a specific rep or store user
Rep	A sales representative, store manager, or admin user (non-store account)
Store User	A store-level login account (distinct from rep accounts)
Spectrum Code	The coverage result code returned by Spectrum's API for a given address
FCC API	The Federal Communications Commission's broadband data API, used as a coverage fallback
Camoufox	The browser automation tool used to query Spectrum's coverage API
CSV	Comma-Separated Values — a spreadsheet-compatible file format used for data exports

Appendix C — Contact & Support

System URL: <https://luxwireless.com>

For account issues (password resets, new accounts, deactivations): Contact your system administrator.

Current administrators:

- Tom (Admin)
- Lee Scarbrough (Admin)

For technical issues (system errors, data problems, API failures): Contact your administrator, who can review the Telemetry dashboard and system logs.

For billing or Spectrum-specific questions: Contact Spectrum directly. The LMS is a lead management tool — it does not handle Spectrum billing or account management.

Lux Wireless LMS — User Guide v1.0

This guide reflects the current system configuration: 4 representatives, 2 stores, Hetzner-hosted at 5.161.249.196.